

DIGITAL MARKETING

STRATEGIC GUIDE FOR PROMOTING
BUSINESS ONLINE

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PREFACE

We wrote this book for business school students who want an in-depth look at how today's business firms use digital marketing strategies to achieve corporate objectives. People are spending more and more time online carrying out a range of tasks, including shopping, searching for information, reading news, watching videos, using e-mail, booking holidays, and using social media. They are also using a wider range of devices such as laptops, tablets, and smartphones, allowing them to be online anytime, anywhere. What this means is that people are spending less time using traditional media, such as print and television. Businesses therefore need to get online in order to reach both their existing and potential customers. They need to engage in digital marketing in order to promote and sell their products and services over various online channels. You already know the world of digital media is changing at a phenomenal pace. Its constantly evolving technologies, and the way people are using them, is transforming not just how you access your information, but how you interact and communicate with your friends and colleagues on a global scale. It has also changed the way you choose and buy products and services. People are embracing digital technology to communicate in ways that would have been inconceivable just a few short years ago. No longer the preserve of tech-savvy early adopters, today ordinary people are integrating digital technologies seamlessly into their everyday lives. This book will deliver the basic understanding of Digital Marketing and the tools used by organizations in current scenario.

We would welcome feedback and suggestions to help us develop our textbook in second edition. Please do not hesitate to mail us at gurukmarketing@gmail.com

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CHAPTER I

Digital Marketing- Introduction

1.1 Digital Marketing: Meaning, Scope and Importance

The first approaches to digital marketing defined it as a projection of conventional marketing, its tool and strategies, on Internet (Otero and Rolan, 2016). Satya (2015) defined it as ‘online marketing’, ‘web marketing’ or ‘internet marketing’. The term digital marketing became popular overtime, especially in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but, in the UK, and worldwide, digital marketing has become the most common term, especially after the year 2013.

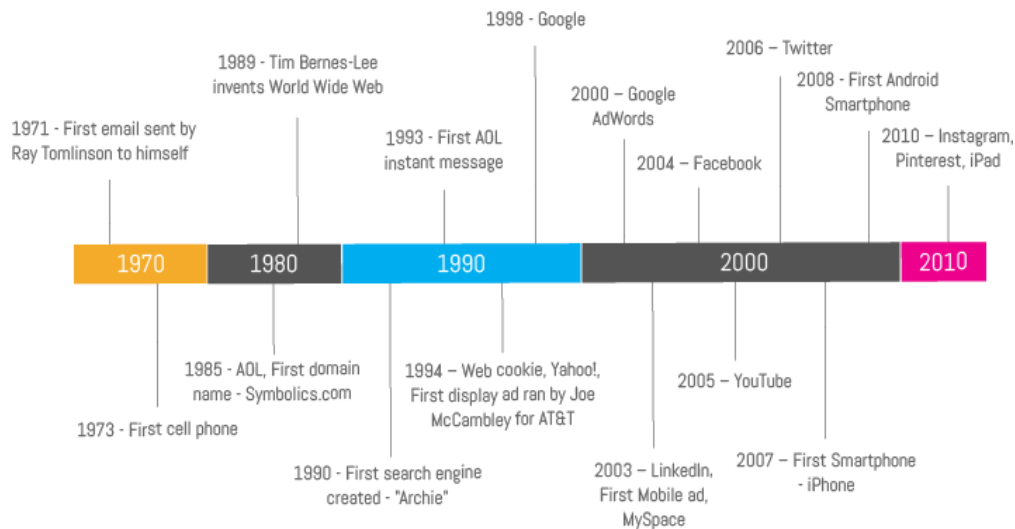
Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mostly on the Internet, but also including mobile phones, display advertising and any other digital terms. Digital marketing encompasses all marketing efforts that use an electronic device or the 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.

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 e-book 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 e-book more information on the company.

1.2 Evolution of Digital Marketing



(Source : <http://www.mediaocean.com/digital-marketing-guide/overview-history>)

Digital marketing first appeared as a term in the 1990s but, as mentioned above, it was very different world then; Web 1.0 was primarily static content with very little interaction and no real communities. The first banner advertising started in 1993 and the first web crawler (called WebCrawler) was created in 1994 – this was the beginning of search engine optimization (SEO) as we know it (Kingsnorth, 2016).

Once Google started to grow at pace and Blogger was launched in 1999 the modern internet age began. Blackberry, a brand not connected with innovation any more, launched mobile email and MySpace appeared. MySpace was the true beginning of social media as we define it today, but it was not as successful as it could have been from a user experience perspective and ultimately that is what led to its downfall.

Google’s introduction of Adwords was their real platform for growth and remains a key revenue stream for them to this day. Their innovation, simple interface and accurate algorithms continue to remain. Cookies have been a key development in delivering relevant comments and therefore personalising user experience. “One of the technologies which really brought information revolution in the society is Internet Technology and is rightly regarded as the third wave of revolution after agricultural and industrial revolution” (Gangeshwer, 2013)

The first search engine started in 1991 with a network protocol called Gopher for query and search. In 1993, the first clickable banner went live, after which HotWired purchased a few banners ads for their advertising. This marked the beginning of a new era, the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies entering the digital marketplace. The very same year, Yahoo was launched.

1998 saw the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search. In 2000, the internet bubble burst and all the smaller search engines were either left behind or wiped out leaving place for the giants. Then in 2006, digital marketing world saw its first steep surge. At that time, search engine traffic already grown to about 6.4 billion in a single month. Soon, Google began to expand and along with this social networking sites began to emerge. Myspace was the first social networking site followed by Facebook. With this, companies realized that all these new sites are opening new doors of opportunity for them to market their products and brands.

Products marketed digitally are now available to customers at all times. Statistics collected by the Marketingtechblog for 2014 show that posting on social media is the top online activity in the US. The average American spends 37 minutes a day on social media. 99% of digital marketers use Facebook to market, 97% use Twitter, 70% use Google+, 69% use Pinterest and 59% use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are far more likely to buy from brands that they follow on Twitter. 83.8% of luxury brands have a presence on Pinterest. The top three social networking sites used by marketers are LinkedIn, Twitter, and Facebook.

1.3 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

1.4 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

1.5 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, newspaper etc.	Social media websites, chats , apps and e-mail etc.

1.6 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

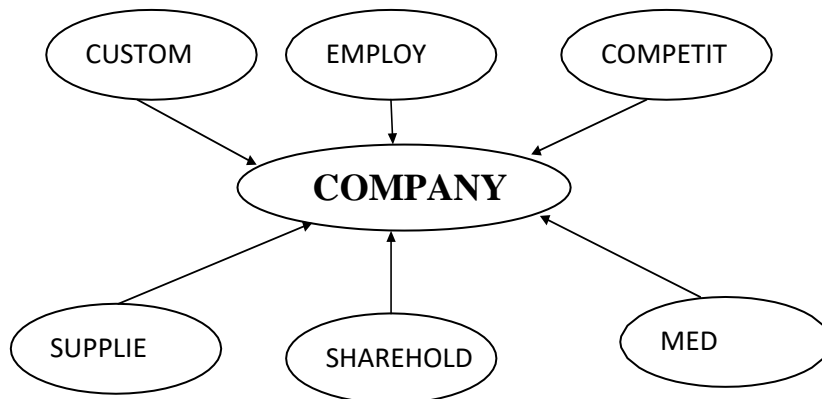
Online business is dynamic in nature. Therefore, it is important for organizations to monitor usage of the internet by the competition. The internet is the new medium through which companies undertake the task for customer retention and acquisition. This dynamism has introduced new services and innovative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



1.6.1 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.

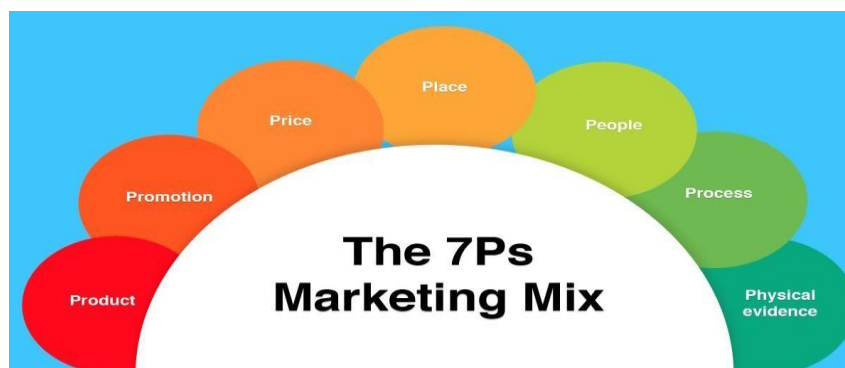
Post implementation it is important to maintain tracker of the strategy. These trackers are frequently centered on, visitor tracking, lead generation, online sales and finally customer retention.

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.

1.7 The Marketing Mix. (7 P's) in online context



The 4Ps were designed at a time where businesses were more likely to sell products, rather than services and the role of customer service in helping brand development wasn't so well known. Over time, Booms and Pitner added three extended 'Service mix P's': **Participants, Physical evidence and Processes**, and later **Participants was renamed People**. Today, it's recommended that the full 7Ps of the marketing mix are considered when reviewing competitive strategies.

The 7Ps helps companies to review and define key issues that affect the marketing of its products and services and is often now referred to as the 7Ps framework for the digital marketing mix.

Using the Internet to vary the marketing mix						
Product <ul style="list-style-type: none"> Quality Image Branding Features Variants Mix Support Customer service Use occasion Availability Warranties 	Promotion <ul style="list-style-type: none"> Marketing communications Personal promotion Sales promotion PR Branding Direct marketing 	Price <ul style="list-style-type: none"> Positioning List Discounts Credit Payment methods Free or value-added elements 	Place <ul style="list-style-type: none"> Trade channels Sales support Channel number Segmented channels 	People <ul style="list-style-type: none"> Individuals on marketing activities Individuals on customer contact Recruitment Culture/image Training and skills Remuneration 	Process <ul style="list-style-type: none"> Customer focus Business-led IT-supported Design features Research and development 	Physical evidence <ul style="list-style-type: none"> Sales/staff contact experience of brand Product packaging Online experience

Although it's sometimes viewed as dated, we believe the 4Ps are an essential strategy tool to select their scope and is particularly useful for small businesses. For startups reviewing price and revenue models today, using the Business Model Canvas for marketing strategy is a great alternative since it gives you a good structure to follow.

Companies can also use the 7Ps model to set objectives, conduct a **SWOT analysis and undertake competitive analysis**. It's a practical framework to evaluate an existing business and work through appropriate approaches whilst evaluating the mix element as shown below and ask yourself the following questions:

1. **Products/Services:** How can you develop your products or services?
2. **Prices/Fees:** How can we change our pricing model?
3. **Place/Access:** What new distribution options are there for customers to experience our product, e.g. online, in-store, mobile etc.
4. **Promotion:** How can we add to or substitute the combination within paid, owned and earned media channels?
5. **Physical Evidence:** How we reassure our customers, e.g. impressive buildings, well-trained staff, great website?

6. **People:** Who are our people and are there skills gaps?
7. **Processes:** How many sales staff are involved in conversion?

An example of a company using the 7Ps strategy

Take a look at HubSpot as an example, which was founded in 2006; Hubspot has 8,000+ customers in 56 countries and sells software.

What does their marketing mix look like?

This is a top level overview; you would take this into greater detail and ask the following questions:

1. **Products/Services:** Integrated toolset for SEO, blogging, social media, website, email and lead intelligence tools.
2. **Prices/Fees:** Subscription-based monthly, Software-As-Service model based on number of contacts in database and number of users of the service.
3. **Place/Access:** Online! Network of Partners, Country User Groups.
4. **Promotion:** Directors speak at events, webinars, useful guides that are amplified by SEO and effective with SEO. PPC Social media advertising, e.g. LinkedIn.
5. **Physical Evidence:** Consistent branding across communications.
6. **Processes:** More sales staff are now involved in conversion.
7. **People:** Investment in online services.

1.8 Managing the online customer experience

1. Create a clear customer experience vision

The first step in your customer experience strategy is to have a clear customer focused vision that you can communicate with your organization. The easiest way to define this vision is to create a set of statements that act as guiding principles.

For example, Zappos use their Zappos core family values and these values are embedded into their culture; which includes delivering wow through service, be humble and embracing change.

Once these principles are in place, they will drive the behavior of your organization. Every member of your team should know these principles by heart and they should be embedded into all areas of training and development.

2. Understand who your customers are

The next step in building upon these customer experience principles is to bring to life the different type of customers who deal with your customer support teams. If your organization is going to really understand customer needs and wants, then they need to be able to connect and empathize with the situations that your customers face. One way to do this is to create customer personas and give each persona a name and personality. For example, Anne is 35 years old; she likes new technology and is tech savvy enough to follow a video tutorial on her own, whereas John (42 years old) needs to be able to follow clear instructions on a web page. By creating personas, your customer support team can recognize who they are and understand them better. It's also an important step in becoming truly customer centric.

3. Create an emotional connection with your customers

You've heard the phrase "it's not what you say; it's how you say it"?

Well, the best customer experiences are achieved when a member of your team creates an emotional connection with a customer.

One of the best examples of creating an emotional connection comes from Zappos, when a customer was late on returning a pair of shoes due to her mother passing away. When Zappos found out what happened, they took care of the return shipping and had a courier pick up the shoes without cost. But, Zappos didn't stop there. The next day, the customer arrived home to a bouquet of flowers with a note from the Zappos customer service team who sent their condolences.

Research by the Journal of Consumer Research has found that more than 50% of an experience is based on an emotion as emotions shape the attitudes that drive decisions. Customers become loyal because they are emotionally attached and they remember how they feel when they use a product or service. A business that optimizes for an emotional connection outperforms competitors by 85% in sales growth. And, according to a recent Harvard Business Review study titled "The New Science of Customer Emotions", emotionally engaged customers are:

- At least three times more likely to recommend your product or service
- Three times more likely to re-purchase

- Less likely to shop around (44% said they rarely or never shop around)
- Much less price sensitive (33% said they would need a discount of over 20% before they would defect).

4. Capture customer feedback in real time

How can you tell if you are delivering a wow customer experience?

You need to ask – And ideally you do this by capturing feedback in real time. Post interaction surveys and similar customer experience tools can be delivered using a variety of automated tools through email and calls. And of course, it's even possible to make outbound calls to customers in order to gain more insightful feedback.

It's important to tie customer feedback to a specific customer support agent, which shows every team member the difference they are making to the business.

5. Use a quality framework for development of your team

By following the steps above, you now know what customers think about the quality of your service compared to the customer experience principles you have defined. The next step is to identify the training needs for each individual member of your customer support team.

Many organizations assess the quality of phone and email communication, however, a quality framework takes this assessment one step further by scheduling and tracking your team development through coaching, eLearning and group training.

6. Act upon regular employee feedback

Most organizations have an annual survey process where they capture the overall feedback of your team; how engaged they are and the businesses ability to deliver an exceptional service.

But, what happens in the 11 months between these survey periods?

Usually, nothing happens. And this is where continuous employee feedback can play a role using tools that allow staff to share ideas on how to improve the customer experience and for managers to see how staff is feeling towards the business.

For example, using project management software or social media tools, you can create a closed environment where your organization can leave continuous feedback.

7. Measure the ROI from delivering great customer experience

And finally, how do you know if all this investment in your teams, process and technology are working and paying off?

1.9 Planning website design

1. Point of sale

Is this your only point of sale or is it to compliment a brick and mortar shop?

This question is mostly to do with stock and POS systems. If you have a physical shop with inventory shared between the website and the shop, the systems need to 'talk' to each other so inventory on your site is always accurate.

This will affect the platform and systems integrated.

2. Photos

Product photos are an essential part of an online shop. If you only have a few items to sell, a one off professional photo shoot will be enough but if you update stock regularly, invest in a good camera and a photo box, so all photos are consistent and look professional.

Remember – white background photos will work best with most websites.

3. Delivery / Postage:

How will you package and post your goods? can they be posted or must be delivered door to door?

Are you restricted by delivery locations (state, country)?

How much will it cost you to package / post deliver? will you charge a fee?

These are important questions to ask as this will need to be set up as part of your online shop. If you are not set up for delivery, you cannot start selling online!

4. Terms

Terms, exchange, refunds – these are issues that you will need to consider before launching your online shop.

In most cases you will be able to use a template document provided by the platform (for example Shopify has some excellent examples) but if your terms are a bit more complex you might want a lawyer to review and draft a document for you.

5. Payment

Are you set up to receive online payments? There are many options available they vary in cost. The platform you use will also affect the decision.

For example, Squarespace only works with STRIPE and PayPal & Shopify works with a wider selection. Do your research and compare benefits and fees?

6. Processing

How do you want to communicate to customers once they purchased?

Most system offer an automated email confirmation and you can change the text / look of these emails. You can also send a confirmation once package left or send a customer survey after. There are many options and it will be a good idea to take note once you come across a shopping experience you like. Everything matters and effects the overall customer experience.

7. Time

Maintaining an active online shop takes time!

If you are expecting a few orders a day, take into account handling and processing orders, posting orders, and handling customer enquiries.

Understanding site user Requirement

The first step in developing any **E-Commerce application is to interview the user base to generate a list of features** to be included in the application. This comprises the important input for defining the capabilities of the application.

There are two sets of users of shopping cart applications: site administrators and end users who purchase items using their Web browsers. After interviewing end users and administrators, application requirements such as the following may be generated.

1.10 End User Requirements

End user features that facilitate the enjoyment of Internet shopping might include the following:

- Users should be able to use the E-Commerce application from any Web browser supporting HTML 3.2 (or later) and cookies.
- Visitors new to the site should be able to register by themselves. Users will be differentiated by unique user identifiers.
- Transactions should be secure. That is, a basic authentication mechanism must be built into the application to prevent unauthorized persons from making transactions on a user's behalf. Secure socket layers (SSL) or other encryption mechanisms are typically used to thwart the access of sensitive information (such as credit card numbers) sent to the server by Web browsers.
- Site visitors should be able to purchase goods or services via the electronic store.
- Users should be able to view a complete list of specified items available through the site.
- Users should be able to search for items by related attributes. For example, visitors might search for CDs by artist, album title and/or genre or search for books by author, title and/or ISBN number.
- Site visitors should be able to search the database using relevant keywords to identify items of interest.
- Users should be able to select items of interest and add them to their shopping carts for future purchase.
- Visitors should be able to modify the quantities of items in and/or delete items from their shopping carts before checkout.
- All selected items should be shipped to the user following purchase.
- Users should be able to view the status of items they have ordered.
- Large numbers of users should be able to use the application simultaneously.
- The performance of the application should not degrade with an increase in the number of goods or services offered.

1.11 Site Design and Structure

A Web page's structural elements are the basic parts that Internet users often expect to see when they visit a website. Understanding the location and purpose of the main structures can help you relay information about your small business and products or services in ways that attract visitors and retain their interest.

Page Header

The header is the area that runs horizontally across the top of a page and is commonly the same on most every page in the site. It helps make a website visually identifiable to visitors. Similar to a letter heading or letterhead at the top of stationery, the page header displays information about the person or company controlling the website via title text, logo, background images, tagline or a combination of these elements. Other elements often placed in the header include a site-search box, shopping cart link, site-access link and navigation tools.

Navigation Tools

Web-page navigation tools are located in several areas outside of the header including the right or left sides, center or bottom of the page. They offer page-to-page navigation or instant jump to the top of the current page. Designs feature text- or image-based one-click links organized standalone or in tab, drop-down or popup menu and list layouts. Some sites also feature breadcrumb trails — links to every page you would visit to reach the current page organized left-to-right on a horizontal line in the header or top center of the page in the order of your movement through the site, if you were to follow the site’s organizational hierarchy.

Sidebar Columns

Sidebar columns, also known as sidebars, run vertically along the left or right side of Web pages. They usually provide primary or secondary site-navigation links and information you want to emphasize such as contact details or important updates about the site operator or the topic of the site. Other elements often placed in sidebars include personal or partner advertising, a site search box and search filter tools. Sidebars usually display information as an unbroken column or a column divided into sections or boxes.

Primary Content

The primary content area on a page is traditionally located to the left or right of a sidebar or between two sidebars. It provides main page information you want a visitor to focus on. The primary content area features a main title and content formatted into concise text paragraphs, images, videos or combination elements divided by spaces or subheadings. It also often features elements previously mentioned such as a breadcrumb trail and jump navigation links, as well as update information such as content publication or update dates and links to websites relevant to the content or that you think would interest visitors.

Page Footer

The footer runs horizontally across the bottom of pages. It provides navigation links visitors might find useful, as well as details about a page or website such as a logo, copyright date, website operator's name, page author name, legal statements and links to the site terms of use and privacy policies. Other elements often placed in the footer include links to the site operator's contact page or email address, job postings page, feedback-form page, support page and frequently asked questions page.

Developing and Testing Content

Usability research helps organizations understand user needs, identify potential issues, and generate ideas for improvement. While usability testing is often used to evaluate a website's user interface (UI), this method is also invaluable for discovering the best way to present information on your website. By paying attention to how people read, interpret, and access content, you gain a greater understanding of how to communicate, structure, and format information.

It's great when sites have good navigation. But too often we see the user experience fail at the content level: People can navigate to the content but don't understand it. Analysis shows that people often use websites to collect, compare, and choose products or services. Have users evaluate your digital copy so that articles and information match their needs and expectations. People read online content differently than printed material.

The usability study methodologies for evaluating UI versus content are fairly similar. However, there are nuances to the methodologies that are worth considering when the primary goal of the usability study is evaluating digital copy.

Below are suggestions for how to get the most out of your research.

Tips for Testing Content on Websites

1. **Avoid recruiting proxy users:** In every usability study, you should always aim to test your designs with representative users. However, when testing content, your recruiting criteria should be even more stringent. Take extra care to recruit the right participants.

Those people evaluating the information on your site should truly be representative of your user population: they should have the same mindset, situation, AND user goals. The flexibility you have with recruitment depends on the use case and type of

information on your site. You may have some leeway with general e-commerce sites, but for content-rich, research-intensive activities or for B2B websites, you must find people who fit the exact circumstance.

In other words, the scenario that you give people should match the current problem they need to solve. Unlike regular UI-focused studies, content-focused studies should not ask test participants to “pretend” or “imagine” to be in a situation. The risk of invalidating the study is much higher for content because the participants’ motivation is much more important for obtaining accurate insights.

It is impossible for proxy users to instantly acquire knowledge or know the situation well enough to assess the value of the content. For example, people who have just been diagnosed with a serious medical condition are more likely to relate to the content accurately than someone who is asked to pretend to be interested about a disease.

It’s not good enough to recruit participants who generally fit the demographic profile, such as by age, gender, income level, and location. Such criteria are too broad to give you deep insight. General recruitment criteria won’t cut it. You must find people who are actually in the process of researching the information you are evaluating.

2. Be aware of the limitations of unmoderated studies: Unmoderated studies are done without the facilitator present: Participants work on their own. This method can be useful for getting user feedback on narrow parts of the site such as workflow or snippets of information. However, when trying to discover how people conduct research, compare offerings, and make decisions, the best approach is to conduct a moderated study, where the facilitator is present.

Content studies tend to have long stretches of time when the user is simply scanning page after page—in silence. When left alone (such as in an online un moderated situation) users may feel awkward and wonder whether they’re being helpful. Without proper feedback and reassurance, participants often alter their behavior by approaching the task in a more superficial manner. Task times are often shorter for online studies than in traditional test settings. When on their own, participants assume that the goal is to work quickly, not realistically.

Also, the facilitator can ask the user for clarifications. With un moderated studies, you miss opportunities to ask personalized, user-tailored follow-up questions. Even

though participants are instructed to think out loud, they often forget to explain their actions and thoughts.

3. **Give tasks that are tailored for each individual:** In most traditional usability studies, researchers follow a prepared script and give study participants prescript tasks to perform. For content testing minimize your reliance on a script. Spend time at the beginning of each session to discuss the participant's situation and make sure the task scenario matches their exact circumstance. It's OK to prepare some more generic tasks prior to the study, but be willing to modify or craft new ones on the spot as you learn more about the participant's situation, and as the session unfolds. You want to give participants the freedom to research a topic as they please, so you uncover what's important and what's not. Don't rigidly control the activities or force an unrealistic task. The more pertinent the tasks, the more vested people are at completing them.

The best results occur when study participants forget about the testing environment and immerse themselves in the activity rather than merely going through the motions. Participants can sometimes “fake” their way through simple pass or fail activities (e.g. *Find the contact name for Press Relations*), but such is not the case for exploratory tasks where having a scenario that precisely matches the person's current situation and emotional state is critical.

4. **Remember, there is no right answer:** Unlike well-specified tasks (e.g., “Find the opening hours for the Fremont public library”), open-ended tasks don't have a definitive answer. Open-ended tasks are meant to assess content quality and relevance. Use this time to learn how people explore and research, what questions they have, how they expect information to be communicated, and whether your site meets their needs.

Consider competitive testing: Sometimes you can get insights into your users' needs by allowing them to search freely on the web or by letting them visit competitors' sites rather than restricting them to your own site. Don't worry that you're wasting precious testing time: if users are truly representative, the insights will often be revelatory. And you can always limit the free exploration to a small part of your session.

5. **Set expectations for time allocations:** Open-ended tasks have vague end points, often leaving participants wondering how to best spend their time. At the

beginning of reach session, tell people to work at their own pace and not to worry about the time.

6. **Get comfortable with silence:** Expect long stretches of quiet time while the participant focuses on processing the information. Don't appear impatient. Avoid being interruptive or fidgety. Injecting too many questions while users work breaks their concentration and alters their behavior. If you need to ask a question mid task, keep it neutral, such as "What are you thinking?" or "What are you looking for?" Once users answer, let them continue. Resist the temptation to blast questions. Save questions for the end. When user testing is conducted well, users behave authentically and the study generates realistic findings.

1.12 Integrated internet Marketing Communications (IIMC)

As search engines continue to change, so, too, must our strategies for maintaining powerful online presences. Gone are the days where little one-off marketing techniques made an impact. Now, the game is all about providing the user with an all-encompassing experience online. In order to create this experience for your website's visitors, you need to combine a lot of digital strategies into an "integrated digital marketing" campaign.

Integrated digital marketing is, as it sounds, the integration of multiple marketing strategies to form a cohesive online approach for your business. Here's what it typically entails:

- Web development and design
- Search engine optimization (SEO) and search engine marketing (SEM)
- Content marketing
- Social media marketing
- Local listings management
- Paid advertising (or pay-per-click advertising) campaigns

The idea behind integrated digital marketing is that, while each individual strategy doesn't have a huge impact on its own, when used in conjunction, you can create a more influential online presence.

And it's not just some passing fad. It's pretty much the status quo when it comes to tackling the digital realm. Of course, there are still one-off campaigns out there, but most agencies are moving toward integrated solutions, as a well-rounded marketing strategy provides better visibility and ROI for businesses online.

1.13 BUZZWORD OR LEGITIMATE SERVICE?

Make no mistake—integrated digital marketing is a legitimate service provided by digital marketing agencies. But some agencies tout it as if it’s a unique service that you can only get from them.

The fact is that most digital marketing agencies have their own form of integrated marketing because it’s the most effective way to build an online presence. So don’t let the buzz worthiness of an “integrated digital marketing plan” sway you to choose one agency over another. Because, chances are, both of them probably offer that service. Instead, when you’re choosing an agency, focus on what they bring to the table in terms of resources and proven success. For more help with choosing the best firm, here’s a quick guideline on how to avoid the wrong SEO firm.

Integrated digital marketing is most certainly the best way to build an online presence, but don’t get caught up in how cool the term sounds—and don’t fall under the impression that it’s a special offer at specific firms. Almost all marketing these days, digital especially has a great deal of integration involved.

Objectives and Measurement of interactive marketing communication

A company’s task is partially achieved after the creation and hosting of the website. But with effective promotion techniques and creation of visibility, a company is able to attract visitors to the website. However, attracting visitor is not enough; the company needs to bring quality customers to the website. For this internet marketing specialist develop online and offline promotion strategies, to create differentiation and awareness.

Interactive Marketing Communications

There are several differences between traditional marketing techniques and online marketing techniques. It is necessary for the company to evaluate these differences. Some of them are as follows:

- **Space:** In traditional marketing, outdoor space for promotion is limited and thus expensive. On the other hand, digital media space is unlimited and thus inexpensive.
- **Image:** In traditional advertising, company’s perception is very important compared to the information content. On the other hand, in digital space, information content of the campaign is of foremost importance.

- **Communication:** In traditional marketing communication is one way. However, in digital space, communication is interactive.

Integrated Internet Marketing Communications

The internet becomes more effective if it is integrated with other marketing communications of the company. The company has many channels through which it can communicate a clear and distinct message to its target customers. The key characteristics of integrated communications are as follows:

- **Uniformity:** All communications channels should be connected with each other.
- **Consistency:** All communications should be conveying the same message.
- **Continuity:** All communications over a period of time should be connected and same.
- **Complementary:** All communications channels should bring synergy to the whole marketing campaign

Objective for interactive marketing communications

The interactive marketing communication should be supporting overall marketing objectives of the company. However, the objectives of interactive marketing communications should be as below:

- Online and offline promotion techniques should be used to attract visitors to the website. This process is referred to as traffic building. However, this technique should be specific, measurable, actionable, relevant, and time-bound.
- The on-site communications should be able to deliver the message that builds a certain perception of the company. These messages should be relevant to the company's product and services.
- All marketing communications should be able to generate pre-determined online and offline sales.

Offline Promotion Techniques

The use of traditional marketing media like TV, Radio, Posters, and Print for promotion purpose is referred to as offline promotion techniques.

The distinct advantages of offline promotion techniques are as follows:

- Offline tools like TV, Radio, and Newspaper have far more reach, as they are used by all consumers.
- Offline tools are able to create more visual appeal; hence impact is higher.
- Offline tools are able to create a more emotional connection using sound, visuals etc.

The disadvantages of offline promotion techniques are as follows:

- The cost of running an offline promotion is higher due to high competition and limited resources.
- The percentage of wastage, which is the inability to reach correct customers, is higher in offline promotion.
- The measurability and tracking of offline promotion technique are expensive as the company needs to have dedicated resource for the same.
- As space and time availability is limited for offline promotion, information has to be very concise.
- Personalization is difficult to achieve in offline promotion.
- Offline promotion is one way in nature and lacks the interactive element.

Selecting the optimal communications mix

Companies have limited resources in terms of capital. It needs to develop communications plan taking into consideration cost benefit analysis. Every communication technique has its own pro and cons. Companies needs to evaluate and chose communications which support its overall marketing objectives.

CASE STUDY

Digital Marketing Presence of Amazon.com

Based in the United States and originally started as an online bookstore back in 1994, Amazon Inc. (www.amazon.com) has grown to become a market leader in electronic commerce, diversifying into a number of areas including technology, software, music, film, apparel and home-ware. Alongside being the world's biggest provider of Cloud Infrastructure, more recently they have become a prominent producer of consumer electronics including tablet and smartphone technology. As the world's largest online retailer, it's fair to say that Amazon has a clear and decisive grip on the ins-and-outs of the Digital Marketplace, and that expert knowledge is perfectly evident in their Social Media efforts. With a central branded account and verified accounts for each of their separate products, including Amazon Music, Amazon Video and Amazon Web Services, they utilize Social Media to its fullest potential as both a marketing and customer service tool.

Every successful Social Network is constantly evolving to meet the growing needs of consumers, and Amazon are more than willing to take an active role in that evolution. Amazon listens and responds to their customers, offering awesome content that provides value to those who interact with it. Any big business that wants to seriously invest in their Digital Marketing well should take a look at Amazon's Social Media pages and its digital marketing strategies

(<http://giraffesocialmedia.co.uk/how-do-amazon-use-social-media/>)

CHAPTER II

Digital Marketing Techniques

2.1 Online Promotion Techniques

The use of the internet channel in promotion techniques is referred to as online promotion. The online promotion is referred to as traffic building exercise. The objective is to attract the maximum amount of visitors and customers. Some of the tools used in online promotion techniques are as follows:

Search Engine Marketing: the search engines are the key in directing traffic to the website. This alone cannot be achieved through registration with the website. A Search engine optimization technique where by using certain selected phrases and words, the company's website is placed higher in the search result, needs to be utilized. Pay per click is another technique where the company's website is listed on typing of certain phrases.

Online PR: the management of company image in the internet world is achieved through online PR activities. The online PR objective is to increase favorable perception of the company on the third party website, frequented by the customers. The online audience is more connected to organizations as well as with each other. Hence online reputation management becomes critical

Online Partnership: Partnership is very important in the current internet world. Companies need to develop strategies to manage these online partnerships. Affiliate marketing, in which e-retailers pay commission to third parties for sales creation, is a form of online partnership.

Interactive Advertising: The online advertisement takes place when an advertiser pays to place its content on another's website. However, each website can be considered as advertisement in itself, as highlights to the customer about the company's product and services. Interactive advertisement should be able to deliver content for enabling e-commerce activities.

Email Marketing: Email plays an important role in online marketing communication campaigns. Email marketing is used to reach directly to customers encouraging them to trial and purchase of new products and services. Email marketing is also used to receive inquiries from customers for any kind of support.

Viral Marketing: The usages of email to transmit promotional communication to potential large number customers at one go by leveraging the internet is known as viral marketing.

On-Site Promotional Techniques: through traffic building exercise, visitors are attracted to the website; however, it becomes important to convert them into consumers. This can be done through on-site promotion via incentives, coupon, schemes etc.

2.2 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.

2.2.1 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.

2.3 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 is 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 comments 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.

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 master's 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 is now generally considered common sense, 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 "webrings" 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 CD Now.

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.

2.4 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.

2.5 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.

2.6 Affiliate Marketing

Affiliate marketing is where a company may promote its products through a third-party website in exchange for paying a commission or fee to the website when an action is taken. This is very common in the comparison, voucher and cashback space as it is very easy to directly track sales and therefore attribute value to the relationship. Commissions are often paid on sales but can be paid on click-through or other actions.

Can you make money with affiliate marketing? Affiliate programs can earn an extra money and even a full-time income from home. Affiliate marketing is an ideal home business because it doesn't require much money to get started, and you don't have produce, stock or ship product inventory, or deliver a service. You're essentially paid for referring new clients and customers to other businesses.

Pros of Affiliate Marketing

As already mentioned, there are several aspects of affiliate marketing that make it a good home business option including:

- Low cost to get started. Most affiliate programs are free to join, so your costs are usually related to your referral/marketing methods.
- No need to create a product or service.
- Don't have to stock or ship products.
- Work anytime and from anywhere as long as you have Internet access.
- Passive income potential, depending on how you market your affiliates programs.
- Can be added on to current home business to create an additional income stream.

Cons of Affiliate Marketing

There are challenges to making money from affiliate marketing, such as:

- It can take time to generate the amount of traffic needed to result in income.
- Affiliate hijacking can occur in which you're not given credit for your referral. URL masking can help.
- A bad affiliate can ruin your credibility. It's important that you choose quality businesses to work with to avoid this.
- No control over the businesses product, service, or how it does business.
- Some companies have been known not to pay, although there are ways to screen and choose quality affiliate programs.
- High competition. When you find a great program, you can bet that many others are promoting it as well.

How to Become a Successful Affiliate Marketer?

Affiliate marketing isn't hard, but it does require knowledge, planning, and consistent effort to make any significant income. Here are some things you can do to insure your venture into affiliate marketing is successful.

- Start right by learning about affiliate marketing and the steps required to be a success.
- Choose only quality affiliate products and services. You'll be judged by the product/services you promote, so don't just focus on the income, but also on the quality.
- Research the programs so you understand how and when you're paid, and other important money issues you need to know to ensure the program is a good fit.
- Choose affiliate items that match your niche or the content on your home business website or blog. For example, if you write about figure skating, affiliate links to motorcycles or a new set of saddlebags won't do well.
- Mix and match affiliate ads so you don't overwhelm your visitors. In-content affiliate links usually have the best click through rates over image links.
- Always disclose your affiliate relationship. Most visitors will probably understand that graphic ads will lead to your getting paid, but if you write a review or use an intext link as a recommendation, you want your readers to know that may lead to compensation as well.
- Market, market, market. Don't rely on social media alone to drive people to your website or blog to take advantage of your affiliate recommendations. Understand who your target market is, where you can find it, and how you can entice it to your site.
- Start an email list. The most successful affiliate marketers use email in their affiliate marketing. Don't put this off. Email marketing can increase your affiliate profits significantly.

2.7 Search Engine Marketing (SEM)

Search engine marketing (SEM) includes ads that appear in search engine results pages. This is known as pay-per-click advertising (PPC), as you only pay when someone clicks your ad. Search engine advertising enables you to reach customers at the exact time that they are searching for your product or service. It also allows you to target customers effectively by specifying exact search terms and location – for example if you are a local business you can reach only customers in your area.

SEM platforms allow you to create advertising campaigns to target your audience when they are searching online. The two most common SEM platforms for search engine advertising are:

- Google AdWords (<https://www.google.com/adwords/>)

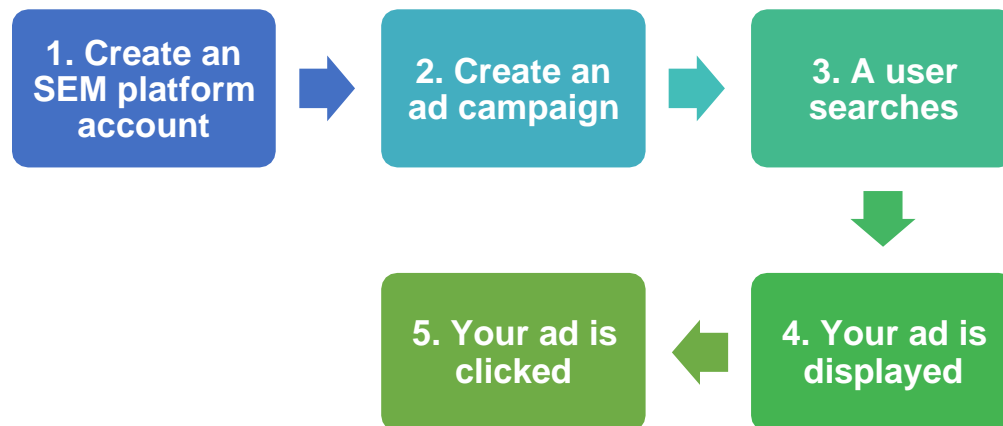


- Bing ads (<https://bingads.microsoft.com/>)



How does Search Engine Marketing work?

Getting started with search engine advertising involves a series of steps:



Step 1: Create an SEM platform account. For example, set up a Google AdWords account.

Step 2: Create an ad campaign. You complete relevant details in a standard template. For example, create a SEM campaign in Google AdWords:

Google AdWords

1 About your business 2 **Your first campaign** 3 Billing 4 Review

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience, and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget	€5.00 per day	
-------------	---------------	--
2. Choose a target audience

Locations	Ireland	
Networks	Search Network	
Keywords	Select your keywords	
3. Set your bid

Bid	€0.01	
-----	-------	--
4. Write your ad

Text ad	Write your ad	
---------	---------------	--

a. **Set your budget** – this is based on how much you want to spend. For example, in Google AdWords you can set how much you want to spend per day.

b. **Select your target audience location** – you can target customers by location, either globally or locally.

c. **Select the type of advertising network** – for example in Google AdWords select Search Network, which is made up of Google search sites and sites using the Google search engine. **Note:** For SEM, don't select Display Network (sites that allow you to display ads to people while browsing).

d. **Select keywords** – these are the words that you think people will search for when looking for your product or service. Include negative keywords that will prevent your ad from showing to eliminate unwanted clicks. Google's Keyword Planner, available if you use Google AdWords, offers keyword information for search ads:

adwords.google.com/ko/KeywordPlanner.

e. **Decide on your bid** – This is the maximum amount you want to pay for a click on your ad. The SEM platform calculates this based on your budget and the keywords you have selected or you can set it manually.

f. **Write your ad text** – This is text-based and typically includes a **URL** where the user goes after clicking your ad, known as the landing page; **Headline text** which is the title for your ad or webpage and contains keywords or a call to action; and a **short description** of what you are offering.

4. Write your ad

Text ad

Landing page
Ex:
The landing page is the URL you want people to reach after clicking your ad. It should match what your ad promotes.

Headline 1

Headline 2

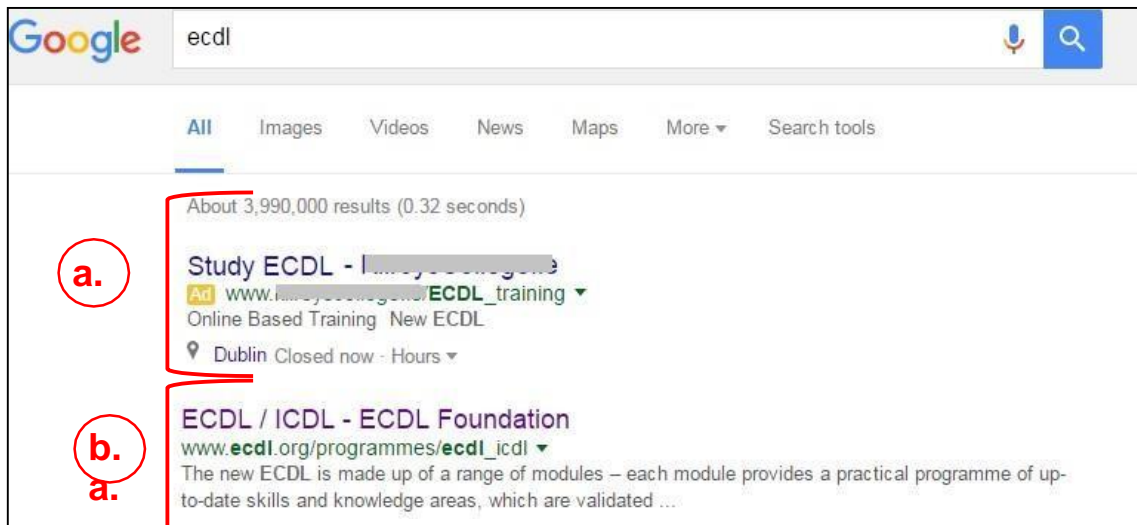
Description

Ad preview

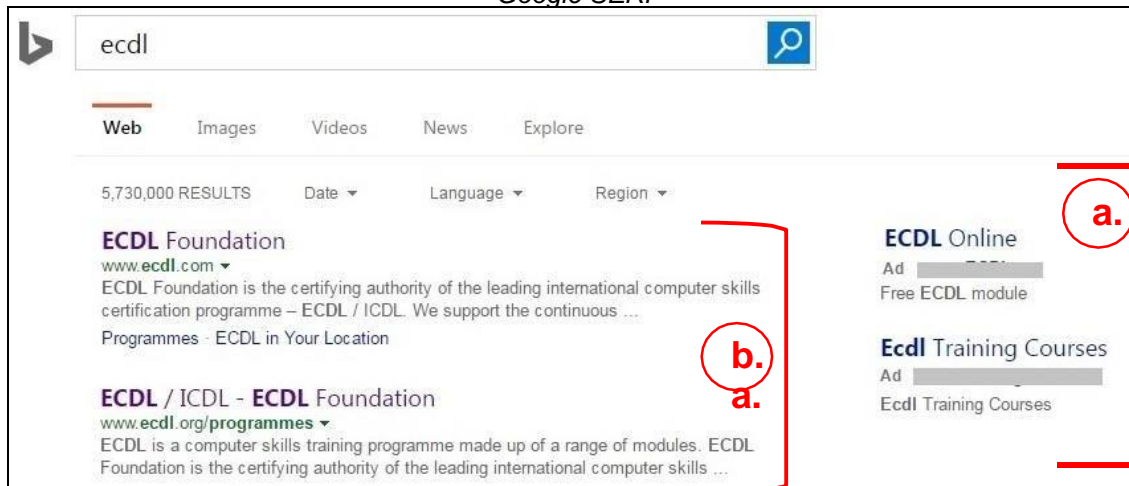
New York Budget Hotel - Best NY Hotel Rates in Seconds
Ad www.example.com
Experience all the comforts of home. Save with multi-day booking.

Step 3: A user searches for a word or phrase in a search engine.

Step 4: Your ad is displayed. If the search term matches the keywords you have identified in your ad, your ad is shown in the search results page. Typically, ads appear at the top or to the right of the organic results in the search engine results page and are identified as ads. The position of your ad will be determined by your budget relative to other advertisers and the quality of your ad. For example, if you identify the keyword “ECDL” and someone searches for ECDL, where your ad appears will depend on whether you have bid higher for that keyword than other advertisers who also bid on it.



Google SERP



Bing SERP

- a. Advertisers are charged if a user clicks an ad in the results.
- b. Organic results typically appear beside or below the ads.

Step 5: Your ad is clicked. If your ad appeals to the person searching they might click your ad. You only pay when your ad is clicked. Depending on how your ad is set up the person clicking your ad might visit your website, get directions to your premises or call you.

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.

2.8 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.

Content marketing involves the creation and sharing of free, relevant and valuable content to attract and convert leads into customers, and turn customers into repeat buyers. It has been used in marketing for over a century, when in 1904 the food company that produced Jell-O distributed free cookbooks filled with Jell-O recipes to households door-to-door.

What is online content marketing?

Content is very effective in digital marketing too and can take many forms. It can be used to drive traffic and engagement. Here are some examples:



- **Infographics** – These are representations of information and statistics in graphic format. They are a visually appealing way to convey information.



Example of an infographic

- **Meme** – These are photographs, of celebrities or animals, reused with overlaid text for different jokes. They are typical of Internet humour.
- **Videos** – These can be entertaining, humorous, informative; or all three. They range from funny videos to how-to tutorials. For example, a make-up brand could create video content showing how to use their new eyeliner for sixties-style eyes.

- **Guides** – These include information on specific products or services, for example "How to use our detergent to get rid of grass stains". These also include tutorials such as "How to learn the piano in a week."
- **Product reviews** – These include opinions on products from customers on commercial websites or from experts on news websites or blogs. For example, they could include "The latest tablet reviewed", or a customer review of a restaurant or hotel.
- **Testimonials** – These are endorsements from real customers or celebrities, for the brand, product or service. For example, "I saved €200 on my car insurance when I switched. Sam, Madrid".
- **Lists** – These are simple web articles with ranked lists and images aimed to be read quickly, for example "20 wedding video mistakes to avoid" or "10 National Parks to see before you die".
- **Whitepapers** – These are informational reports explaining a topic or presenting case studies relevant to the brand's industry. These are editorial in style and are not a sales brochure. They aim to promote a particular solution, product or service.

CHAPTER III

Digital Promotion Tools

3.1 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

3.1.1 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.

3.2 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?

3.3 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.

3.4 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 – publicizing 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.

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!

3.5 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).

3.6 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

3.7 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.

3.8 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 Steupland 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.

3.9 TOOLS AND METHODS USED TO HELP MARKETER

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

3.9.1 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 delivers 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)

3.9.2 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 measure from your potential audience (opportunity), share of voice (visibility), and buzz (comments).

Unlike 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 is 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 upgrade 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.

This Chapter 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.

CHAPTER IV

Online Platform for Promotion

4.1 Web Page and Website

One of the success factors in digital marketing is the choice of appropriate tools, marketing channels. When choosing marketing tools, you must first consider the goals you want to achieve. Consideration must be given to the link between the various channels, when combining them successfully the potential risks can be reduced and maximum result achieved. The existing, available solutions must be assessed and non-productive solutions abandoned in favor of those that give results. The presence effect on the Internet is essential for achieving positive results. This can be achieved through a variety of solutions: own web page, online supermarkets, web banners, web directories etc.

Web Page

Web page is a document commonly written in HyperText Markup Language (HTML) that is accessible through the Internet or other network using an Internet browser. A web page is accessed by entering a URL address and may contain text, graphics, and hyperlinks to other web pages and files.¹

Web pages can either be static or dynamic. Static pages show the same content each time they are viewed. Dynamic pages have content that can change each time they are accessed. These pages are typically written in scripting languages such as PHP, Perl, ASP, or JSP.

Website

A website is a collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server. A website may be accessible via a public Internet Protocol (IP) network, such as the Internet, or a private local area network (LAN), by referencing a uniform resource locator (URL) that identifies the site.²

¹ <https://www.computerhope.com/jargon/w/webpage.htm>

² <https://en.wikipedia.org/wiki/Website>

Regarding the concepts Web page and Web site often they are considered to be the same.

A Web page is an individual HTML document. A Web site is a collection of pages.³

When deciding to create a web site such questions arise as how much time, human resources and financial resources will be needed. Will the result be in line with the expectations and the funds invested? Web site creation can be entrusted to professional programmers, designers, but you can successfully use web site building platforms, which will definitely save you money.

What are the first steps if you decide to build a website using one of the platforms?

4.2 Website Platforms

Before you begin choosing colour schemes, domain name and web hosting, you should decide which platform will be used to build an internet site.

Research conducted in 2017 shows that most people and organizations create websites using content management systems (CMS).

The good news is that most popular and well-known CMS (website platforms) are free. CMS provides the possibility to create different types of websites in which organizations, businesses, and individuals:

- Can copy/paste content into a page and then just update when changes need to be made;
- Do not need to hire someone to fill a web maintenance role;
- Do not need to buy expensive software to build out pages;
- Use websites as using CMS is all very simple and user-friendly.

What CMS/Website Platform to use?

According to the data of 2017 study, three most popular website building platforms are:

1. WordPress (FREE,50.07%);
2. Drupal (FREE,17.07%);
3. Joomla (FREE,6.44%);

³ <https://techterms.com/definition/webpage>

What is WordPress and Why to choose it?

Wordpress.com offers a powerful content management system that allows to create a website and customize it for your own needs.

WordPress offers two options:

- **WordPress.com** allows to register and use the system via the Internet.
- **WordPress.org** is a downloadable system on your computer. To be accessible to other users, you need the server on which this web site will work. Wordpress.org offers wider, more flexible usage options and various plug-ins to enhance your page. Wordpress.com is content management system (CSM). If there is a wish and need to improve the website with options that are not offered by a free version, you can buy a paid version and use the offered opportunities to improve the page. Unlike Wordpress.org, the use of Wordpress.com is easier to learn and can be used without prior preparation.

4.3 A Domain Name and Host

Before we start creating a new website, two important things are needed:

- **A domain name:** A web address like smartwomen.com;

A Domain name is an important aspect of your website, because that's how people are going to find your website on the Internet. The domain name should be short and clear, because it will be easier for everyone to remember.

- **Web hosting:** A service that puts your website up on the Internet. The choice of this service providers is very wide. When choosing it, you should definitely get acquainted with the feedback of other users, tariff plans, and the offered service.

Specialists recommend to choose hosting services in the country to which the customer-oriented project is targeted.

If the project is international and has visitors from all over the world, then the main criterion for choosing a hosting company is the quality of its offer. However, if the project is country-specific, then ideally hosting must also be chosen in that country. This is important, first of all, from SEO (Search Engine Optimization) point of view,

because in a particular country, the website will also show better results in search engine results.

Internet sites have international hosting providers' ratings. For example:



EDITORS REVIEW.ORG
2017 Top 15 Web Hosting

Sponsored Content: Editor's Review is presented by Endurance International Group to provide information about hosting solutions offered by iPage and other hosting brands our company operates.

Click the table headers below to sort by our Ranking, Price or Features.

Rank	Website	Price	At a Glance	Support & Guarantee	Link
1	 bluehost	\$2.95	<ul style="list-style-type: none">Free DomainTop Recommended by WordPress.org, the #1 website platform on the internetUnlimited domains, space, file transfer & email	<ul style="list-style-type: none">24/7 support & money back guarantee.	Visit Site Review
2	 iPage	\$1.99	<ul style="list-style-type: none">Free DomainUnlimited Bandwidth, Space & Emails	<ul style="list-style-type: none">Uptime & Money-back GuaranteesFree North America based support 24/7	Visit Site Review

One of the hosting providers whose offer is definitely worth exploring if the project is international is **Bluehost.com**, because they're affordable, reliable and offer 1click-installation for WordPress, Joomla and Drupal and your hosting account gets activated immediately which means you can start creating your website now.

4.4 Creating Website (Important Rules)

As in any project that we are implementing, also in the development of websites we should comply with some important rules.

- **Pages Must LoadFast**

Your web page should load as fast as possible. Although Internet connections get faster and faster over the years, do not forget that there is always more data, more content, more images to download. Remember that your web page can also be viewed by mobile visitors who may not have such wonderful connection speeds at the moment.

- **Pages Should Only Be as Long as They Need to Be**

Writing for the web people want to get not the same as writing for print. People skim online, especially when they first get to a page. People want to get the content of your page quickly, but some would like to get enough detail as an expansion on the basics. So it is important to find that fine line between having too much content and having too little detail.

- **Pages Need Great Navigation**

Navigation on your web pages should be clear, direct and easy to use.

- **Small Images are advisable**

Beginning web designers often create wonderful web pages but with large images. Before uploading a photograph to your website it should be resized it and optimized to be as small as possible (but no smaller).

CSS sprites are also a very important way to speed up your site images. If you have several images that are used across several pages on your site (such as social media icons), you can use sprites to cache the images so that they do not need to be re-downloaded on the second page your customers visit.

- **Use Appropriate Colours**

Colours have meanings to people, and if you're not careful using the wrong colour can have the wrong connotation. Web pages are, by their very nature, international. Even if you create your page for a specific country or locality it will be seen by other people and you should be aware what you are saying to people around the world by your colour choices.

- **Think Local and Write Global**

As websites are global you should make sure that things like currencies, measurements, dates, and times are clear so that all your readers will know exactly what you mean.

- **Spell Everything Correctly**

Professional websites should be error free as people judge websites by the quality of the writing, and spelling and grammar errors are an obvious indicator of quality for

many people. If they see mistakes they might consider that the services, you provide will also be haphazard and mistake-prone.

- **Links Must Work**

Broken links for many readers (and search engines, too) are an indication that the site is not well maintained and why would anyone want to see the site if even the owner doesn't care for it? So it's important to use an HTML validator and link checker to help you check older pages for broken links. Even if links were coded properly at the launch of the site, those links may need to be updated now to ensure they are all still valid.

- **Avoid Saying Just Click Here**

The words "Click Here" is not the right text to use when you are linking text on a site. By creating links that are clear and explanatory, you help your readers and make them want to click. So you should write links that explain where the reader is going to go, and what they are going to find there.

- **Pages Should Have Contact Information**

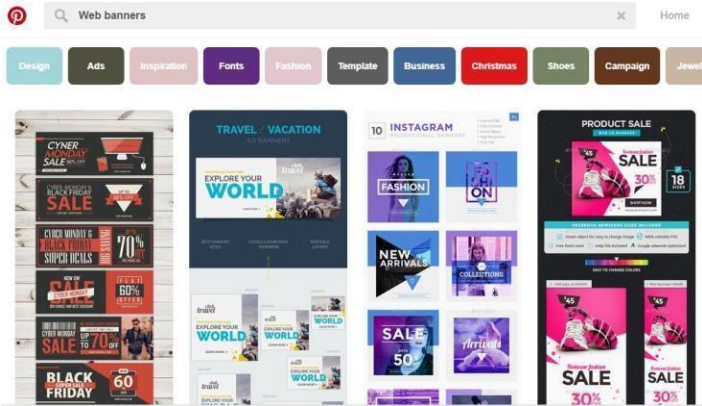
Some people may be uncomfortable with contact information on their website. But if someone cannot easily contact you on a site, then you cannot hope it can be used for business purposes. If you do have contact information on your site, then follow up on it. Answering your contacts is the best way to create a long-lasting customer.

4.5 Web Banner

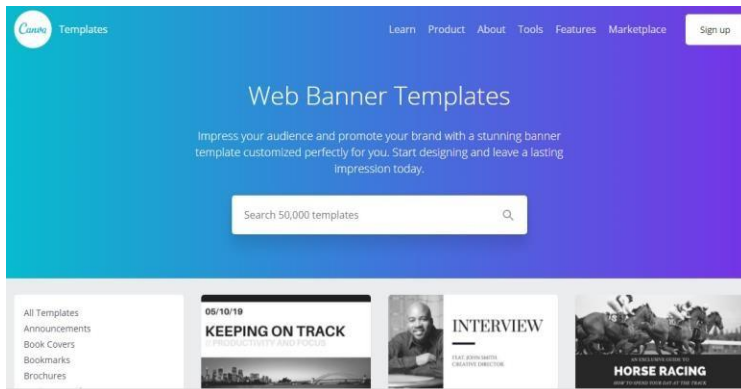
The phrase web banner is often used to refer to a form of advertising on the World Wide Web delivered by an ad server. It is also known as a banner ad. It is not to be confused with a non-advertising banner at the top of a web page that graphically identifies the website it is on or this website's prime content, which type of banner is technically known as the hero image.⁴ Many web sites offer the possibility to create a web banner.

Some examples:

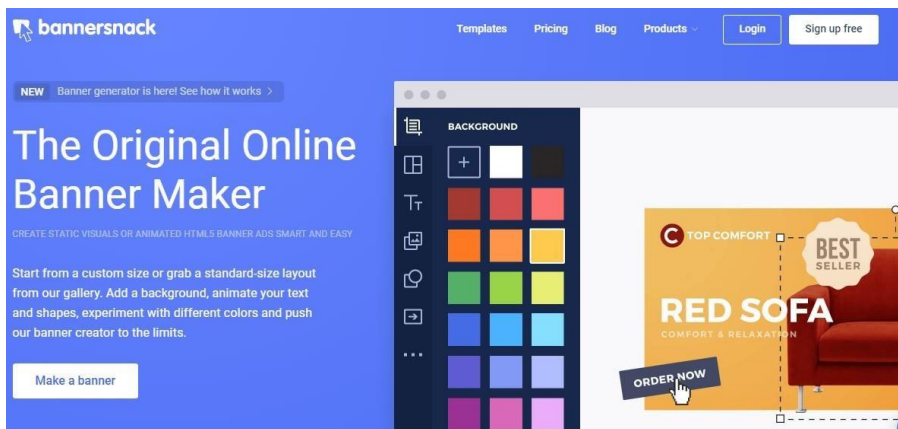
⁴ https://en.wikipedia.org/wiki/Web_banner



<https://www.pinterest.com/explore/web-banners/>



<https://www.canva.com/templates/web-banners/>



<https://www.bannersnack.com/>

4.6 Web Directories

A web directory or link directory is an online list or catalog of websites. That is, it is a directory on the World Wide Web of (all or part of) the World Wide Web. Historically, directories typically listed entries on people or businesses, and their contact information; such directories are still in use today. A web directory includes entries about websites, including links to those websites, organized into categories and subcategories. Besides a link, each entry may include the title of the website, and a description of its contents. In most web directories, the entries are about whole websites, rather than individual pages within them (called "deep links").⁵

Popular Web Directories

The logo for Yahoo!, featuring the word "YAHOO!" in a bold, purple, sans-serif font.

Yahoo: Yahoo has one of the most well-known directories on the web, along with its own search engine listings and many other search services.



Best of the Web: Established in 1994, the site bills itself as "the Internet's most authoritative collection of Web directories. Site owners must pay a listing fee to gain a spot here.



The **World Wide Web Virtual Library** is the oldest web directory online that was created by Tim Berners-Lee - the man who invented HTML and the web. Volunteers are responsible for compiling pages in fields of their expertise, resulting in a directory that's widely regarded as among the highest in quality available. This virtual library also includes a section dedicated to Business and Economics.

⁵ https://en.wikipedia.org/wiki/Web_directory

4.7 Keywords and Search Engine Optimization

What is SEO?



Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results - often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers. SEO may target different kinds of search, including image search, video search, academic search, news search, and industry-specific vertical search engines. SEO differs from local search engine optimization in that the latter is focused on optimizing a business' online presence so that its web pages will be displayed by search engines when a user enters a local search for its products or services.⁶

SEO is based on an online form of marketing, search optimization or search marketing, which includes the creation of web sites and the maximum application of its content to the demands of search engines and searchers themselves on the Internet.

Considering the set of activities performed, **SEO can be divided** into:

- Internal optimization: making changes in website code, structure, content;
- External optimization: implementation of the link strategy.

Any modern website needs to provide proper internal SEO optimization, but often it is not enough. For example, when it comes to the business environment, it should be remembered that if a company offers goods or services in a highly competitive environment, then the search keywords that describe the company's offer are highly competitive.

⁶ https://en.wikipedia.org/wiki/Search_engine_optimization

In this case, external SEO optimization is required - it will strengthen the authority of the website or online store domain, which essentially means outsourcing the domains of competitors. This will allow the website to achieve a higher position in organic search results.

Outside SEO optimization enhances the domain's authority by placing links on other high authority domain web sites and publishing advertisements on leading web sites and blogs.

Google's search engine does not translate your page, it performs a semantic core analysis, or compares the words that are found in the content and determines what the page is about. All these actions are aimed at ensuring that search engine service robots, by "reading" (indexing) a website, perceive the relevance of the keywords to the content of this page. Accordingly, the more robots will be told on the relevancy of the keyword, the higher the particular website will be placed in search results.

You need to be aware of the specific key word that will be connected to the essence of the article most closely, or, to put it simply, the word after which you would like Google search engine to find. It is important that this keyword is repeated many times not only in the text, but also in the HEADING, META DESCRIPTION, and also the TITLE DESCRIPTION metadata, which constitute the homepage code.

Most modern website building engines (Joomla, WordPress, Ecommerce, Drupal) **are so SEO optimized** that these fields are user-visible and you simply need to write the required text based on the keyword.

You can also use outbound links in your articles. It will not increase the position of your page, but if the outbound links will contain content supplementing or similar resources, it will signal a high-value content. In turn, if you place a link to a questionable content webpage, then Google can place you on its blacklist. An important factor is the age of the domain and links to it, or "Backlinks." These factors together enhance confidence in the search engine's eye.

What does SEO backlinks mean? These are links in other websites that lead to your website, in the ideal version to the website as such, or at least the article on this site. It's important that they come from "proper", authoritative pages, they can build your credibility.

Website optimization is a fairly complex activity, and when you optimize, you need to see the whole picture. You need to be able to define the strategy that you can use

to get to the top of Google, you need to know different analytics services, analyse competitors and understand why they are there, what mistakes they have made and what can be done better than they do. Considering supported and unsupported set of techniques used to optimize a website, **SEO can be divided into White and Black**, or use of permitted and unauthorized techniques for website optimization.

White optimization techniques

Methods that do not impose any sort of penalties on web pages from search engines are referred to as white SEO optimization methods. This means that the rules set by the search engines are not violated, the user of the information who has found the specific content in accordance with the keywords or defined phrases on the Internet (Google) is not diseaved.

Black optimization techniques

Black optimization methods include achieving the goal by any means, including by using false information and unauthorized techniques. Using such techniques, the web page owner is in danger of having search engine moderators block (ban) that particular page at some point.

Some of the black optimization techniques that should definitely be avoided:

- white text on the background of the same colour;
- text hidden behind the image;
- concealed text, using Cascading Style Sheet (CSS) styles;
- the use of invisible links; • content over optimisation.

It is important to remember that the use of black techniques for a quality or corporate style sheet is not acceptable, as it only gives a temporary effect. To keep the website at the top of the search browser for long time, it is necessary to use only the white optimization methods that exist from the beginning of the search engines. As far as the content of the page is concerned, it should be remembered that it should be neither over optimised nor duplicated. Every text that is published on a website must be unique, copying in the SEO optimization process is more than unwanted. Also, do not use somebody's content and say it is yours. Also, you should not use automatically generated content that does not make any sense and is not useful to page visitors, but is used only to generate the required keyword.

Now it can be verified by anyone.

4.7.1 Is SEO Optimization Necessary?

When starting to create a new website, it is advisable to make sure that it is attractive, engaging and practically useful to the intended audience who will visit it in the future.

Creating a web page solely for human needs can seriously complicate the indexing of the page or its interpretation in the search engine view, thus developing a website can take a long time and, at the end, will not achieve the goals set. Gold Medium - making the page interesting for both people and search engines.

In today's virtual world, services that offer various goods (online stores, e-sales, etc.) or services (internet loans, delivery services, etc.) are increasingly spreading. Such resources require that a potential customer himself / herself is able to find the company's website and make an order or purchase. It's very difficult to reach customers' inflows to such Internet resources with high competition without professional SEO.

SEO is definitely needed. If you need help in this area, you always have the opportunity to turn to professionals who will be able to ensure your page a good position in search engine results.

4.7.2 Using algorithms and keywords for optimization

Increase of the number of visitors to the website is achieved with the help of different algorithms, as well as using different keywords and other SEO nuances, which result in an increase in the number of visitors to the website and obtaining a higher position in the search engine results.

Generally, SEO services are used by companies to gain a higher position in Google's search results. In other words, when entering specific keywords, that are used to search their services, the particular company would appear as high as possible. It's no secret that almost nobody is looking at the search results that are at the bottom of the page, not speaking about the the second page.

Successful SEO optimization is based on the right choice of keywords (those that are used to search particular service). Without the right keywords, it's not possible to explore the market and understand what direction to go further. Keywords help to understand what people are looking for and how they are looking for the service at that time.

It's important to use them properly in order for the keywords to work properly and to benefit. With the help of keywords, you can not only increase the number of page visitors, but also be able to understand the visitors themselves. Often keyword analysis is perceived too primitive - simplified. You cannot rely solely on how often a particular keyword is entered into a Google search engine. Even though the keywords you choose will really reflect very well and accurately the product or service you offer, they will also reflect another 1,000,000 companies that have chosen the same keywords and yours will simply be left unnoticed.

If the number of companies that have chosen the same keywords as you diminish ten times, this greatly enhances your chances of moving up to the top of the search engine results. That is why it is important to choose not only the most relevant, but also the right keywords!

But how to choose the right keywords? You do not need to rely solely on Google GCP. Although it is a good assistant in choosing keywords, for the most part, it only offers closely related keywords to your chosen ones. For example, if you type "running" in it, the variants in which this name will be included will be offered. But choosing the right keyword, you need to think not only about the word itself but about the associations that can occur when you hear that word.

Google only attaches some other word to this one, but you can modify it yourself and as you want. Keywords offered by GCP will be used more often, which will also reduce your chances of increasing your position in the search engine top. Therefore, it is sometimes more beneficial to rely more on yourself than on automatic offers that may seem more correct. Because sometimes they may have the opposite effect.

When properly choosing a keyword you should not think of a single word that describes you are of activities. If you use something like that, then it will be generalized and, of course, already used very many times. Try to choose a word that describes exactly what you are doing.

For example, you should not use keywords that describe a range of activities in general, such as "running," instead you should choose exactly what you offer, such as "running shoes" or "shoes for running".

CHAPTER V

Social Media Platforms for Marketing

5.1 Social Media

Today, almost every day, we hear such concepts as "social media", "social media platforms". Let us find out what each of these concepts mean. There are various definitions of social media in the Internet environment.

Some examples:

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.⁷

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.⁸

As we can see, the key words in these definitions are "online communication", "sharing of information", "collaboration", which also expresses the main essence of social media. Social media is a very broad concept that includes both platforms and networks. Social media types are websites and applications decided to forums, microblogging, social networking, social bookmarking, social curation and wikis. Kaplan and Haenlein have developed a classification scheme in their article

Business Horizons (2010) with six types of social media:⁹

Applications such as blogs and collaborative projects (e.g., Wikipedia) that are often text-based and allow relatively simple exchange stand on the lowest level. On the next level are social networking sites like Facebook and YouTube which enable also the sharing of pictures, videos, and other forms of media. Virtual game and social worlds (e.g., World of Warcraft, Second Life) stand on the highest level as they try to include features of face-to-face interactions in a virtual environment.

⁷ <http://whatis.techtarget.com/definition/social-media>

⁸ https://en.wikipedia.org/wiki/Social_media

⁹ <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.462.9491&rep=rep1&type=pdf>

Difference between digital marketing and social media

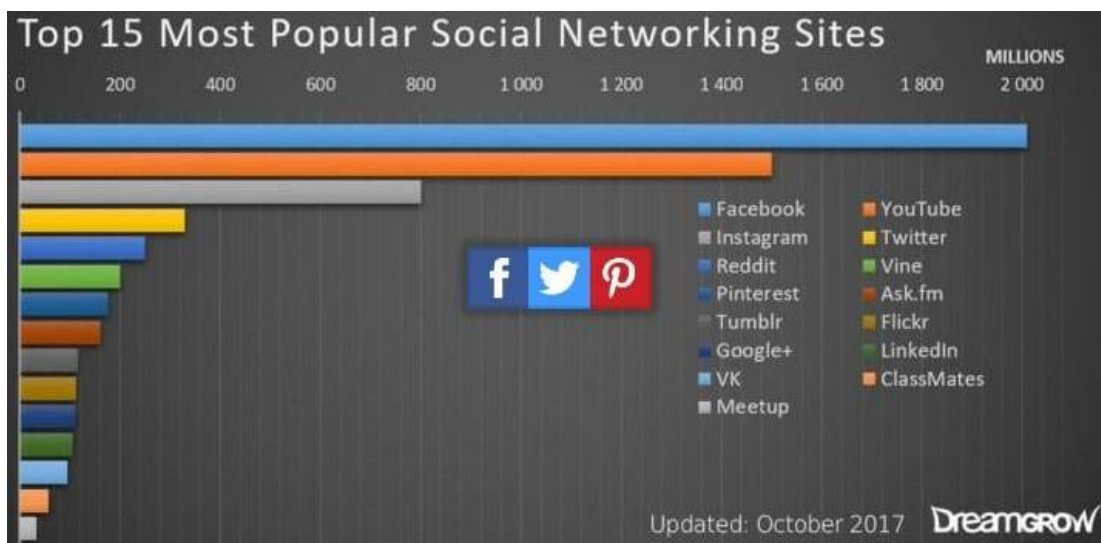
The difference between digital marketing and social media is that social media is just one of the available channels of digital marketing. Many people believe that by engaging on social media they are doing digital marketing but this is not 100% true as there are many more components that make up a digital marketing campaign.

5.2 Social Media Platforms (Linkedin, Twitter, Instagram, Youtube)

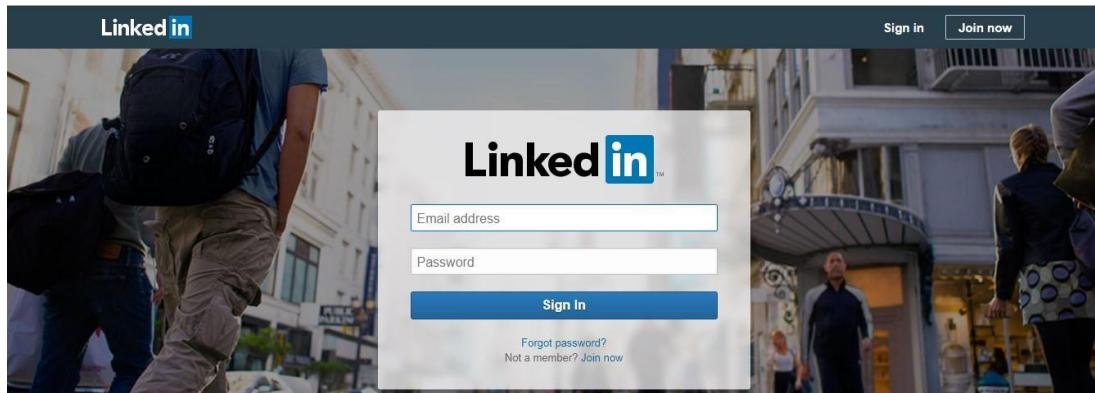
The social platform is a technology tool that provides socialization for Internet users. On such platforms, there is a two-way communication - everyone can both get information and speak out - transfer their information. The social platform options are basically similar: it is possible to indicate whether the information is for public access or it is restricted, access to the information published by the user is provided not only in the social media but in the other with which the links are created.

The social media platforms are used by a very large population of the world on a daily basis. Research is ongoing to find out which one is the most popular or to find out new trends in their use.

In the chart, you can see top 15 social networking sites in the world in October 2017. As you can see Facebook is leading the pack with a huge margin in front of YouTube. Then there's another gap of similar size to Instagram on the third place.



5.2.1 LinkedIn – www.linkedin.com



LinkedIn is a business - and employment-oriented social networking service that operates via websites and mobile apps. Founded on December 28, 2002, and launched on May 5, 2003, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs.¹⁰

For registered users LinkedIn provides opportunities to build and maintain business contacts.

LinkedIn Options

The social network has a contact list that users can use for different purposes:

- make new contacts by expanding communication opportunities;
- search for companies, people and groups according to their interests;
- post their CV and look for a job;
- recommend somebody to an employer or to be recommended himself;
- post notifications on vacancies;
- to form interest groups and organize discussion within them.

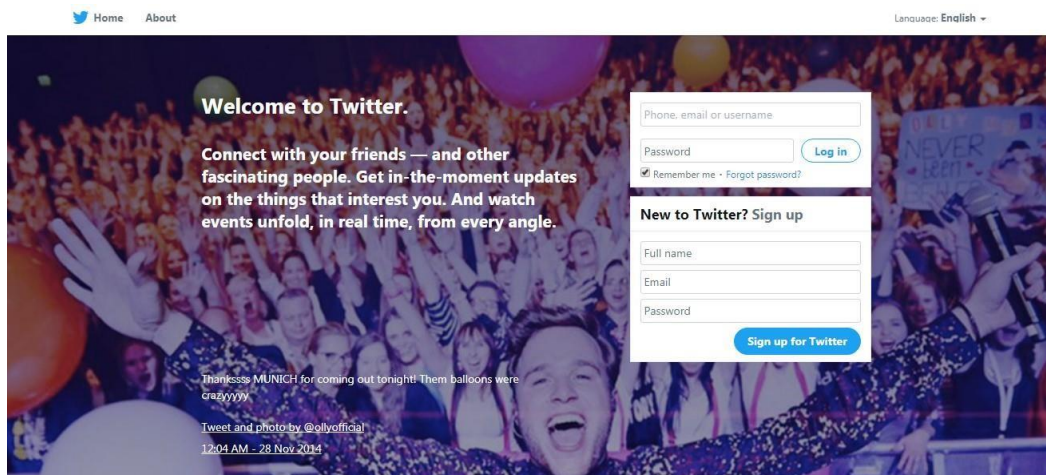
There are many other advanced features available on social network LinkedIn:

- integration with the largest blogging platforms Typepad and Wordpress, which contributes to the creation and selection of high-quality content;
- integration with Amazon.com allows you to add a list of your books to your profile and get acquainted with suggestions from your followers, partners or colleagues, as well as send your recommendations to others;

¹⁰ <https://en.wikipedia.org/wiki/LinkedIn>

- integration with Slideshare.net, the largest online presentation resource, enables you to add presentations to your profile;
- integration with Google Docs as well as with services such as myTravel, Huddle, Company Buzz, Box.net;

5.2.2 Twitter – www.twitter.com



Twitter is an online news and social networking service where users post and interact with messages, "tweets", restricted to 140 characters. Registered users can post tweets, but those who are unregistered can only read them. Users access Twitter through its website interface, SMS or a mobile device app. Twitter, Inc. is based in San Francisco, California, United States, and has more than 25 offices around the world.¹¹

Statistics collected in November 2017 show that Twitter supports 38 world languages, 328 million active users are registered per month, 500 million messages are sent every day. Twitter helps people create and share ideas and information. Twitter is a good way to communicate with people, tell about yourself, and tell others what's going on. Twitter can be used both on the computer and mobile phone. Recently, Twitter has become more important as a marketing tool for informing, presenting news. On [Twitter.com](https://www.twitter.com) you will find more information about the basic terms of use, privacy policy, use of the password, content of the service, user rights, and copyright.

¹¹ <https://en.wikipedia.org/wiki/Twitter>

Sending messages

Using direct message Twitter messages can be addressed to a specific user, they can be public, then use the indication @Username at the beginning of the message. If you want to introduce others to the most interesting messages written by friends, i.e., to announce them again, use (retweet). Twitter reports may include links to other web pages, photos, videos, or other Internet resources.

The user has the opportunity to add a tendency (trend) - #tendence to his messages. If enough people use the same trend, it gets to TOP 10.

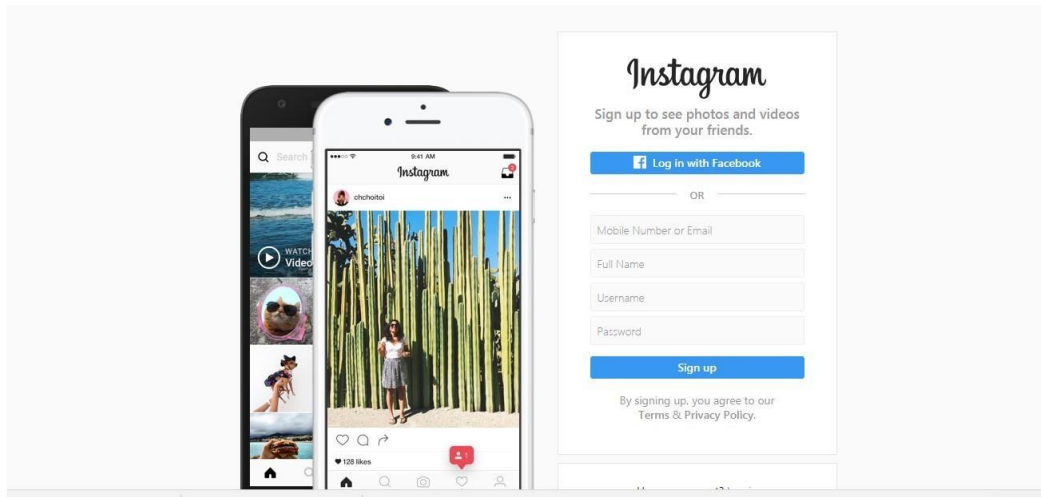
Twitter Security Measures

Security settings available at: Profile / Settings:

- You can choose to either make the profile public (then your posts can be read by those who do not have their own Twitter profiles) or closed when you have the opportunity to approve or reject applications to follow you from other Twitter users;
- Twitter gives you the opportunity to choose whether you agree that you can be searched by your email address, which you will specify when registering on Twitter;
- There is an option to indicate or not to indicate your location at each of your entries;
- There is a very limited possibility to create a wide profile with the biodata for yourself (name, location, website / blog and a brief description).

When using Twitter, it's important to remember that your post can be republished or retweeted, thus making them visible to your followers, which without your consent and knowledge greatly extends your readership, so think carefully about what you post.

5.2.3 Instagram – www.instagram.com



Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app exclusively for the iOS operating system. A version for Android devices was released two years later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and Windows 10 in April 2016 and October 2016 respectively.¹²

The popularity of Instagram is increasing every day in the world. The data available on the Internet website shows that in November 2017 Instagram has 500 million active users each month, Instagram users have shared over 40 billion photos to date and share an average of 95 million photos and videos per day. Instagram is available to both computer users and smartphone owners, as Instagram mobile applications have also been created. The mobile application is available to both Android and Iphone smartphone users. By connecting the Instagram profile to social network profiles (Facebook, Twitter), photos are instantly published there as well.

Instagram Terms of Use

Like other social sites, Instagram has its own terms of use. The Instagram Terms of Use are fully available at <https://instagram.com>.

Some of them:

- The user of the service must be at least 13 years old.

¹² <https://en.wikipedia.org/wiki/Instagram>

- The user is solely responsible for keeping his or her password secret and secure.
- The user is responsible for any activity that takes place through his account.
- The user must not defame, stalk, bully, abuse, harass, threaten, impersonate or intimidate people or entities.
- Private or confidential information may not be published with the service.

User Account Settings for Instagram

Pay attention to the fact that all published pictures in the original default mode are visible to all Instagram users, including those who are not registered users of the application. To be able to control who sees your pictures, you need to make a private Instagram account, since only the approved users will see the photos. To perform this setting:

- Open your profile;
- Choose Posts are private and switch ON;
- Press the menu Edit your profile;
- As soon as someone wants to follow your profile, you will receive Follow request and you will be able to choose whether to allow the person to see the posted photos.

5.2.4 YouTube – www.youtube.com



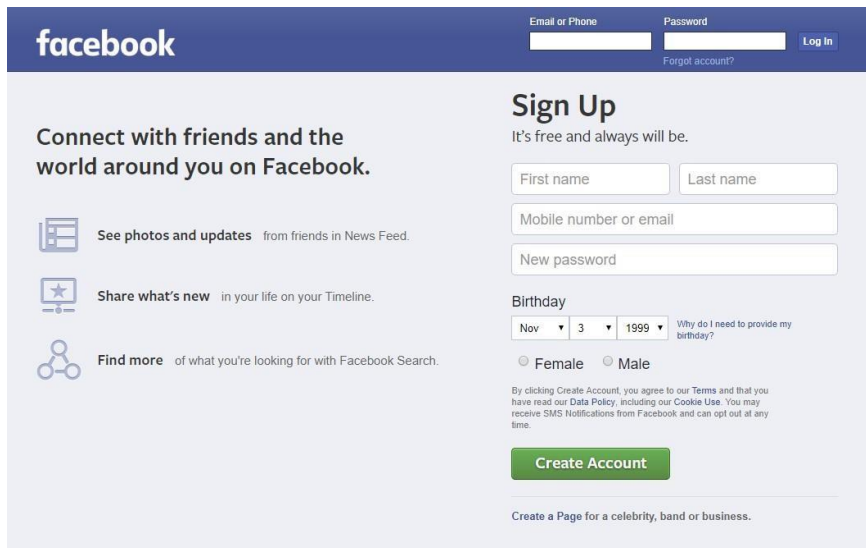
YouTube is an American video-sharing website headquartered in San Bruno, California. The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim - in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google's subsidiaries.¹³

- YouTube is the second-largest search engine in the world right behind Google.
- More than a billion users per month.
- Every month 6 billion hours of video are being watched.
- Every minute YouTube adds 100 hours of video footage.

¹³ <https://en.wikipedia.org/wiki/YouTube>

YouTube is a video sharing online social networking site where its visitors can post, watch and use various video files. Users can evaluate these files, with each file showing its number of views. Guidelines for creating ad text and images. Content works in the long run - used on other social networks, and greatly indexes in search engines.

5.2.5 Facebook – www.facebook.com



The image shows the Facebook sign-up page. At the top, there is a blue header with the Facebook logo on the left and a login section on the right containing fields for 'Email or Phone' and 'Password', a 'Log In' button, and a link for 'Forgot account?'. Below the header, the page is split into two columns. The left column has the heading 'Connect with friends and the world around you on Facebook.' and three features: 'See photos and updates from friends in News Feed.', 'Share what's new in your life on your Timeline.', and 'Find more of what you're looking for with Facebook Search.' The right column is titled 'Sign Up' and includes the text 'It's free and always will be.' Below this are input fields for 'First name', 'Last name', 'Mobile number or email', and 'New password'. A 'Birthday' section includes dropdown menus for month (Nov), day (3), and year (1999), with a link 'Why do I need to provide my birthday?'. There are radio buttons for 'Female' and 'Male'. A green 'Create Account' button is at the bottom of the form. Below the button, there is a link: 'Create a Page for a celebrity, band or business.'

Facebook is an American for-profit corporation and an online social media and social networking service based in Menlo Park, California. The Facebook website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes.¹⁴

In April 2015 Facebook is available in 84 languages. You can access Facebook both from your computer and mobile device. In order to register, you have to complete a registration form:

Facebook Options

Facebook.com is a social networking site used by users from all over the world. Registered users can create their own account, post messages, and share the texts, photos and videos as well as comment on other peoples post, rate it by pressing the Like button. On Facebook.com there is an option to view your location and share your real-time location with friends and family by using Messenger, contact with your friends and family no matter where they are, search for people, play different

¹⁴ <https://en.wikipedia.org/wiki/Facebook>

games. Facebook offers the users to create offer ads to advertise products and services. Like any other social network, Facebook also has its own terms of use. They include information about user rights and obligations, security measures, registration and account security, protection of the rights of others, and other issues.

Creating a Facebook Account

To create a Facebook account:

- Go to www.facebook.com/r.php.
- Enter your name, email or mobile phone number, password, date of birth and gender.
- Click Create an Account.
- To finish creating your account, you need to confirm your email or mobile phone number.
- To confirm your mobile number, enter the code you get via text message (SMS) in the Confirm box that shows up when you log in.
- To confirm your email, click or tap the link in the email you got when you created the account.
- Confirming your email or mobile number helps us know that we're sending your account info to the right place.

Facebook Safety

You can choose one of the security levels on Facebook under Privacy Settings and Tools:

- Everyone – your data can be seen completely by anyone regardless of whether people are registered on Facebook or not; this is the most open and insecure security level – it is better to use it for personal websites / blogs / corporate websites that you want to promote;
- Friends of Friends – This option lets you post information (messages, photos, biodata and favourites, as well as family members and relationship) to your friends on Facebook. If anyone else is tagged in a post, then the audience expands to also include the tagged person and their friends.
- Friends security level may seem the best if we foresee our posts will be seen only by those who are in our list but problems can occur when we invite people who we barely know, thus, by accepting their request we will not even realize that this person will have access to any private information published a long time ago.

- Basic Filter - Recommended is specifically developed security level rating the information seen to the internet users, that is, people not registered on Facebook can see your name, surname, photos and posts on your timeline, biodata, family members and relationship; friends of friends can see the above mentioned information plus the photos and videos you have been tagged in but these are not the photos you have published, as well as your political and religious views and birthday; friends will be able to see all the above mentioned information, as well as to comment your posts on your timeline and see when you are logged on your profile; however, this security level does not seem to be safe due to too much private information available to people who are not Facebook users;
- The safest level is **Customize**. By choosing this level you will be able to decide what private information will be seen and who will see it on Facebook. In addition, you can choose certain people on your friends list to restrict access to certain information categories or quite the contrary, extend them; the best solution would be to give wider access to your private information for those Facebook users you know for a very long time but for others gradually reduce the access.

What you need to know about the information security on Facebook:

Inserting the Like button in different blogs and websites is getting more and more popular. Thus, bear in mind, every time you press the Like button for an article or website, there is a chance that information about you may appear to other users seeing the list of people at the Like button; Similarly, if you share a link from a website in your profile. If you do not want that the link to your Facebook profile appears outside Facebook, choose one of the shortcut websites, for example, ww.goo.gl or ej.uz. It is easy to make shortcuts – copy the link in the textbox, it is shortened, and on Facebook you can post the shortcut. Pay attention to the fact that you can control if anyone without your permission can tag you on other person's posted photos and videos on Facebook;

Facebook offers a number of different applications which you can add to your profile, but remember, every time you connect to the application, you allow it to access certain data (usually, when you want to connect, these applications asks to access certain information from your profile) and often to post information on your behalf; In your Facebook profile, or any other social network site, it is not recommended to post information about the time you are not at home, to post photos of your house, unless you have only friends you know in person and are 100% sure of their trust.

5.3 Other Digital Marketing Tools

After completing this chapter, you should be able to:

- Be familiar with the paid online advertising services and different payment methods.
- Be familiar with principles of email marketing.
- Understand the different possibilities of mobile marketing.
- Marketing needs.

5.3.1 E-MAIL MARKETING

With the increase in the amount of advertising, the opportunity to address a potential customer decreases. Consequently, there is a growing need for new, innovative ways of attracting customers that can provide them with lasting relationships.

E-mail marketing is a direct marketing method based on e-mailing. It could be compared to direct mail and the placement of an advertisement message in the newspaper. However, unlike these types of marketing, e-mail marketing is based on permission. You will not be able to send an email if the recipient has not signed or authorized you to send him/her marketing messages.

But it does not mean that no one will receive your email. On the contrary, it will ensure a high-quality, long-lasting relationship with those who will be willing to receive letters about new products or services, information on training opportunities or useful advice in a specific field.

In the case of a well-designed e-marketing strategy, your potential customers will become customers and customers will become loyal customers. But the guarantee of the relationship will be e-mail marketing, because it, unlike other types of marketing, can ensure lasting and loyal relationships.

However, building relationships is not the whole truth about the vast e-mail marketing capabilities. Modern technology offers a lot more options. Online e-mail marketing programs offer opportunities for processes automation. This means that the subscribing and unsubscribing of the beneficiaries are automated. Segmentation of recipients, process of sending letters and calculating statistics are also automated. The cost of using these services is small, as, unlike mail, paper is not used to send mail, as everything is sent electronically.

If you really want to achieve significant results in e-mail marketing, then it's definitely advisable to use **e-mail marketing programs**.

Why?

- A professionally designed e-mail letter.

Many e-mail marketing service providers offer a built-in mail editor that can create own special design, adjusting the letter to the company's style and brand, and to edit the text and embed images in the design.

- Possibility to check the letter in accordance with all antispam rules. Professional e-mail marketing programs do the following check.

- Beneficiary list management system (list segmentation).

To send a new message within the marketing campaign, you do not have to enter each email address individually, but it's enough to add a contact list segment. With the email marketing program, you can group email lists by segments, which is necessary to be able to group clients in the future in order to send the most appropriate newsletters.

- Automated subscription process.

For new recipients to subscribe to news, it is not necessary to contact each of them individually. This will be done by an online e-mail marketing program. It will save both the recipients' and the senders' time.

- A simple way of unsubscribing.

This is consistent with the antispam rules that it is possible for the user to unsubscribe from letters as easily as subscribing. It will also allow to preserve the quality of your emailing.

- The maximum number of delivered items is ensured.

Your email recipients' Internet service providers ensure that the desired emails are delivered, but undemanded ones - blocked. And that's why they pay attention to the reputation of the sender when it's about to block the sender.

- Possibility to track results immediately after sending

To improve your email marketing strategy, you need to know what your recipients think about you. Knowing the number of sent, opened, returned mails, or having information on links that have been clicked it is possible to control your recipients' response and plan future marketing campaigns more professionally.

- Automation of marketing campaign

An online application will automatically send a notification or newsletter according to your chosen parameters at a specified time. And this means that the regularity of sending's can be ensured by drawing up the schedule only once and making the system configuration.

- Reduced marketing costs

Marketing costs can be greatly reduced, since email marketing costs are really negligible compared to other direct marketing types.

The benefits mentioned here are standard features in all of the most popular online email marketing programs, but many e-mail marketing service providers also offer a lot of additional features.

For instance:

- possibilities to integrate e-mail marketing campaigns into social networking activities;

- create online surveys;
 - manage and create event marketing campaigns and many more.
- The online e-mail marketing program offer is extensive and their costs are not high on average.

On the Internet site you can find out about the Best Email Marketing Software of 2017.

	Campaign Monitor	Constant Contact	Campaigns	sendinblue	Infusionsoft	campaigner	HubSpot	GetResponse	SendGrid	MailChimp
Lowest Price	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT	SEE IT
Editors' Rating	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○	●●●●● EDITORS' CHOICE	●●●●● EDITORS' CHOICE	●●●●○	●●●●● EDITORS' CHOICE	●●●●● EDITORS' CHOICE
Annual Plans	✓	✓	—	✓	✓	—	✓	✓	✓	—
Free Plan	—	—	✓	✓	—	—	✓	—	—	✓
Free Trial	✓	✓	—	—	—	✓	✓	✓	—	—
Money-Back Guarantee	✓	✓	✓	—	—	—	—	—	—	—
Image Library	—	✓	✓	✓	✓	✓	✓	✓	✓	✓
Unlimited Emails	✓	✓	—	—	—	✓	✓	✓	✓	✓

The following information is available on each program: Editors's rating; Annual plans; Free plan; Free trial; Image Library; Unlimited Emails etc.

Information on e-mail marketing programs is also available on **Capterra**, which provides a more detailed description of each program.

Capterra The Smart Way to Find Business Software

Software Categories Search

Email Marketing Software

Use Capterra to find the best email marketing software for your business. Find research, guides, and infographics on our [Marketing Software Research](#) page. [Learn Why Capterra is Free](#)

All Products Most Popular Most Affordable Most User-Friendly

Sort by: Sponsored [Learn about sort options](#)

Campaign Monitor
by Campaign Monitor
★★★★★ (212 reviews)
Sign up for free and start creating your first email immediately. Create pixel-perfect designs with our drag-and-drop tools and use powerful automation workflows to send relevant and personalized emails. Design beautiful, branded, and personalized emails with our email builder that look incredible in every inbox, on every device. With

[Visit Website](#)

Filter Results (318)

Product Rating

- ★★★★★ 4 & Up
- ★★★★ 3 & Up
- ★★★ 2 & Up
- ★★ 1 & Up

Number of Users

Free e-mail marketing programs

Many popular email marketing software programs offer free trials, but few offer fullfledged plans that are completely free.

Those that do typically limit the number of contacts to which you can deliver, though this should not be a problem if you're just starting out in email marketing or have a small contacts list.

Some email marketing providers restrict the use of certain tools to paid users, though there are a few out there that offer full-featured free plans. The best free email marketing software offers a full range of tools to help make your campaigns a success, along with high contact and email limits. If price is your primary concern when searching for an email marketing solution, it's a good idea to start with the four products listed below.



Benchmark Email's Free for Life plan allows you to send up to 2,000 emails per month, which is far more than what some of the other free plans offer. You get access to all of Benchmark Email's extensive array of features, enabling you to create online surveys, use email templates, and track email statistics.

All that's needed to sign up is an email and a password, so you could be up and running in just a few minutes. The only problem with Benchmark Email's plan is that you are only allowed to build your contacts list with users who subscribe through your signup form. If you already have a ready-made list of contacts, it can be a big hassle to get them all to subscribe to your Benchmark Email account, and if this is the case for you, it is probably best to choose another company from this list.



MailChimp's Forever Free plan is great if you have less than 2,000 contacts. You can send up to 12,000 emails per month completely free, and you will never have to worry about your plan expiring.

A credit card is not necessary to sign up, and you can cancel your account at any time. If you decide to upgrade later on, you can do so easily right from your account. Although MailChimp's free email marketing plan gives you access to the majority of their tools, certain functionalities like autoresponders and spam filter diagnostics are unavailable without an upgrade.

All email campaigns delivered through the Forever Free plan will have MailChimp's badge in their footers, though this, too, can be removed with a simple upgrade.



VerticalResponse's Free plan enables you to send up to 4,000 emails per month and store up to 300 contacts. This isn't as many as MailChimp and Benchmark Email offer, but if you don't send high volumes of emails, this plan could still be a good fit for you.

An autoresponder tool is included free for a limited time and you can create an unlimited amount of signup forms. You also have the option to connect one Facebook and one Twitter account, which is great if you want to keep up with your contacts on social media. No credit card is required to get started, and if you find you outgrow this plan, you can always update to VerticalResponse's monthly or pay-as-you-go plans.

In conclusion views of e-mail marketing experts about the **main mistakes** which should definitely be avoided to have e-mail marketing campaigns really successful.

Inbox Mistakes

- Subject Line is Overhyped;
- Message Preview is Overlooked;
- E-mail Address or From Name is "noreply".

Email Copy Mistakes

- E-mail Offers No Value to Customer;
- E-mail Focuses on the Product, Not the Customer;
- E-mail is Void of Personality;
- E-mail Contains Too Many Calls to Action (CTAs);
- E-mail Doesn't Supply a Text Link;
- E-mail is Too Long.

Email Formatting Mistakes

- E-mail Contains a Personalization Faux Pas;
- E-mail is Only Images;
- E-mail is Only Images;
- E-mails Miss Out on Power of Plain Text.

Email Frequency Mistakes

- E-mails are Sent Inconsistently;
- Too Many or Too Few Emails are Sent;
- E-mail Messages Overlap One Another; • E-mails are Effectively Pointless;
- E-mail is Rarely - if Ever - Sent.

Email List Management Mistakes

- E-mails Keep on Coming;
- E-mail List is Never Segmented;
- E-mails Don't Follow Customer Behaviour.

5.3.2 MOBILE MARKETING TOOLS AND PLATFORMS

What is Mobile Marketing?

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

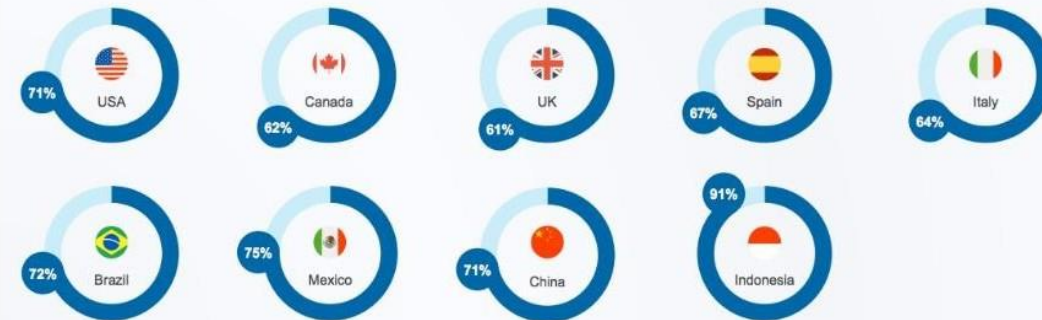
Mobile is disrupting the way people engage with brands. Everything that can be done on a desktop computer is now available on a mobile device. From opening an email to visiting your website and reading your content, it's all accessible through a small mobile screen.

Statistics definitely speak in favor of mobile marketing. The chart summarizes data on Mobile share of online time percent 2017 - US, UK, Spain, Italy, etc. As can be seen in the part of the countries for which the study data is available, the situation is similar and the 50% limit is exceeded.

Our primary tool

Across the globe, mobile devices dominate total minutes spent online, passing 90% in Indonesia

% mobile share of total digital minutes



How much time do consumers spend using mobile media?

Mobile media use varies through the day. This is important to understand for dayparting, i.e. buying AdWords and display media. This daypart media use from comScore Global Digital Future in Focus shows how desktop is still important for daytime at work audiences, but Tablet and smartphone dominate in the evening.



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Mobile marketing statistics:

- Over 36% of mobile subscribers use iPhones or iPads to read email and 34% of subscribers only use mobile devices to read emails.
- 80% of internet users own a smartphone.

¹⁵ <https://www.impactbnd.com/blog/mobile-marketing-statistics-for-2016>

- 48% of consumers start mobile research with a search engine.
- 33% of consumers start mobile research with a branded website.
- 26% of consumers start mobile research with a branded app.

You should remember that effective mobile advertising means understanding your mobile audience, designing content with mobile platforms in mind, and making strategic use of SMS/MMS marketing and mobile apps.

How to Create a Mobile Marketing Strategy

As with any marketing effort, every brand and organization will develop a unique mobile strategy based on the industry and target audience. Mobile technology is all about customization and personalization, which means mobile marketing is, too.

Create Mobile Buyer Personas

Understanding your audience is the first step to any marketing strategy, and buyer personas are a valuable tool to aid in that understanding. Buyer personas are simply fictional representations of your various types of customers. Create a profile that describes each one's background, job description, main sources of information, goals, challenges, preferred type of content, objections, and/or role in the purchase process. It is easier to determine a channel and voice for your marketing messages when you have a clear picture of your target audience.

To better understand your specific target market, monitor Google Analytics for your site's mobile traffic numbers. You can also ask or survey clients and prospects about their mobile web usage.

A/B testing which compares two versions of the same campaign on a certain channel can also be informative for developing any aspect of buyer personas. When all other factors are the same, do your email campaign landing pages get more views when you send a related email on weekends or on weekdays? In the mornings or in the evenings? Which title or email subject gets more click-throughs? Both the general and specific data will help develop audience personas that include mobile usage.

Set Goals

The key to defining any effective strategy is to first decide what success looks like. Get the key stakeholders together to map your mobile marketing strategy. Identify goals by asking your team some of these questions:

What are we currently doing for mobile?

If you are already doing mobile marketing, how are those initiatives performing?

What are your main objectives for including mobile marketing in your overall strategy?

Who are your key audiences for mobile marketing?

How are you engaging your mobile audience cross-channel?

Establish KPIs

Just like your other marketing efforts, mobile marketing needs to be tested and optimized. Determine which realistic, measurable KPIs define your mobile campaign's success.

For example:

- Engagement - Provide mobile-friendly content for potential customers who are searching for information about your industry or product. Make sure your website is mobile-responsive to improve mobile SEO.
- Acquisition - Make sure lead nurturing emails are mobile-friendly with clear calls-to-action. Buttons in emails should be near the top of the message and be big enough to easily tap in order to facilitate click-throughs. Then make it as easy as possible for someone to fill out a form on your mobile-optimized landing page.
- Customer Service - In a connected, social marketplace, customer service is very much a marketing opportunity. Allow your customers to easily reach you through any platform they want, including simple click-to-call buttons for smartphone users. In order to identify the right KPIs for your mobile marketing campaign, ask yourself:
 - Do I want to increase conversions from email messages?
 - Am I trying to improve traffic to sales pages?
 - How important is it that I generate more qualified prospects?
 - Does our brand need to improve sales by converting more traffic on certain pages?

Monitor Mobile Metrics

Google Analytics can help monitor mobile usage of your site:

- Mobile behavior data reveals how well your mobile content engages your audience.
- Mobile conversion data will indicate whether or not some of your key landing pages still need to be optimized for mobile browsing.

Mobile-Friendly Website

A mobile-friendly website is no longer an option - it's a must. The rise in mobile traffic coupled with Google's mobile-friendliness ranking factor means a brand's site must adapt to mobile devices in order to stay competitive.

For search engines, "mobile-friendliness" means that:

- Content fits on the screen without side-to-side scrolling or zooming.
- Content loads quickly.
- Site returns no mobile-specific errors.

Google has even provided a [free mobile-friendliness tool](#) to help marketers determine how to best improve their sites.

Mobile Advertising for Email

With 57% of email opened on mobile platforms and 69% of mobile users deleting email that isn't optimized for mobile, it's clear that your audience is engaging with email campaigns on mobile devices.

Most email marketing providers will use responsive design - a strategy that automatically formats web page content for optimal viewing on any device - but there are still some key considerations for designing email CTAs with mobile users in mind:

- Place the CTA early in the message (above the fold whenever possible).
- Make buttons at least 44x44 pixels, so they are easily "tap-able."

Email sends should optimize what is displayed in the mobile inbox - "From" fields max out at 23 characters, and subject lines at 38 characters.

Finally, don't forget about those landing pages. If your email is mobile friendly, but the click-through goes to a landing page that isn't optimized for mobile, that visitor will likely become frustrated and bounce from the page.

Creating a unique landing page for an email campaign is a great way to optimize for the mobile user. A unique landing page also allows you to create a range of metrics that will help monitor the mobile success of the campaign. Here are a few things to keep in mind as you design this unique, mobile-friendly landing page:

- Remember that readers are using their fingers to select items. Use pronounced image buttons and keep the layout simple.
- Keep forms minimal. The fewer fields, the better.
- Make sure your images are re-sizable for different devices.
- Verify that the page looks as good vertically as it does horizontally.

Not sure where to start with your landing page? Check out these [templates](#) for inspiration.

SMS and MMS Marketing Is Personal

SMS, also known as “short messaging service,” really puts into context how personal mobile marketing can be because you are sending a message directly to a customer or potential customer’s personal device.

SMS and MMS are very powerful channels for mobile marketing. Over 3.6 billion people are able to receive SMS messages, and 90% of those messages are opened within three minutes (compared to 90 minutes for the average email).

It’s important to remember that marketing directly to mobile devices is more personal than targeting an audience through other channels. When reaching someone on a mobile device either through email, SMS, or MMS, you are reaching that person in his/her pocket or purse. Be personal, respectful, and clear:

- Keep the text under 160 characters.
- Don’t use slang or abbreviations.
- Offer the recipient something of value.
- Make it clear who is sending the message.
- Craft a clear call-to-action.

Why should you use MMS marketing to reach your mobile audience?

- MMS texts have a higher customer engagement with a 15% average CTR (click-through-rate).
- MMS increases campaign opt-ins by 20% over SMS.
- Subscribers are eight times more likely to share MMS content on social networks.

Because MMS offers a richer media experience than simple SMS messaging, you should make the most of those extra media options:

- Include engaging visuals.
- Tie the MMS send to a multi-channel marketing campaign.
- Make the message easily shareable via social media buttons.

SMS and MMS are very personal, and thus very powerful, mobile marketing options. Make sure to handle them with tact and detailed strategy.

Adding Mobile Apps to the Mix

Mobile apps can support many business goals, including extending your product, driving engagement, and even supporting e-commerce. To maximize an app's impact on your marketing, you will want to be involved in the entire process, from app development through implementation.

Just like any other marketing channel, it's important to consider how the app can be used for acquisition. You may offer extra features or more mobile content in exchange for a user's contact information, similar to how you would gate content on your website for the same purpose. You will also want to make sure the app encourages user engagement in order to build relationships and loyalty, and—of course - drive conversions.

Those conversations are driven by two types of messages: push notifications and in-app notifications. Both communicate directly to your audience, so both should be considered strategic marketing channels.

Push Notifications

Push notifications are messages or alerts delivered by your app to the user. These messages appear on the home screen of a user's mobile device regardless of whether the user is engaged with the app or even has it open. For a push notification to work, the user needs to have already downloaded your app and agreed to allow push notifications. Examples of push notifications include:

- Reminders.
- Promotional messages.
- Calls-to-action for specific events or goals.
- Messages that are highly personalized based on user profiles.

In-App Notifications

In-app communications direct your user's attention to specific actions, messages, and features within the app, and are opportunities for you to engage your users. These messages give you the chance to be more personal and creative than with SMS or push notifications, because the user is already in your app and you aren't limited by space constraints or message volume issues.

Here are three ways you can take advantage of in-app notifications:

- Introduce new app features to your users.
- Send messages to promote engagement with specific content pieces.

- Drive conversions by delivering targeted CTAs at specific levels of engagement.

Both push and in-app notifications can be powerful ways to reach your audience, particularly because they've already taken the time to engage with your brand by downloading your app.

Putting It All Together

A mobile marketing strategy is not a stand-alone effort, but it is a large chunk of any long-term or short-term marketing campaign - and its importance is only growing. From email, to PPC, to SEO, to content, to social media marketing, there is a mobile marketing channel to reach every part of your audience where they are most comfortable.

Optimizing your website and email sends for mobile devices, taking advantage of the SMS and MMS channels, and building a native app for your most highly engaged audience are all big projects. So, start by updating your buyer personas to get a better idea of where the majority of your target audience spends its mobile time. That will give you your start line, and the rest will fall into a logical order.

Mobile technology is not a fad that's going away any time soon. Optimizing your marketing strategy for mobile will give your brand an edge over the competition.

5.4 STATIC TIMING ANALYSIS & GOOGLE ANALYTICS

When a service or product is already publicly available, questions arise about the popularity, availability, or competition of the service or product. It is also important to understand whether the set objectives are fulfilled, whether production and sales are in line with the plan, what are the ratings, who are your customers, what are the customer's habits, how to identify new customers, develop new products, and offer services.

Thanks to modern technologies and tools, it is possible to clarify these questions through social networking analysis.

Experience shows that often the company only subjectively assesses what its audience might be. But the audience tends to be quite different from what we imagine. This is especially true in cases when the company does not have any direct contact with its customers, and everything is done remotely.

In such cases, companies with a desire to increase their number of customers choose to advertise themselves on different channels, and often spend a lot of money for that without knowing whether the ad is properly targeted or it has produced the desired results. The key word in this case is the effectiveness, because analysing the results of the campaigns you can find precisely the way that produces the greatest results at minimal cost.

A similar situation is not only to attract customers, but also to avoid losing them after having spent various resources, time, money and energy.

Despite large investments, for unknown reasons, customers disappear and do not take the desired action.

The situation can be greatly improved by analysing data, and the answers to the questions - **what and how to do** can be found.

What is Static timing analysis (STA)?

It can be said that the analysis of social networks is the study of the human social relations in general. Unlike classical methods of analysis that investigate individual characteristics of people, the basic goals of social network analysis are to explore interactions between people and determine the conditions for their occurrence. Relationships are defined by links between people (or their groups), and their activities are viewed as interconnected rather than isolated. Most importantly, by links we understand not only communication between people, but also the exchange of different resources and activities, so social networks can have many different types of interactions.¹⁶

Google Analytics

One of the tools used for data analysis is Google Analytics. Its dataflow source reports allow to evaluate and analyse e.g. search or referral data flow of different sources. With Google Analytics, you can determine which content is popular on the various social networks. Google Analytics's comparison charts show all data flow, as well as data flow from social activity sources.

The Google Analytics process consists of **4 parts**:

- Collection;
- Installation;

¹⁶ http://www.tns.lv/newsletters/2005/06/?category=tns6&id=Social_Socialie_tikli

- Processing;
- Output.

What data can Google Analytics collect and where from?

Data can be collected not only from computer, but from phone and from anything else by automatically sending data, for example from a POS terminal, to connect online and offline users, or simply by uploading data to Google Analytics.

The collected data cannot always be processed immediately, often they require additional configuration, especially when the proxy server is used on websites. For example, a server that stores website images or an external authentication server does not appear at the sources.

Finally, reports are obtained that reflect the data obtained.

Google Analytics provides support and assistance in data collection. For users without background knowledge, Google Analytics offers a great opportunity to use the **“Learning” account** to get to know the tools and understand how to work and analyse data.

To get access to this account, you need an active Google Account:

- Here you will be able to look at the data in detail. Standard survey permissions will make it easier to evaluate and understand the attraction of visitors to the site. In addition, with a couple of manipulations, you can quickly create customized reports, such as about the latest visitors, or those who visit the site repeatedly. For faster data acquisition, you may see not all the data, but immediately access the necessary information from which reports are created to find the most important information.

The screenshot shows the Google Analytics interface for 'Google Merchandise Store' with a '1 Master View'. The main report is titled 'Visitors - Browser' and displays a table of browser data. The table includes columns for Sessions, % New Sessions, New Users, Bounce Rate, Pages / Session, Avg. Session Duration, Transactions, and Revenue. The data is sorted by Sessions in descending order.

	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue
	17,581 100.00% (17,581)	74.81% Avg for View: 74.76% (0.07%)	13,153 100.07% (13,144)	50.07% Avg for View: 50.07% (0.00%)	4.15 Avg for View: 4.15 (0.00%)	00:02:41 Avg for View: 00:02:41 (0.00%)	482 100.00% (482)	\$104,684.51 % of Total: 100.00% (\$104,684.51)
1. Chrome	12,607 (71.71%)	71.53%	9,018 (68.56%)	46.85%	4.57	00:03:01	450 (93.36%)	\$93,220.14 (89.05%)
2. Safari	2,464 (14.02%)	77.15%	1,901 (14.45%)	51.87%	3.70	00:02:10	20 (4.15%)	\$2,335.88 (2.23%)
3. Firefox	908 (5.16%)	84.91%	771 (5.86%)	65.20%	2.78	00:01:52	6 (1.24%)	\$8,811.66 (8.42%)
4. Internet Explorer	531 (3.02%)	93.41%	496 (3.77%)	67.98%	2.31	00:01:16	2 (0.41%)	\$109.96 (0.11%)
5. Android Webview	302 (1.72%)	93.71%	283 (2.15%)	58.28%	2.23	00:01:04	0 (0.00%)	\$0.00 (0.00%)
6. Edge	219 (1.25%)	88.58%	194 (1.47%)	58.45%	3.24	00:02:15	3 (0.62%)	\$168.95 (0.16%)
7. Opera Mini	160 (0.91%)	94.38%	151 (1.15%)	66.88%	1.72	00:00:51	0 (0.00%)	\$0.00 (0.00%)
8. Safari (in-app)	122 (0.69%)	92.62%	113 (0.86%)	50.00%	2.39	00:01:14	0 (0.00%)	\$0.00 (0.00%)
9. Opera	93 (0.53%)	81.72%	76 (0.58%)	67.74%	2.89	00:01:24	1 (0.21%)	\$37.92 (0.04%)
10. UC Browser	49 (0.28%)	91.84%	45 (0.34%)	77.55%	1.47	00:00:38	0 (0.00%)	\$0.00 (0.00%)

- It is also possible to get data on how many users are currently on your site, how they got there and what they are looking at. Real-time reviews can help you find out if your site's new content is popular and whether the day's ads attract dataflow to your site, and to measure the immediate impact of tweets and blog posts.

- In order to make the process of analysis easier, Google Analytics offers different charts to display information in the way you want it to be viewed. Here you can also see Flow Visualization reports that analyze the paths visitors take to your site. In turn, page analysis helps you visually assess how users interact with your sites.
- Google Analytics also offers to estimate the data of site visitors from mobile devices. You can view statistics by device location. You can even discover which devices visitors use when visiting your site.
- And, of course, data from social platforms is also being analysed. Analysis of these data allows you to evaluate on which of the social platforms your page is more popular, so you can improve social tactics based on real data.

5.5 FACEBOOK ANALYTICS



Facebook Analytics

In this learning material we will also look at the analysis of the company website offered by Facebook.

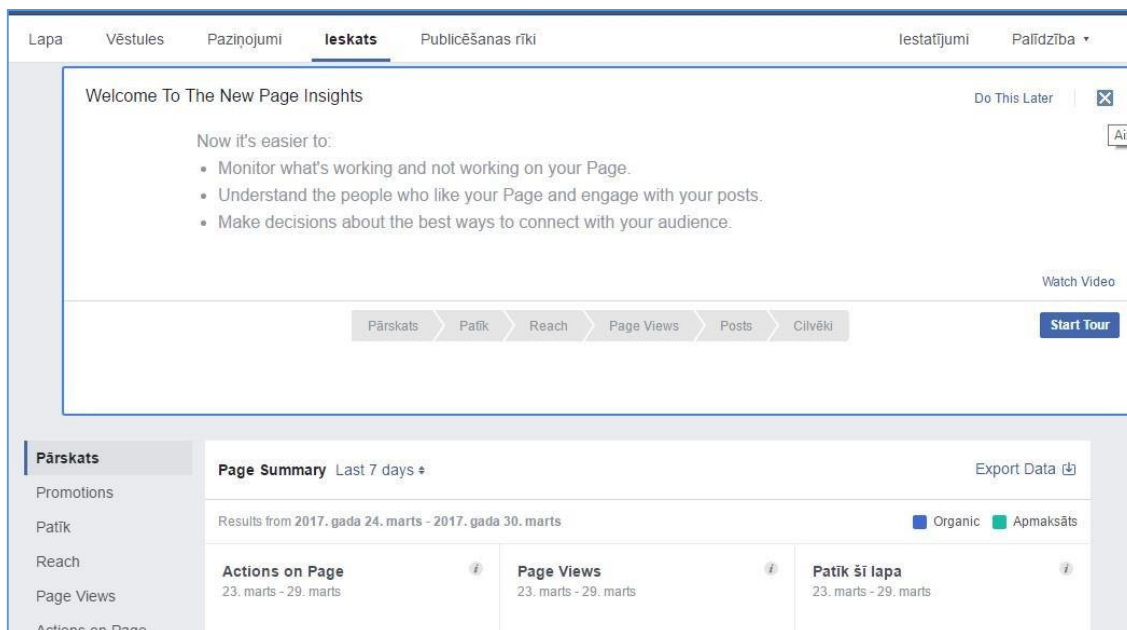
Some facts about Facebook Analytics:

- Facebook Analytics ¹⁷ lets you understand and optimize your complete customer journey across mobile, web, bots, offline and more.
- Facebook Analytics is a complete analytics solution for your iOS and Android mobile apps, mobile and desktop websites, and your Bots for Messenger.
- A truly omni-channel solution, Facebook Analytics can help you understand your complete customer journey across all of your channels.
- Facebook Analytics is **completely free** to use and easy to integrate.
- See rich demographics.
- Understand your customers, and potential customers, at a deeper level with rich demographics and audience insights that only Facebook can provide.
- Measure across channels.
- Facebook Analytics unifies data across channels, including Facebook Pages and bots on Messenger, so you can get the complete picture.
- Optimize for growth.
- Easily build funnel, revenue, and retention reports to analyse performance and deep dive into specific audiences with precise segmentation tools.
- Get insights faster.
- Using advanced machine learning and expertise in growth, Facebook Analytics surfaces valuable insights and trends to you automatically (beta). To learn more about Facebook Analytics and its features see our dedicated website at analytics.facebook.com.

How to start?

Open your site and in the top menu, take **Insights**:

¹⁷ <https://developers.facebook.com/products/analytics/quickstarts>



General page overview can be found in the Overview section. But there is also the possibility to look at some **specific items in more detail**, such as **Like**:



In menu **Actions on Page** can be viewed actions on page by analysing your visitors in detail: by age, by location, by device this has been used to perform the action:



You can view the published **article information**:

The screenshot shows the 'Posts' section of Facebook analytics. It includes a table titled 'All Posts Published' with the following columns: Published, Publicēt, Type, Targeting, Reach, Engagement, and Promote. The table lists four posts from March 30, 2017, all with zero reach and engagement.

Published	Publicēt	Type	Targeting	Reach	Engagement	Promote
2017.03.30. 10:57	Jelgava	Image	Global	0	0	Rādīt ierakstu augstāk
2017.03.30. 10:50	Digitālais mārketing — Vikipēdija	Text	Global	0	0	Rādīt ierakstu augstāk
2017.03.30. 10:42	Kas ir digitālais mārketing s?	Text	Global	0	0	Rādīt ierakstu augstāk
2017.03.30. 10:34	Digitālais mārketingu tītul bilde	Image	Global	0	0	Rādīt ierakstu augstāk
2017.03.30.	Digitālais mārketingu	Image	Global	0	0	Rādīt ierakstu augstāk

If you **post a video**, then video ratings can be viewed and further analysed. It is possible to organize activities that can be specified by a specific target audience and compare data from previous events. Of course, there is also available analysis of correspondence according to your chosen periods of time.

Other data analysis tools are available, many of which are for money (paid). In network analysis, it's important not only to know your scores and ratings, but also to be aware of what your competitors are doing.

Product analytics for driving growth Facebook options:

- You can create an event;
- Insert live video;
- Organize contests;
- Use Hashtags.

Co-operation with other sites or the mentioning of other names for information purposes will help you achieve a greater Organic Reach. The specific page will receive a notice that it has been mentioned and possibly republish your post on its page, and it will bring new followers or other activities (share, like, comment, etc.). Such hashtags like #advice #ideas #products #contest help users to view other entries in this category. We recommend to use one #hashtag for different record types. A single hashtag will help you make the campaign more recognizable as well as better measure your campaign scope. Contests are sure to use # contest.

Publish entries:

By studying the reader's habits, you can plan the optimal time for making entries: users most often visit Facebook.com on Saturdays and Sundays (12.00-13.00), Wednesdays (15.00-16.00), Thursdays and Fridays (13.00-16.00).

In the long run, you should evaluate the productivity of your entries - to change or not to change time / content / message. This is best viewed in the "Publishing Tools" section of your site. **Insert additional content:**

- Different quotes that attract the visitor's attention;
- Images that show, for example, your workplace / enterprise atmosphere and everyday life;
- When writing texts, it's important to remember that users want to hear emotional stories. Free publicity ads are less interesting and do not fit into people's daily Timeline.

How to measure the result of a campaign?

Engagement is the most popular keyword in the field of social networking. This is because the size of the engagement indicates the true interest of the target audience in the content of the social network. Engagement is a key element in assessing the effectiveness of your recordings.

The most objective is “**Engagement Rate**”.

Formula:

$$\text{Post Engagement Rate} = \frac{\text{Number of Reactions} + \text{Comments} + \text{Shares on a given day}}{\text{Total reach of the posts on a given day}} \times 100$$

Reach stands for an audience reached. That is, how many unique Facebook users have seen the posted post.

Additional suggestions for a successful Facebook activity:

- Do not publish multiple records in a row; minimum "pause" time - ~ 40 minutes.
- Maintain a single communication concept and content.
- Do not be afraid to "share" with other pages, creating feedback with other users.
- In your entries include links to media publications.
- Answer your users' questions as soon as possible (also "Thank you, we received your question. We will answer the question soon" is a good answer).
- Use the "Schedule" or plan future entries. • Do not put "like" to your entries.

5.6 SEGMENTATION STRATEGIES FOR DIGITAL MARKETING

Personalization is the ultimate goal of tailored communications and is far more possible than it was just 10 years ago. It is, however, still vitally important to understand segmentations well. Consumers will always have similarities in their behaviours, demographics, buying patterns and other factors that enable you to group them into segments. This enables smarter, more appropriate targeting and messaging within your marketing communications. These groups will have different users for products and varying perspectives on services. Their lifestyles will be inherently different as will be their needs, aspirations, opinions and much more. (Kingsnorth, 2006).

Five common forms of segmentation – geographic, demographic, behavioural, benefit and psychographic as identified by Kingsnorth (2016) – are listed below, including the advantages and disadvantages of each alongside how businesses use these methods.

5.6.1 Geographic

For the geographic base of segmentation, the location of the individuals is analysed. Businesses that have regional retail outlets will have some focus on this but it can also prove a useful tool to understand where to target your marketing. That could be outdoor or press advertising but from a digital perspective it may provide a geo-

targeting approach or data selection for your strategy. The disadvantage is quite simply that this is very basic and does not provide specific insights into the individuals themselves.

5.6.2 Demographic

A very common form of segmentation, demographics includes factors such as age, race, gender, education, employment, income and economic status. It is therefore an area of segmentation that gives a reflection of the characteristics of a group of people. Demographic segmentation is used by governments and a very broad range of organizations as it can answer questions such as ‘Who can afford to buy my product?’ and ‘Will this group of consumers be of the right age range for my product?’

The disadvantage of this type of segmentation is that there is a large assumption that people with similar characteristics will behave similarly, which is far from the truth. They will have different passions, hobbies and much more. To understand this in more detail we need to understand behavioural segmentation.

5.6.3 Behavioural

Behavioural segmentation provides insightful information about consumers a lot more, especially those in the digital space. This method groups consumers by buying patterns and usage behaviours. This is an excellent way of talking to individuals in a way that is highly likely to resonate with them. It is useful when talking about specific products or use occasions.

Behavior can change with one’s lifestyle. Divorce, children and retirement are key examples of when life changes could result in behavior changes. It is therefore vital to be working with data that is up to date.

5.6.4 Benefit

This form of segmentation is based around consumer perceived benefit. Many businesses use this to understand their consumer base and to inform product development and marketing opportunities.

A good example of this is the fashion industry. If you imagine retailers of coats and jackets: some consumers will look for warm winter coats for their ski holidays, some

for all-weather jackets for their outdoor lifestyle, some for lightweight jackets they can wear whilst exercising, some for smart coats for work and some purely for fashion. The perceived benefit of your coat will appeal differently to each different segment, so perhaps you need to change the perception of your coat or bring out a new range to appeal to a new segment.

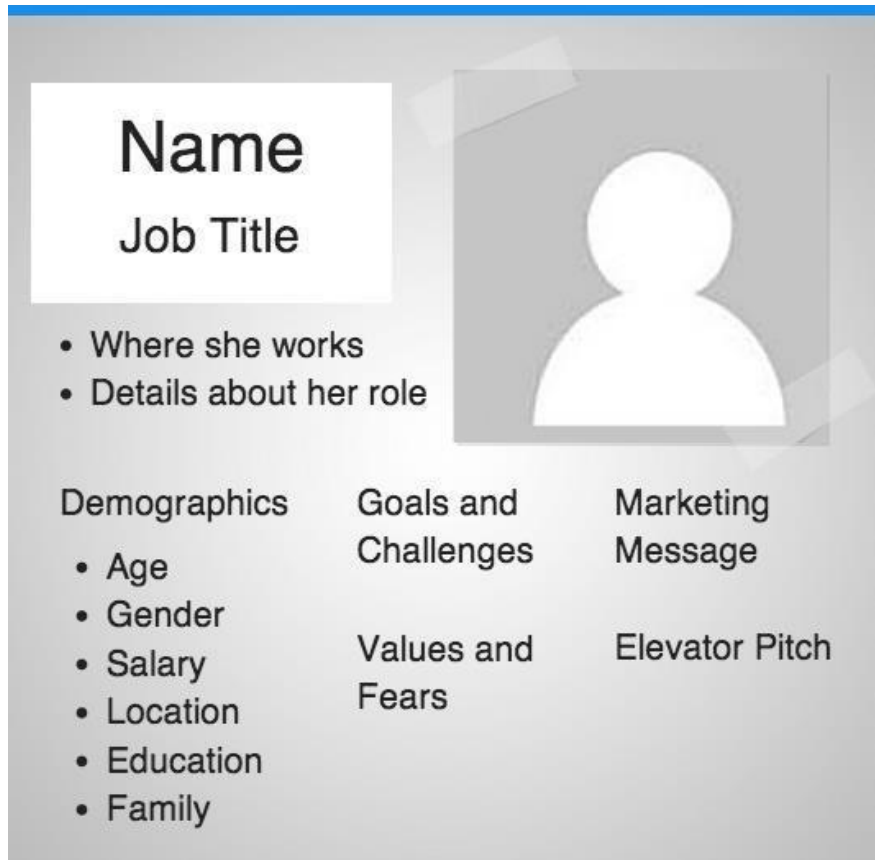
5.6.5 Psychographic

Psychographic segmentation provides an understanding of a consumer's lifestyle. This includes studying activities, opinions, beliefs and interests. Understanding these elements can, similarly to behavioural segmentation, result in messaging and products that truly resonate with the individuals. Creating segments on this basis creates a more 'real' view of the individuals than geographic or demographic segmentation ever could.

5.7 PULLING TOGETHER THE FIVE FORMS OF SEGMENTATION FOR DIGITAL MARKETING -PERSONAS

By pulling together the above five forms of segmentation an organization can create personas, as per the example shown below. These are effectively descriptions of your segments. Most businesses will create between five and ten of these, as too few results in large groups that are too generic and too many can result in segments that are too small or overcomplicate the targeting approach.

Many templates of personas include the same basic information- who the persons are, what are their values and how best to speak to them. Here is a quick overview on what should be included in a [marketing persona template](#):



Name of the persona Job title

- Key information about their company (size, type, etc.)
- Details about their role

Demographics

- Age
- Gender
- Salary / household income
- Location: urban / suburban / rural
- Education
- Family

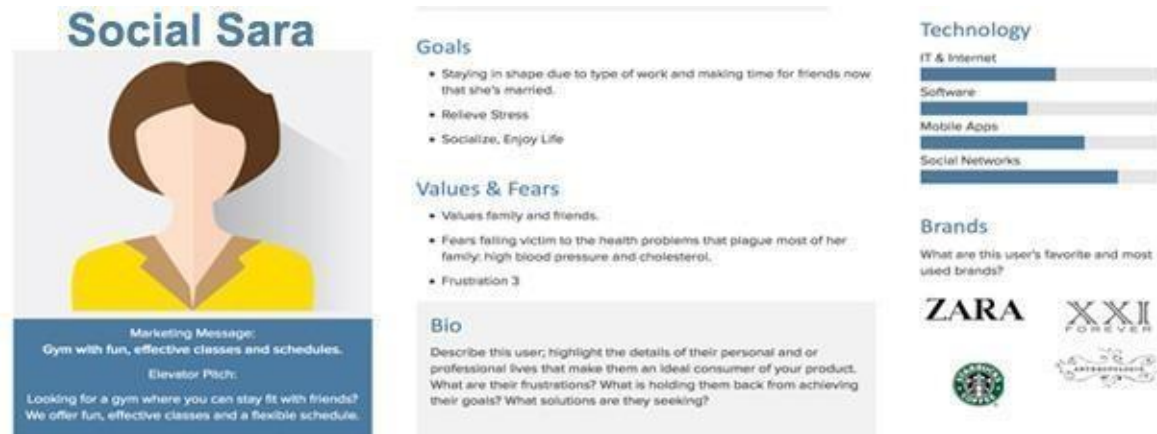
Goals and challenges

- Primary goal
- Secondary goal
- How you help achieve these goals
- Primary challenge
- Secondary challenge
- How you help solve these problems

Values / fears

- Primary values
- Common objections during sales process

An example of a persona



Source : <http://www.seosavvy.com/blog/guide-to-building-personas/>

5.7.1 Segmentation in the Digital Age

How Digital Marketing is Redefining Customer Segmentation

According to Brondo (2015), the bases of segmentation as outlined above have to be redefined in the age of digital marketing. In classic marketing, customers are segmented into groups with like buying patterns. Marketers focus on trying to deliver the right message to that group of customers and hope for the best.

In digital marketing, no two customers are exactly the same. That is the core and central theme of personalised digital marketing. And just like how execution is the driver for classical marketing, execution of personalized digital marketing is even more important. Emerging digital marketing companies are developing tools, platforms, and strategies that enable retailers and brand leaders to reach their potential customers by using mobile technologies. Each “touch” to a potential customer is customised and based on a unique set of preferences that can be accelerated in the moment.

Brondo (2015) has developed a new way of thinking about customer segmentation in the digital age and identified three bases of segmentation in digital marketing which is shown below

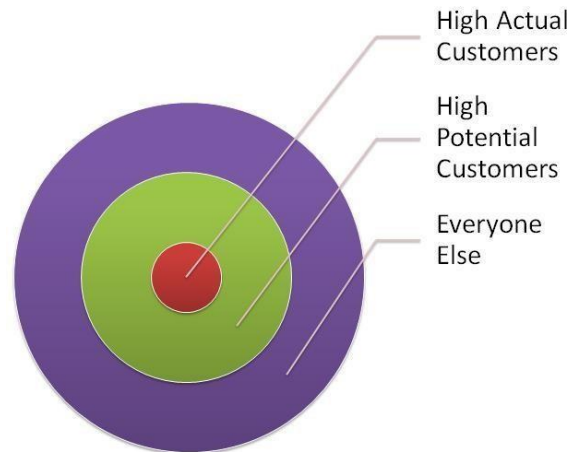


Figure - “Segments for Digital Marketing strategies’

The High Actual Customer Segmentation is a segment that wants to buy, has made a decision to buy, but hasn’t decided which brand to buy from yet. Customised and personal digital marketing is the perfect solution for this customer segment.

The Potential Customer Segmentation is a segment that has thought about buying, but hasn’t had the full reason or desire to yet. Customized and personal digital marketing is a great tool for this segment because some sort of additional value proposition like a coupon or one-time discount can be the deciding factor that turns the potential customer into an actual customer.

Everyone Else is the segment you don’t waste your marketing dollars on. They are most likely not going to buy your product and the cost to know who is not going to buy your product is a much greater investment then the cost wasted on them trying to convince them to buy a product they are never going to buy.

5.8 DIGITAL MARKETING PLATFORMS

5.8.1 Definition of Digital Marketing Platforms

An integrated digital marketing platform is a combination of integrated tools and technology that allow marketers to manage big chunks of their digital marketing responsibilities. The world of business just can’t do without digital media. From targeting new people to maintaining relations with loyal customers, everything happens digitally. Also, all business sectors from retail stores to manufacturing companies are present on the digital platforms and are thinking of ways to develop online connection with their targets.

Digital marketing platforms expose key elements as standardised services via a programmatic application programming interface for building custom applications and extensions and integrations. So any platform in digital marketing needs to address requirements specific to a limited number of neighborhoods or domains. In the era of digitization, organizations are surrounded by digital ideas, concepts, and thought-processes. To make the most of the creative digital ideas, Jenni (2017) has outlined the different types of digital marketing platforms where organizations can place their brand communication and enjoy productive maximum response.

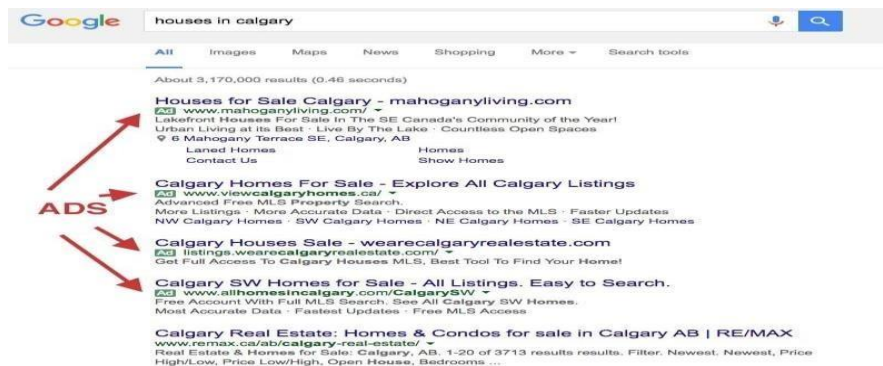
5.8.1.1 Display Advertising



Display Advertising for Brand Awareness & Direct Response Campaigns

Based on your audience profile and your products, select ad space in specific websites from where you can get good traffic. Display ads can be anything from the banner ads to videos. In the online world, it is considered as one of the most effective ways of digital branding. Instead of developing text-based communication, create interesting videos or images that will speak on behalf of your brand. Also, take time to follow your targets and wisely choose the websites, which in turn are followed by your audience group.

5.8.1.2 Search Advertising



While your visitors enter certain search keywords, specific to your brand and business; you can take this opportunity and promote your ad through the search engines. To do so, you have to coin down certain keywords, with which you shall sync your advertising message.

With this, your business or company might not have a good rank in the search engine pages, yet you will expose your audience to your brand. Often, search engine ads can give you better leads since people eye-witness a solution that they are just looking for. It also saves their research time. You can also consult with any SEO Company for getting good position in Search Advertising.

5.8.1.3 Mobile Advertising



Mobile-centric ads are the current trend. From the in-app messages to the videos, mobile advertising is the most effective way to promote your brand. With the entire world going mobile, developing short and crisp communication targeting the mobile users is the best practice. As people carry their mobiles your brand communication stays in their mind, for a longer time. While developing mobile ads, ensure that it fits the screen sizes of all hand-held devices. In this way, your message will be clear and you shall successfully position your brand name in the minds of your targets.

5.8.1.4 Social Advertising

Social Ads



Social media sites mostly Facebook, Twitter, LinkedIn, Instagram and other similar platforms provide lucrative opportunities to promote your brand. The best thing about social ads is that you know your targets well and can propose your brand message.

Also, based on certain audience profile, you can personify your advertising and suit to the specific needs, interests and desires of your large target audience. If strategically done, social ads can also bring leads which are sure to land into sales.

5.8.1.5 Video Advertising



Contrary to texts which lack visual appeal, video ads serve as effective stimulant that influences your audience to try you out. Video ads can be placed in any platforms- mobile, website, social media sites. Just like television ads, online video ads quickly hit your targets and with frequent exposure can enable them to purchase your product or avail your service.

5.8.1.6 Cross-Channel Advertising



Another new-age form of digital advertising, cross-channel advertisement is an intelligent way to follow your online visitors and track their interests and desires. With the help of cross-channel ad software, you shall become aware about the digital journey of your target audience.

Accordingly, you can choose specific online platforms and promote your brand only in those spaces and reach individual audience. It is the best way to develop personal communication and have better connect with your target group.

5.8.1.7 Demand-side Platforms



Last but not the least, DSP or Demand-side platforms allow you to manage multiple ad exchange and various data exchange accounts, using only one interface. With DSPs, you can track real-time bidding, optimize algorithms and get maximum value from each audience. In milliseconds, the search engines try to determine the value of prospective impression and places a bid accordingly. Using DSPs, you can also integrate ads with third-party vendors and ensure more impressions from various sources.

With all the above digital advertising platforms, you must also realize that not all are required for your business. Based on your communication objective, purpose of advertising, nature of product, and target audience profile, you must choose the most suitable platforms that will provide maximum reach and exposure to your brand. Such decisions are time-consuming, and with adequate time and in-depth research and analysis; you can arrive at the right online destinations.



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