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**WISDOM**

**ACCESSIBILITY**

SELF-INSTRUCTIONAL STUDY MATERIAL FOR JGND PSOU

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**JAGAT GURU NANAK DEV  
PUNJAB STATE OPEN UNIVERSITY, PATIALA**  
**(Established by Act No. 19 of 2019 of the Legislature of State of Punjab)**

**SCHOOL OF SOCIAL SCIENCES AND  
LIBERAL ARTS**

**Semester V**

**BLAB33507T: Digital Marketing**

**Head Quarter: C/28, The Lower Mall, Patiala-147001**

**Website: [www.psou.ac.in](http://www.psou.ac.in)**

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## **COURSE COORDINATOR AND EDITOR:**

Dr. Balpreet Singh

Assistant Professor

School of Buisness Management and Commerce  
Jagat Guru Nanak Dev Punjab State Open University

## **LIST OF CONSULTANTS/ CONTRIBUTORS**

<b>Sr. No.</b>	<b>Name</b>
1	Dr. Raminder kaur Bhatia
2	Dr. Jyoti Vohra
3	Dr.Navdeep kumar
4	Dr. Avinash Kaur
5	Mrs. Ravneet Bains



**JAGAT GURU NANAK DEV PUNJAB STATE OPEN UNIVERSITY, PATIALA**  
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## **PREFACE**

Jagat Guru Nanak Dev Punjab State Open University, Patiala was established in December 2019 by Act 19 of the Legislature of State of Punjab. It is the first and only Open University of the State, entrusted with the responsibility of making higher education accessible to all, especially to those sections of society who do not have the means, time or opportunity to pursue regular education.

In keeping with the nature of an Open University, this University provides a flexible education system to suit every need. The time given to complete a programme is double the duration of a regular mode programme. Well-designed study material has been prepared in consultation with experts in their respective fields.

The University offers programmes which have been designed to provide relevant, skill-based and employability-enhancing education. The study material provided in this booklet is self-instructional, with self-assessment exercises, and recommendations for further readings. The syllabus has been divided in sections, and provided as units for simplification.

The University has a network of 110 Learner Support Centres/Study Centres, to enable students to make use of reading facilities, and for curriculum-based counselling and practicals. We, at the University, welcome you to be a part of this institution of knowledge.

Prof. G S Batra  
Dean Academic Affairs



**School of Social Sciences and Liberal Arts**  
**Semester V**  
**SKILL ENHANCEMENT COURSE**  
**(BLAB33507T) DIGITAL MARKETING**

**Total Marks: 100**  
**External Marks: 70**  
**Internal Marks: 30**  
**Credits: 4**  
**Pass Percentage: 40%**

**Objective:** To help learners explore several aspects of the new digital marketing environment, acquaint them with the motivations behind data collection and analysis methods used by marketing mentors.

**INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER**

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

**Section A**

Introduction to Digital Marketing: Concepts, Traditional Marketing vs Digital Marketing. Digital Marketing Process. Website Selling and Promotion,

Email Marketing- Introduction and Significance, Designing e-mail marketing campaigns using Mail Chimp, Building E-mail List and Signup Forms, Email Marketing Strategy and Monitoring, Email–Automization, Pay Per Click Advertising: Introduction, Pay Per Click Advertising: Google Ads, Types of Bidding strategies

Designing and Monitoring: Search campaigns, Display campaigns, Video campaigns, Universal App campaigns.

Mobile Marketing: Concept and Implications, SMS Marketing, Marketing on Mobile Applications.

Search Engine Optimization : Introduction, Keyword Planner Tools, On Page SEO Techniques-Indexing and Keyword Placement, Content Optimization, On Page SEO Techniques- Indexing and Key Word Placement, On Page SEO Techniques- Content Optimization, On Page SEO : Yoast SEO Plug-in, Off –Page SEO Techniques.

## **Section B**

Social Media Marketing: Introduction and Significance,  
Facebook Marketing: Introduction, Types of Various Ad Formats, Setting up Facebook Advertising Account, Understanding Facebook Audience and its Types, Designing Facebook Advertising Campaigns, Working with Facebook Pixel, Twitter Marketing: Basics, Designing Twitter Advertising Campaigns, Introduction to LinkedIn Marketing, Developing digital marketing strategy in Integration form  
Social Networks: Instagram, YouTube, Whatsapp - Design, Features, Mechanism, Metrics, Reach and Users, Virtual Marketing, Content Marketing,  
Social Network Marketing Communication and Branding Strategy, Sales Strategy ,Web Concerns: Data Safety and Privacy Concerns.

### **Suggested Readings**

1. Seema Gupta, Digital Marketing, McGraw Hill Education
2. Punit Singh Bhatia, Fundamentals of Digital Marketing, Pearson
3. Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Publisher Wiley
4. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publisher.
5. R Solomon and Tracy, Social Media Marketing: Pearson New International Edition



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**BLAB33507T: DIGITAL MARKETING**

**COURSE COORDINATOR AND EDITOR: DR. BALPREET SINGH**

<b>UNIT NO.</b>	<b>UNIT NAME</b>
UNIT 1	Introduction to Digital Marketing
UNIT 2	Email Marketing
UNIT 3	Designing and Monitoring
UNIT 4	Mobile Marketing
UNIT 5	Search Engine Optimization
UNIT 6	Social Media Marketing
UNIT 7	Social Networks
UNIT 8	Social Network Marketing

**B.A (Liberal Arts)**

**Semster-V**

**FUNDAMENTALS OF DIGITAL MARKETING**

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**UNIT 1- INTRODUCTION TO DIGITAL MARKETING**

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**STRUCTURE**

**1.0 Objectives**

**1.1 Introduction**

**1.2 Digital Marketing**

**1.3 Digital Marketing And Online Marketing**

**1.4 Principles of Digital Marketing**

**1.5 Origin of Digital Marketing**

**1.6 Role of Internet**

**1.7 Types Of E-Markets**

**1.8 Barriers for Digital Marketing**

**1.9 Advantages of Digital Marketing**

**1.10 Disadvantages of Digital Marketing**

**1.11 Reasons For The Growth of Digital Marketing**

**1.12 Let Us Sum Up**

**1.13 Key Words**

**1.14 Answers To Check the Progress**

**1.15 Terminal Questions**

**1.0 OBJECTIVES**

**After studying the Unit, you would be able to**

- Understand the Digital Marketing Concept and how it's different from online marketing
- Explore principles required for effective Digital Marketing
- Find out the origin of digital marketing and its different types
- Identify and manage the problems faced by marketers in Digital market
- Explain the Pros and Cons of Digital marketing



- Highlight the reasons for the growth of digital marketing

## **1.1 INTRODUCTION**

World is changing at a remarkable pace and so does the world of marketing. Marketing is a simple process of creating awareness of products or services through various channels towards identified market. Marketing makes it easier to target certain group wherever and whenever. Earlier it was very difficult for the consumers and producers to buy and sell goods and services but now with the advancement of technology, it has become much easier than before in terms of time, money and efforts involved. Now consumers can purchase any product at any time while sitting at any place or any corner of the world. Consumers can get all details of the product. Digital Marketing has made the efforts of producers easier as they can upload all the details of their product and easily market their product. There is no worry about cost incurred on marketing a product.

Today, businesses operate in a dynamic environment, in which various kinds of competitions determine the rule of the game. Managing a competitive edge in today's business world demands an effective electronic strategy, concentrating on the convenience of electronic buying. Internet has converted traditional marketing into online and digital marketing. These days the world is fully competitive so every business wants to go on for long time. Many new techniques are used by different organizations to advance their brands all over the world. In order to promote, companies advertise their products on various websites. People usually do online shopping from these sites. Say if any consumer wants to buy any product, they can visit the websites of E-Marketers and after making comparison, place the orders.

Digital marketing was first used in 1990s as that was the phase when first search engine got emerged by a company called Hot wired. Then in 1998 another engine company got popped up that is "Google" as it gets more popular search engine in the world. After that the history of Digital marketing had been changed when WEB 2.0 came in the market.

## **1.2 DIGITAL MARKETING**

The rapid adoption of the Internet as a commercial medium has caused marketers to experiment with the innovative ways of marketing thus changing the pattern of marketing strategies. "Marketing consists of individual and organizational activities that facilitate and expedite satisfying exchange relationships in a dynamic environment through the creation, distribution, promotion and pricing of goods, services and ideas". It is said that Digital Marketing first began in the beginning of 1990 with just text-based sites which provided

product information. In the beginning, the Internet was cool but with the explosion of internet growth, online marketing has started becoming popular. Digital Marketing creates additional customer value by transforming marketing strategies during effective segmentation, targeting, differentiation and positioning strategies.

The basic purpose of marketing is to satisfy the customers profitably by offering the right product to the right customer at the right time, the only thing that has changed is the methods, as Smith and Chaffey (2001) have remarked that “Digital Marketing is Achieving marketing objectives through applying digital technologies”.

Digital Marketing is the promotion of goods and services through the use of online mediums like the use of internet, use of mobile phones or any other technology which can be used to advertise a product or services, for example; Email Marketing, Web Marketing, Internet Marketing, Social media marketing, etc. Digital Marketing has made work much easier, earlier physical presence of buyer and seller was of utmost importance in buying or selling, but, in online marketing such a kind of drawback has been overcome.

Digital Marketing is the result of information technology applied to traditional marketing. The rapid growth of the internet and the popularity of the computers and electronic devices all over the world have been making the marketers scramble to determine how best they can use the technology for the business profitability. Marketers need to understand the technology, and how they can use the technology in the best possible way for the promotion and profitability of business. Digital Marketing is the application of a broad range of information technologies in the marketing functions to achieve the followings:

- ✓ Development of the products which has value for the customers and is possible to be marketed through online channels.
- ✓ Transformation of marketing strategies and policies to create more customer value through effective segmentation, targeting, differentiation and positioning strategies.
- ✓ Planning and execution of marketing conception, distribution, promotion, and pricing of goods and services, and ideas.
- ✓ Creating customers and satisfying the individuals and business customer's needs and wants.

Digital marketing increases the efficiency in all traditional marketing functions. Digital marketing uses the technology for transforming the marketing strategies in new business models that add customer value and increase company profitability.



For example, Swiggy and Zomato created an App as it helps the shopkeepers to reach to their customers so that they can order easily anything at any place as they want according to their needs. They also have their rating page to enhance their market share with online Marketing Apps.

### **1.3 DIGITAL MARKETING AND ONLINE MARKETING**

In reality there is not much difference, both embrace the same methodologies. Primarily Digital Marketing takes the principles of traditional marketing and translates this to the online world. One key benefit being that the nature of 'online' removes the geographic boundaries that limit traditional media marketing. Digital Marketing or Online Marketing can take many forms, and continues to develop with new innovations all the time, the most common methodologies include;





In today's business, Digital Marketing (or online advertising as it is often referred) has become an essential part of most companies' online marketing mix. Year on year companies are allocating increasingly high resources to advertising and marketing online and this is hardly surprising as the shift from offline to online continues to grow. Schemes such as 'laptops for everyone' and increasing end user awareness of the benefits of shopping online have contributed substantially to the rise in business online. This in turn has created a shift from traditional marketing to Digital Marketing.

#### **1.4 PRINCIPLES OF DIGITAL MARKETING**

Digital Marketing is spreading awareness of products and services with the help of digitalized technologies, specifically online. Growth of digital marketing since the 1990's and 2000's has revolutionized the way the companies and brands use technology for advertising. As we know the social media platforms or other digital platforms are increasingly used in the market on a daily basis. Now, humans use these technologies in spite of going to physical shops, so these campaigns are more productive, effective and easy. The basic principles of Digital Marketing are:

- **Build and actively manage a customer database:** In this era of scarce customers, companies need to capture the names of customers and useful information that is possible to collect about potentially valuable prospects and customers. A rich customer database can provide the company with a strong competitive advantage. The company can search and rate different groups and individuals for their probability of responding to a given offer or highly tailored offers. A database permits a company's targeting to be super-efficient.
- **Develop a clear concept on how the company should take advantage of the Internet:** A company can develop presence on the Internet in at least seven ways. The company can use the Internet to do research, provide information, run discussion forums, provide training, carry on-line buying and selling (i.e., e-commerce), provide on-line auctioning or exchanging, and even deliver "bits" to customers.

The company's Web page must be appealing, relevant, and current if it is to attract repeat visits. Companies should consider using state-of-the-art graphics, sound, and video, they should also need to add weekly news or features. The site can be

developed to provide valuable help, such as links to a map showing the location of the hotel or restaurant.

- **Be easily accessible and quick in responding to customer calls:** Customers mostly have high and rising expectations about how quickly and adequately they should receive answers to questions and complaints sent in by phone or e-mail. Make sure the Internet user can communicate directly with the company. One advantage of the Internet is that we can communicate automatically. The computer can be programmed to book reservations, select and confirm seat assignments on airlines, and send confirmations of reservations, changes in flight plans and other information to the customer. However, when the user has a question that the computer cannot answer or they have a problem they would like to discuss, they should be given a phone number to call and an automatic e-mail option. Majority of companies' websites have the goal of having 100 per cent electronic communication, and they do not include telephone contact information.

### **CHECK YOUR PROGRESS**

- I. Earlier it was very difficult for the consumers and producers to buy and sell goods and services but now with the advancement of technology. (True/False)
- II. Today, businesses operate in a dynamic environment, in which various kinds of competitions do not determine the rule of the game. (True/False)
- III. Digital Marketing is the result of information technology applied to ..... marketing.
- IV. Digital marketing was first used in ..... as that was the phase when first search engine got emerged by a company called Hot wired.
  - a. 1991
  - b. 1990
  - c. 1981
  - d. 1980
- V. In this era of scarce customers, companies need to capture the names of customers and useful information that is possible to collect about potentially valuable of .....
  - a. Advertising Agency
  - b. Marketing researcher
  - c. Prospects and customers
  - d. Sales men

### **1.5 ORIGIN OF DIGITAL MARKETING**

In this modern era, over 175 million patrons make use of digital media on daily basis, everyone is supposed to be known about digital marketing tools. Soon traditional media platforms will be absorbed and get dominated by digital media. Even more digital media is more cost effective than traditional methods as; large customer base can be reached within a short span of time.

The Digital Marketing came into existence in 1990's. It came over with the introduction of internet and with growth of the web 1.0, whereas web 1.0 is the phrase is known to as beginning of digital media marketing on World Wide Web, that did term as "Websites".

In the year, 1993 clickable banner or web banner came into existence. Clickable banner is basically a type of advertising done with the help of ad server on www. Entrenching an advertisement into a web page is known as web banner so that web traffic could be attracted to the web page by connecting to the web site of the marketer. In the year 1994, new digital tools incorporated in digital marketplace such as Yahoo, it was launched by Jerry Yang. In the very first year, Yahoo, was able to get 1 million thumbs. In year, 1996 various tools such as Alexa, look smart and in year 1998, the most used search engine "Google" came into existence. In year, 2006 customer base was developed up to 6.7 billion in a solitary month.

After then various social sites emerged, Myspace was firstly commenced social networking site, after that Facebook arrived in market followed by Instagram, Snapchat, Twitter etc. which took new opportunities in the market for the businesses, companies and consumers.

## **1.6 ROLE OF INTERNET**

The internet is a global network of interconnected networks. This includes millions of governments, corporate, organizational and private networks forming the World Wide Web (www). The computers in these networks hold files such as web pages that can be accessed by all other networked computers. Computer, mobile phone, and other networked devices like laptops etc., can send and receive data in the form of e-mail or files, over the internet. The data move over phone lines, cables and satellites from sender to receiver. The internet therefore consists of computers with data, users who send and receive the data files and a technology infrastructure to move, create and view or listen to the content. Three important types of networks form part of the internet.



- **Intranet:** A network that runs internally in a company but uses the internet standards such as HTML and browsers. An intranet is like a mini-internet but only for the internal company use.
- **Extranet:** An intranet to which value chain partners have admissions for strategic reasons. The access is partial or restricted only.
- **Web:** The part of internet that supports a graphic user interface for hypertext navigation with a browser such as Netscape or Internet Explorer. The web is what most people think about when they think of the internet.

## **1.7 TYPES OF E-MARKETS**

Digital Marketing is normally carried out in the following types:

- **B2B:** This involves business-to-business marketing. The business organisations make online transactions with other business. They sell the products and services using internet. Also other functions like purchasing, supply chain, services, support and payment systems are managed online.
- **B2C:** This involves business-to-consumer marketing. The goods and services are marketed directly to the consumers by the business organisations. This includes activities like sales, customer service and payment systems.
- **C2C:** This involves consumer-to-consumer marketing, where consumers directly sell products or services to other consumers, using the Internet. Firms like OLX, eBay, Quicker provide such facilities.
- **C2B:** This involves consumer-to-business marketing, where the consumers (individuals) create value and businesses consume that value. For example, when a consumer writes reviews or when a consumer gives a useful idea for new product development then that consumer is creating value for the business if the business adopts the input. Excepted concepts are crowd sourcing and co-creation.

## **1.8 BARRIERS FOR DIGITAL MARKETING**

The problems which were faced earlier were overcome by Digital Marketing but there are some issues which are being there in Online Marketing, which are being faced by both consumers as well as producers.

- Lack of privacy
- More competition
- Online frauds
- Lack of proper knowledge
- Variety of customers
- Internet problems
- Security problems
- Gap between customers and sellers
- Lack of awareness
- Technical problems
- Difficult to engage customers

## **1.9 ADVANTAGES OF DIGITAL MARKETING**

Digital Marketing embraces many of the basic principles of traditional marketing with a few differentiating factors. One key advantage to Digital Marketing is that results can be quantified, allowing the marketers to work more effectively, generate higher ROI and in turn increasing profitability. A well implemented Digital Marketing strategy can achieve a more cost-effective customer acquisition than traditional marketing. The ‘reach’ of Digital Marketing campaigns means that substantial incremental sales can be achieved online without affecting any other marketing efforts. The Digital Marketing has following advantages over the traditional marketing channels:

- **Digital Marketing can Reach Targeted Customers More Effectively:** Digital Marketing makes it possible to cover the global markets by eliminating the geographical and territorial boundaries. Thus, the location often becomes irrelevant through Digital Marketing. The nature of the internet means a potential customer from anywhere across the globe can make a business transaction and interact with the marketer. Unlike traditional marketing methodologies the power of the web means that prospects and clients can become a part of companies marketing mix 24\*7 and 365 days from anywhere in the world.
- **Can Reach Wider or Even International Audience:** Digital Marketing helps in reaching out the customers who can be approached through only online means. Marketing embraces routes to market that simply do not exist with traditional marketing. It’s no longer a case of just advertising through search engines and broadcast email shots. The use of new

media such as social networking, viral marketing and other methodologies exclusive to the online world provide access to the groups of customers that would otherwise have not been possible.

- **Cost Effective Marketing:** Utilising online technologies can make a substantial contribution to marketing budgets. By accurately targeting the potential core audience, Digital Marketing often provide the most cost-effective way to increase customer base, raise the brand awareness, increase the demand for product and stay in touch with customers by building long term relations.
- **Full Accountability:** Digital Marketing provides full accountability for its results to the organisations. Online activities are fully tractable and can accurately show ROI (return on investment); this means that marketers can see the value of every Rupee that has been spent on the Digital Marketing activities.
- **Consumer Control:** The internet has already affected a radical shift in the way the media and consumers interact. Traditional media have a one-to-many approach: the media outlet beams its message down to a host of passive consumers. The web, however, relies on many-to-many interaction or one-to-one interaction means: anybody can post content or comment on what they see, and media outlets no longer have complete power over their broadcast message. In the world where everything is social and shared, the consumer has a lot of power and it is likely to further grow in the coming years. Marketing agencies foresee that they will need to hand over even more control to customers, who want to engage on deeper and more significant levels with content. The trend may go so far as letting customers create and mediate Digital Marketing content, with agencies keeping oversight and steering from the side-lines.
- **Marketing can be Personalised as per Customers Need:** Technological devices are shrinking in size, lending themselves more and more to portability. Already, powerful computers can fit inside the wrist watches and cell phones, hide in car dash-boards and meld seamlessly with work and home tabletop surfaces. Consumers will expect to have round-the-clock access to whole of their data, regardless of where they are and what device they are using. Marketing messages will have to be flexible as per the customer requirements. There are many opportunities available here for even more specific and user-relevant content. A device with GPS will know exactly where it is and where the nearest restaurants, cinemas, shops, utilities and user's friends are; it will store user preferences and recommend nearby locations. Large billboards can gather user data from the people in the area, average out the

demographic statistics and display adverts that are most relevant to the largest number of customers who are passing by.

- **The Rise of Web 3.0:** Nobody is quite sure what web 3.0 will entail, or even whether it has not already started. General consensus is that it will involve the advent of the truly semantic web. The semantic web is a concept that means the exponentially growing amount of data will be categorised in personal and human-usable ways, enabling even better, more meaningful and more accessible content than has been ever possible. In other words, raw data will become real information. Web 3.0 also involved the concepts described above, especially portability, control over marketing and customisation of everything. In the far future, experts even predict the invention of web-based artificial intelligence that will think ahead and source information before a user even knows it is needed. Since web 3.0 is all about “me”, marketing must take personalisation and engagement to a new level.
- **Delivers Immediate Results:** One of the most important advantages is the fast availability of the information. The clients/users can easily get information, by navigating the internet, about the products that they wish to purchase, and besides that, they can check the information at any time of the day.
- **Low Investment required:** Digital Marketing allows the companies to save money, an aspect that is really taken into account by the companies since the online marketing campaigns do not require a large amount of investment. The traditional marketing gives less importance to the differences between large and small companies. The Digital Marketing techniques helps in cost savings and thus significant for the companies which cannot incur high expenditure on promotion and marketing of the products and services. The benefits are further passed to the customers.
- **Global Markets:** Presence on the Internet can help the expansion of the company from a local market to national and international markets at the same time, offering almost infinite expanding possibilities.

### **1.10 DISADVANTAGES OF DIGITAL MARKETING**

Digital Marketing may not be useful for all varieties of products and services. Many of the companies offer only a few selected items online, which are suitable to be sold using the online channels. Other products may not have the features to be promoted and sold online. Also, there are many costs associated with the Digital Marketing; these include costs for setting up the websites, maintaining and updating the websites and managing the online

channels. Many of the e-marketers are still struggling to make their business visible, viable and profitable using the Digital Marketing techniques.

- **Security:** Providing a secure website for web visitors should be the number one priority for online business owners, but not every business owner feels it necessary to provide maximum security for their web visitors. There are thousands of internet scammers and hackers consistently searching for gaps within the website of an internet business. Online business owners should respect their customers by providing security and making sure to add a badge or statement to ward off potential threats. This security concern further results into misuse of the personal information of the customers and thus they hesitate while making online transactions with the company.
- **Updates:** The Internet is a constant provider of fresh, up-to-the-second information. Yesterday's news is of no use and importance to the web surfer, so it is imperative to always keep the website updated with the latest information. It is one of the common mistakes of budding entrepreneurs, they get the website up and running and then simply leave it that way because they did not include the time needed to maintain the website into their marketing plan, and now the website is neglected and customers can easily notice these things.
- **Costs:** Businesses of all kinds should have a marketing strategy to map out how much money is needed for marketing and where the money will go. Many business owners who are just starting business are not aware of these hidden costs associated with online marketing. Sending a quick email to someone may not cost much more than internet access, but the costs of hardware resources, launching a website and running online marketing campaign make the online marketing an expensive affair.
- **Engagement:** Digital Marketing requires constant tweaking to keep the subscribers engaged. A person will often sign up to receive information as a part of the promotion. For example, if a user provides his email address, he may receive a discount on a product. A user might also unintentionally sign up, such as if subscribing was the default choice on a web page. In such cases, marketing may be perceived as a nuisance. Even in the case that someone deliberately signed up to receive marketing emails and promotion material, like an industry newsletter, marketers must still work to maintain a level of engagement to keep the reader from unsubscribing.

- **Appearance:** Marketers may be working for making the digital promotions to look exactly the way they have envisioned it. Unfortunately, due to the varying servers and computer settings, the design may not come through the way marketers hoped, which can diminish the impact of promotion message. Text may be moved from one line to the next on a person's screen. The email setting on another person's computer may only allow text, blocking images from coming through. If the main focus of online marketing was a logo, it could be lost during the process its open on the screen of the users.
- **Spam:** "Spam" is unsolicited email, if marketers want to email their customer base, they need to receive permission from them. Even after receiving permission, some people still consider any commercial email spam. This adds to difficulty for the online marketing and puts a question mark on Digital Marketing techniques.
- **Deliverability Issues:** The communication and promotion material may not reach its intended audience. For one thing, certain terms, such as "free" or "money" could trigger the spam filter, where the recipient may never see it. Other times, the headline may not be enticing enough for the customer to open the web page and check the site.
- **Undelivered E-mail:** These days many ISPs use complex junk-mail filters. So, there is no guarantee that E-mails are getting into audience inbox. Also, it is possible that individuals delete an E-mail from someone who is not in their contact list. This is increasingly becoming a disadvantage of e-mail marketing.
- **E-mail response decay:** It's not easy to keep subscribers actively engaged with company in the long-term through the online media.
- **Renderability:** Difficulty of displaying the creative as intended within the inbox of different E-mail reading systems. The subscribers may want a message with "unsecured" items such as color, graphics and links that not all browsers will support them. Finally, the recipient will instantly close the window or marketers will have to just settle for the drab all-text E-mail.
- **Privacy Issues:** When an E-mail gets through to the consumer, there is so much e-mail that needs to be looked at sometimes it is difficult for the individual to distinguish between solicited and unsolicited e-mail, as well as have time to read through the E-mail. Another disadvantage of E-mail marketing is to transmit many software viruses and it makes customers to become suspicious even to the trusted sources.

- **Dependability on technology:** Slow internet connections can cause difficulties. If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually.
- **No Physical Contacts:** The Digital Marketing doesn't allow the user "to touch" the product before purchasing it. Because of this, the customers may not be able to become sure about the real look of the products. They have to just rely on what the companies and websites talk about the products. This may result into customer complaints and poor marketer-customer relationship.
- **Lack of Trust:** One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of honest companies.
- **Payment Terms:** The cash on delivery payment option may be another disadvantage of the online marketing systems. COD does not guarantee the 100% purchase of the product. This is also the case of thousands of users who dedicate themselves to daily mock big companies by ordering on the internet using fake identities.
- **Worldwide competition through globalisation:** Due to internet and global networks there has been great transparency about the pricing of all competitors resulting into cut throat competition among the players who are present in the online marketing and promotions. This also results into worldwide and global competitions.

### CHECK YOUR PROGRESS

- VI. In the year, .....clickable banner or web banner came into existence.
- |         |         |
|---------|---------|
| a. 1991 | c. 1989 |
| b. 1990 | d. 1993 |
- VII. The part of internet that supports a graphic user interface for hypertext navigation with a browser such as Netscape or Internet Explorer.
- |             |                  |
|-------------|------------------|
| a. Web      | c. Extranet      |
| b. Intranet | d. None of these |
- VIII. An intranet is like a mini-internet but only for the internal company use. (True/False)
- IX. The business organisations make online transactions with other business, in ..... market.
- |        |
|--------|
| a. B2C |
|--------|

b. B

- X. This involves ..... marketing, where consumers directly sell products or services to other consumers, using the Internet.
- XI. The ..... of Digital Marketing campaigns means that substantial incremental sales can be achieved online without affecting any other marketing efforts.
- XII. Digital Marketing does not make it possible to cover the global markets by eliminating the geographical and territorial boundaries. (True/False)
- XIII. The ..... is a concept that means the exponentially growing amount of data will be categorised in personal and human-usable ways, enabling even better, more meaningful and more accessible content than has been ever possible.

### **1.11 REASONS FOR THE GROWTH OF DIGITAL MARKETING**

Earlier days, when human first started trading whatever it is, they traded and marketing that time was all about the stories that used to convince the customer to make trade. The method of trades are changed or improved. They are more efficient to convey the message and faster to communicate, spared the message to mass or niche, but the old principles are always applied. Now business organisations have started using Digital Marketing for the same due to:

- **Low Investment:** When Digital Marketing is implemented properly, the investments required are less and the return on investment is faster than traditional marketing.
- **Reach:** We are living in the era of global product and global brands. Through the WWW (World Wide Web), product would be in the reach of billions of customers in the world. Every day or every month there is increase in the customers by millions.
- **Scope:** In Digital Marketing scope of business is not limited or restricted. The marketers can provide other services also like information management, public relations, customer service and sales.
- **Interactivity:** The internet has made it possible to interact with the customers easily at any time and also responding to the customers instantly. The marketers now can interact better than traditional marketing.
- **Immediacy:** Digital Marketing makes the immediate impact on customer's mind, for example if we publish an advertisement in a newspaper of an apple's I-phone. Reader or customer is very eager to purchase the product but he is not interested to go to the show room and buy it because it is away. So customer might change his idea of



purchasing the product. But through Digital Marketing, customer can purchase the product immediately.

The following facts simplifies the reasons for the growth of Digital Marketing.

**Top three marketing priorities for the business are:**

- ✓ Driving increased conversion rates (47%)
- ✓ Increasing and improving brand awareness (46%)
- ✓ Collecting, measuring, and using behavior (29%)

**Top three metrics used to track the success of Digital Marketing:**

- ✓ Conversion Rates (67%)
- ✓ Engagement Rates (opens, clicks) (64%)
- ✓ Return on Investment (61%)

**Four key areas where marketers plan to increase spending by 2023:**

- ✓ Data & analytics (61% plan to increase)
- ✓ Marketing automation (60% plan to increase)
- ✓ Email marketing (58% plan to increase)
- ✓ Social media marketing (57% plan to increase)

According to 2019 State of Marketing report, 98% of marketers plan to increase or maintain their future marketing spend so if your brand's marketing budget expanded considerably compared with last year, you are not alone. Data and analytics, marketing automation, email, social media, and content management ranked as the top five areas for increased spending and marketing budget, so expect to see more businesses tailor their content one-to-one as data investments grow alongside speedy, automated lifecycles.

**CHECK YOUR PROGRESS**

- XIV. When Digital Marketing is implemented properly, the investments required are less and the return on investment is faster than traditional marketing. (True/False)
- XV. Through the WWW (World Wide Web), product would not be in the reach of billions of customers in the world. (True/False)

- XVI. Through Digital Marketing, customer can purchase the product immediately.  
(True/False)

### **1.12 LET US SOME UP**

Today, businesses operate in a dynamic environment, in which various kinds of competitions determine the rule of the game. Managing a competitive edge in today's business world demands an effective electronic strategy, concentrating on the convenience of electronic buying. Internet Marketing has converted traditional marketing into digital marketing. These days the world is fully competitive so every business wants to go on for long time. The rapid adoption of the Internet as a commercial medium has caused firms/marketers to experiment with the innovative ways of marketing thus changing the pattern of marketing strategies. Marketers need to understand the technology, and how they can use the technology in the best possible way for the promotion and profitability of business. Digital Marketing is spreading awareness of products and services with the help of digitalized technologies, specifically online. Growth of digital marketing since 1990's and 2000's has revolutionized the way the companies and brands use technology for advertising. Digital Marketing embraces many of the basic principles of traditional marketing with a few differentiating factors. One key advantage to Digital Marketing is that results can be quantified, allowing the marketers to work more effectively, generate higher ROI's and in turn increasing profitability. A well implemented Digital Marketing strategy can achieve a more cost-effective customer acquisition than traditional marketing. Digital Marketing may not be useful for all varieties of products and services. Many of the e-marketers are still struggling to make their business visible, viable and profitable using the Digital Marketing techniques.

### **KEYWORDS**

**MARKETING**

Marketing is a simple process of creating awareness of products or services through various channels towards desired market.

**DIGITAL  
MARKETING**

Digital Marketing is Achieving marketing objectives through applying digital technologies

**CLICKABLE BANNER  
INTRANET**

A type of advertising done with the help of ad server on www  
A network that runs internally in a company but uses the

internet standards such as HTML and browsers

**EXTRANET**

An intranet to which value chain partners have admissions for strategic reasons.

**SECURITY**

The security of consumer information on the internet.

**SPAM**

The unsolicited email sends by marketers with customers' consent.

**CONVERSION RATES**

To convert the potential customers in to actual customers.

**ANSWER FOR CHECK YOUR PROGRESS**

- |                            |                         |                    |
|----------------------------|-------------------------|--------------------|
| I. True                    | VI. 1993                | XI. Reach          |
| II. False                  | VII. Web                | XII. False         |
| III. Traditional           | VIII. True              | XIII. Semantic web |
| IV. 1990                   | IX. B2B                 | XIV. True          |
| V. Prospects and customers | X. Consumer-to-Consumer | XV. False          |
|                            |                         | XVI. True          |

**TERMINAL QUESTIONS**

- What is Digital Marketing? How it will contribute to the growth of company and nation?
- Describe the concept of digital marketing and how it is different from online marketing?
- “Business organisations cannot have an effective digital marketing without following the principles of digital marketing” comments on this statement.
- Discuss the origin of digital marketing. What is the influence of internet for digital marketing?
- Explain the different types of digital marketing and highlight what are the barriers for the digital marketing?
- How would you define the digital marketing? What are the advantages and disadvantages of digital marketing?
- Highlight the factors contributing for the growth of digital marketing.

**B.A (Liberal Arts)**  
**Semester- V**  
**DIGITAL MARKETING**

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**Unit II E-Mail Marketing**

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Structure

- 2.1 Objectives
  - 2.2 Introduction
  - 2.3 E-Mail Marketing
    - 2.3.1 Concept of E-Mail Marketing
    - 2.3.2 Implications of E-Mail Marketing
  - 2.4 E-Mail Automation
    - 2.4.1 Meaning of E-Mail Automation
    - 2.4.2 Advantages of E-Mail Automation
  - 2.5 E-Mail Oriented Promotional Programs
  - 2.6 Summary
  - 2.7 References
  - 2.8 Further Readings
  - 2.9 Answers
- 

**2.1 OBJECTIVES**

After reading this chapter, students will be able to

- Define the meaning of E-Mail marketing
  - Identify advantages of E-Mail marketing
  - Explain the implications of E-Mail marketing
  - Describe E-Mail Oriented Promotional Programs
- 

**2.2 INTRODUCTION**

The customer is the king of the market. Marketers wish to attract a large number of customers and retain them for a long time. Therefore, they target them by using different types of marketing tools and techniques. Due to the increased use of technology and the number of generation Z customers, use of electronic marketing tools has been rapidly increased. One such electronic tool is E-mail marketing. Most of business houses whether small or Multinational Corporations (MNCs) who deal in products and services are using E-mail marketing as a medium of communication to target customers and to retain them

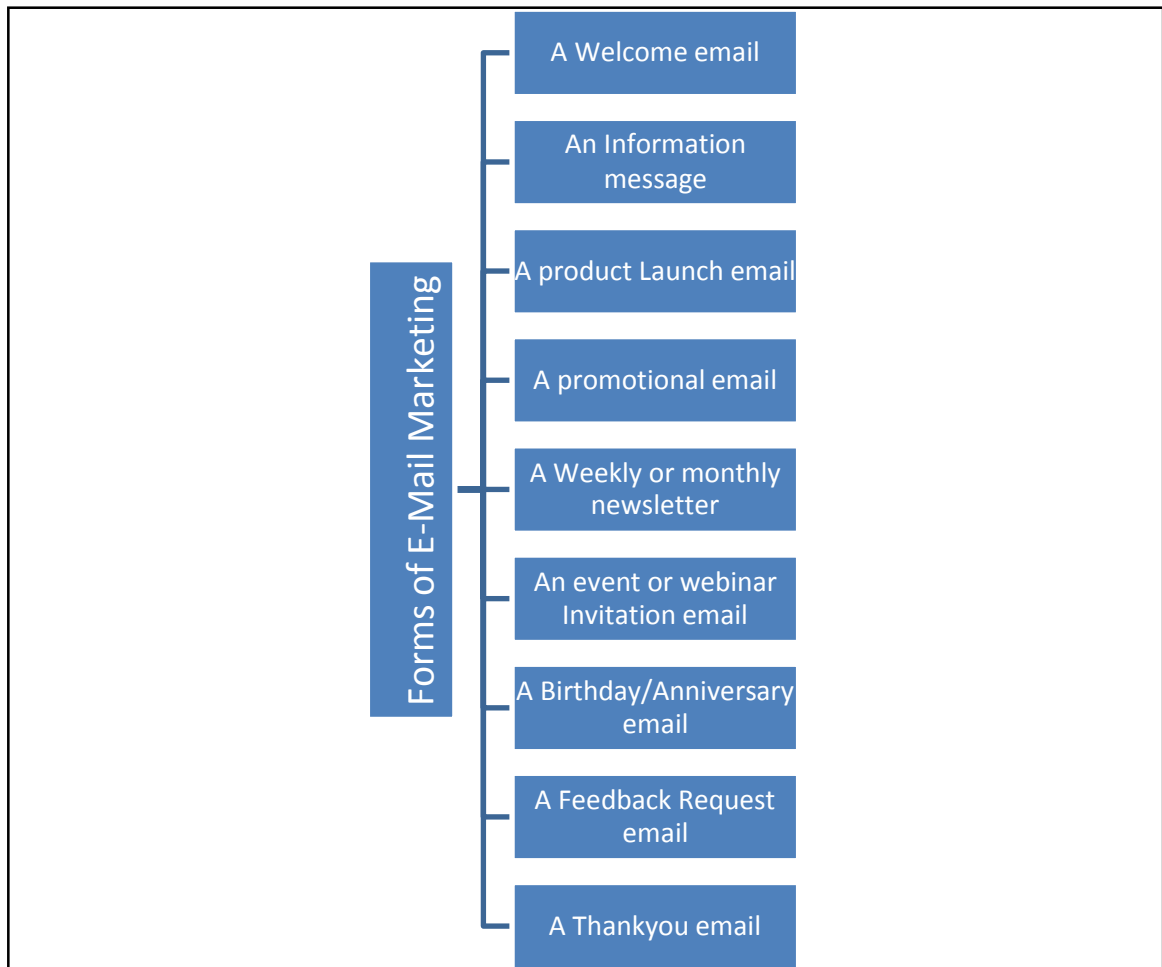
for a long time. Through E-mail marketing, people are informed about new and existing products and services available in markets. Most of the time, these products and services comprise books, clothing, shoes, cosmetic products, jewelry, utensils, electronic equipment, digital equipment, home decoration items, food items, insurance services, financial instruments and services, hotel services, etc. Thus, in this chapter, a brief explanation of E-mail marketing is provided to the students.

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## 2.3 E-Mail Marketing

### 2.3.1 Concept of E-Mail Marketing

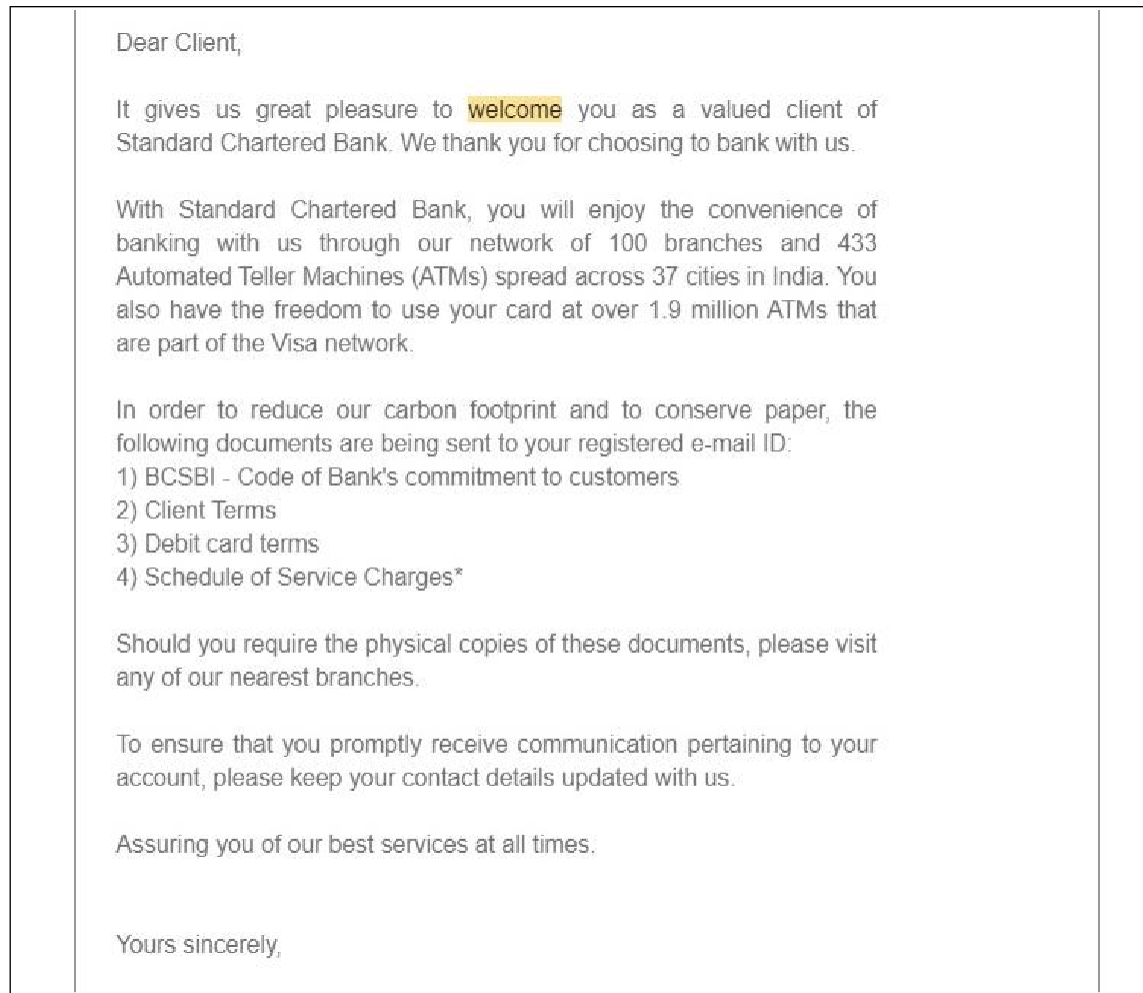
E-Mail marketing or electronic marketing is an important tool of marketing by which marketers communicate with the target population. With e-mail marketing, marketers send emails to target segments of the market. In present era, marketers use email marketing to attract customers to their products and services. E-mail marketing is a very economical and flexible method to communicate with customers as compared to other traditional methods of marketing like television advertisements, radio advertisements, advertisements through billboards, banners, etc. Through email, a marketer can easily get information about habits, tastes, preferences, customs, likes and dislikes of their customers and provide them goods and services as per their demands. Marketing through emails can be in different forms which is explained as below:



## Figure 1: Forms of Email Marketing

### 2.3.1.1 A Welcome email

Marketers send emails to customers who came into their contact physically or virtually for the first time. For example, in Figure 2, a welcome email is sent by a bank to customers for opening a new savings account with the bank.



**Figure 2: Example of Welcome email**

### 2.3.1.2 An informative message

Through this form of email marketing, customers are informed about existing products available in the market.

#### 2.3.1.3 A product launch email

Marketers send such types of emails to target groups of market in order to tell them about new products launched in market.

#### 2.3.1.4 A promotional email

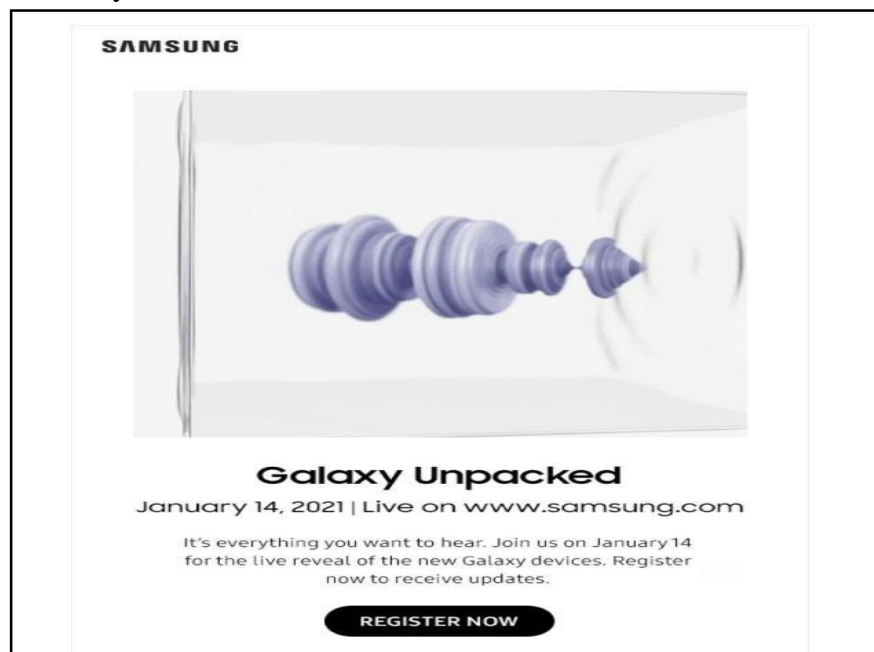
A promotional email informs customers about sale offers, discounts and other promotional offers provided by businessmen.

#### 2.3.1.5 A weekly or monthly newsletter

Marketers send such newsletters to update their customers about business growth and achievements.

#### 2.3.1.6 An event or webinar invitation emails

Through such emails, an invitation is sent to target customers to attend their events virtually or physically. For example, in Figure 3, it is shown that SAMSUNG company is inviting their customers to join a live meet on January 14 for telling them about new Galaxy devices.



**Figure 3: Example of an event/webinar invitation email**

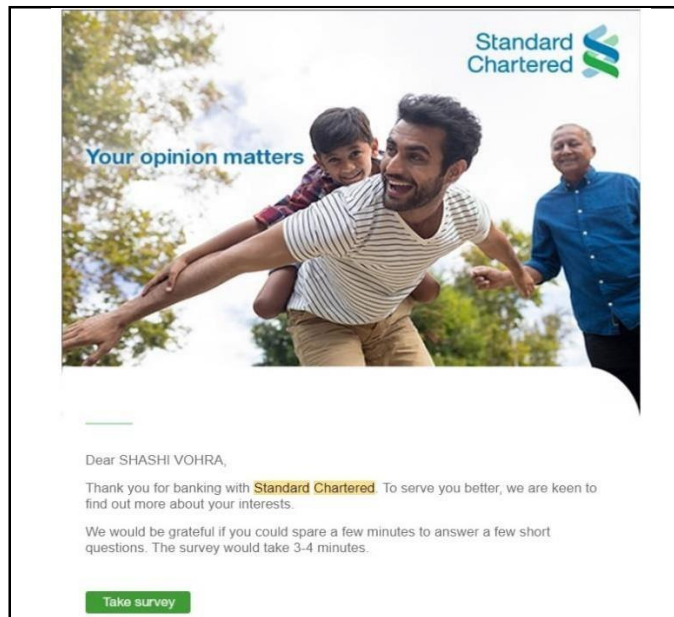
#### 2.3.1.7 Birthday and anniversary emails

Marketers send these emails to their subscribers to maintain long-term relationships with them. Most of banks, insurance and finance companies are using such types of methods to retain their customers and to maintain customer loyalty.

#### 2.3.1.8 Feedback requests emails

These emails are used to improve the quality of products and services based on feedbacks given by existing customers. In Figure 4 as shown below, an email is sent by Standard Chartered Bank to a customer for getting their feedback by highlighting

the words “**Your opinion matters**”. Further customers are asked to give answers to 2-3 short questions which would take only 3-4 minutes. In order to create interest of customers, the feedback form should be short and simple.

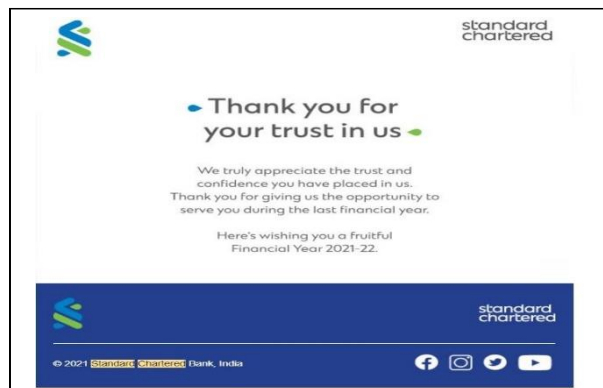


**Figure 4: Example of Feedback request email**

2.3.1.9 A  
Thank  
you  
email

Through such emails, marketers show a sense of gratitude to customers. Such emails are essential for converting existing customers into loyal customers.

**Figure 5: Example of Thank you email**





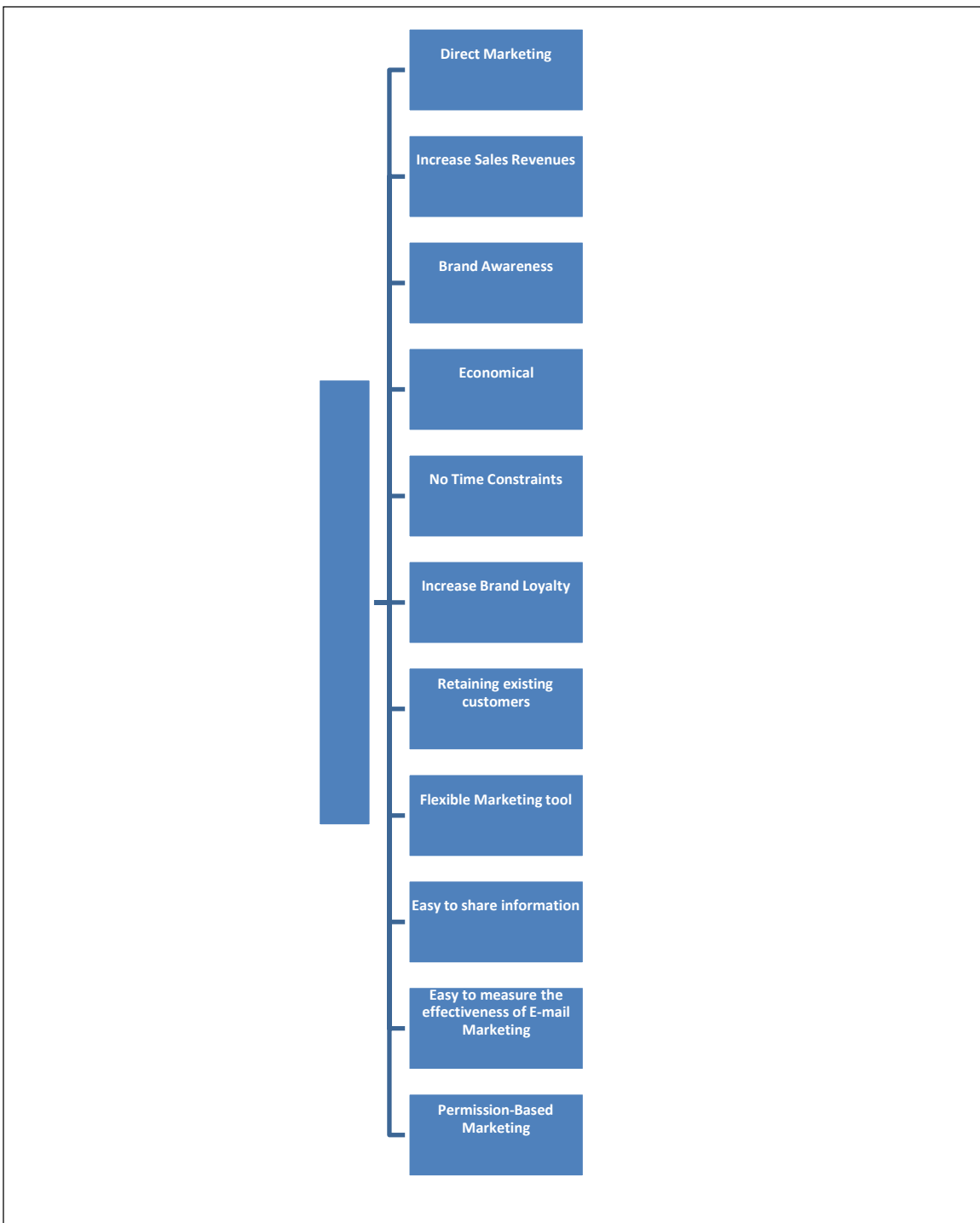
Marketers use above forms of emails to target a particular segment of customers through E-mail Marketing. It is one of the effective techniques of digital marketing.

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### **2.3.2 Implications of E-Mail Marketing**

E-mail marketing is the process of communicating with the mass population through emails. The importance of E-Mail marketing is growing rapidly due to the excess use of the Internet. In the present era, businessmen prefer e-mail marketing more than traditional mail marketing. There are several reasons for it. Some important reasons are explained below:

- **Direct Marketing**  
E-mail marketing is an effective method of direct marketing as it reaches customers directly. Most of the time, an email is crafted by keeping in mind the demographical, social and cultural elements of target customers. Thus, it makes e-mail marketing an effective tool of communication.
- **Increase Sales Revenues**  
E-mail marketing helps a businessman in increasing sales of goods and generate a large amount of sales revenue from them. Businessmen generally post attractive images of products and services in e-mails to entice customers. Besides this, they inform customers about attractive promotional offers on goods and services. All such activities motivate customers to buy those products and services. As a result, sales increases and businessmen earn more revenue. For example, e-commerce companies such as Flipkart, Swiggy, Nyakaa, etc. frequently send emails to existing customers to inform them about sales and other lucrative offers.
- **Brand Awareness**  
Sometimes a person is not familiar with different types of brands of a single product available in the market. When information about different brands is provided to them through emails, they become aware of it. They may use such type of information before making any purchase decision.



**Figure 6: Reasons of using Email Marketing**

- Economical

Designing an email to target a particular segment of society is not much expensive. In email marketing, there is no need to spend a heavy amount as compared to spending a huge amount on promotional tools and techniques such as designing television advertisements, banners, billboards, etc. But an email should be designed carefully. The subject matter, as well as the content of email, should be crafted keeping in mind the target audience, their level of income, their occupation and their interest in specific products. The subject matter of the email should be attractive and the content of email must have visual appeals.

- **No Time Constraints**

In e-mail marketing, there are no time constraints. A businessman can send an email anytime and even a customer can also read it anytime as per his convenience.

- **Increase Brand Loyalty**

Brand loyalty means the repeated purchase of same brand by customers. When emails are sent frequently to customers to inform them about new products and to remind them about old/existing products, satisfied customers generally prefer to buy same brand for each product. This also increases brand loyalty of customers.

- **Retaining existing customers**

It is generally said that retaining customers is more difficult than the acquisition of new customers. E-mail marketing also helps in retaining customers. When businessmen send emails to customers frequently, they prefer to buy the same product or different products of same brand. In this way, email marketing helps in retaining existing customers.

- **Flexible Marketing tool**

E-mail marketing is a flexible tool of marketing in comparison to other marketing tools. If a businessman assumes that the email is not crafted properly as it does not attract mass customers, he can make changes in the subject matter and content of E-mail without spending huge amount of money on it. The content of email can also be changed frequently as per situation or occasion. However, it is not possible in case of other marketing tools such as television advertisements, newspaper advertisements, billboards, banners, etc.

- **Easy to share information**

If a brand loyal customer is highly satisfied with products and services promoted in emails or he is attracted to the offers on products and services, he can easily share this information with others by simply forward email to others. This increases goodwill of business by word-of-mouth or viral marketing. Sharing of emails by existing customers to new customers increases the number of customers also.

- **Easy to measure the effectiveness of E-mail Marketing**

In order to measure effectiveness of E-mail marketing, some softwares are also available in market. A businessman can buy and install those softwares to measure effectiveness of email marketing. A huge amount of investment is not required for measuring effectiveness of email marketing.

- **Permission-Based Marketing**

E-mail marketing is permission-based marketing because businessmen generally send emails/newsletters to those customers who have permitted for updating about their products

and services. In this way, a businessman can influence target customers about products and services and maintain long-term relationship with them. Some marketers also provide the feature of –unsubscribe in their emails which means that if a customer does not wish to receive an email in near future, he can use this option. By choosing this option, the customer will not receive emails from marketers further.

### Track Your Progress I

1. What do you mean by Email Marketing?

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2. Explain different forms of Email Marketing in detail.

.....  
.....  
.....

3. Write implications on Email Marketing in detail.

.....  
.....  
.....

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4. State whether following statements are True and False

- a. Email marketing is a type of digital marketing.
- b. In Email Marketing, text messages are sent to customers on their mobiles.
- c. There is no requirement of internet connectivity in email marketing.
- d. Email marketing is beneficial for enhancing brand loyalty.
- e. With Email marketing, it is not possible to share information about products and services with customers.
- f. Is Email marketing a permission based marketing?

**Answers:** a. True      b. False      c. False      d. True      e. False      f. True

5. Fill in the Blanks

- 
- a. E-Mail marketing is an important tool of \_\_\_\_\_ by which marketers communicate with the target population.
  - b. The email which new customers receive when they came into contact with marketer/seller for the first time is called \_\_\_\_\_ letter.

- c. In order to get responses from customers about quality of existing products and services, \_\_\_\_\_request emails are sent by marketers to existing customers.
  - d. Marketers send \_\_\_\_\_to update their customers about business growth and achievements.
  - e. E-mail marketing is a \_\_\_\_\_tool of marketing in comparison to other marketing tools.
- 

**Answers:** a. Marketing      b. Welcome      c. Feedback      d. newsletters      e. flexible

---

## **2.4 E-Mail Automation**

### **2.4.1 Meaning**

E-Mail automation is the process of sending emails to existing customers or prospects automatically when they perform actions like register e-commerce websites/signing up for an email list first time; select products for shopping; finalize an order and make payment. In case of an e-mail automation system, an email is designed one time and then Marketers use it several times to respond to their customers' actions. Thus it saves time and expenditure for marketers and proves to be a useful tool to target new customers and to maintain long-term relationships with them.

### **2.4.2 Advantages of Email Automation**

- **Attract new customers**

In present era, people have become time-poor and money rich. They have money to spend but less time to go to market and explore new products. Through emails, marketers may come into direct contact with customers. Some businessmen also provide live chat facilities on their websites. When a customer clicks on different links available in the email to go to a website and explore it more, they may use the live chat facility and select products of their choice. In this way, new customers will be attracted to products and services.

- **Market Segmentations**

Email automation helps businessmen in segmenting markets. Through email automation, some business houses also ask their customers to fill in demographic information (like age, gender, occupation, level of income, number of family members, etc.). From this demographic information, they can make segments of customers on different basis and sell specific products to specific target group on the basis of their preferences.

- **More Chances of Improvement**

Through email automation, feedback forms are given to customers to get information about their satisfaction level that they feel after using a particular product or service. This helps the businessman in improving the quality of products and services.

- **Sense of belongingness**

To maintain a long-term relationship with customers, a feeling of belongingness must be felt by customers. When customers receive welcome letters, greeting cards on birthday and

anniversary or any other special occasion, it arouses a feeling of belongingness among customers and they become loyal customers for that business.

- **Enhance Brand Loyalty**

Satisfied customers not only make repetitive shopping of those goods but also tell to friends and relatives about quality of brand and online communication services provided by businessmen. Thus, it increases brand loyalty among customers.

- **Maintaining customers' database**

Email automation helps a businessman in preparing data about their customers. Such data is useful for business persons in providing specific products and services to customers; making changes in products and services as suggested by customers; designing the products and services as per customers' choice and preferences and targeting a particular segment of the market.

- **Improving retention rate of customers**

It is generally said that selling a product to existing customers is much easier than making a new customer for the same product. Retaining of customers is a difficult task for any business. To retain existing customers, marketers generally schedule their email automation messages. Through email automation, businessmen remain in the personal touch of their customers every time. In this way, chances of retention of customers increase.

- **Drafting Marketing Strategy**

Through email automation, a businessman collects relevant data about their customers and based on such data (preferences, likes, habits, fashion and demands), marketers may draft an efficient marketing strategy to improve their target share in the market.

---

## **Track Your Progress II**

2.4.2.1 What do you mean by E-mail Automation?

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.....  
.....

2.4.2.2 Write down advantages of E-mail Automation in detail with examples.

.....  
.....  
.....

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2.4.2.3 State whether following statements are True and False

2.4.2.3.1 E-Mail automation is the process of sending emails to existing customers or prospects automatically when they perform actions.

2.4.2.3.2 Email automation is not helpful for marketers in segmenting

markets.

2.4.2.3.3 Email automation helps a businessman in preparing data about their customers.

2.4.2.3.4 Retaining of customers is not a difficult task for any businessman.

---

2.4.2.3.5 Telling friends/relatives/other persons about quality of products and services is called Viral Marketing or Word of mouth marketing.

**Answers** a. True b. False c. True d. False e. True

2.4.2.4 Fill in the Blanks

2.4.2.4.1 E-Mail automation is the process of sending to existing customers or prospects automatically when they perform actions.

2.4.2.4.2 Through E-Mail automation, marketers may draft an efficient \_\_\_\_\_ to improve their target share in the market.

2.4.2.4.3 Email automation helps in increasing \_\_\_\_\_ rate of customers.

**Answers** a. Emails b. Marketing strategy c. Retention

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## 2.5 E-mail Oriented Promotional Programs

E-mail may be defined as one of the effective mediums of communication for businessmen to establish contact with customers. Businessmen do not use emails to communicate with customers but also to promote their products, services, offers, campaigns through various promotional programs. When a customer order some products and services then for confirming that order, an email is sent to customers automatically. Such types of emails are known as transactional emails.

Promotional emails are in form of promotional programs which are used by businessmen to convert subscribers into customers and further customers into brand-loyal customers. These email-oriented promotional programs can be of different types. Some of the important emails oriented promotional programs are given below:



Figure 7: Email Oriented Promotional Programs

- **Sales promotional E-mails**

Sometimes businessmen run a sale to sell their goods (including outdated or old fashioned). In that case, sales promotional emails work better than any other medium of communication. By sending such emails to existing customers, a businessman may sell the products and generate huge revenue. To entice customers through email, subject matter, as well as the content should be very attractive. For example, in Figure 8 shown below, NYKAA creates the interest of their customers in shopping by highlighting exact discount amount –**The BIG 40%!**” and by writing a line –**A Flat 40% discount, of course!**”

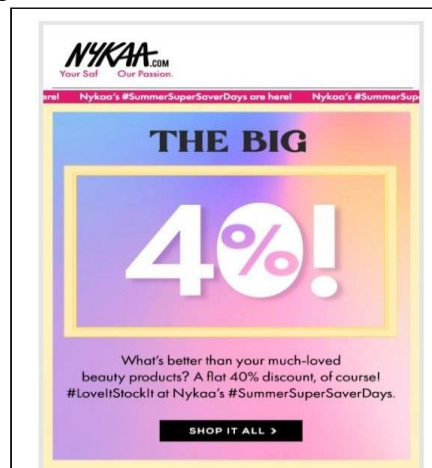
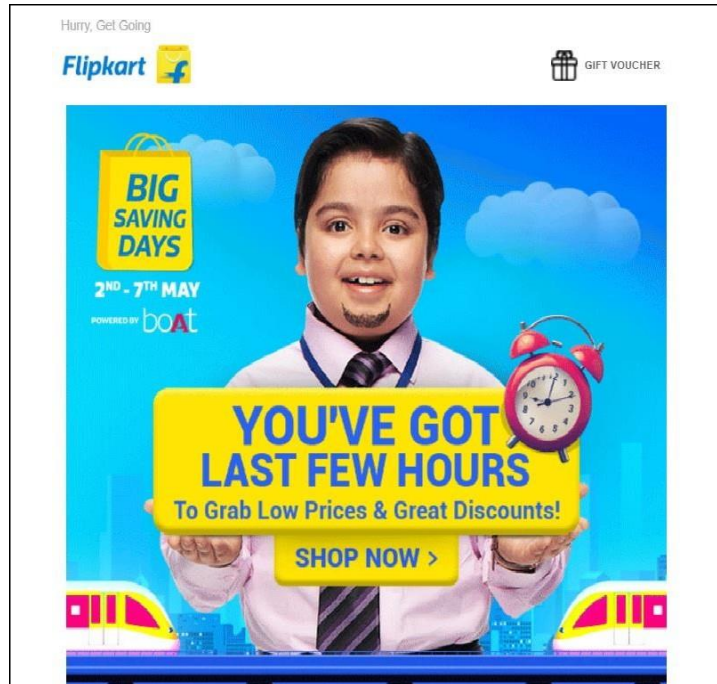


Figure 8: Example of Sales Promotional email



- Limited-Time Offers

Another type of promotional program which is possible through email marketing is to prompt customers for impulsive buying (shopping goods quickly without any planning in advance). When a limited time offer is given to customers for taking shopping decisions and to shop goods, the customers become panic and they start shopping for goods immediately. For example in Figure 9 of Flipkart (as shown below), an attractive slogan “**BIG SAVING DAYS**” is used along with the line “**YOU’VE GOT LAST FEW HOURS To Grab Low**

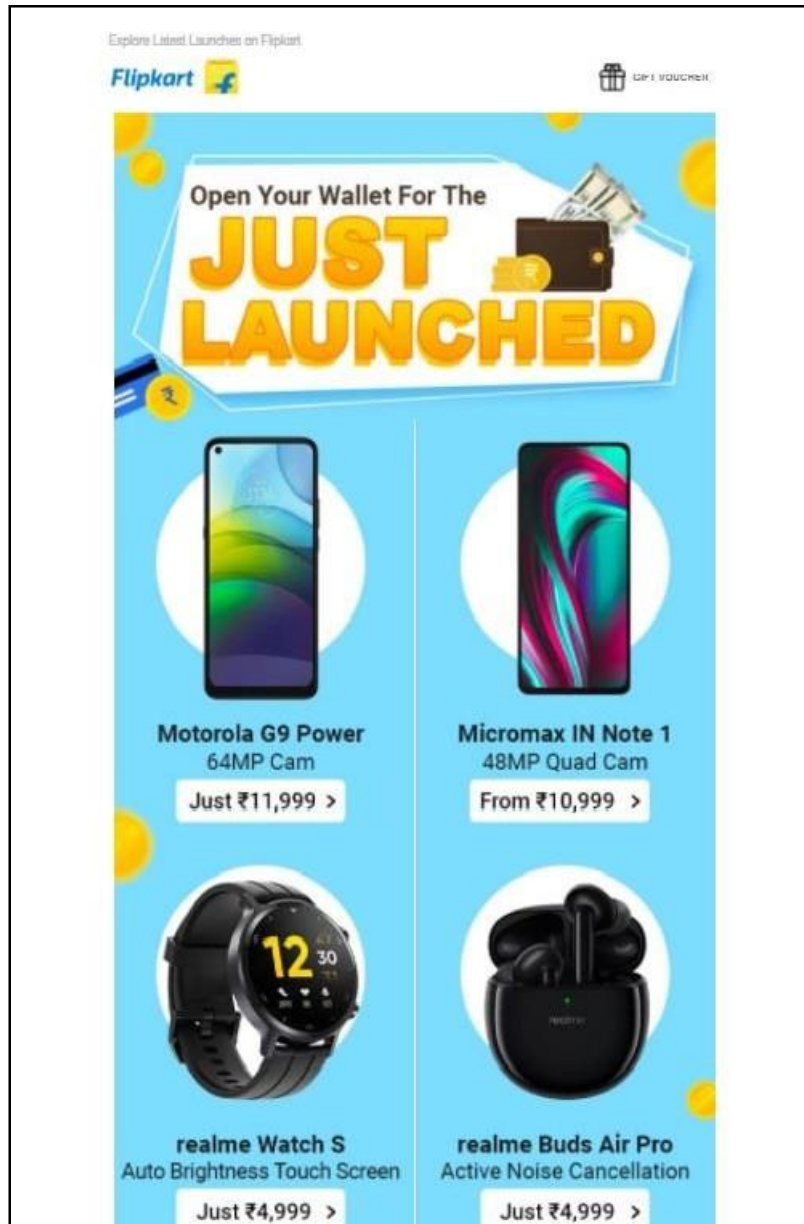


Prices & Great Discounts”.

**Figure 9: Example of Limited Time Offer email**

- Introducing new feature/product/service

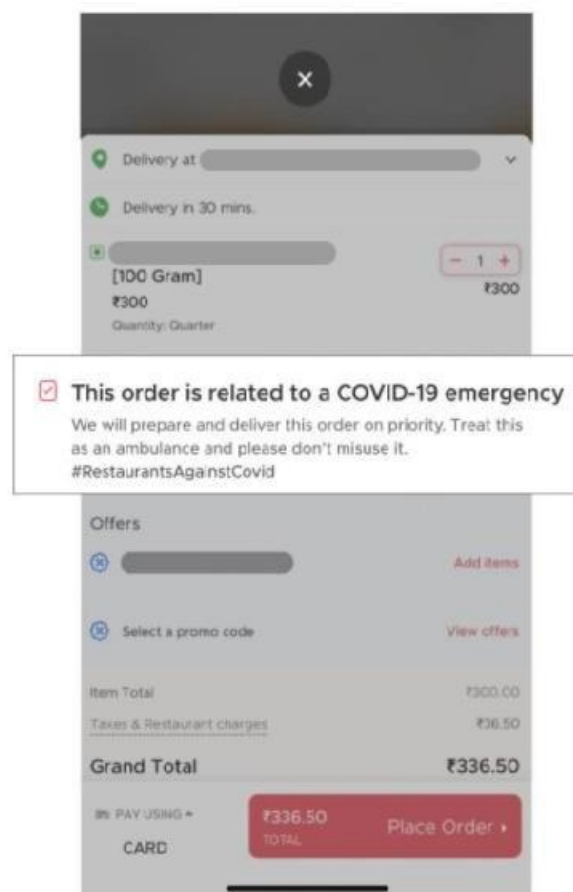
Through email marketing, a businessman can make their customers aware of the introduction of new features in an existing product/service and the introduction of new product or new service. For enticing customers towards new products, the content of an email should be designed creatively by highlighting important/ unique/ attractive features of new product/service. The message must create curiosity in the mind of customers and induce them to shop and use those new launched products/services. Like in Figure 10 as shown below, Flipkart is showing all products which are launched by them. The slogan is “**Open your wallet for the Just Launched**”.



**Figure 10: Example of launching new products**

Similarly, another example of Grofers (a food provider) is shown in Figure 11. In this image, Grofers informs their customers about launching a new feature in their mobile app. The words which are written in the content of the email comprise –We just launched a feature that allows you to mark **‘this order is related to a COVID-19 emergency’** option during checkout!. They also highlighted it in a rectangular box drawn around this option in the email.

We just launched a feature that allows you to mark **'this order is related to a COVID-19 emergency'** option during checkout.



**Figure 11: Example of launching new feature in mobile app**

- **Subscriber-Special Offers**  
Some marketers give special offers to their special/old customers/subscribers to motivate them for shopping frequently/repetitively. Therefore, they send some subscribers-special offers in their emails to special customers only.

- Seasonal Campaigns

India is a land of different festivals, religions, and cultures. Therefore, to target customers, marketers generally use seasonal campaigns/ special offers or communicate with their customers by greetings messages. Like in Figure 12, NYKAA.com is highlighting their 40% off message on Holi festival by highlighting the words “**HOLI Hungama-splash into the sale**”. In Figure 13, Flipkart is just wishing their customers on **Eid festival** to maintain sound relationship with them. They are highlighting the message as “**CELEBRATE Eid – At the Comfort of Your Home**”.



**Figure 12: Example of Seasonal Campaign with discount offer**



**Figure 13: Example of wishing customers on Eid festival**

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**Track Your Progress III**

1. Explain the concept of E-mail Oriented Promotional Programs in detail.

.....  
.....  
.....

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2. State whether following statements are True and False

- a. Marketers send sales promotional emails to customers to tell them about their sale offers.
- b. Email marketing cannot be used for telling customers about introduction of new feature in a product or a new product or a new service in market.
- c. Subscriber-special offers are only for those subscribers to whom the email is sent.

**Answers:** a. True    b. False    c. True

---

**2.6 Summary**

There are numerous tools and techniques of e-marketing which are used by marketers to target customers. These tools and techniques comprise social media marketing, mobile marketing, email marketing, search engine marketing, online advertising, video marketing, affiliate marketing, etc. Email marketing is the most effective marketing tool which is used by marketers to target customers. Around 87% of B2B marketers use email as a channel of distribution (<https://kinsta.com/blog/email-marketing-statistics>). It is a less expensive and easy method of communication with customers. However, it has some limitations also. To use email marketing, emails of target customers are required. Without having information of accurate emails of customers, this marketing tool cannot be used efficiently. Some persons hesitate in sharing their personal information as there is always a risk of sharing personal information for illegal purposes. Some people do not take interest in reading emails. They just delete the email

---

messages sent by marketers. If people do not read emails then the purpose of marketers to target customers will not be fulfilled.

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  - <https://kinsta.com/blog/email-marketing-statistics/>
  - <https://optinmonster.com/beginners-guide-to-email-marketing/>
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  - <https://act-on.com/blog/5-key-differences-between-email-marketing-and-marketing-automation/>
- 

## **2.9 Answers**

### **Track Your Progress I**

1. Refer 3.3.1
2. Refer 3.3.1
3. Refer 3.3.2

### **Track Your Progress II**

1. Refer 3.4.1
2. Refer 3.4.2.

### **Track Your Progress III**

1. Refer 3.5.

**B.A (Liberal Art)**  
**Semester-V**  
**DIGITAL MARKETING**

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**UNIT III DISPLAY ADVERTISING**

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Structure

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### **3.0 Objectives**

After studying this topic the learner should be able:-

1. To define display advertising.
2. To understand the various tools used for making display ads.
3. To explain the techniques which can be used to make the display ads more effective and attractive.
4. To know about the management of display advertising through the Display Ad Network.
5. To understand the significance of display advertising and highlight its benefits in today's online driven marketing scenario.

### **3.1 Introduction**

Display advertising is the process of advertising a product or service through visuals like images and videos on networks of publisher websites such as Facebook and Google Display Network. It conveys a commercial message visually through text, logos, animations, videos and attracts audience of a website, social media platform or other digital mediums. It is a mode of online advertising and delivers messages to site visitors. This is done through digital display advertising networks that help businesses to run ads that will reach out to the largest possible audience. These display network sites reach over 90% of internet users worldwide and a group of more than 2 million websites, videos and apps are platforms to run advertisements. Online advertisers today use cookies to track users and retarget them if they had left the website page without buying their product. Data is collected across multiple external websites by advertisers and in this way they target users by studying their interests based on their online activity. Display ads have become very sophisticated and personalised as geotargeting is used by scanning the user IP address and GPS on phone to know their rough location. This gives companies opportunities to reach the target audience . Display advertising has only been around for the many years. The first ever display ad was sold in 1993 by Global Network Navigator (GNN), which now holds the title for the first commercial website in history. But HotWired, the world's first commercial magazine, changed history by being the first to sell a large amount of display ads to various corporate companies. In 1994, HotWired placed the first display ad on its website. The ad was purchased by AT&T and was 468 x 60 pixels in size. It read, -Have you ever clicked your mouse right here? You will. Since then, display advertising has come a long way. Up until



2004, display ads were measured and sold solely on the number of impressions, but today it also relies on tracking, the amount of clicks received and conversions made.

### **3.2 Types of Display Advertising**

#### **3.2.1 Traditional Display Advertisements:**

Such ads are basically placed on websites and are image-based. These usually consist of a single image file with no audio, video or additional features. These static banner ads are used commonly and depict images alongwith some text.

#### **3.2.2 Animated Ads:**

These ads create motion to attract attention and can be combined with audio to explain about the product. Animation delivers the message clearly with assistance of humour and fun to connect with the audience.

#### **3.2.3 Video Ads:**

Video advertising is highly accessible these days as almost everyone has a mobile phone with video capturing capabilities. You-tube is the second largest search engine on the internet and people engage with video content often. Ads on video have a great reach and impact and can be distributed through social ad networks like Instagram, Facebook, Netflix.

#### **3.2.4 Interactive ads:**

Ads can be more engaging by using interactive elements more such as video, audio and clickable elements. The audience may interact with the product or service like in case of playable ads. Mobile video games allow users to test out demos of games through ads.

#### **3.2.5 Native Ads:**

These ads are placed in the same style as the content of the website and they usually do not look like ads at all. Native ads are made according to the online history and habits of the audience. The search history and cookies depict the interests of the user and so they are shown ads which are relevant to them.

#### **3.2.6 Search-engine Marketing:**

Search engines platforms like Google and Bing are very popular. Search engine marketing is very dependable type of display advertising as its based on keywords typed

by users. Search engines show relevant results and websites can create specific advertising content to target audiences.

#### 3.2.7 Expandable Ads:

These ads expand beyond the original size of the ad unit. They are usually placed in a small space and by clicking the invitation state they expand in size.

#### 3.2.8 Interstitial Ads:

These are full-screen ads that appear during transition points while users are engaging with an app. In a mobile game when a user completes a level, these ads appear before starting the next level. These ads are one of the popular methods to monetize mobile games and apps.

#### 3.2.9 Retargeting/Remarketing Ads:

When a user had previously interacted on your website but left it before action was completed, then ads try to retarget the user. A wide variety of interactions can be used for retargeting them by showing relevant visual or text ads when they visit other websites.

#### 3.2.10 Lightbox Ads:

These were introduced by Google in 2012 for use on the Google Display Network. Lightbox ads look like standard ads but when a user puts the cursor over it for full 2 seconds it expands into a full screen canvas ad with video, audio, animation to give a full screen ad experience.

### **3.3 Tools of Display Advertising:**

There is a wide variety of display advertising tools available to help marketers manage display campaigns. Popular tools help with banner ad creation, premium ad networks, retargeting relevant customers and reviewing competitors. Some popular display tools are:

#### 3.3.1 Banner Creation Tools:

Display advertising requires banners and it can be expensive and time consuming to outsource this work. These tools are used to create beautiful banner ads. The design can be customized to fit the brand. Banner tools have static and animated banner templates with headlines, text, background or other elements to design ads.

### 3.3.2 Demand side platforms:

These networks provide advertisers with quality inventory to acquire high value customers. They have features to purchase ads and target right users. It is a software used by advertisers to buy mobile, search, video ads from a market place. DSP or a demand side platform allows brands, agencies, app developers to manage multiple ads.

### 3.3.3 Supply side platform:

These platforms help websites to monetize their ad space by listing available inventory, managing placements and receiving revenue. SSP or supply side platforms help digital media owners and publishers sell digital ads in automated auctions. The publishers can use this platform to sell their online ad placements via real-time bidding (RTB) auction rather than dealing directly with advertisers.

### 3.3.4 Display Retargeting Tools:

These tools help retarget high value leads to your product or business. There are number of such tools available to connect e-commerce sites and bringing the lost customer by retargeting them when a potential customer browses your site, a cookie is installed in his browser. This will follow them as they browse on other sites and retargeting strategy will reengage users. Advertiser can choose to get services of tools (Adrole, Retargeteretc) or go directly to exchanges (Google, Facebook, Twitter) to run their retargeting campaigns.

### 3.3.5 Display Competitor Review Tools:

Competitor analysis tools helps in understanding how to differentiate your product, win over your competitors customers improve your strategy. Such tools track ad campaigns of competitors and product their moves. An ultimate competitor analysis tool can find competitor strategies, budgets and analyse their ad copy, keywords and display ads.

## **3.4 Techniques of Display Advertising**

The purpose of display ads should be to build or maintain brand awareness and to encourage brand loyalty. Techniques used to make display advertising a success are as follows:

### 3.4.1 Display Ad Strategy:

The foremost task is goal setting which may differ according to the needs of the business. The objective of display ads maybe:

#### 3.4.1.1 Building brand awareness.

- 3.4.1.2 Retargeting users who abandoned the sites.
- 3.4.1.3 Generating leads by offering lead magnet.
- 3.4.1.4 Nurturing leads through the buying process.

#### 3.4.2 Right Targeting:

Display ads should target users who are interested in your product offer. Various targeting options are available across display networks.

3.4.2.1 **Keyword targeting-** Google serves ads along with content on websites that contain target keywords of the company.

3.4.2.2 **Demographic targeting-**The users can be targeted based on their demographic profiles.

3.4.2.3 **Placement targeting-** Display ads should be placed on specific websites chosen according to the product advertised for eg. if a fashion audience has to be targeted, then website of a fashion magazine can be used for the display ad.

3.4.2.4 **Topic targeting-** This enables users to target group of websites that fit within a certain topic.

3.4.2.5 **Interest targeting-** Google has data access to its users and allows to serve ads based on what users enter into the search engine.

3.4.2.6 **Audience targeting-** Target users who have already visited your website can be retargeted if they left it without completing the action.

#### 3.4.3 Design a creative ad:

To attract users the ad must be planned in a creative way to be effective. This can be done in the following ways:

3.4.3.1 **Right language -** The language used in the ad should match the audience you wish to attract. It should be clean and focussed on potential customers.

3.4.3.2 **Use catchy copy formats-** The display ad copy must be capable of attracting attention & retaining interest by using bold letters, urgent sounding words, numbers and statistics.

3.4.3.3 **Simple imagery-** The imagery used must be simple, clutter free and easily understood. The illustrations must be visually appealing and define the brand well.

### **3.5 Managing Display Advertising**

Display advertising requires a major chunk of investment for any company therefore it becomes imperative that maximum ROI (rate of investment is earned. The four key performance indicators (KPI) to measure the outcomes of display ads in quantitative terms are as follows:

#### **3.5.1 Reach:**

The company must get data on how many users viewed the ad which can be detected by the number of views generated.

#### **3.5.2 Impressions:**

The number of times an ad has been served or displayed to a user on a website is counted as an impression. Once it is quantified the ad performance can be judged.

#### **3.5.3 Click through rate:**

This indicates the number of people who click on your ad. It is the ratio of impressions to clicks. If the rate is low, a new display ad management strategy is needed.

#### **3.5.4 Conversion rate:**

This is the most crucial aspect as the main objective of the display ad is the conversion rate. It indicates the number of people who click and then perform the definitive action eg. downloading your app , buying a product etc.

### **3.6 Display Ad Network**

Display ad network can be defined as the platform where ads are distributed across publishers, target audience, content categories and other channels of engagement. The best example is the Google Display Network which is designed to help in finding the right audience. Some of the ads run on display networks are:

#### **3.6.1 Responsive Display Ads:**

To create them enter your ad text images logo and Google will optimize your ads to better performance.

#### **3.6.2 Uploaded Image Ads:**

Ads can be created and uploaded as images in different size or HTML5.

#### **3.6.3 Engagement Ads:**

Engaging images & videos are run on You-Tube and across other display networks.

### 3.6.4 Gmail Ads:

These are ads which show in expandable format on the top tabs of people's inboxes.

Display ad networks are the most productive forms of advertising and are perfect for growing the customer base. Given below are the ten best options available for display ad networks online.

- 3.6.4.1 Google ad sense
- 3.6.4.2 Facebook audience network ads.
- 3.6.4.3 M Media
- 3.6.4.4 Apple advertising
- 3.6.4.5 Acknowledge
- 3.6.4.6 Yahoo! Network
- 3.6.4.7 Taboola
- 3.6.4.8 Epon
- 3.6.4.9 Airpush
- 3.6.4.10 Leadbolt

### 3.7 Steps to Improve Performance of Your Display Ad Campaign

- **Publish Your Ad on Web Pages with Specific Content--** When a user is browsing a website with specific content, it indicates that he or she has a high level of interest in that particular subject. For example, if a viewer is browsing websites about hotels and hotel rates, he or she is more likely to be looking to book a hotel room. Serving a related ad to users exactly when he or she is showing interest in the product will result in more conversions and sales.
- **Less Equals to More and Vice Versa--** Larger banners have high visibility and grab the viewer's attention, increasing the chances for a click or conversion after they see the ad. However, your message should be simple and effective. The aim is to attract the viewer's attention and convey your message without confusion or losing attention.
- **Consider the Format--** The most common display ad formats are banners and ad boxes on web pages of relevant content. While these are effective, if your brand has a more complicated message like the introduction of a new product or service or even a change of image, consider other formats such as interstitial, gateway, and over the page ads, which allow for narratives. Interstitial ads serve between pages as a full page ad .

- **Retarget Your Viewers--** At the first and second exposure to your display ad, viewers are typically in the awareness phase so it's only after a few more ad views that they become favourable to your product and would have the intent to purchase or make a purchase. If your ads aren't displayed frequently enough, your viewers will still remain at the first stage, yet over exposure could result in an annoyed viewer .
- **Be Useful --**Provide your viewer a reason to interact with your ad. Interaction with your display ad means they are interacting with your brand and developing a favourable attitude towards it. A recent study showed that viewers valued incentives the most appealing factor when it comes to engaging with an online ad .
- **Optimization --**Optimization lets advertisers know which display ad is preferred by the viewers based on their actions with the ad. The results of each version of the ad are constantly compared and the most effective option is served more. Effectiveness is dependent on the viewer's response, so display ads that are more likely to be clicked on or interacted with are served frequently. This leaves no room for guesswork and no time is wasted during the campaign as even the slightest differences in two ads can generate varied levels of interest.

### 3.8 Advantages of Display Advertising

- 3.8.1 **Visually attractive:** Display ads are eye-catching, and the rich imagery captures the attention of the audience.
- 3.8.2 **Brand Awareness: Due** to the wide reach of display ads, a large number of people view them and this builds brand awareness.
- 3.8.3 **Remarketing:** Users who abandoned your website can be retargeted through display ads.
- 3.8.4 **Monitoring Ad Arrangement: Google** Display Network and Facebook advertising can monitor anyone who has seen your advertisement and the company can track their success rate.
- 3.8.5 **Less expensive:** Display Ads require smaller investment as compared to traditional advertising media like T.V, radio. With just a image or some text a display ad can be created for the target audience.

### **3.9 Disadvantages of Display Advertising**

- 3.9.1 **Lower click through rate (CTR)** –Usually display ads have a lower CTR than searchads.
- 3.9.2 **Lower conversions** –User may view your ad but aren't searching for your product orservice, so they won't be ready to buy.
- 3.9.3 **Avoidance** –Users sometimes don't pay attention to your ad and can also use ad-blockingtools to avoid them.

### **3.10 Let us Sum up**

Display advertising is growing at a fast pace and is ideal for branding and targeted conversion campaigns. To make effective display ads a simple understanding of user's profile and some basic conformation is needed like user's interests, search history, location and past behaviours. An optional mix of display ads must be created for it to be a success. Display advertising provided a platform to showcase product offers in a wide variety of ad formats. They enhance the reach to users on millions of websites around the globe. The success of a display ad depends upon targeting the right user at the right time, on the right website. A well-made display ad gives companies a chance to evaluate their brands and improve them. The ultimate objective of display advertising is to continuously build the brands path to success. When the display ad campaign is implemented, a company gains insight about their audience such as preference, behaviours etc and this knowledge proves invaluable in improving future campaigns. Display advertising visual appeal and versatility can be used for maximum advantage in engaging potential customers and they have a long-lasting branding effect on all viewers without the need for clicks. This is a more traditional form of advertising but is currently evolving to be more audience centric. Display advertising is aimed towards building customer consciousness around a product, service or brand. This process is highly effective with visuals rather than with text. The biggest benefit of display advertising is that the –imagell of a brand or product is embedded in the viewer's mind, and results in more chances of the viewer acting on this awareness in the future, thus accelerating sales and goals in the long run.



### 3.11 Key Words

- 3.11.1 **Display advertising**– It is the process of advertising online through visuals, text, images, videos on website to reach the site visitors.
- 3.11.2 **Display network**– It is the platform where ads are distributed across publishers & target audiences. It helps business to run ads and reach largest possible audience.
- 3.11.3 **Retargeting**– Is a common digital advertising practice of targeting those website visitor who had abandoned your site with ads when they are on website other than your own.
- 3.11.4 **Key Performance Indicators KPI**- are values used by marketing teams to measure and track the performance of the display ads.
- 3.11.5 **Banner Ads tools**– These tools create banner ads and customize the ad with headlines text, images and background according to the image of the brand.
- 3.11.6 **Demand side platform (DSP)**-It is a web server based software system that allows brands, agencies, app developers to buy ads.
- 3.11.7 **Supply side platforms (SSP)** – It is an advertising technology platform used by publishers to manage, sell and optimize available inventory. It serves as a broker between publishers and advertisers.
- 3.11.8 **Reach**– This refers to number of views generated for the display ad.
- 3.11.9 **Impression**– It is the number of times an ad has been served or displayed to a user on a website.
- 3.11.10 **Click through rate CTR**– This indicates the number of users who click on your ad.
- 3.11.11 **Conversion rate** – This signifies the number of people who click on your display ad and then take some definitive action like buying your product.
- 3.11.12 **Interactive ads** – These ads encourage the target audience to interact with advertising, marketing or promotions rather than viewing the ad passively.
- 3.11.13 **Native Ads** – This type of advertising is also called sponsored content and matches the form and function of the platform upon which it appears. Native ads are often found in social media feeds or on a web page.
- 3.11.14 **Search-engine Ads** – Such ads are in the form of text or image and are

posted on search engine such as Google or Bing.

3.11.15 **Expandable Ads**– These are rich media ads that expand from their displayed size to bigger sizes when users interact with them.

3.11.16 **Interstitial Ads** – These are full screen ads which are displayed at transition points or on an app between activities or during the pause between levels in a game.

3.11.17 **Lightbox Ads** – These are interactive ads on the google Display Network (GDN) that quickly captures users attention with multiple images videos

### 3.12 Test Your Knowledge

#### 3.12.11 Short Answer Questions

- Q1. Explain the meaning of display Advertising?
- Q2. What do you mean by traditional display advertising ?**
- Q3. Define the following in one line
- i) **Native Ads**
  - ii) **Interstitial Ads**
- Q4. What is the Retargeting concept in display advertising?**
- Q5. Name the 4 KPI (Key Performance Indicators) to measure a display ads outcome.
- Q6. Explain briefly:-**
- i) Placement targeting
  - ii) **Topic targeting**
  - iii) Keywords targeting

#### 6.12.2. Long Answer Questions

- Q1. Discuss different types of display advertising
- Q2. Explain the tools used in display ads.
- Q3. What is display Network and how can display advertising be managed through display networks?**
- Q4. Enumerate various techniques that can be used to make display ads successful.
- Q5. List various advantages and disadvantages of display advertising.**

**B.A (Liberal Arts)  
Semester-V**

**DIGITAL MARKETING**

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**UNIT 4: MOBILE MARKETING**

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**STRUCTURE**

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**Marketing 4.3 Features of Mobile**

**Marketing**

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**4.11.1 Features of SMS Marketing**

**4.11.2 Essentials of SMS Marketing**

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**4.12 Marketing on Mobile Applications**

**4.13 Conclusion**

**4.14 Key Words**

**4.15 Answers to Check Your Progress.**

**4.16 Terminal**

**QuestionsReferences**

**4.0 Objectives**

After studying this topic, you should be able to:

- Explain the meaning of mobile marketing
- Describe the features of mobile marketing
- Discuss the types of mobile marketing
- State the advantages of mobile marketing
- Describe the limitations of mobile marketing

- Explain the meaning of SMS marketing
- Explain features and essentials of SMS marketing.
- Describe the implications of mobile marketing
- Outline the mobile applications for marketing

## **4.1 Introduction**

Mobile marketing is a widely accepted marketing strategy for the promotion of goods and services on mobile devices like smart phones, tablets, notepads etc. Mobile marketing is an emerging method of marketing by using mobile devices all over the world. The developments in the information and technology (ICT) sector have changed the marketing process significantly. It uses modern mobile communication technology through social media platforms. Mobile marketing facilitates personalized marketing through interaction and greater involvement of the customers directly. In other words, mobile marketing is a mode to interact and communicate with customers with the help of mobile devices and network.

Majority of the population is using mobile devices for communicating each other all over the world. Especially, mobile phones have become necessity for all to connect with each other in the world. The technological developments in the communication sector have made wider access of the mobile devices and networks possible for people all over the world. All these developments have led to the emergence and growth of mobile marketing. Keeping this fact in mind, businessmen are adopting mobile marketing as strategy to contact and inform the customers about their products and services instantly and effectively. With the continuous developments in the mobile technology, the uses and applications of mobile phones are not only limited for calling. It is very convenient for the marketers and customers to perform business operations through mobile devices with ease and comfort as well as quickly and instantly. It provides anywhere and anytime access to a large number of people in online mode. Customers feel comfort to search information for shopping, banking, social networking and communication through mobile devices. All these factors have led to the tremendous growth of mobile marketing.

## **4.2 Definitions of Mobile Marketing**

The followings are the few definitions of mobile marketing:

The Mobile Marketing Association defines mobile marketing as “A set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.”

According to K. Dushinski, -Mobile marketing connects businesses and each of their customers through their mobile devices at the right time and at the right place with the right message and requires the customer’s explicit permission and/or active interaction. Additionally, the emergence of mobile as a desired promotional channel for many consumers has enabled the marketers to upgrade the level of permission-based marketing”.

According to A. Kaplan, –Mobile marketing refers to any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device”.

### **4.3 Features of Mobile Marketing**

- Mobile marketing is a marketing strategy with the use of mobile devices.
- Mobile marketing is the new version of digital marketing.
- Mobile marketing strategy is simple to plan and execute.
- Mobile marketing is a multi-channel marketing strategy.
- Mobile marketing is personalized and interactive form of marketing.
- Mobile marketing is affordable in case of large customer base.
- Mobile marketing enables time and location based information.
- Mobile marketing provides easier and better way to interact.

### **4.4 Advantages of Mobile Marketing**

Mobile marketing is a multi-dimensional digital marketing strategy. The followings are the main advantages of mobile marketing:-

**Easy Access-** Mobile marketing makes use of mobile devices like mobile phones, tablets and other mobile devices. For marketing at mass level, various social medial platforms and apps are used to target the customers at wider level. It is easy to inform and interact with the customers as every person is using mobile devices like mobile phone etc.

**Personal Interaction-** The major advantage of mobile marketing is that it enables personal interaction with the customers with less consumption of efforts. A direct mode of interactive communication makes marketing process more effective.

**Economical** –The mobile marketing strategy is cost effective as a large number of customers can be contacted with one click on mobile device. There is no need to establish marketing infrastructure and channels to approach customers.

**User friendly-** It is easy to use both for marketers and customers to use mobile devices to participate in the marketing process. The applications used in mobile marketing are designed in such a way so that it may provide ease and comfort to the various users.

### **4.5 Reasons for the Growth of Mobile Marketing**

**Increased Adoption of Mobile Devices** – The number of users of mobile devices are increasing at high rate due to the availability of the mobile devices at affordable prices. People are using mobile devices to get the benefits of mobility by executing various transactions on mobile devices with minimum efforts and usage of time.

**Access to Internet** – The access to mobile network is another factor responsible for the growth of mobile marketing. High speed internet data at cheaper rates makes possible to use mobile

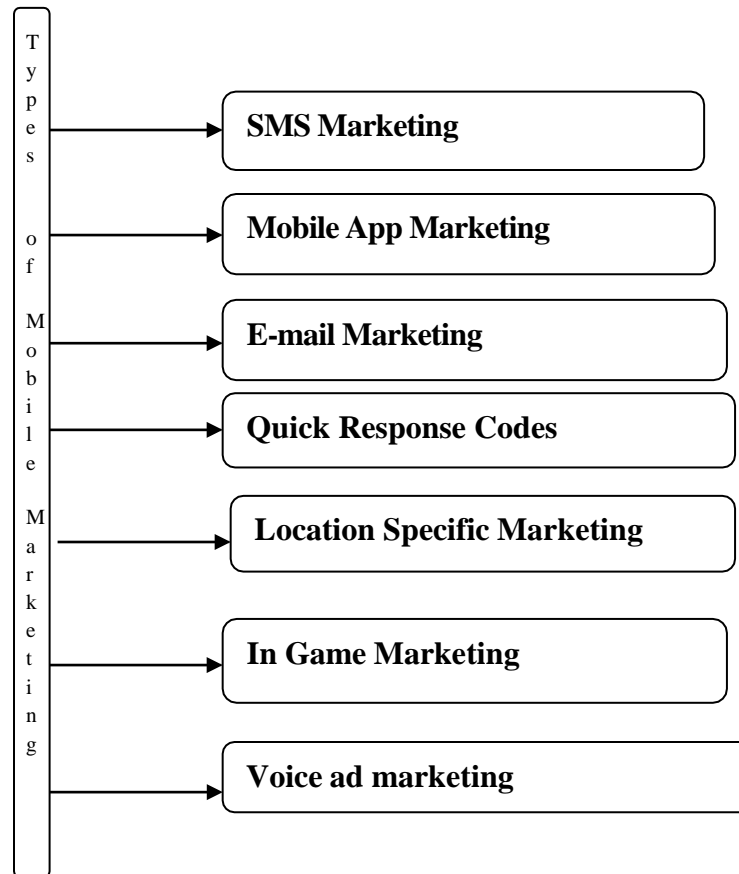
networks to connect with the world for communication and day to day business related transactions like banking, shopping, entertainment etc.

**Mobile Applications** – Mobile applications are the software applications which are used on mobile devices to carry out various operations. A large number of mobile applications are being developed to make maximum use of mobile devices for diverse purposes. User friendly and purpose specific mobile applications are being developed and used by the various stakeholders for marketing process as well.

**Digital Economy**- The government of India is making efforts to ensure use of digital channels for financial inclusion and growth. Various measures and policies have been implemented to perform online transactions to get the benefits of digital economy at large.

#### 4.6 Types of Mobile Marketing

There are various modes of strategies which are used for mobile marketing, which have been shown as in Figure 4.1 below:-



**Figure 4.1: Types of Mobile Marketing**

The various categories of mobile marketing have been explained as follows:

**SMS Marketing-** SMS means- short message service. SMS marketing is the widely used mode of mobile marketing strategy. It involves use of text messages to contact and inform the customers through mobile devices. It is the most widely used of mobile marketing strategy as the response rate in the case of text messages is very high. This mode of marketing is even possible in case of normal phones as it requires no mobile application. The success of this mode of marketing depends upon the design and content of the message.

**Mobile App Marketing-** In this mode of mobile marketing advertisements are made through mobile applications. As we see many advertisements on various social media platforms like Face book, YouTube etc.

**E-mail Marketing-** E-mail marketing is based on email based interaction with the customers. It is easy to design and use this mode. However, response rate in this case is comparatively low as most of the users do not use or check their email regularly.

**Quick Response Codes Marketing** – In this type of mobile marketing, Quick Response (QR) codes are used to communicate with the customers. The customers are required to scan the bar codes with the help of camera to receive information.

**Location Specific Marketing-** In this form of mobile marketing strategy, location specific advertisements are made with the use of Bluetooth application of the mobile device. It considers geographical based customer base to cater the needs and inform the users for their specific needs.

**In Game Marketing-** Such type of mobile marketing uses mobile games for the advertisement purpose. In this case, advertisements appear on the screen of the users while they are playing online games. Online games are becoming so popular in these days. So, it is possible to communicate with a large number of customers while they are online mode for playing games.

**Voice ad marketing** – In this category, promotion of goods and services is done with the help of automated voice messages. This type of marketing is adopted mainly by the call centers for information purpose. It requires a wide range of developing voice messages in the regional languages to communicate with the customers belonging to the different regions.

#### **4.7 Difference between Traditional Marketing and Mobile based Marketing**

Mobile based marketing is a modern strategy of marketing, which uses mobile devices as compared to the offline modes of marketing. The followings are the main points of difference between traditional marketing and mobile marketing:

1. In traditional marketing offline mediums of communication like newspapers, TV advertisements, magazines etc. are used, whereas in mobile marketing mobile devices are used for marketing purposes.



2. The scope for reaching maximum numbers of customers is very high in the case of mobile marketing as it is based on mobile devices and networks and easy to communicate all over the world. On the other hand, in traditional marketing reaching scope is limited as it uses traditional methods of communication that have restricted access.
3. Traditional marketing is expensive as compared to the mobile marketing due to use of lesser resources with wider impact.
4. Mobile marketing is user friendly and convenient as compared to the traditional marketing.
5. Mobile marketing offers direct and personal interaction between business and customer, where as it is not possible in the case of traditional marketing.

#### **4.8 Essentials of Mobile Marketing Strategy**

For a successful mobile marketing strategy, there are various considerations and steps that need to be kept in mind to achieve the objectives of mobile marketing. It involves:-

**Effective Planning** – This is the first and foremost important factor for a viable mobile marketing strategy. It defines objectives, goals and policies for desired results. It involves understanding of your target customers, availability and use of mobile applications by the majority of the customers etc.

**Marketing Research**- It is very important to understand the market where you are going to provide information about your business. It helps in designing and implementation of the marketing plans. For this purpose, clarity of goals is of great importance. The goals may be sales promotion, customer retention, building brand image etc.

**Selection of Medium** – The decision regarding adoption of mobile networks to target the customers is very significant. There are various options available like face book, website, you tube etc. The purpose is to provide information with wider access and impact.

**Content Design** – This is the most important point to consider as it is the only message that will go to the customers. The content design of the message must be brief, attractive and understandable.

**Sharing and Follow up** – Once the message is shared, follow up the performance and tracking the responses from the customers is very important to know the progress and any modifications required.

## Check Your Progress A

### 1. Which of the following statements are True and which are False.

- i) Mobile marketing is based on mobile devices.
- ii) Traditional marketing is more effective than mobile marketing.
- iii) Mobile marketing is a user friendly and interactive strategy.
- iv) Mobile marketing is as costly as compared to traditional marketing.
- v) Traditional marketing can target more customers as compared to mobile marketing.
- vi) SMS marketing is a type of mobile marketing.
- vii) Mobile marketing is a multi channel marketing strategy.

### 2. Fill in the blanks.

- i) Mobile marketing is based on----- devices.
- ii) Mobile marketing is a new version of -----marketing.
- iii) The scope for reaching to the customers is----- in mobile marketing.
- iv) E-mail marketing is a----- of mobile marketing.
- v) Mobile marketing is more effective than ----- marketing.

## 4.9 Implications of Mobile Marketing

Mobile marketing is a modern concept in the field of marketing and very useful for tapping the potential in the market with great impact. Mobile marketing aimed at targeting a large number of customers with immediate contact through various mobile devices and networks. It is being used as a competitive marketing strategy. Even a small business organization can use this marketing strategy to tap the customers with minimal cost and enhanced responses. It has increased possibilities for the business to increase the demand for their products and services along with brand value. Mobile marketing has become an important element of marketing mix due to its significance and impact. It enables to contact the customers in real-time and personalized manner. Owing to the increase in mobile interaction, marketers are widely using this mode of marketing strategy all over the world.

Mobile marketing is being widely used due to its advantages in terms of wider access, personalized interaction and cost effectiveness. A large number of populations use mobile phones as it is convenient mode of communication anytime and anywhere. Marketers have adopted marketing strategies through mobile devices in order to enhance target more and more customers instantly and effectively. Similarly, customers feel convenient to use mobile devices for financial transaction. Access to affordable mobile network and devices made it possible and comfortable.

In this perspective, the mobile marketing has wider implications both from businessman point of view and customer point of view. Broadly, the implications of mobile marketing can be categorized as follows:-

**Marketing Research-** The process of marketing research provides reliable information in case of mobile marketing as it is possible to directly communicate with the customers via mobile phones and other mobile devices directly and instantly. It helps in getting and knowing about customer expectations and responses. It also saves time in the whole process of marketing research. It makes possible to serve the customers according to their requirements.

**Consumer Behaviour-** As the mobile marketing is personalized in nature, it is possible to get responses from the customers quickly. Mobile applications are designed in such a way so that responses of the customers may be instantly received and actions may be taken to improve the services for the customers based upon their responses.

**Marketing Mix** – The use of mobile marketing has impacted the marketing mix components like place, promotion etc. significantly. The use of appropriate marketing mix as per the customers responses and requirements are becoming so flexible as it is instant with the use of mobile devices. Moreover, completion has been increased that require continuous updation as per the changing circumstances.

**Marketing Segmentation-** This is another important area of marketing, where mobile marketing has a great impact. It is possible with comfort to divide the market segments based upon the various categories. The implementation of marketing segmentation under mobile marketing is more comprehensive as compared to traditional marketing due to its wider access and reach.

#### **4.10 Limitations of Mobile Marketing**

Mobile marketing has certain limitations also. These are:

1. Many customers feel that mobile based marketing applications are threat to their privacy. There are also chances that customers' information may be misused.
2. A wide range of mobile devices with different applications makes difficult to design a message that fits for all.
3. The reliability of advertisements on mobile devices is always a question mark as there is no face to face contact between customer and business man.
4. Poor network connectivity limits the optimum use of mobile marketing.
5. Lack of knowledge regarding mobile operations is another limiting factor.

## 4.11 SMS Marketing

SMS means short message service. SMS marketing is one of the categories of mobile marketing, where information is communicated with the customers through text messages on mobile devices. It is an instant mode of reaching to a customer to provide information instantly. This mobile marketing strategy is commonly used to attract more and more customers by providing updated information regarding the products and services of the business. SMS marketing is a permission based text messaging based marketing strategies which is used for promotional and transactional purposes.

SMS marketing is a continuous communication strategy to track the customer regarding latest updates, offers and status. Text messages can be sent in bulk with minimal cost. Apart from providing information, text messages in the form of reminders, delivery and receipts of goods or services are provided. This mode of mobile marketing has emerged with the growth of users of mobile devices and networks. SMS can be sent even on simple phones that results into wider acceptability by the various stakeholders. It is very effective way both for advertisement as well as creating and maintaining healthy customer relationships. As mobile phones have become an integral part of everyone's life, SMS marketing is emerging as a revolutionary marketing strategy to communicate with customers directly with text messages including further add up links of the relevant websites. SMS marketing resulted into a significant change in the marketing process on mobile devices because stakeholders are able to communicate with each other with no wastage of time with minimum efforts and consumption of resources. The key purpose of SMS marketing is to create large database and increased customer engagement.

### 4.11.1 Features

- It is a convenient mode of communication.
- It makes use of text messages.
- It can be used for different purposes.
- It is brief and short in content.
- It is widely used by the marketers to inform customers.

### 4.11.2 Essentials of SMS marketing

- **Plan and design**– The most important requirement in SMS marketing is to design the message to be sent in most effective and attractive manner. It requires careful planning by keeping in mind the target users and goals of the business.
- **Content** – The content of the message should be clear and brief. It is very important as there is limited scope and availability of characters in case of text messages. The content should be prepared in such a way so that it may be capable of providing required information in a complete manner.
- **Timings** – One of the key features of SMS marketing is that it is time specific strategy. Therefore, selection of appropriate timings for sending the messages is equally important.

The timings commonly depend upon the purpose of the message to be delivered to the specific users.

- **Suitable SMS Package** – There are lot of SMS packages are available to deliver the text messages among the larger customer database. Selection of suitable package as per the requirements is very important both for cost and efficiency point of view.
- **Follow up** – the success of SMS marketing largely depend upon the response rate of the users. Proper tracking of the response is very essential to evaluate the progress of SMS marketing campaign.

The adoption rate of SMS marketing is very high. The objectives of marketing as far as communication related activities are concerned can be easily fulfilled by using appropriate and well-designed marketing strategy.

### **4.11.3 Key Elements of SMS Marketing**

A well designed SMS marketing strategy requires effective strategy to achieve the required objectives. The followings are the key components of SMS marketing:-

**Identification of the Sender-** The identification of the sender is done through sender id. The purpose is to ensure the proper identification of the sender of text messages for its validity. It can be made through number or codes.

**Size of the Message-** There is a limit on the number of characters that can be used for text messages. The availability of the characters determines your strategy to deliver the text message for a defined purpose.

**Delivery of the Message-** Message delivery is the ultimate goal of SMS marketing to ensure response from the customers. It must be integral part of the strategy to track message delivery. Only the effective delivery of the message would ensure customer responses and engagement, which is the end goal of mobile marketing.

Thus, SMS marketing is a text based mobile marketing strategy. The response rate of this mode of mobile marketing is significantly very high. The main reasons for the maximum use of this type of mobile marketing are that it works on simple featured phones. Moreover, for text messaging no data network is required. Moreover, the content of the message is short and limited in characters. It makes convenient for the customers to receive and read the message. However, the effectiveness of SMS depends upon its capability to convey the message in complete, clear and understandable manner.

### **Check Your Progress B**

#### **1. Which of the following statements are True and which are False.**

- i) SMS marketing use text messages for interaction with customers.
- ii) Mobile marketing is the modern method of marketing.

- iii) SMS based marketing is possible only on smart phones.
- iv) There is a limit on the characters that can be used for text messages.
- v) Mobile marketing has changed the scenario of marketing strategy.

**2. Fill in the blanks.**

- i) SMS marketing is a category of----- marketing.
- ii) Mobile marketing has become important element of ----- mix.
- iii) Even a-----business organization can use mobile marketing.
- iv) The response rate of SMS marketing is very----- ..
- v)delivery is very important in SMS marketing.

**4.12 Marketing on Mobile Applications**

The whole process of mobile marketing through mobile devices is based upon the mobile applications. Mobile applications refer to the application software to execute the marketing process on mobile devices. Mobile applications are the widely used components in mobile marketing. Mobile applications are the software, which are used in mobile phones to perform specific functions or tasks. A wide range of mobile applications are available for different purposes. These mobile applications are user friendly. These applications are assisting the marketers and customers in the diverse areas of marketing including, advertising, promotion, shopping, updates etc. Most of the business houses are using mobile applications for advertisement regarding products and services so that more and more people may become their customers. Innovative designs and contents are used to attract more and more customers to attract market contents of their business. A user friendly mobile application provides ease for any user to perform operations without any complication and difficulty.

Mobile applications are capable in engaging customers regularly to attain the business goals. The key purpose apart from advertisement is to create value for customers for brand loyalty. It is possible only if there is high customer response rate that enables long term customer engagement with the business. The success of mobile application depends upon careful attention on each and every stage i.e. from development to implementation. It contains information just like website of an organization. Various mobile applications are free and people are using these applications for entertainment, information, shopping and other financial transactions. It is becoming convenient to perform the transactions in online mode and mobile applications are assisting this process with enhanced efficiency and effectiveness.

Moreover, mobile applications are becoming most popular as marketing campaign strategy. The use of mobile applications for marketing involves three elements:-

- Acquisition – It involves downloading and use of particular mobile application. This phase is very important to enhance the customer base. It requires designing of mobile application more user friendly and interactive.
- Activation – It refers to the actual use of mobile application by the user. The activation rate is very significant to convert the users into buyers. Active users are the most valuable assets of the organization.
- Retention – It entails to ensure regular and continuous use of the application. This is the end goal of the mobile marketing. It is very challenging to retain the customers for a long period of time. It is easy to attract the customers but it is very difficult to retain them.

Thus, the use of mobile applications for marketing campaign involves development and use of specific software application in the form of App to communicate with the customers. It is the most widely used mode of mobile marketing to ensure maximum customer engagement. Various marketing organisations have developed various mobile applications to fulfil the business and customer specific mobile applications for the implementation the mobile marketing strategy. Business organizations have also using mobile applications for marketing their products and services along with latest information. These mobile applications are interactive in nature that facilitates the customer engagement as well as building brand loyalty. The responses from the customers determine the effectiveness of the mobile marketing strategy. Moreover, location based applications are very useful to know about the customer specific preferences and requirements. In order to achieve the objectives, there should be proper designing of mobile application by keeping in mind the customer expectation and engagements.

#### **4.13 Conclusion**

Mobile marketing has emerged as powerful marketing strategy due to rise in the number of users of mobile devices. Mobile marketing is effective strategy as compared to the traditional marketing. Customer interaction and engagement is the real beauty of mobile marketing. Mobile marketing is universal in nature as it is capable to cater the needs of every type of business and interact with large number of customers. Many business organizations have been established which are wholly adopting mobile marketing strategies for their business operations and registered a remarkable growth within a small span of period of time. Various modes of marketing strategies are adopted to target the maximum customers instantly and effectively. In order to ensure user friendly experience, a large number of mobile applications are being designed and used to enhance the scope of mobile marketing. A large number of mobile marketing channels are available for business organizations for marketing campaigns. Mobile marketing has changed the scenario of marketing mix. In the present scenario, it is well recognized fact that the growth of the business largely depends upon the customer engagement, which is possible only in case of mobile marketing strategic framework. Mobile marketing makes use of diverse modes to enhance scope of business operations and improving the overall

performance the business. However, development and implementation of appropriate mobile marketing strategy is essential to achieve the desired goals.

#### **4.14 Key Words**

**Mobile devices** - Portable devices with mobile network like smart phones, tablets etc.

**Marketing Strategy** – Course of action for communicating with the customers.

**Traditional marketing** – The mode of marketing, in which offline modes are used like newspapers, TV, magazines etc.

**Mobile applications** – Software packages to carry out the various operations and tasks.

**SMS** – Short message services.

#### **4.15 Answers to Check Your Progress**

A) 1,

- (i) True
- (ii) False
- (iii) True
- (iv) False
- (v) False
- (vi) True
- (vii) True

2.

- (i) Mobile
- (ii) digital
- (iii) high
- (iv) type
- (v) traditional

B 1.

- (i) True
- (ii) True
- (iii) False
- (iv) True
- (v) True

2.

- (i) mobile
- (ii) marketing
- (iii) small
- (iv) high
- (v) Message



#### **4.16 Terminals Questions**

- 1) Explain the concept and meaning of mobile marketing.
- 2) Discuss the features of mobile marketing.
- 3) Describe various types of mobile marketing.
- 4) Outline the difference between traditional marketing and mobile marketing.
- 5) What are the advantages of mobile marketing?
- 6) Discuss essentials for effective mobile marketing strategy.
- 7) What do you mean by SMS marketing? Explain its features and essentials.
- 8) Describe implications of mobile marketing.
- 9) Discuss role of mobile applications for marketing.
- 10) Discuss the limitations of mobile marketing.

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**B.A (Liberal Arts)**  
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**Digital Marketing**

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**Unit- V Search Engine Optimization**

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**STRUCTURE**

- 5.1 Introduction**
- 5.2 Advantages of Website-Marketing**
- 5.3 Limitations of Website-Marketing**
- 5.4 Sum up**
- 5.5 Exercise**

**5.1 Introduction**

**Search Engine Marketing:** Search engine optimization is one of the most important parts of Website Marketing. SEO is about getting organic traffic on website from search engines. In website marketing space, SEO is considered as one of the most effective channels for getting visibility, traffic on website without spending too much. SEM is that type of website marketing that involves promoting websites by Search Engine Results. The target of every organization is to rank their website at the top of every search result and it can be done through paid advertisement and involvement in the online community.

Things to know about SEO

- i. SEO is a long term strategy
- ii. SEO is part of inbound marketing and Search Engine Marketing
- iii. SEO gives you better ROI compared to other channels.
- iv. Search Engine Optimization is difficult, complex and time-consuming. But, delivers better results if implemented properly.

**1. Mobile Marketing:** Mobiles have gained unprecedented importance in our lives, today. People around the world choose mobile devices as their preferred medium to connect with other people gather information or even do business. As a result, many businesses are actively devising new mobile marketing strategies to reach out to their audience. Mobile marketing is a multi-channel, website marketing strategy aimed at reaching a target audience on their smart phones, tablets, and/or other mobile devices, via websites,

email, SMS and MMS, social media, and apps. Mobile marketing offers various advantages that make this marketing both profitable and interesting in the modern world. Nowadays everyone has a mobile phone so it can definitely be the way of the future and with you having a growing business, that mobile marketing is a part of future marketing strategy.

2. **Online Advertising:** Online advertising is another marketing strategy where internet is used to deliver marketing messages to the potential customers. It includes e mail ads, search engine page results, mobile advertising, banner ads, and blogging; pop up ads, media ads etc. This type of online advertising is less expensive, cover wider geographical reach and easy result measurement approach.
3. **Online Catalogs:** An ecommerce catalog is commonly defined as any online catalog that showcases the products or services of a company that operates primarily online, or in "e-commerce." This catalog represents part of a general shift in the way the world's consumer base does business. Some of the benefits of online catalogs are:
  - i. Improved updating and reliability
  - ii. Time saver and flexibility
  - iii. Easy distribution worldwide
  - iv. Improved web site performance
  - v. Cost effective as it lowers printing and marketing related costs
  - vi. No need of multiple catalogues storage area in office.

## 5.2 Advantages of Website-Marketing

1. Internet provides 24/7 service to its users. So we can build and make customer relations worldwide, and the customer can shop or order the product/service anytime.
2. The cost of spreading the message on internet is negligible. Many social media sites like Face book, LinkedIn, and Google plus allow to freely advertise and promote the business
3. We can easily and instantly update our registered customers or subscribers through e mail.
4. Visitors or potential customers of the website can get up to the minute information on each visit.
5. If you are having a sale, your customers can start shopping at the discounted prices litterly as soon as they open there e mail.
6. If a company has a sensitive business, like a law firm, newspaper or online magazine, that company can also deliver its product directly to customers without having to use the courier.
7. It also allows flexibility to target market segmentation and focus on the selected

- group of clients by giving them what is required to build their satisfaction.
8. Organizations can get immediate feedback on prices and improvement of features of products.
  9. As websites are user friendly and always ready to serve their customers, so rather than calling to find information, catalogue software can display information in order to provide real time data on products and services provided by the company.
  10. Companies using internet can respond to customer inquire more quickly and effectively, this benefit can organize to improve competitiveness by becoming closer to the customers.
  11. Website marketing also decreases Human Resource costs for companies because the companies can have smaller offices, less parking space, less IT services etc.

### **5.3 Limitations of Website-Marketing**

In spite of various benefits there are certain challenges of website marketing which are discussed below:

1. If you want a strong advertising campaign, you have to spend money. The cost of website design, software, hardware, maintenance of the business site, online distribution cost and invested time, all must be factored into the cost of providing service/product online.
2. Almost over 60% of household nowadays shop online. While that numbers are continuously growing, the company needs to reach the maximum people.
3. Some people prefer the live interaction when they buy any product. And if the company has the small business with well location, this may also deter customers from buying who live on long distances.
4. The company should have updated information on the site. This requires research and skills and thus timings of updates is also critical.
5. Is your company website secure? There are many incorrect stereotypes about the security of the internet. As a result, many visitors of the business website will not want to use their credit card to make a purchase. So there is a fear in the minds of the visitors having their credit card information stolen.
6. There is a lack of security, reliability and security in the internet system because of poor implementation of the communication protocols. Authenticity of website has always remained in question.
7. The technological limitations also restricted large number of people from using this revolutionizing technique.
8. Website marketing also lacks the personal touch. The product can not touched or felt as website marketing does not allow it. This lack of touch or feel prevent people from buying goods through the online mode.
9. Another limitation is that there are certain goods that cannot be purchased online

- for example online ordering ice-cream or perishable things will be a difficult one.
10. In India there is still shortage of computer literate who have website marketing skills and experience of dealing through internet. There is also difficulty in finding web developers and expertise professionals to manage all the website marketing related problems.

## 5.4 Sum Up

Website marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Website marketing career. The growth in the website marketing trends is making a very substantial impact on marketing and advertisement. The big picture of website Marketing industry in India cannot be complete if short preview of the past online marketing statistics is not made. Nowadays, website marketing industry in India is growing at its peak, and is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. Moreover, Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Also, marketing information's is moving along in the same line with entertainment. People of India needed an exciting spirit always. This targets their interest into the marketing information.

## 5.5 Exercise

### Check your progress:

1) Fill in the blanks-

- a) **A passive technique by which online shoppers take the initiative requesting specific information on the web is known as \_\_\_\_\_.**
- b) All the activities related to promotion of buying and selling of goods and services are known as \_\_\_\_\_.
- c) **WWW stands for \_\_\_\_\_.**
- d) \_\_\_\_\_ websites are most suitable to introduce the business online.
- e) **Promotion of website refers to \_\_\_\_\_.**
- f) Google, Bing, Yahoo are examples of \_\_\_\_\_.
- g) \_\_\_\_\_ **Hierarchy of SEO Needs helps us to understand the critical needs of SEO.**

2) State whether given statements are True/False with reasons:

- a) **The cost of advertising or providing services through internet is very high.**
- b) Full form of SEO is Search Engine Option.
- c) **Functionality is one of the necessary feature of a well designed website.**

d) WWW is known as World Wide Website.

**3) Short Answer Type Questions:**

- a) Define Marketing according to AMA.
- b) **Describe Website Marketing Briefly.**
- c) What are the different types of website marketing techniques?
- d) **Difference between Push and Pull marketing techniques.**
- e) Name different phases of Website Marketing Strategies.

**4) Long Answer Type Questions:**

- a) Explain Website Marketing and its techniques in detail.
- b) **Give some ways to promote the website.**
- c) State and explain different ways of Website Development Strategy.
- d) **What are the features of a well designed website?**
- e) Explain any five techniques of advertising through internet/websites.
- f) **State pros and cons of website marketing.**
- g) Difference between traditional marketing and website marketing.
- h) **Make a Comparative study of traditional marketing and website marketing. Which is better?**

**B.A (Liberal Arts)  
Semester-V**

**DIGITAL MARKETING**

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**UNIT VI - MOBILE MARKETING**

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**Structure**

6.0 Objectives

6.1 Introduction

6.2 Definitions of Mobile Marketing

6.3 Features of Mobile Marketing

6.4 Advantages of Mobile Marketing

6.5 Reasons for the Growth of Mobile Marketing

6.6 Types of Mobile Marketing

6.7 Difference between Traditional Marketing and Mobile Marketing

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6.10 Limitations of Mobile Marketing

6.11 SMS Marketing

6.11.1 Features of SMS Marketing

6.11.2 Essentials of SMS Marketing

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6.12 Marketing on Mobile Applications

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6.14 Key Words

6.15 Answers to Check Your Progress.

6.16 Terminal Questions

References

**6.0 Objectives**

After studying this topic, you should be able to:

- Explain the meaning of mobile marketing
- Describe the features of mobile marketing
- Discuss the types of mobile marketing
- State the advantages of mobile marketing

- Describe the limitations of mobile marketing
- Explain the meaning of SMS marketing
- Explain features and essentials of SMS marketing.
- Describe the implications of mobile marketing
- Outline the mobile applications for marketing

### **6.1 Introduction**

Mobile marketing is a widely accepted marketing strategy for the promotion of goods and services on mobile devices like smart phones, tablets, notepads etc. Mobile marketing is an emerging method of marketing by using mobile devices all over the world. The developments in the information and technology (ICT) sector have changed the marketing process significantly. It uses modern mobile communication technology through social media platforms. Mobile marketing facilitates personalized marketing through interaction and greater involvement of the customers directly. In other words, mobile marketing is a mode to interact and communicate with customers with the help of mobile devices and network.

Majority of the population is using mobile devices for communicating each other all over the world. Especially, mobile phones have become necessity for all to connect with each other in the world. The technological developments in the communication sector have made wider access of the mobile devices and networks possible for people all over the world. All these developments have led to the emergence and growth of mobile marketing. Keeping this fact in mind, businessmen are adopting mobile marketing as strategy to contact and inform the customers about their products and services instantly and effectively. With the continuous developments in the mobile technology, the uses and applications of mobile phones are not only limited for calling. It is very convenient for the marketers and customers to perform business operations through mobile devices with ease and comfort as well as quickly and instantly. It provides anywhere and anytime access to a large number of people in online mode. Customers feel comfort to search information for shopping, banking, social networking and communication through mobile devices. All these factors have led to the tremendous growth of mobile marketing.

### **6.2 Definitions of Mobile Marketing**

The followings are the few definitions of mobile marketing:

The Mobile Marketing Association defines mobile marketing as “A set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.”

According to K. Dushinski, -Mobile marketing connects businesses and each of their customers through their mobile devices at the right time and at the right place with the right message and requires the customer’s explicit permission and/or active interaction. Additionally, the emergence of mobile as a desired promotional channel for many consumers has enabled the



marketers to upgrade the level of permission-based marketing”.

According to A. Kaplan, –Mobile marketing refers to any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device”.

### **6.3 Features of Mobile Marketing**

- Mobile marketing is a marketing strategy with the use of mobile devices.
- Mobile marketing is the new version of digital marketing.
- Mobile marketing strategy is simple to plan and execute.
- Mobile marketing is a multi-channel marketing strategy.
- Mobile marketing is personalized and interactive form of marketing.
- Mobile marketing is affordable in case of large customer base.
- Mobile marketing enables time and location based information.
- Mobile marketing provides easier and better way to interact.

### **6.4 Advantages of Mobile Marketing**

Mobile marketing is a multi-dimensional digital marketing strategy. The followings are the main advantages of mobile marketing:-

**Easy Access-** Mobile marketing makes use of mobile devices like mobile phones, tablets and other mobile devices. For marketing at mass level, various social medial platforms and apps are used to target the customers at wider level. It is easy to inform and interact with the customers as every person is using mobile devices like mobile phone etc.

**Personal Interaction-** The major advantage of mobile marketing is that it enables personal interaction with the customers with less consumption of efforts. A direct mode of interactive communication makes marketing process more effective.

**Economical** –The mobile marketing strategy is cost effective as a large number of customers can be contacted with one click on mobile device. There is no need to establish marketing infrastructure and channels to approach customers.

**User friendly-** It is easy to use both for marketers and customers to use mobile devices to participate in the marketing process. The applications used in mobile marketing are designed in such a way so that it may provide ease and comfort to the various users.

### **6.5 Reasons for the Growth of Mobile Marketing**

**Increased Adoption of Mobile Devices** – The number of users of mobile devices are increasing at high rate due to the availability of the mobile devices at affordable prices. People are using mobile devices to get the benefits of mobility by executing various transactions on mobile devices with minimum efforts and usage of time.

**Access to Internet** – The access to mobile network is another factor responsible for the growth of mobile marketing. High speed internet data at cheaper rates makes possible to use mobile

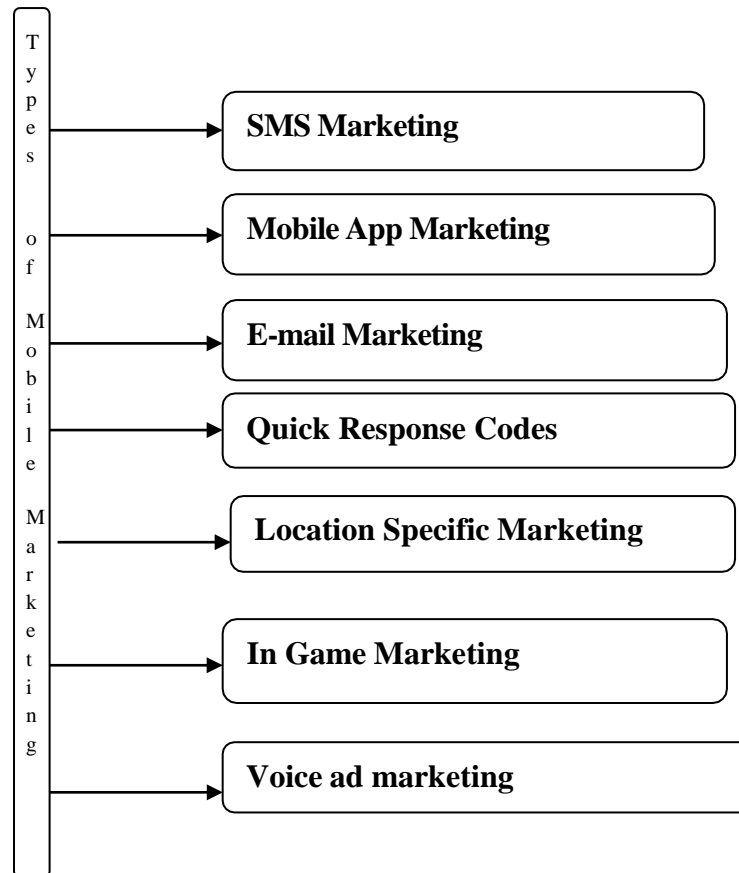
networks to connect with the world for communication and day to day business related transactions like banking, shopping, entertainment etc.

**Mobile Applications** – Mobile applications are the software applications which are used on mobile devices to carry out various operations. A large number of mobile applications are being developed to make maximum use of mobile devices for diverse purposes. User friendly and purpose specific mobile applications are being developed and used by the various stakeholders for marketing process as well.

**Digital Economy**- The government of India is making efforts to ensure use of digital channels for financial inclusion and growth. Various measures and policies have been implemented to perform online transactions to get the benefits of digital economy at large.

## 6.6 Types of Mobile Marketing

There are various modes of strategies which are used for mobile marketing, which have been shown as in Figure 4.1 below:-



**Figure 4.1: Types of Mobile Marketing**

The various categories of mobile marketing have been explained as follows:

**SMS Marketing-** SMS means- short message service. SMS marketing is the widely used mode of mobile marketing strategy. It involves use of text messages to contact and inform the customers through mobile devices. It is the most widely used of mobile marketing strategy as the response rate in the case of text messages is very high. This mode of marketing is even possible in case of normal phones as it requires no mobile application. The success of this mode of marketing depends upon the design and content of the message.

**Mobile App Marketing-** In this mode of mobile marketing advertisements are made through mobile applications. As we see many advertisements on various social media platforms like Face book, YouTube etc.

**E-mail Marketing-** E-mail marketing is based on email based interaction with the customers. It is easy to design and use this mode. However, response rate in this case is comparatively low as most of the users do not use or check their email regularly.

**Quick Response Codes Marketing** – In this type of mobile marketing, Quick Response (QR) codes are used to communicate with the customers. The customers are required to scan the bar codes with the help of camera to receive information.

**Location Specific Marketing-** In this form of mobile marketing strategy, location specific advertisements are made with the use of Bluetooth application of the mobile device. It considers geographical based customer base to cater the needs and inform the users for their specific needs.

**In Game Marketing-** Such type of mobile marketing uses mobile games for the advertisement purpose. In this case, advertisements appear on the screen of the users while they are playing online games. Online games are becoming so popular in these days. So, it is possible to communicate with a large number of customers while they are online mode for playing games.

**Voice ad marketing** – In this category, promotion of goods and services is done with the help of automated voice messages. This type of marketing is adopted mainly by the call centers for information purpose. It requires a wide range of developing voice messages in the regional languages to communicate with the customers belonging to the different regions.

### **6.7 Difference between Traditional Marketing and Mobile based Marketing**

Mobile based marketing is a modern strategy of marketing, which uses mobile devices as compared to the offline modes of marketing. The followings are the main points of difference between traditional marketing and mobile marketing:

6. In traditional marketing offline mediums of communication like newspapers, TV advertisements, magazines etc. are used, whereas in mobile marketing mobile devices are used for marketing purposes.

7. The scope for reaching maximum numbers of customers is very high in the case of mobile marketing as it is based on mobile devices and networks and easy to communicate all over the world. On the other hand, in traditional marketing reaching scope is limited as it uses traditional methods of communication that have restricted access.

8. Traditional marketing is expensive as compared to the mobile marketing due to use of lesser resources with wider impact.

9. Mobile marketing is user friendly and convenient as compared to the traditional marketing.

10. Mobile marketing offers direct and personal interaction between business and customer, whereas it is not possible in the case of traditional marketing.

### **6.8 Essentials of Mobile Marketing Strategy**

For a successful mobile marketing strategy, there are various considerations and steps that need to be kept in mind to achieve the objectives of mobile marketing. It involves:-

**Effective Planning** – This is the first and foremost important factor for a viable mobile marketing strategy. It defines objectives, goals and policies for desired results. It involves understanding of your target customers, availability and use of mobile applications by the majority of the customers etc.

**Marketing Research**- It is very important to understand the market where you are going to provide information about your business. It helps in designing and implementation of the marketing plans. For this purpose, clarity of goals is of great importance. The goals may be sales promotion, customer retention, building brand image etc.

**Selection of Medium** – The decision regarding adoption of mobile networks to target the customers is very significant. There are various options available like face book, website, you tube etc. The purpose is to provide information with wider access and impact.

**Content Design** – This is the most important point to consider as it is the only message that will go to the customers. The content design of the message must be brief, attractive and understandable.

**Sharing and Follow up** – Once the message is shared, follow up the performance and tracking the responses from the customers is very important to know the progress and any modifications required.

## Check Your Progress A

### 3. Which of the following statements are True and which are False.

- viii) Mobile marketing is based on mobile devices.
- ix) Traditional marketing is more effective than mobile marketing.
- x) Mobile marketing is a user friendly and interactive strategy.
- xi) Mobile marketing is as costly as compared to traditional marketing.
- xii) Traditional marketing can target more customers as compared to mobile marketing.
- xiii) SMS marketing is a type of mobile marketing.
- xiv) Mobile marketing is a multi channel marketing strategy.

### 4. Fill in the blanks.

- vi) Mobile marketing is based on----- devices.
- vii) Mobile marketing is a new version of -----marketing.
- viii) The scope for reaching to the customers is----- in mobile marketing.
- ix) E-mail marketing is a----- of mobile marketing.
- x) Mobile marketing is more effective than ----- marketing.

## 6.9 Implications of Mobile Marketing

Mobile marketing is a modern concept in the field of marketing and very useful for tapping the potential in the market with great impact. Mobile marketing aimed at targeting a large number of customers with immediate contact through various mobile devices and networks. It is being used as a competitive marketing strategy. Even a small business organization can use this marketing strategy to tap the customers with minimal cost and enhanced responses. It has increased possibilities for the business to increase the demand for their products and services along with brand value. Mobile marketing has become an important element of marketing mix due to its significance and impact. It enables to contact the customers in real-time and personalized manner. Owing to the increase in mobile interaction, marketers are widely using this mode of marketing strategy all over the world.

Mobile marketing is being widely used due to its advantages in terms of wider access, personalized interaction and cost effectiveness. A large number of populations use mobile phones as it is convenient mode of communication anytime and anywhere. Marketers have adopted marketing strategies through mobile devices in order to enhance target more and more customers instantly and effectively. Similarly, customers feel convenient to use mobile devices for financial transaction. Access to affordable mobile network and devices made it possible and comfortable.

In this perspective, the mobile marketing has wider implications both from businessman point of view and customer point of view. Broadly, the implications of mobile marketing can be categorized as follows:-

**Marketing Research-** The process of marketing research provides reliable information in case of mobile marketing as it is possible to directly communicate with the customers via mobile phones and other mobile devices directly and instantly. It helps in getting and knowing about customer expectations and responses. It also saves time in the whole process of marketing research. It makes possible to serve the customers according to their requirements.

**Consumer Behaviour-** As the mobile marketing is personalized in nature, it is possible to get responses from the customers quickly. Mobile applications are designed in such a way so that responses of the customers may be instantly received and actions may be taken to improve the services for the customers based upon their responses.

**Marketing Mix** – The use of mobile marketing has impacted the marketing mix components like place, promotion etc. significantly. The use of appropriate marketing mix as per the customers responses and requirements are becoming so flexible as it is instant with the use of mobile devices. Moreover, completion has been increased that require continuous updation as per the changing circumstances.

**Marketing Segmentation-** This is another important area of marketing, where mobile marketing has a great impact. It is possible with comfort to divide the market segments based upon the various categories. The implementation of marketing segmentation under mobile marketing is more comprehensive as compared to traditional marketing due to its wider access and reach.

## **6.10 Limitations of Mobile Marketing**

Mobile marketing has certain limitations also. These are:

6. Many customers feel that mobile based marketing applications are threat to their privacy. There are also chances that customers' information may be misused.
7. A wide range of mobile devices with different applications makes difficult to design a message that fits for all.
8. The reliability of advertisements on mobile devices is always a question mark as there is no face to face contact between customer and business man.
9. Poor network connectivity limits the optimum use of mobile marketing.
10. Lack of knowledge regarding mobile operations is another limiting factor.

## 6.11 SMS Marketing

SMS means short message service. SMS marketing is one of the categories of mobile marketing, where information is communicated with the customers through text messages on mobile devices. It is an instant mode of reaching to a customer to provide information instantly. This mobile marketing strategy is commonly used to attract more and more customers by providing updated information regarding the products and services of the business. SMS marketing is a permission based text messaging based marketing strategies which is used for promotional and transactional purposes.

SMS marketing is a continuous communication strategy to track the customer regarding latest updates, offers and status. Text messages can be sent in bulk with minimal cost. Apart from providing information, text messages in the form of reminders, delivery and receipts of goods or services are provided. This mode of mobile marketing has emerged with the growth of users of mobile devices and networks. SMS can be sent even on simple phones that results into wider acceptability by the various stakeholders. It is very effective way both for advertisement as well as creating and maintaining healthy customer relationships. As mobile phones have become an integral part of everyone's life, SMS marketing is emerging as a revolutionary marketing strategy to communicate with customers directly with text messages including further add up links of the relevant websites. SMS marketing resulted into a significant change in the marketing process on mobile devices because stakeholders are able to communicate with each other with no wastage of time with minimum efforts and consumption of resources. The key purpose of SMS marketing is to create large database and increased customer engagement.

### 6.11.1 Features

- 6.11.1.1 It is a convenient mode of communication.
- 6.11.1.2 It makes use of text messages.
- 6.11.1.3 It can be used for different purposes.
- 6.11.1.4 It is brief and short in content.
- 6.11.1.5 It is widely used by the marketers to inform customers.

### 6.11.2 Essentials of SMS marketing

- 6.11.2.1 **Plan and design**– The most important requirement in SMS marketing is to design the message to be sent in most effective and attractive manner. It requires careful planning by keeping in mind the target users and goals of the business.
- 6.11.2.2 **Content** – The content of the message should be clear and brief. It is very important as there is limited scope and availability of characters in case of text messages. The content should be prepared in such a way so that it may be capable of providing required information in a complete manner.
- 6.11.2.3 **Timings** – One of the key features of SMS marketing is that it is time specific strategy. Therefore, selection of appropriate timings for sending the messages is equally important.



The timings commonly depend upon the purpose of the message to be delivered to the specific users.

6.11.2.4 **Suitable SMS Package** – There are lot of SMS packages are available to deliver the text messages among the larger customer database. Selection of suitable package as per the requirements is very important both for cost and efficiency point of view.

6.11.2.5 **Follow up** – the success of SMS marketing largely depend upon the response rate of the users. Proper tracking of the response is very essential to evaluate the progress of SMS marketing campaign.

The adoption rate of SMS marketing is very high. The objectives of marketing as far as communication related activities are concerned can be easily fulfilled by using appropriate and well-designed marketing strategy.

### 6.11.3 Key Elements of SMS Marketing

A well designed SMS marketing strategy requires effective strategy to achieve the required objectives. The followings are the key components of SMS marketing:-

**Identification of the Sender-** The identification of the sender is done through sender id. The purpose is to ensure the proper identification of the sender of text messages for its validity. It can be made through number or codes.

**Size of the Message-** There is a limit on the number of characters that can be used for text messages. The availability of the characters determines your strategy to deliver the text message for a defined purpose.

**Delivery of the Message-** Message delivery is the ultimate goal of SMS marketing to ensure response from the customers. It must be integral part of the strategy to track message delivery. Only the effective delivery of the message would ensure customer responses and engagement, which is the end goal of mobile marketing.

Thus, SMS marketing is a text based mobile marketing strategy. The response rate of this mode of mobile marketing is significantly very high. The main reasons for the maximum use of this type of mobile marketing are that it works on simple featured phones. Moreover, for text messaging no data network is required. Moreover, the content of the message is short and limited in characters. It makes convenient for the customers to receive and read the message. However, the effectiveness of SMS depends upon its capability to convey the message in complete, clear and understandable manner.

### Check Your Progress B

#### 3. Which of the following statements are True and which are False.

- i) SMS marketing use text messages for interaction with customers.
- ii) Mobile marketing is the modern method of marketing.

- iii) SMS based marketing is possible only on smart phones.
- iv) There is a limit on the characters that can be used for text messages.
- v) Mobile marketing has changed the scenario of marketing strategy.

**4. Fill in the blanks.**

- i) SMS marketing is a category of----- marketing.
- ii) Mobile marketing has become important element of ----- mix.
- iii) Even a-----business organization can use mobile marketing.
- iv) The response rate of SMS marketing is very----- --.
- v)delivery is very important in SMS marketing.

**6.12 Marketing on Mobile Applications**

The whole process of mobile marketing through mobile devices is based upon the mobile applications. Mobile applications refer to the application software to execute the marketing process on mobile devices. Mobile applications are the widely used components in mobile marketing. Mobile applications are the software, which are used in mobile phones to perform specific functions or tasks. A wide range of mobile applications are available for different purposes. These mobile applications are user friendly. These applications are assisting the marketers and customers in the diverse areas of marketing including, advertising, promotion, shopping, updates etc. Most of the business houses are using mobile applications for advertisement regarding products and services so that more and more people may become their customers. Innovative designs and contents are used to attract more and more customers to attract market contents of their business. A user friendly mobile application provides ease for any user to perform operations without any complication and difficulty.

Mobile applications are capable in engaging customers regularly to attain the business goals. The key purpose apart from advertisement is to create value for customers for brand loyalty. It is possible only if there is high customer response rate that enables long term customer engagement with the business. The success of mobile application depends upon careful attention on each and every stage i.e. from development to implementation. It contains information just like website of an organization. Various mobile applications are free and people are using these applications for entertainment, information, shopping and other financial transactions. It is becoming convenient to perform the transactions in online mode and mobile applications are assisting this process with enhanced efficiency and effectiveness.

Moreover, mobile applications are becoming most popular as marketing campaign strategy. The use of mobile applications for marketing involves three elements:-

- Acquisition – It involves downloading and use of particular mobile application. This phase is very important to enhance the customer base. It requires designing of mobile application more user friendly and interactive.
- Activation – It refers to the actual use of mobile application by the user. The activation rate is very significant to convert the users into buyers. Active users are the most valuable assets of the organization.
- Retention – It entails to ensure regular and continuous use of the application. This is the end goal of the mobile marketing. It is very challenging to retain the customers for a long period of time. It is easy to attract the customers but it is very difficult to retain them.

Thus, the use of mobile applications for marketing campaign involves development and use of specific software application in the form of App to communicate with the customers. It is the most widely used mode of mobile marketing to ensure maximum customer engagement. Various marketing organisations have developed various mobile applications to fulfil the business and customer specific mobile applications for the implementation the mobile marketing strategy. Business organizations have also using mobile applications for marketing their products and services along with latest information. These mobile applications are interactive in nature that facilitates the customer engagement as well as building brand loyalty. The responses from the customers determine the effectiveness of the mobile marketing strategy. Moreover, location based applications are very useful to know about the customer specific preferences and requirements. In order to achieve the objectives, there should be proper designing of mobile application by keeping in mind the customer expectation and engagements.

### **6.13 Conclusion**

Mobile marketing has emerged as powerful marketing strategy due to rise in the number of users of mobile devices. Mobile marketing is effective strategy as compared to the traditional marketing. Customer interaction and engagement is the real beauty of mobile marketing. Mobile marketing is universal in nature as it is capable to cater the needs of every type of business and interact with large number of customers. Many business organizations have been established which are wholly adopting mobile marketing strategies for their business operations and registered a remarkable growth within a small span of period of time. Various modes of marketing strategies are adopted to target the maximum customers instantly and effectively. In order to ensure user friendly experience, a large number of mobile applications are being designed and used to enhance the scope of mobile marketing. A large number of mobile marketing channels are available for business organizations for marketing campaigns. Mobile marketing has changed the scenario of marketing mix. In the present scenario, it is well recognized fact that the growth of the business largely depends upon the customer engagement, which is possible only in case of mobile marketing strategic framework. Mobile marketing makes use of diverse modes to enhance scope of business operations and improving the overall

performance the business. However, development and implementation of appropriate mobile marketing strategy is essential to achieve the desired goals.

#### 6.14 Key Words

**Mobile devices** - Portable devices with mobile network like smart phones, tablets etc.

**Marketing Strategy** – Course of action for communicating with the customers.

**Traditional marketing** – The mode of marketing, in which offline modes are used like newspapers, TV, magazines etc.

**Mobile applications** – Software packages to carry out the various operations and tasks.

**SMS** – Short message services.

#### 6.15 Answers to Check Your Progress

- A) 1,
- (viii) True
- (ix) False
- (x) True
- (xi) False
- (xii) False
- (xiii) True
- (xiv) True

2.

- (vi) Mobile
- (vii) digital
- (viii) high
- (ix) type
- (x) traditional

B 1.

- (i) True
- (ii) True
- (iii) False
- (iv) True
- (v) True

2.

- (v) mobile
- (vi)marketing
- (vii)small
- (viii) h
- igh
- (v)Message

## 6.16 Terminals Questions

- 11) Explain the concept and meaning of mobile marketing.
- 12) Discuss the features of mobile marketing.
- 13) Describe various types of mobile marketing.
- 14) Outline the difference between traditional marketing and mobile marketing.
- 15) What are the advantages of mobile marketing?
- 16) Discuss essentials for effective mobile marketing strategy.
- 17) What do you mean by SMS marketing? Explain its features and essentials.
- 18) Describe implications of mobile marketing.
- 19) Discuss role of mobile applications for marketing.
- 20) Discuss the limitations of mobile marketing.

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**B.A (Liberal Arts)**  
Semester-V  
**DIGITAL MARKETING**

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**UNIT 7: SOCIAL NETWORK: FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE,  
WHATSAAP- DESIGN, FEATURES, MECHANISM, METRICS, REACH AND USERS**

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**Structure**

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## **SOCIAL NETWORK**

### **7.0 Objectives**

After reading this chapter, you will be able to:

7.1.1 Understand how to leverage social media platforms- Facebook, Instagram, Twitter, Youtube and Whatsapp for marketing purposes.

7.1.2 Discover the importance of the these emerging platforms

### **7.1 Introduction**

A social networking is an online service, platform or site that focuses on building and reflecting of social network or social relations among people who share interest and activities. Social networking often involves grouping specific individuals or organizations together.

Social networking is a web based communication media, which allows users to have conversations, share information and create contents. There are numerous social media sites like blogs, social networking sites, instant messaging, photo-sharing sites, video-sharing sites and more. Billions and billions of people across the world use social networking sites to share and make connections on a personal level. Social Networking sites facilitate people use social media to communicate with friends, family and to learn new things which interests them and which is entertaining. Business houses use social media to have conversion with their target audience, get feedback from customers, promote, and elevate their brand.

The social networking sites include Facebook, Whatsaap, MySpace, LinkedIn, Friendster, hi5, YouTube, Wikipedia, Flickr, Blog, Slideshare etc.



Figure 9.1: Social Networking

Source: Google Images

## 7.2 Social Media Outlets / Platforms

Social Networking websites allows individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. Social networking sites like Twitter, Facebook, Google Plus, Youtube and Blogs allow individual followers to \_retweet‘ or \_repost‘ comments made by the product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people. Social network sites act as word of mouth.





Figure 9.2: Different social media platforms

### 7.3 Facebook Marketing

Facebook has 1.28 billion active users and is currently the largest social network – that adds up to a lot of potential brand exposure.

Facebook is a social networking service provider. It lets you invite and connect with friends, send messages and pictures, like and comment or share them. Facebook has seen outstanding growth since its inception and is poised to maintain its dominance in social networking.

#### History of Facebook

Facebook was founded by Harvard student Mark Zuckerberg on February 4, 2004. In May 2007, Facebook opened up its developer platform to allow third-party developers to build applications and widgets that, once approved, could be distributed through the Facebook community. In May 2008, Facebook engineers announced **Facebook connect**, a cross-site initiative that allows users to publish on third-party sites in their Facebook newsfeed. The site

was redesigned in late 2008, intended to streamline the website and make it easier to see what friends were doing.

What is Facebook Marketing?

Facebook is undoubtedly the most popular social media platform available with many advantages associated with it. It is primarily a social networking site, however it can be used as a handy tool for promoting and advertising a business. We can use Facebook to promote a brand, market a company, or create awareness about a service or a product.

## **7.4 Steps to start Facebook marketing**

Step 1: Set Goals

Any strategy begins with goals. What do you want out of your Facebook Page? Sales is the obvious choice, but there can also be secondary goals that lead to sales.

Consider some of these Facebook marketing goals as you craft your plan:

- Increase overall exposure and awareness.
- Create a loyal and engaged community.
- Establish authority and showcase your knowledge.

Step 2: Research

Your Facebook research will include these areas:

- Identify your audience and where they spend their time.
- Research your competition and watch what is working for them.
- Understand the latest techniques. Make sure you know the latest techniques on Facebook that are effective. Keep up with the trends so you know what is working for others.

Step 3: Design the Facebook Experience

Now that you have your goals set up, work backwards from those goals to determine how you will achieve them.

- Set up an editorial calendar. Plan your content that you want to share. You can schedule your daily activity, weekly activity and monthly activity by using a simple Excel spreadsheet.
- Set up an activity calendar. Map out your long-term activity and marketing plan, along with an estimate of your outcomes. Also decide when and how often to engage with your key influencers.

#### Step 4: Measure Your Progress

Take time to look back at your progress on Facebook so you know if your marketing is working. Become familiar with how Facebook Insights work so you know which posts are working for you.

### **7.5 Grow Your Business with Facebook**

Facebook is fast becoming a powerhouse of marketing activity due to the sheer number of engaging users on the site and the simplicity of connecting with them directly.

Facebook can provide your business with a branding outpost on the web where customers, employees, and even the media can find information about your company, products, and services. Facebook connects you and your staff directly to your customers and fans.

Facebook can generate new leads for your business by drawing users' attention towards what you are offering. Facebook helps in sharing links, images, and posts on a customizable page to project a better sense of your business. Facebook runs tactics like contests, sweepstakes, etc., that can increase fans and brand awareness of your business.



Figure 9.3: Facebook Marketing

Source: Google Images

## 7.6 Twitter Marketing

Twitter is another social networking platform that allows registered users to read and write 140-character messages called 'tweets'. It is available across all devices such as cell phones, desktops, laptops, and tablets.

With hundreds of millions of users and over 500 million tweets being sent each day, there is a great opportunity for businesses to reach a global audience of new and existing customers through Twitter. Twitter is a social communication tool where people broadcast short messages. These messages, called tweets, are limited to 140 characters in length. As a Twitter user, you select which other people you wish to follow; when you follow someone, their tweets show up in a list known as your Twitter stream. Anyone who chooses to follow you will see your tweets

in their stream. It is not necessary to follow everyone who follows you, and not everyone you choose to follow will follow you back

#### History of Twitter

Jack Dorsey, an undergraduate student at New York University, introduced the idea of an individual using a message service to communicate with a small group. Twitter was launched as an SMS-based communication platform. Initially it was known as "twtr".

On March 21, 2006, Jack Dorsey sent the first ever tweet – "just setting up my twtr".

#### What is Twitter Marketing?

Twitter marketing is a powerful tool for companies of every size and structure to reach out to new customers, promote their brand, and connect with the rest of the companies. Users can find out if customers are talking about them, and the business can accordingly respond. Tweets create another instance for the business that shows up in the search engine results. Twitter serves as a solid foundation for your business to branch out into other social sites.

Twitter is a great platform for projecting what your company is doing and accessing a large audience, where your Tweets can promote products and events.

#### Create a Twitter Account for Your Business

Before creating a profile, make sure every element of your profile reflects your business identity and personality. Follow the steps given below to create an account for your business –

- **Sign up for Twitter or go to twitter.com** – Supply all the required information in the lower box on the right side of your screen including your username, email address, and password.
- **Confirm your account** – Twitter will send you an email to the email address you provided that will include a link that verifies your account. All you need to do is to click on the link to activate the account.

- **Make your first connections** – When you are done with creating your account, the network will suggest people to follow. Twitter will recommend some popular accounts of celebrities to follow. Skip this step if you don't want to follow an account.
- **Add profile details** – Click "edit profile" on the right side of your screen. Upload two different appropriate and suitable photos to your profile and update the basic information that appears in your bio. Try to convey what your business or brand is all about.
- **Send your first tweet** – Everything is ready, now you are set to start tweeting! Hit the "Tweet" button and you are off and running with Twitter.

### 7.7 How to Increase Followers on Twitter?

- Grow your community by adding a follow button in your website and promote your username.
- Get noticed with hash tags like #smallbiz etc.
- Engage with your followers by collecting feedback to build a better business.
- Sync your email contacts with Twitter.
- Keep your bio updated with the events or the business campaign you are running.
- Embed your best tweets and tweet to people every day.
- You can promote your twitter account on any printed material, e.g., business cards.
- Follow people who follow you.
- Make sure you are engaging with your customers on twitter and not to your product.

What is Hash Tag?

The symbol hash tag (#) is used to mark keywords in a tweet. It was originally created by Twitter users. This symbol helps them to categorize the tweets and show them easily when people search for them. Hash tags can occur anywhere in a tweet – middle, end, or at the beginning. If you tweet with a hash tag on a public account, anyone who does a search for that

hash tag will find you. A hash tag is a way for people to search for tweets having a common topic.

If you want real success and want to build your brand on Twitter, then you should always keep the following points in mind:

- Use your brand name as your Twitter name. It may seem obvious, but it needs to be said!
- If branding a company is your number one priority, use your logo as your Twitter picture.
- You should tweet 10 to 20 times a day to keep your brand name in the Twitter stream.
- Schedule the tweets that have links to valuable content and complement that with 10 or so personalized tweets where you are interacting with other Twitter users.
- Reply to Everything! Really, everything.
- Learn to give. To build a strong brand on Twitter you will need to give back as much as you get. Share content from your –tweeps,|| retweet, and favorite relevant content.
- One of the biggest mistake people make on Twitter is not using relevant hashtags. You may want to create your own personal hashtag to archive your tweets but use hashtags that are trending when posting, so that your content gets seen.
- Tweet questions or a call-to-action when you post. People are more likely to respond when they’re asked something. There’s an option to create polls too.

## **7.8 Instagram**

Follow after the well-known social media network such as Facebook and Twitter, Instagram has joined in the trend in 2010 and provided another favourable marketing platform for marketers to interact with their customers. Instagram is a worldwide used social media network, which has been used as a marketing tool by many global business companies. It is a significant marketing tool that allows business communication to take place. Instagram enables marketers to interact with their customers’ by sharing photos and videos and leaving comments as a way of sharing information; receiving comments and likes as a way of gaining feedback from customers.

There are many businesses that started to integrate their business with the Instagram experience. According to an article published on BBC News (2012), study has said that a large number of top brands around the world are using Instagram as one of the marketing strategy.

Instagram can help a company to promote their products and services. Instagram marketing is an effective way to advertise a product as it is said that a picture speaks a thousand words.

To identify clear objectives, marketer should ask questions:

- (i) Why is the brand on Instagram?
- (ii) What is the role of Instagram in helping the brand achieve their marketing objectives?
- (iii) How is the brand utilizing it differently from other platforms?

Moreover marketers have the following objectives:

- Creating awareness about the brand
- Showcasing their product or services
- Building a community
- Showcasing the company's culture and values
- Increasing brand loyalty





Figure 9.4: Instagram as social media marketing tool

Source: Google Images

### Content Strategy

The heart of content strategy is creating that is unique to the brand, that personally energizes them and that resonates with their target audience. Creating good quality content that adds value to the users is the only way of successfully leveraging the platform.

Whether a small or a big business, each has some stories worth telling its audience. A simple framework marketers can use for content strategy is –(i) Product is the hero, or (ii) User is the hero.

If one believes that the product is the hero then, the content strategy can focus on product uses, demonstration, and product is at the centre of the story.

On the other hand, brands can have their uses as the hero in which case they show how the aspirations, desires of the target audience is met by the product or show the lifestyle or characteristics of the target audience making them aspiration.

Some of the content themes can be:

- User generated content
- Product showcase/ demonstration
- Behind the scenes
- Company culture
- Customer testimonials
- Life hacks
- Contests

Users want good content; it is therefore important to post regularly, at least once a day. A research revealed that an average Instagram account posts once a day. Instagram also has a feature called stories in which the post disappear like Snapchat.

Benefits of Instagram

Instagram is a priority for all small and large corporations. The following are the benefits of Instagram.

- Boosting brand visibility-** There are around 700 million users who share 1 million photos daily. Your brand can get benefitted from this exposure. However, if it is unknown to your targeted audience, you are not doing enough. By posting creative content, you can make more people noticed about your brand.
- Better engagement-** The power of any marketing tool lies in the ability to engage the audience. Your expensive marketing campaign can't meet the objectives of your business if it fails to attract the audience. Instagram is titled as the king of social engagement as it delivers 58 and 150 times more engagement per follower than Facebook and Twitter respectively.
- Visual marketing-** Hope you remember, a picture is more than the thousands of words. This fact made Instagram a popular marketing tool. It is a popular platform through which you can share your images and videos with the world.
- SEO-** If you are not ranking highly on the search engine result page, then your targeted audience will be unable to search you. It is recommended, don't ignore the SEO angle if you are serious about search engine result pages (SERPs).

- **Easy marketing-** Generating new followers is a tough job. However, Instagram makes it fun trying. If you want your followers to share your content, don't forget to make it attractive and eye-catching.

It is essential to formulate an Instagram strategy to identify the techniques to use, the objective you want to achieve and the theme of your post. Nevertheless, consistency is the key aspect of a successful Instagram marketing campaign. So, prepare a consistent schedule for posting and stick to it.

## 7.9 You tube

YouTube is no longer a new platform; it's over ten years old! However, it is seeing tremendous growth. If it isn't already a part of your online marketing strategy, it needs to be. But what types of YouTube videos should you be making? The key is to find the place where, what your brand stands for and what your audience cares about intersect.



Figure 9.5: Youtube as Marketing tool

Source: Google Images

## Youtube Advertising

YouTube is the second largest search engine in the world behind Google search. According to the official statistics by YouTube, it has over one billion users. With such immense audience presence, it is a great platform your company. Marketers on YouTube have two broad areas of participation:

- (iv) YouTube Channels
- (v) YouTube Ads

### YouTube Channels

Companies can promote their brands and products by creating quality video content and curating it into a YouTube channel or profile. This will aid discovery and engagement whenever someone searches for relevant content on Youtube.

### YouTube Ads

YouTube allows you to capitalize on the millions of partners videos already present on YouTube, by targeting your display ads to relevant videos. These ads are available in two different formats. The most widely used formats are as follows.

- Display Ads

These ads appear next to your video while you are using YouTube on a laptop or a desktop. This ad format is not available on the mobile device and can be purchased in both CPC (Cost per Click) and CPM (Cost per Milli) formats.

- Overlay Ads

An overlay ad appears in a rectangular format in the bottom 20 percent of the video. It is available only on a laptop or a desktop and not on mobile devices, TVs, game consoles, etc. Viewers can dismiss the ad anytime and can be purchased only in the CPC model.

- Skippable Video Ads

Skippable video ad is the most popular advertising format on YouTube. Viewers can skip the ad after watching it for five seconds. It can be inserted before, during or after the video and is available on desktop, TVs, gaming consoles and mobile devices.

- Non Skippable Video Ads

Non Skippable Video Ads are 15-20 second long video ads which can be inserted before, during or after the YouTube Video. For these ads, the publisher gets paid only when a user fully watches the ad.

- Mid-roll Ads

Available only for videos over 15 minute, mid-roll ads are spaced between the video similar to TV commercials. For better viewing experience, publishers can choose to place their ads at natural pauses between the scenes. They are available only on desktop and mobile versions and not on game consoles, TVs, etc.

- Bumper Ads

Bumper Ads are lightweight, non-skippable video ads up to 6 seconds long. They are especially optimized for mobile devices. Similar to non- skippable ads, the publisher is paid only when the user fully watches the ad.

- Native Mobile Ads

Native mobile ads are display ads that appear in the same context as organic content. As the name suggests, these ads are only available on the mobile device and can be bought on a CPC or CPM basis.

- Discovery Ad

The billing pattern in case TrueView Discovery ad is relatively simple. You are charged whenever a user clicks on a video ad thumbnail or title and begins watching your and video.

## 7.10 Whatsaap

WhatsApp marketing is a new-fashioned way of marketing to reach, engage and convert potential prospects using WhatsApp platform. All we need have is a mobile internet in our device to get or send call and messages. If you are planning to launch a new product or you want to inform your customers about your new service, WhatsApp marketing is an easy way to make it possible.



Figure 9.6: Whatsaap as marketing tool

Source: Google Images

### Benefits of WhatsApp Marketing

The main important thing why business people want to use WhatsApp marketing is that it is already being used by more than 1.5 billion users globally. Over 80% of smartphones users use this application. As well as, nearly 65 billion messages are sent through WhatsApp daily.

- Availability of Users on Platform
- Most of WhatsApp users check it at least 43 times daily
- Quick response time on WhatsApp
- Ability to reach users in Groups
- Subscription based updates

How does business for WhatsApp work?

To register on WhatsApp for business, businesses will need a number that is not connected to their personal WhatsApp account. It is mandatory to have a separate business number if it is not there then the businesses have to transfer their number with WhatsApp into the business account. Once the verification of the number is done, then the business profile can be created & the businesses can start communicating with their customers.

What are the features for WhatsApp business App?

Though the WhatsApp for business looks identical to the WhatsApp, however various tools & features make them different

The features for WhatsApp business are:

#### Business Profile

Business Profile needs to be created and the business profile contains important information such as the owner's business's email, contact number & address. Information also needs to be filled for the location feature that allows a business to locate its store on the map. To safeguard the interest of the consumers, WhatsApp is trying to link the WhatsApp Business profile with the Facebook profile so that the customers do not get fooled by the fake business profiles.

#### Messaging Tools

Even if the customer base increases, the WhatsApp for business makes it easy for the business to engage with its customers. The feature helps in creating message templates that can be automatically sent to the customers. Some of the important function of the tool is

- Quick Replies – quick response to the frequently asked queries by the customers.
- Thank you messages – it is messaged whenever the consumer orders product or ask for some product details
- Greetings message – can be sent when the businesses are first interacting with the customer
- Away messages – when the businesses are unable to respond to the customer queries

However, the intent of Business WhatsApp is not to serve the bulk promotional messages but to maintain touch with the existing customers or leads and help customers to reach brands and vice-versa.

#### Message Statistic Tools

This tool helps the businesses to understand the performances of their businesses. The efficacy of the message strategies can be easily understood by the basic statistics such as several messages delivered and opened. It will help them to target customers that are engaging and resonate well with the customer. There is a plan of involving more statistical tools for deeper insights.

#### WhatsApp Web

Businesses have another option of sending and receiving messages to & from a customer just like the App. To have access to this service, the smartphone needs to be connected to the internet

What are the benefits of WhatsApp for business?

- The customer will join a verified list of businesses on WhatsApp, which creates credibility
- Unlocks business-specific features that the normal WhatsApp user does not have access to.
- Businesses will have access to messaging tools & comprehensive reports and analytics.
- Businesses can receive or send rich-text messages, images, videos & PDFs.
- Authorized Business Solution Provider services will provide all the assistance, infrastructure and tech support for WhatsApp.
- Additionally, a WhatsApp Partner will assist with the application process as the specific business use case needs to be defined.

What kind of business can be done on WhatsApp business?

All types of business (small & large), or even freelancers are free to use WhatsApp for business. For example, there are certain businesses such as Home Décor, Crafts & Arts, Jewellery & Accessories, Clothing, etc. that get almost sold out within minutes.



What is the pricing for WhatsApp business?

There are two types of business account:

- WhatsApp Business App for small businesses
- WhatsApp Business API for medium & large businesses

For small businesses, the WhatsApp Business app is free of cost. For large businesses, the pricing for WhatsApp is as follows:

- WhatsApp API pricing is charged per message.
- WhatsApp API accounts are only available through WhatsApp Partners.
- Currently, the businesses need to pay two fees for messaging
  - Total price per message = A WhatsApp fee + A fee to WhatsApp Partner. Both the fees are collected by the WhatsApp Partner.

What is the risk of using WhatsApp for Business?

The potential risk of using WhatsApp for business is:

- **Does not provide Enterprise Data Protection** – WhatsApp stores address books of employees which contains corporate & customer data. It currently does not provide enterprise-grade encryption.
- **Mixes private & business communication** – considered to be unprofessional as people value both the communication separately.
- **Lack of Enterprise Administration** – Things like easy roll-out, transparent monitoring, company-wide communication policies, simple user management, pre-configured devices, managed groups, quick support, etc. are not possible with WhatsApp and it has to depend upon a professional enterprise messaging app.
- **Does not protect against data loss** – does not have mobile security layer to protect the business data if the mobile gets stolen
- **Offers weak companion PC** – the desktop needs to be constantly connected to the phone with the internet connectivity to function properly resulting in certain security risks.

- **Enterprise File Sharing Solutions not supported** – Businesses often use enterprise-grade file sharing solutions like Microsoft SharePoint, Business Connector, Acronis, which are not supported by Whatsapp
- **Workflow mismanagement** – does not accelerate processes and do not improve operational execution
- **Lacks Enterprise Support** – unable to provide 24\*7 monitoring & support with the dedicated personnel.

### 7.11 Test your Knowledge

1. What are Facebook groups? How can they be used by businesses?
2. What are the advantages of Twitter over other social networking sites?
3. Why should you have Instagram in your social media plan?
4. What are the advantages of whatsapp marketing?

### 7.12 References

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**B.A (Liberal Arts)**

**Semester-V**

**DIGITAL MARKETING**

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**UNIT 8 Social Media Customer: Profile, Behavior and Engagement, Social Media Marketing Strategy**

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**STRUCTURE**

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## **SOCIAL MEDIA CUSTOMER**

### **8.0 Objectives**

After reading this chapter, you will be able to

- Know the customer behaviour towards online shopping
- Understand the role of social media in customer engagement
- Understand the key components of social media strategy
- Plan and execute a social media strategy step by step

### **8.1 Introduction**

Sharing news, photos, experiences and opinions on social media and being affected by them represents a quite natural process for a great number of people. Through the years, social media studies and research have increased interest in the web. In fact, the Internet is studied as a source of data about society and culture. Social media is characterized by invisible codes which enable a type of ubiquitous connectivity. All one needs is internet connection to interact with others and to share information. The most broadly agreed features of social media may be presented in three parts: i) Public nature (free access to content, e.g. Twitter) and private nature (access restrictions, e.g. Instagram); ii) Communication (for instance, rapid and effective, relational maintenance, enable users to create content – real or fake, and communities according to common interests and so on); iii) information flow (instantaneous and fluid, public or controlled, traceable - through location, connections, profile, tags, retweets, use of @ and so on). Second and equally important is social media performance - usually measured by number of likes, views or retweets, for instance. Performance might be influenced by a popular user opinion or by a group of people with common interests within a community. Social media such as Facebook, twitter and YouTube are dynamic tools that facilitate online relationships. It is a relatively low cost firm of marketing and allows organizations to engage in direct and end -user contact. Given the choices made available to consumers and the influential role of social media marketing, the brands and consumers have a changing role to play in the organization's strategy in that they now have an economic impact. Brands influence customer choice and these customers influence other customers. These changes of events affect repurchases, which further affect future earning and long term organization sustainability. So, after the introduction or emergence of social media,

each and every organization started to perform their marketing activities on those social media websites which are frequently used by the people due to the advent of technological advancements and internet.

## **8.2 Social Media Customer**

A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues; without them, businesses cannot continue to exist. All businesses compete with other companies to attract customers, either by aggressively advertising their products or by lowering prices to expand their customers.

In this the use of social media is increasing tremendously. The users of social media can do purchases online by social media networks. The customers who do shopping online on social media networks are known as social media customer. Social media customers can choose products from a variety of products depending upon their taste, preference and convenience



Figure 8.1: Social Media Customer

## **8.3 Online Consumer Characteristics**

Some specific identifications of the online consumer needs to be made in order to understand the online purchase behavior. The identified characteristics of the online consumers are as follows:

- *Cultural Online Characteristic*

The difference in social class creates a difference in purchasing online behaviour. Consumers from a higher social class generally purchase more and have a intention to purchase online because there is a higher probability that they possess a computer and also have greater access to the internet. Consumers from lower social class would not have the same properties; therefore the consumers with lower social class would not have the needed computer literacy to be able to leverage a computer.

- *Social Online Characteristic*

The social influence on the online consumer comes from Reference Groups compared to the traditional way. For the online consumer new Reference Groups were identified virtual communities, consisting of discussion groups on a website. The consumer can read about other people's experiences and opinions which have shown to have the effect of Reference Groups.

- *Personal Online Characteristics*

It is pointed out that consumers with higher household income would have a more positive attitude towards online shopping. This conclusion was explained by the fact that households with higher income would have a positive correlation with the possession of a computer, internet access and high education.

- *Psychological Online Characteristic*

The psychological characteristics of consumer behaviour has been identified as questions, the online consumer would ask himself before making a purchase online.

**Motivation:** The consumers reasoning for incentives to engage in a particular behaviour. He may ask himself questions like: should I look around for better price? If online shopping saves my time, should I shop online more often? How much do I really need this product?

**Perception:** The Consumer is interpreting acquired information by classing it questions such as the following may come about: I feel that this site seems pretty secure. It seems that this site has a good product but how can I be sure?

**Personality:** The consumer is adapting to influences of his cognitions. He may ask himself, what types of websites are best suited for his personal buying preferences.

**Attitude:** The Consumer is working out what his likes and dislikes are in respect to a particular situation. He may ask himself: I am pretty unsure about extra costs, should I really be buying items from the internet? If I do not buy the item online, how else can I get it?

**Emotions:** The consumer is without conscious effort detecting how he is being affected by his cognitive choice. He may ask himself: The last time I ordered from the internet, I really had a bad experience, should I try buying online again? What is the future of buying online? If web sites get better should I invest more time in buying online?

#### **8.4 Specific Consumer Traits and Online Behaviour**

The Online Consumers characteristics that we have identified to be the most important to have an effect on the online consumers will be referred to as Specific Consumer Traits and how the consumer uses the internet will be referred to as Online Behavior

The consumer characteristics that are relevant to be identified in order to find out who the online consumer is and what affects him when shopping online. These will be referred to as Consumer Traits and Online Behaviour. To answer the questions what identified an online consumer, the following conclusion can be drawn.

1. Consumer Traits
  - Demographics
  - Attitude and Beliefs
  - Impact of Reference Groups
- Online Behaviour
  - Webographics
  - Online Shopping Platform
  - Internet Usage

The Figure below shows how online consumer segments are subdivided



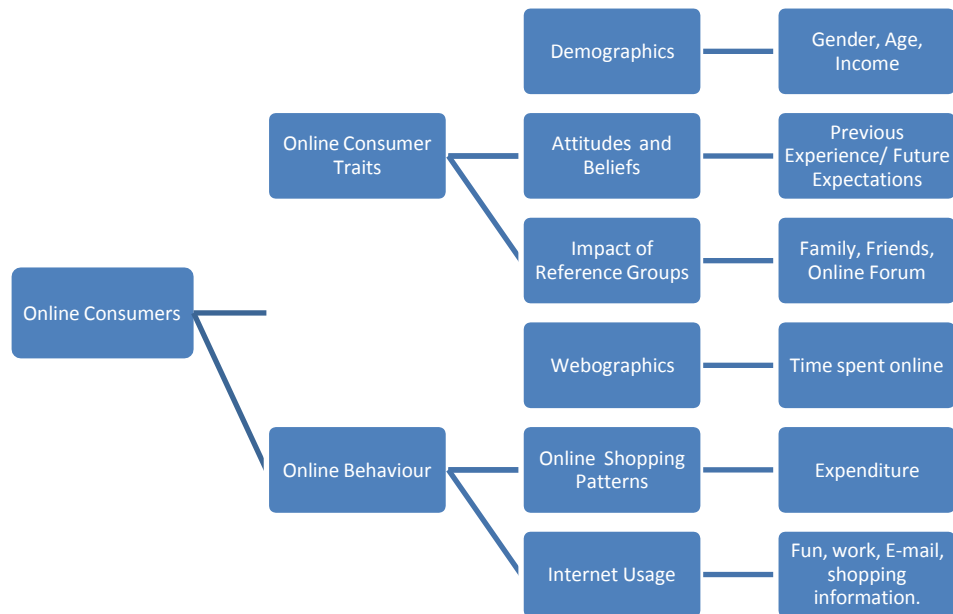


Figure 8.2: The Online Consumer Segment Subdivisions

## 8.5 Factors that Influence Customer Buying Behaviour Online

Now is an era where customers take the center stage influencing business strategies across industries. No business can afford to overlook factors that could either break the customer experience or even pose a risk of any disruptions. Following are the factors which influence customer buying behaviour online.

- *Quality of Product Description*

The first and foremost factor responsible for influencing customer buying behaviour online is the quality of the product. For instance, the information about the product's dimensions, weight, and material answer every question that comes the buyer's mind immediately. The Customers are highly informed. The customers are accustomed to going deep into your product details once they like it. Here, it is the responsibility of the business that quality, etc should be readily available.

- *Shipping Costs*

It may often turn out that a customer would decide not to buy your product after seeing the final payable amount. Remember, the customer has nothing to do with the shipping that the business bears with. So, its better they see the minimum shipping costs or rather a free shipping.

- *Return Policy*

Easy returns make the backbone of an online shopping business. In fact, a number of customers prefer buying stuff online considering the easy returns. Amazon, for instance, has managed to size up its sales by running a fantastic return policy. It asks the customers no questions, allows 30 good days to decide about returns.

- *Convenience in Searching Products*

Your app's user interface plays a crucial role in influencing the buying prospects of your customers. A customer will likely leave your page or app if he is unable to find the relevant product within two search attempts.

- *Ease of Navigation via Categories*

Again, this is about a good user interface. The more convenience a customer finds in your page or app, the better are his chances of converting or buying your product. A good navigation helps him know where he currently is and what the direction to move. The well designed interface is a crucial part of web-development and you need thinks as your client with the purpose to create a convenient platform.

- *Complexity Levels in Checkout Process*

If the checkout process is too cumbersome asking for too many efforts and involving several page redirection, the customer is likely to abandon you. Customers are accustomed to faster services.

- *Relevance of Product Recommendations*

Product recommendation is a crucial strategy in E-Commerce and it can lead to impulse buying too. However, too many irrelevant recommendations can divert the attention of your customers and even sometimes put them off.

- *Categorization of New Products*

Even though the business change the content on the homepage every day, customers will still get bored of seeing it regularly and end up overlooking the newer stocks. But, if they see a special icon for new products, they are much likely to land there straight and purchase.

- *The inclusion of Special Product Category*

The company must always have this category of special products where they place their most sought-after products and grab the attention of their customers quickly.

- *Customer Reviews*

This is a really important factor affecting your customers' buying decisions. Given the fact that customer reviews are genuine, the new customers are much likely to consider this peer to peer feedback. The company must make sure that it earn maximum good reviews amid a few poor ones.

## **8.6 Consumer Behaviour**

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. In a consumer buying behavior, the customer plays three distinct roles of user, payer and buyer. Consumer behavior is very difficult to predict,

even for experts in the field. It is influenced by internal conditions such as demographics, psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs, and feelings. Psychological factors include an individual's motivation, perception, attitude and belief, while personal factors include income level, personality, age, occupation and lifestyle. Behavior can also be affected by external influences, such as culture, sub-culture, locality, royalty, ethnicity, and family, social class, past experience reference groups, lifestyle, and market mix factors.

### 8.6.1 Online buying behavior of consumers

With the evolution of online communication through internet, customers now see online advertisements of various brands. It is fast catching up with the buying behavior of consumers and is a major source of publicity for niche segments and also for established brands. This is the new way of digital revolution and businesses worldwide have realized their worth.

**Examples** – Online catalogues, Websites, or Search engines. When customers have sufficient information, they will need to compare with the choices of products or services.

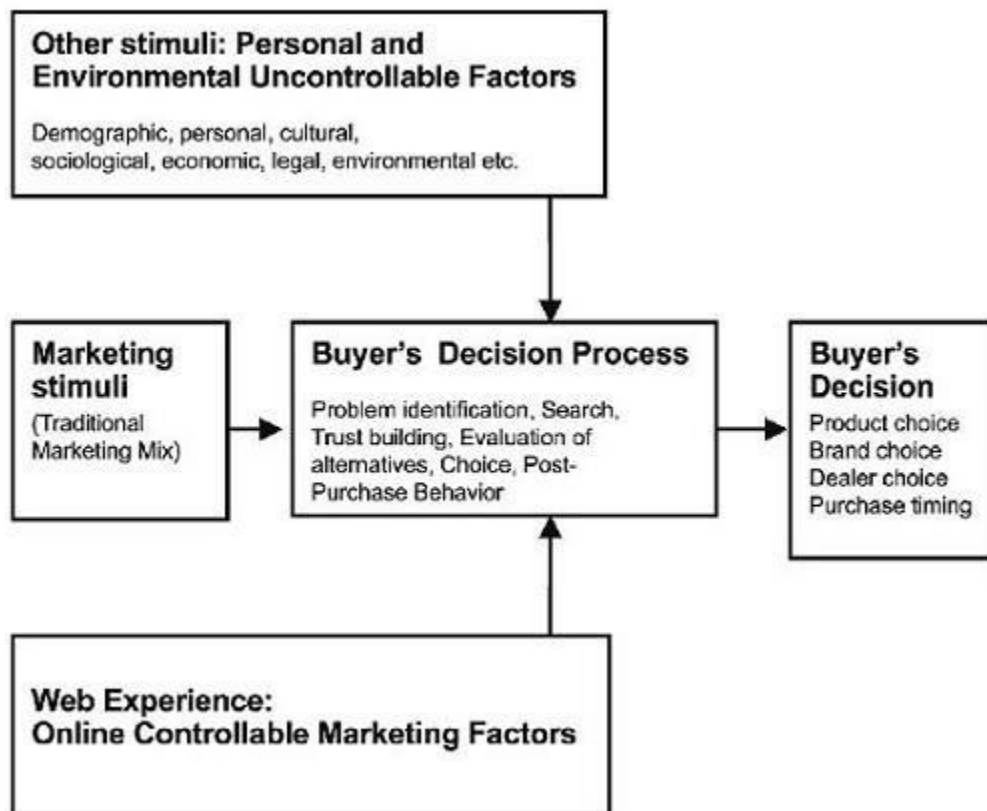


Figure 8.3: Online Consumer Behaviour Process

## 8.6.2 Online Customer Behaviour Process

According to the above figure, in the search stage, they might look for the product reviews or customer comments. They will find out which brand or company offers them the best fit to their expectation.

During this stage, well-organized web site structure and attractive design are important things to persuade consumers to be interested in buying product or service.

### *Stage 1*

The most useful characteristic of internet is that it supports the pre-purchase stage as it helps customers compare different options.

### *Stage 2*

During the purchasing stage, product assortment, sale services and information quality seem to be the most important point to help consumers decide what product they should select, or what seller they should buy from.

### *Stage 3*

Post-purchase behavior will become more important after their online purchase. Consumers sometimes have a difficulty or concern about the product, or they might want to change or return the product that they have bought. Thus, return and exchange services become more important at this stage.



Figure 8.4: Process of Online Shopping

## **8.7 Customer Engagement**

Any business owner knows that effectively engaging with customers is a vital factor when it comes to business success. Without customers, businesses would have no purpose, which is why it is so important to value them. Proper communication and engagement is a must for any business, both large and small. Finding ways to communicate with customers on a personal level was very difficult in years gone by. However, technological advancements have made this far easier over recent years, enabling businesses to build a rapport with customers.

As we know, the internet now plays a huge part in our daily lives, both on a personal and a business level. Over recent years, social media platforms have emerged and are now used across the world by both personal and business users. On a personal level, these platforms allow us to communicate with friends and family, share media, and keep up with what's going on. On a business level, they play a huge part in customer engagement and communication, making them invaluable to businesses of all sizes.

### **8.7.1 How social media helps with customer engagement and satisfaction**

Social media platforms are able to help with customer satisfaction levels and engagement in a number of ways. This is why they have become enormously popular among businesses around the world. In addition to effective engagement and communication, social media also makes it far easier to market your brand, even if you are on a strict budget.

Some of the ways in which these social media platforms can help when it comes to this type of activity include:

**Build a rapport with followers:** When you use social media, you can build a rapport with audiences, which is something you cannot do with traditional advertising. In short, you put faces to names and reinforce your company image when you are able to connect with your audience on a more personal level.

**You can make your followers feel special:** Social media is a great way to make your audience feel special by offering special deals and promotions. For instance, if you run a payday loans company, you can offer a special rate for a limited time to followers. This can even help you win more followers as well as make the existing ones feel that you are giving them exclusive benefits.

**Engage with audiences:** The key benefit of social media is that you can engage with your audience. By ensuring your posts are of a high caliber and are relevant, you can get a positive reaction from your audience and in turn, engage with them. This can work wonders for your business image, as it makes customer realize that you are more than just a name or logo.

**Improve communication:** Efficient and effective communication with customers is extremely important for your business. Poor customer service and response can have a seriously damaging effect on your reputation. With social media, you can provide fast and efficient responses to customers by giving them the option to contact you via this platform. This can help to speed things up at your end too, so it benefits both your business and your customers.

## 8.7.2 Key benefits for your business

It is not just your audience and customers that will benefit from your decision to use social media platforms. Your business can benefit from a wide variety of ways by doing this as well. So, what are the benefits for your business? Let's take a look:

**Ability to build your customer base and audience:** By using interesting and relevant posts, you have the ability to quickly build up your audience and customer base. Your existing followers are more likely to share your posts, which mean that you can effectively benefit from growth without having to spend a fortune on marketing.

**Being able to boost your reputation:** Customers like to deal with companies that have a ‘face’ rather than some nondescript company they know nothing about. Engaging with them via social media will enable you to portray an image rather than just a name. This will help to boost your reputation and make your communication with your audience far more meaningful.

**A speedy, cost-effective means of marketing:** While you are engaging with your customers via social media, you are also marketing your brand without even realizing it. Simply having a social media presence and engaging with your audience regularly will promote your brand and business. When you imagine the amount of money you might spend on other forms of marketing, this is definitely a huge bonus.

**Saves time and money on communications:** Traditional forms of communication can be time-consuming or costly. Phone calls and letters can cost money; even sending emails can take up time. However, with social media communication, you can send fast, instant responses to customers, which will keep them happy and save you time and money at the same time.

## **8.8 Social Media Marketing Strategy**

The key ingredient for doing social media marketing well is having a strategy. Without a strategy, you might be posting on social media platforms for the sake of posting. Without understanding what your goals are, who your target audience is, and what they want, it'll be hard to achieve results on social media.

Whether you want to grow your brand through social media or to level up as a social media marketer, developing a social media marketing strategy is essential.

### **8.8.1 How to create a social media marketing strategy**

It's interesting to note that a social media marketing strategy and a social media marketing plan have a lot of crossovers.

You can think of it this way: A strategy is where you're headed. A plan is how you'll get there.

One of the simplest ways to create your social media marketing strategy is to ask yourself the 5Ws:

1. Why do you want to be on social media?



2. Who is your target audience?
3. What are you going to share?
4. Where are you going share?
5. When are you going share?

## **8.8.2 Social media marketing process**

There are many steps in a social media marketing strategy that need to be followed in order to ensure the success of the strategy.

### *Step 1: Have a plan*

You must have an idea by now that social media is an expansive field. No longer does this term refer to only Facebook and Twitter. A lot of other websites have entered the market, making marketing rather challenging. Therefore, it is imperative that an online marketer starts with a plan in mind.

Some basic elements of planning include answering these questions: Who is my audience? What do I want to promote? How will I promote it? What tools will I use? How long will the campaign be active? What does the market prefer to see in terms of advertising?

When you answer all of these questions, you will have a list of goals, tasks and resources you are going to use when developing a social media marketing strategy.

### *Step 2: Develop goals*

Without having concrete goals, a social media marketing campaign will be incomplete, indecisive and highly vague. The goals vary depending on the type of business you want to promote, but there are some goals that are commonly defined by online marketers, and those include:

- Increasing conversions
- Raising the levels of brand awareness

- Increasing website traffic
- Initiating dialogue to bridge the communication gap between the company and customers
- Building positive associations with the brand
- Imparting a sense of belonging with excellent customer service
- Improving the return on investment for every dollar spent on SMM

### Step 3: Choose a platform

As said, there are numerous social networks, that are available to the online marketers, but it is neither possible nor cost-effective to be present on all of them. You have to choose among the available platforms those that will help you reach your target audience, and thus be most productive and effective when conducting social media marketing strategy. The most popular social platforms available for SMM have been discussed in detail above. Various others are also present online such as Yelp, Instagram, Reddit, Pinterest, etc.

Each of these platforms has different features to offer, and each of these features fulfill a specific marketing goal. Therefore, the platform you choose for your social media campaign will depend on what your goals are and how much of your target market uses the particular social website. For instance, if all you want to do is alert the target market with regular updates about discounts, sales and events, Twitter is your best bet to do so.

However, if on the other hand, you want to do large scale SMM with images, video clips and content optimization, then Facebook and Google+ will be the best picks.

### *Step 4: Implement the plan*

Once you have picked one or several platforms to which you are going to focus your social media activity, the next step is to implement the plan you have already made. If your strategy is based on paid advertisements, create a short and interesting ad, that will go viral. If you want to

do content optimization, get interest by creating quality articles and promoting them on social media.

Also, remember no matter which platform you use, being present and involved in the target audience's life is what makes them remember you. Hence, always stay in touch with regular posts even if there is nothing new happening on your end. Moreover, making use of free, as well as paid marketing techniques, is the best way to make sure word of your campaign reaches far and wide.

#### *Step 5: Monitor and control*

When you advertise on Facebook, the website gives you access to monitor the success of the campaign with the help of bar charts, pie graphs and line graphs. You are told how many people viewed your advertisement, how many clicked on it and who shared your status update with others. Such insights make monitoring and controlling the various aspects of SMM quite easy. Changes to the campaign can also be made if you know how well social media users are receiving it. For instance, if you observe that your page likes were more with your previous ad, it is a clear sign that the new one needs some improvement. Changing small aspects like placement and airtime can significantly alter results.

Besides monitoring paid social media campaigns, you can use web analytics tools to monitor traffic from social media, or you can use tools that record your social media activity, and enable you to evaluate the performance of your strategy. Some social networks, such as Facebook, provide their own insights, which enable page owners to assess the performance of the activity on the page.

## **8.9 Issues in Consumer Behavior**

Consumerism has been identified as the root cause of the emerging issues in consumer behavior. Consumerism is used in context of advancement of consumer oriented tendencies, marked by availability of a variety of manufactured consumer goods and active advertising of the products in various media.

To offer products and services that are in demand, today's marketers need to identify the factors that influence buying behavior. Some of these factors are mentioned below –

#### *Quality*

Consumers are now interested in items that deliver a variety of features along with quality. Today consumers look for products that are long lasting and reliable. This feature has increased the time invested by the manufacturers in choosing the quality of components to be used in making these products.

#### *Added Advantage*

Today consumers want to experience something new and are inclined to shop from the place where they get added advantages. For instance a store offering special discount.

According to ConsumerAffairs.com, 35% of consumers state that they are more likely to shop at a store where special promotions or discounts are available.

#### *Marketing Apps*

Today cell phones create another venue for consumers to do a variety of things. Cell phones today are not only used to make phone calls or send messages but to perform a variety of other functions, such as shop and surf the Internet.

This has led to increased consumer convenience where they can shop from anywhere across the world.

### **8.10 Stages of Purchasing Process**

A consumer's level of exposure towards foreign goods or lifestyles may influence his buying decisions and preferences. Consumers tend to have an attitude when it comes to a particular

product being made in a particular country. This attitude might be positive, negative, and neutral.

Cross-cultural consumer analysis is defined as the effort to determine to what extent the consumers of two or more nations are similar or different.

A major objective of cross-cultural consumer analysis is to determine how consumers in two or more societies are similar and how they are different. Such an understanding of the similarities and differences that exist between nations is critical to the multinational marketer, who must devise appropriate strategies to reach consumers in specific foreign markets.

The greater the similarity between nations, the more feasible it is to use relatively similar strategies in each nation. If they differ in many aspects, then a highly individualized marketing strategy is indicated.

The success of marketing and servicing in foreign countries is likely to be influenced by beliefs, values, and customs.

### Stages of Purchasing Process

A consumer undergoes the following stages before making a purchase decision –

#### *Stage 1 – Needs / Requirements*

It is the first stage of the buying process where the consumer recognizes a problem or a requirement that needs to be fulfilled. The requirements can be generated either by internal stimuli or external stimuli. In this stage, the marketer should study and understand the consumers to find out what kinds of needs arise, what brought them about, and how they led the consumer towards a particular product.

#### *Stage 2 – Information Search*

In this stage, the consumer seeks more information. The consumer may have keen attention or may go into active information search. The consumer can obtain information from any of the several sources. This include personal sources (family, friends, neighbors, and acquaintances), industrial sources (advertising, sales people, dealers, packaging), public sources (mass media, consumer-rating and organization), and experiential sources (handling, examining, using the

product). The relative influence of these information sources varies with the product and the buyer.

### *Stage 3 – Evaluation of Alternatives*

In this stage, the consumer uses information to evaluate alternative brands from different alternatives. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use logical thinking, whereas in other cases, consumers do little or no evaluating; instead they buy on aspiration and rely on intuition. Sometimes consumers make buying decisions on their own; sometimes they depend on friends, relatives, consumer guides, or sales persons.

### *Stage 4 – Purchase Decision*

In this stage, the consumer actually buys the product. Generally, a consumer will buy the most favorite brand, but there can be two factors, i.e., purchase intentions and purchase decision. The first factor is the attitude of others and the second is unforeseen situational factors. The consumer may form a purchase intention based on factors such as usual income, usual price, and usual product benefits.

### *Stage 5 – Post-Purchase Behavior*

In this stage, the consumers take further steps after purchase based on their satisfaction and dissatisfaction. The satisfaction and dissatisfaction depend on the relationship between consumer's expectations and the product's performance. If a product is short of expectations, the consumer is **disappointed**. On the other hand, if it meets their expectations, the consumer is **satisfied**. And if it exceeds their expectations, the consumer is **delighted**.

The larger the gap between the consumers' expectations and the product's performance, the greater will be the consumer's dissatisfaction. This suggests that the seller should make product claims that faithfully represent the product's performance so that the buyers are satisfied.

Consumer satisfaction is important because the company's sales come from two basic groups, i.e., **new customers** and **retained customers**. It usually costs more to attract new customers than to retain existing customers and the best way to retain them is to get them satisfied with the product.

## **8.11 Conclusion**

When you use social media for customer engagement, you should try and use several popular platforms. This can include Facebook, Twitter, and Instagram, which are among the most popular. Of course, you can use as many as you like and in whatever combination you prefer. It is always a good idea to try different ones to see which are proving most successful for your business. You can then determine which social media platforms you should continue using on a long term basis.

Social media is such a simple yet effective platform for businesses, and no business should underestimate its power. You will be amazed at the results you can achieve when you use these platforms in the right way. This is why more and more businesses are now relying on social media to boost their success.

## **8.12 Test Your Knowledge**

1. Discuss the factors which are responsible for customer's online buying behaviour?
2. Explain the social media strategy cycle?
3. Discuss the stages of purchasing process?
4. Elaborate the role of social media in customer engagement and satisfaction?

## **8.13 References**

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