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Certificate Course
In
Digital Marketing

CCDM2 Digital Marketing Platforms

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

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CERTIFICATE COURSE IN DIGITAL MARKETING

CCDM2 Digital Marketing Platforms

Max. Marks: 100
External: 70
Internal: 30
Pass: 35%
Objective: Credits: 6
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 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

Website Marketing: Concept and Implications, Search Engine Optimization : Introduction, Keyword Planner Tools, On Page SEO Techniques-Indexing and Keyword Placement, Content OptimizationE Mail Marketing: Concept and Implications E-Mail Automation, E-Mail Oriented Promotional Programs.
Mobile Marketing: Concept and Implications, SMS Marketing, Marketing on Mobile Applications.
Search Engine Marketing: Tools and techniques
Display Advertising: Tools and techniques

Section B

Introduction to Social Media Marketing: Concept, Comparison and Implications, Social Media-Evolution, Characteristics ,Career in Social Media Marketing. Social Media Customer: Profiles, Behavior and Engagement; Social Media Marketing Strategy

.Social Networks: Facebook, Instagram, Twitter, YouTube, Whatsapp - Design, Features, Mechanism, Metrics, Reach and Users, Virtual Marketing, Content Marketing,

Designing and monitoring Advertising campaigns using Facebook Business Manager .

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CERTIFICATE COURSE IN DIGITAL MARKETING
CCDM2: DIGITAL MARKETING PLATFORMS
COURSE COORDINATOR AND EDITOR: DR. ROHIT KUMAR

SECTION A

UNIT NO.	UNIT NAME
UNIT 1	WEBSITE MARKETING
UNIT 2	SEARCH ENGINE OPTIMIZATION: INTRODUCTION, KEYWORD PLANNER TOOLS, ON PAGE SEO, TECHNIQUES- INDEXING AND KEYWORD PLACEMENT, CONTENT OPTIMIZATION
UNIT 3	E-MAIL MARKETING
UNIT 4	MOBILE MARKETING
UNIT 5	SEARCHING ENGINE MARKETING: TOOLS AND TECHNIQUES
UNIT 6	DISPLAY MARKETING

SECTION B

UNIT NO.	UNIT NAME
UNIT 7	SOCIAL MEDIA MARKETING: CONCEPT, COMPARISON AND IMPLEMENTATION, EVOLUTION, CHARACTERISTICS, CAREER IN SOCIAL MEDIA MARKETING
UNIT 8	SOCIAL MEDIA CUSTOMER: PROFILE, BEHAVIOUR AND ENGAGEMENT, SOCIAL MEDIA MARKETING STRATEGY
UNIT 9	SOCIAL NETWORK: FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, WHATSAAP- DESIGN, FEATURES, MECHANISM, METRICS, REACH AND USERS
UNIT 10	VIRTUAL MARKETING AND CONTENT MARKETING
UNIT 11	DESIGNING AND MONITORING ADVERTISING CAMPAIGNS USING FACEBOOK BUSINESS MANAGER

CERTIFICATE COURSE IN DIGITAL MARKETING

COURSE: DIGITAL MARKETING PLATFORMS

UNIT 1: WEBSITE MARKETING

Structure

1.0 OBJECTIVES

- Fundamentals of Website marketing
- What is Website marketing?
- Learn about the history and pioneers of Website marketing
- How does digital marketing work?
- What are different types of digital marketing channels?
- Difference between traditional marketing and website marketing?
- Explore today's Website marketing context

1.1 INTRODUCTION

Website marketing is the fastest growing and most exciting branch of marketing today. As the world becomes ever more connected, keeping up with developments and trends is vital for marketers trying to reach new audiences – who are more discerning, fragmented and cynical than ever. Technology and software are changing at such a high rate that it seems almost impossible to keep up with trends. Products and services are evolving and adapting to the online sphere. The web is constantly shifting, growing and changing – everything is fleeting.

Website marketing – often called online marketing or digital marketing or e Marketing – is essentially any marketing activity that is conducted online through the use of internet

technologies. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking. Every aspect of internet marketing is digital, meaning that it is electronic information that is transmitted on a computer or similar device, though naturally it can tie in with traditional offline advertising and sales too. Internet marketing has three keystone principles:

1. **Imminence** means respond to online messages and interact with communities as quickly as possible.

2. **Personalization** which means customers are individuals to be addressed personally. Use the wealth of personal information available online to reap the benefit by targeting the relevant people personally.

3. **Applicability** means communication online must be interesting and relevant to the reader, otherwise it will simply be ignored. With all the information that is competing for your audience's attention. The best way is to provide them exactly what they want and when they want it.

1.2 What is a website?

The revolution in Information and Communication Technology (ICT) has intense implications for social and economic (financial) development. It has made every sphere of human life simple whether it is entertainment, education, health, economics or government. The most obvious benefit of the ICT is the increase in the quality and quantity of available information. Moreover, according to Palmer and McCole, 2000, "websites are becoming increasingly popular as anyone can browse these websites at the convenience of their workplace or from homes and compare offerings from multiple websites with the click of a mouse button".

The use of the Internet was first started as a network project in 1970 by US Department of Defence Services as a computer network project of Advanced Research Project Agency (ARPA). The project was named ARPAnet (Computer World, 2001). ARPAnet was commercialised by the invention of World Wide Web (WWW) developed in 1989 by the English computer scientist Timothy Berners Lee (McPherson, 2009). WWW is the complete set of electronic documents stored on computers that are connected over the Internet and is made available by the protocol known as "http" that allows easy access to the users for searching and browsing by providing the address. The Web consists of pages that can be accessed using a Web browser. The Internet is the actual network of networks where all the information resides. The Hyper-Text Transfer Protocol (HTTP) is the method used to transfer web pages to computer. With hypertext, a word or phrase can contain a link to another website. All web pages are written in the hyper-text mark-up language (HTML), which works in conjunction with Hyper-Text Transfer Protocol. The World Wide Web today is used in each and every area of business for communication with the outside world. India's telecommunication industry, which consists of mobiles, telephones,

broadcast and Internet underwent a high pace of market liberalization and growth since1990s and has grown at very high speed after that.

Throughout its history, the internet has reinvented itself many times – and the changes are far from over. The current web is dominated by socializing, cooperation, sharing and personal entertainment. It is a space both for work and play – an essential tool for virtually every business and the go-to repository for all forms of media culture products. People of all ages are spending more and more time online, and are turning to the internet for better services, convenience and life-enhancing tools: just consider how people use online shopping, online banking, web communities that cross all boundaries, instant news and updates, social networks and chat, self-expression and any of the dozens of other things that the web makes possible. 2010 was the first year where online advertising spend overtook the amount of money spent on newspaper advertising in the USA. It was the same year that online readership overtook traditional newspaper readership, which illustrates just how large an impact the internet has had on the marketing and advertising industry.

Website is a collection of web pages and other associated content, identified by a common domain and published on one or more than one web server. Some examples of website are www.google.com, www.flipkart.com, etc.
There are many different types of websites i.e. Business websites, e-commerce websites, educational websites, portal websites, etc.

1.3 What is marketing?

All the activities related to promotion of buying and selling of goods and services are known as Marketing. According to American Marketing Association (AMA),"*the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large is known as Marketing"*.

1.4 What is Website Marketing?

Traditional marketing is an approach in which marketers identify their audience and place ads where their audience will see, hear, or interact with them offline, such as print ads, billboards, or television advertisements. Digital marketing is facilitated online and uses paid or organic ads on social media or search engines, as well as email marketing, influencer marketing, and video marketing, to name a few. Traditional marketing can be expensive because of all the printing and just as TV ads can cost millions, especially during the super bowl or any important event for example. Equally important traditional marketing is challenging to track. The most significant

companies can afford this, but the small ones should look for another kind of advertising. (Save, 2017).

Website marketing is the strategic promotion of a website to drive relevant traffic to the site. The objective is to attract people who may be interested in a company's products or services. More traffic coming to a site means more opportunities to put your value proposition in front of potential customers. An optimized website provides a branded customer experience that answers questions and demonstrates the unique value of your offerings. Every aspect of your brand's online presence radiates out from your website. Generally, promotion of the website refers to Website Marketing. Marketing through websites is one of the most famous Digital Marketing Strategies these days. The main aim of this type of Digital Marketing Strategy is to get more visits on the website. Website Marketing is a widely used E-Marketing technique nowadays. As told earlier that there are many types of websites, but the Business Websites are most suitable to introduce the business online. We can provide all the details on the single platform i.e. a website as we can mention details of our business, contact information, address, etc. which can be really helpful to customers.

This new website marketing approach can give a strategic advantage for the small companies because now they can compete with the world-wide companies. Kotler (2017) said the competition is moving from vertical to horizontal and technology is the reason. As it was mention before customers trust more in the f-factors which are **F**riends, **F**amilies, Facebook **F**ans and Twitter **F**ollowers) than in marketing communications from the companies. (Kotler, Kartajaya and Setiawan, 2017)

1.5 Website-Marketing Techniques

There are two types of Website-Marketing techniques:

1. **Pull Marketing-** Pull marketing is a passive technique by which online shoppers take the initiative requesting specific information on the web. Search engines, products/service advertising, e-coupons, and e-samples are part of Pull Marketing. Some examples are E-marketers can register their E-commerce sites, products, and services with search engines such as Google or Yahoo, thereby enabling online shoppers to search for product/service information using Google or yahoo and link to their sites. Similarly, E-Marketers can also register their e-coupons and e-samples with e-coupons sites such as e-coupens.com and e-samples sites such as yes-its-free.com.

2. **Push Marketing-** Push marketing is a proactive technique that enables e-marketers to "push" there products/service information to web visitors or shoppers without their requesting it. Banner advertising, pop-up advertising, email

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promotion, and spamming belong to push marketing. For instance, e marketers can rent designated space from internet service providers such as America Online or MSN for their banner or pop up ads using animated graphics, appealing messages, and links, e marketers try to lure visitors to their sites to buy theirss products or services. Many internet users, however, find such ads annoying and employ software that blocks pop ups and banner ads.

1.6 Ways to Promote the Website: Most successful companies know website promotion is one of the most effective ways to enhance the sales and building customer satisfaction. So in order to gain recognition and promotion following tools can be used to promote website for online stores.

1. **Search Engine Optimization (SEO)** - SEO is the set of methodologies used to make websites both accessible to search engines and appealing to readers. This form of marketing promotes the websites through search engines such as Google, Bing, Yahoo, etc. This process affects the visibility of the website in the search engine. The higher ranked website on the search engine will appear more frequently in the search result list as a result more visitors it will receive. It ensures that our business website is in front and centre, which will enable a steady flow of traffic to the website.
Mozlow's Hierarchy of SEO Needs will help us understand the critical needs of SEO:

Mozlow's Hierarchy of SEO Needs

Improves competitiveness — Improves competitiveness

Snippet/schema markup to stand out in SERPs

Title, URL, & description to draw high CTR in the rankings

Share-worthy content that earns links, citations, and amplification

Great user experience including a fast load speed, ease of use, and compelling UI on any device

Keyword optimized to attract searchers & engines

Compelling content that answers the searcher's query

Crawl accessibility so engines can reach and index your content

Essential to rankings — Essential to rankings

2. **Influencers** - The people who have made their reputation as knowledgeable experts, trendsetters, and entertaining personalities. They have many followers on social media who actively follow them so they can be a great source to spread brand awareness and advertise the brand. As they have developed a good reputation over years so they are regarded as trusted person and getting to know about any brand through a trusted person can surely help to accelerate the sales.

3. **Email Signatures** – Brand image is one of the important aspects through which people recognize the brand so you should spend some time on this and making brand easy to recognize. We should make an email signature and create a URL links which should be easily accessible on all the devices. An email coming from your brand domain website should contain that link with the help of which users can easily get to the website by clicking that link and also you should regularly send text messages to all the registered customers on their mobiles so that you can increase the volume of traffic on the website.

4. **Quality Content** – Content Marketing is one of the most important ways to promote the website. We should provide the quality content to the users i.e. we should write what the users want. There should be daily blogs on the websites which people enjoy reading and them share on their social media as social media is the best way to advertise the products these days. Web Design also plays a vital role in it as website should be designed in a way that everything is crystal clear and people can find easily what they want.

5. **Social Media Marketing** – Social Media Marketing is one of the important ways to advertise. It can be interlinked with all the above points but a company should have social media accounts where they should actively post about their brand and you should hire some people only for managing social media accounts as there should be options of live chats. You should attach the details of all the social media accounts on your websites so that more people can visit the accounts.

6. **Pay Per Click Marketing** – There are many advertising platforms which charge from advertisers for each ad clicked by any customer. Some platforms such as Google ad words and Microsoft ad centre are very famous advertising platforms. This technique helps the company to gain ground for their websites faster than SEO. This type of advertising can also be referred to as Keyword Advertising as they charge for specific keywords through which the ads appear.

1.7 Website Development Strategy:

Developing a website is not an easy task as it requires expertise in engineering, designing, project management, and creativity. There should be a proper web design of a website which includes organization rules, processes, content, catchy layout and technical design.

There are following four phases for web development-

1. **Planning Phase:** Planning is the initial phase for developing a website. It includes marketing research and brainstorming that helps to find out goals, target audience and the detail feature requests. In order to tackle a complicated problem such as building an e commerce site, firstly it is required to proceed systematically through the series of various steps. One method is the system development life cycle (SDLC) which include five major steps:
     i.   System analysis and setting business users and goals
     ii.   System design which involves creating documentation
     iii.   Building the system

    iv.   Identify project budget
    v.   Server recommendations and competitor analysis
    vi.   Market research and recommendations

2. **Architecture Phase:** The second step in the web development is architecting the development of website. Several tools allow an architect to create the structure of websites are available. This process involves:
   i. Developing navigation for users
   ii. Arranging layouts
   iii. Constructing front and back end architecture
   iv. Creating wire frames from which the developers can build the websites.

3. **Development Phase:** This phase make loading of the content so it is also called content loading. It includes:
   i. Drafting framework for managing the content
   ii. Creating various pages like Home page, Content page, Sitemap, Page for blogging etc.
   iii. Loading Contents on all pages
   iv. Verifying its functionality

4. **Launch Phase:** This phase includes polishing the website for public viewing.

1.8 Organized Approach to Website Creation:

Website is the main support system for an organization to run its business online or in the e-commerce world. It is regarded as an art and a science to design and build the website. There should be appropriate web designs which enable the users to reach their goals with speed and effectiveness.

The following are the **features** which a well-designed website should have-

1. **Appearance:** An attractive website will have a positive impression in the minds of users. Various components that can attract the viewers may be good use of colours, readable text, graphics, audio-video displays etc.

2. **Content:** A good website must have relevant contents that must closely match the requirements of the users. The organized and updated website will increase the user's confidence and knowledge.

3. **Navigation:** The website should be properly arranged and properly navigated so that it is not time consuming for the visitors. There should be consistency in the disclosure of sitemap and the disclosure of other relevant details.

4. **Usability:** The success of website can be measured by its degree of its usability. Website must be easy to read, navigate and understand. The elements that can improve the usability include compatible browser facility, user friendly, hyper linking and navigation, scrolling, screen resolution etc.

5. **Functionality:** Proper functioning of website is necessary. Various elements of checking functionality are proper hyper linking, search engine options, multimedia elements, sitemap etc.

1.9 Types of Website Marketing: This section describes the necessary website marketing techniques for promoting business. These can be implemented without a considerable investment with a positive impact on the marketing of websites.

1. **Content Marketing:** The technique to attract the customers by creating, publishing and sharing digital assets like media and public content is known as Content Marketing. This type of marketing techniques attracts many customers these days as information can be presented in many ways like podcasts, news, XML feeds, free offers, videos, blogs, e-books, jokes, contests, question and answer articles, free offers, and many more. The content can be in any form i.e. videos, blogs, posts on social media, and podcasts. This technique helps to distribute the relevant content on large scale, which seeks the customer attention in order to derive huge gains. An ability to solve problems and engage customers measures the relevant content under this technique. Large companies like Microsoft, P&G, John Deere, Dabur, etc are using Content Marketing technique constantly which helps them in advertising their products/services at large scale.

2. **Social Media Marketing:** Social Media Marketing or SMM refers to the technique of advertising products or services through social media sites over internet. For example, Face book, Twitter, LinkedIn, etc. This technique helps to increase the website traffic and targets the interest groups of users on social sites. Social Media Marketing has became most popular form of advertising these days as there infinitely many users on social sites. Moreover, users feel more comfortable using these sites as all the chats are encrypted and there is full privacy of information. For instance, customers can have one to one interactions on these sites directly with the company. Most of the organizations prefer these methods over traditional ones as these involve very less or no cost to advertise and the potential of modern techniques is limitless. Social media marketing is about using

social networking platforms and social media websites for marketing. Social media marketing is now becoming popular due to increase in internet users and social networking users. One of the key components of SMM is Social Media Optimization (SMO) which we have discussed earlier also which includes that social media marketing is about promoting business using social networking platforms like Facebook, Twitter, Instagram, Google+, Quora, LinkedIn and many such popular social media networking website.

i.   Social media marketing is growing very fast
ii.   Social media advertising is also part of social media marketing
iii. social media marketing has both organic and paid channels
iv.   Facebook Ads, LinkedIn ads, Twitter Ads etc. is part of social media marketing

3. **Email Marketing:** E mail marketing is the most successful website marketing techniques. It is the process of using electronic mail as the marketing communication delivery method to enhance the brand awareness and interest. It refers to the
i.   Sending messages through emails for the purpose of expanding awareness about brand
ii.   Sending messages for the purpose of getting new customers
iii. Sending e mail messages to remain in the market along with the competitors.

E-mail marketing is one of the most confusing part of website marketing mix. Many people call it bulk mail, some people call it mass mail and some are even confused between mass mail and email marketing. Email marketing is not the primary channel for marketing but it's an enabler. It's a communication channel between brands and buyers. Everyday email marketing is improving and now email marketing has become part of marketing automation. Email marketing is very old marketing channel and it's also changing very fast. email is one of the most preferred communication channel for marketing after SMS and growth of whatsapp and other marketing channels.

4. **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.

5. **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 the way of the future and with you having a growing business, that mobile marketing is a part of future marketing strategy.

6. **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.

7. **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.

1.10 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.

1.11 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.

1.12 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.

1.13 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?

CERTIFICATE COURSE IN DIGITAL MARKETING

COURSE: DIGITAL MARKETING PLATFORMS

UNIT- II: SEARCH ENGINE OPTIMIZATION: INTRODUCTION, KEYWORD PLANNER TOOLS, ON PAGE SEO, TECHNIQUES- INDEXING AND KEYWORD PLACEMENT, CONTENT OPTIMIZATION

Structure

2.0 Objectives

2.1 Introduction

2.2 How Search Engine Work

2.3 Essentials of search engine optimization

2.4 Types of SEO

      2.4.1 White hat SEO

      2.4.2 Black hat SEO

      2.4.2 Grey hat SEO

2.5 Search Engine Optimization Phases

      2.5.1 Website Audit

      2.5.2 Content

      2.5.3 On-Page Optimization

      2.5.4 Off-Page Optimization

      2.5.5 Social Media Reach

      2.5.6 Maintenance

2.6 Tips and tricks of SEO

2.7 Summary

2.8 Test your Knowledge

2.9 Reference

SEARCH ENGINE OPTIMIZATION

2.0 Objectives

After reading this chapter, you will be able to:

➢ Understand why SEO is important in establishing a web presence

➢ Elaborate the SEO phases

➢ Apply the Various tools that support search optimization

2.1 Introduction

There is nothing worse than creating a website but failing to reach its potential users and customers. This dilemma plagues a large chunk of website search marketing industry today; this is where Search Engine Optimization (SEO) comes in. SEO is the essential practice of drastically improving the performance of your website by attracting increased inbound traffic from organic, non-paid search engine result pages or SERPs.

SEO, in today's world, is a vital concept. However, it is often subjected to various misconceptions, and unrealistic ideas about what it can and cannot achieve. There are various forms of SEO that are in practice today and these include white hat, black hat and grey hat search engine optimization. These primarily differentiate based on the kind of techniques that are used. Some are used while functioning within the bounds of permissible rules and regulations while others work by being in direct conflict with the given guidelines.

It is very important to realize that real-time results of SEO and not to be confused or swayed by unrealistic ideas of gains. SEO requires a great deal of investment and time. It is a lengthy and an expensive process and it is not suitable for all websites. This is of great significance, knowing when to use SEO and when to use other mediums for rankings. SEO industry is extremely competitive today. Search engines, owing to the past manipulations, have now resorted to using extensively complex and strict algorithms for ranking, and for effective SEO, it is important to conform to these algorithms. Significant search engines like Google, Yahoo! and Bing now

incorporate these algorithms and work along the strict rules of non-disclosure in order to avoid breaches in the security and manipulation of loopholes by webmasters.

The search engine is the first medium where people search for information they need. It is often referred to as the 'zero moment of truth'.

A search engine is a program designed to retrieve or search information on the web. The search results are usually displayed in a line of results on pages known as search engine results page. When a user enters search query, search engines, display both organic and paid search results. Organic results are natural and unpaid, whereas paid results are sponsored for which advertisers must pay to display their webpage link when users do a search.

SEO is the essential practice of drastically improving the performance of your website by attracting increased inbound traffic from organic, non-paid Search Engine Result Pages or SERPs. SEO, in today's world, is a vital concept. However, it is often subjected to various misconceptions, and unrealistic ideas about what it can and cannot achieve. There are various forms of SEO that are in practice today and these include white hat, black hat and grey hat search engine optimization. These primarily differentiate based on the kind of techniques that are used. Some are used while functioning within the bounds of permissible rules and regulations while others work by being in direct conflict with the given guidelines.

Search Engine Optimization (SEO) is the process of enhancing the visibility of the website by improving the ranking in the Search Engine Results Page (SERP). It is a process of making the website much more search engine friendly, thus getting higher positions in organic or natural or unpaid search results.

Search Engine Optimization is the process of influencing the visibility of a website or a webpage so that it appears higher up in the organic search results.

Figure 2.1: Concept of Search Engine Optimization

Source: Google Images

2.2 How Search Engine Work

The process starts with web crawling, which refers to looking for the content available on the web. Websites are crawled by automated bots or spiders or crawlers that are software programs that visit each webpage. How will crawlers know which domains to visit? Crawlers get information about registered domain names and their IP addresses from Internet Corporation for Assigned Names and Numbers (ICANN), which a non-profit organization responsible for assigning unique identifiers such as domain names and IP addresses, for the entire internet. Crawling is done periodically depending on the frequency that webmaster requests as websites keep updating their content.

Search engines then take all the data that has been crawled and place it in massive datacenters with thousands of petabytes worth of drives. Thereafter, search engines indexes the data, which

is a classification of pages into categories, by identifying the keywords that best describe the page and assigning the page to keywords. Indexing involves many concepts from linguistics, cognitive psychology, mathematics, and computer science. Using those concepts, search engines have developed capabilities to index media files such as video, audio, and graphics along with the text.

When a search request comes, the search engine processes it i.e., compares the search query with the indexed pages in the database. Since more than one page will contain the search query, so the search engine starts calculating the relevance of each of the pages in its index to the query. The last step in the processes is retrieving the pages with highest relevance score on top of the search results and displaying them in the browser.

Web Crawling → Indexing → Processing → Calculating Relevancy → Retrieving Results

Figure 2.2: How Search Engines Work

Source: Gupta, 2018

2.3 Essentials of search engine optimization

 Search Engine Optimization or SEO refers to the most essential and the most crucial aspect of establishing your website's visibility on significant search engines, which function along the lines of non-payment, natural search results. This is in contrast to the paid-for ads that show up under search listings. With the advent of time, search engines are becoming increasingly sensitive to content quality and relevance of the information provided. Unethical stuffing of keywords, plagiarism, and buying links is rigorously barred and penalized.

Search engine optimization is based on a few, specifically required elements, which should, under all circumstances, be taken care of in order to achieve true SEO. SEO includes the fourtier concept of, on-page SEO, SEO content writing, and code optimization, and link building. It boils down to providing a good user experience, natural and well-written content, natural inclusion of keywords in the main body of the text and the overall provision of relevant, original information.

2.4 Types of SEO

Based on the different approaches and results, there are three different types of SEO. These include:

- White hat SEO

- Black hat SEO

- Grey hat SEO

2.4.1 White hat SEO

White hat SEO relates to the use of techniques and approaches, which are within the acceptable bounds of search engine rules and regulation. White hat SEO, as the name suggests, functions along purely the rightful means and do not over-step the confines of search engine algorithms, guidelines and policies. The techniques used in white hat SEO include writing high quality, informative and original content. The content is well written, lucid, and interesting, and it avoids shortcuts like plagiarism. The keywords are used naturally and wherever required. There is no haphazard throwing-around of keywords and irregular high keyword density. Other techniques used include HTML code optimization, better structuring of the content and good, quality link building based on content and relevance. White hat SEO leads to a gradual but steady and a permanent standing in the search engine rankings, while strictly following guidelines and recommendations provided by search engines.

2.4.2 Black hat SEO

Black hat SEO, as the name suggests quite clearly, refers to the use of conflicting techniques, which are quick shortcuts to gaining high search rankings and links. Black hat SEO thrives on

misrepresentation and manipulation, as it mainly targets the weaknesses and the loopholes in the algorithms of search engines. These techniques and methods are in unswerving clash with the rules and regulations of free-and-fair search engine optimization. The techniques used in black hat SEO include providing spam links, giving the false impression of a highly authoritative and highly relevant website. Black hat SEO amasses several useless links in order to build links, while no thought is given to the quality of the links. Other techniques employed in black hat SEO are high keyword density and keyword stuffing. The content quality is severely tampered with, keywords are interjected throughout the text leading to haphazard, choppy, and meaningless content.

Black hat SEO leads to quick but short-lived search engine rankings, and it can be penalized by search engines.

2.4.3 Grey hat SEO

 Another interesting kind of SEO is the grey hat SEO. This occurs where the realms of white hat and black hat SEO overlap and merge. This type of SEO functions by incorporating techniques, which go undetected by search engine algorithms. However, they profusely focus on improving search engine listings and rankings only. The focus is not on producing well-written and original content at all.

2.5 Search Engine Optimization Phases

The process of doing SEO involves number of steps as shown in figure below. The starting point is audit so that the marketer knows where the company stands and can identify goals. After doing the reality check, efforts to follow best practices of search engines must begin. The first step is to make sure that there is original, relevant, high quality content and is discoverable by the search engines by following practices such as submitting a site map or a robot.txt file. Subsequently n-page optimization has to be done which is the easy part as it is to be done on the webpages and hence is within the control of the marketer. Thereafter, off-page optimization which involves backlinks, need to be done. This is the difficult part of SEO. Subsequently, social submission must be done across social media channels to increase the reach and get interaction of users. Thereafter, regular maintenance of the website must be done so that it does not fall behind others in SEO.
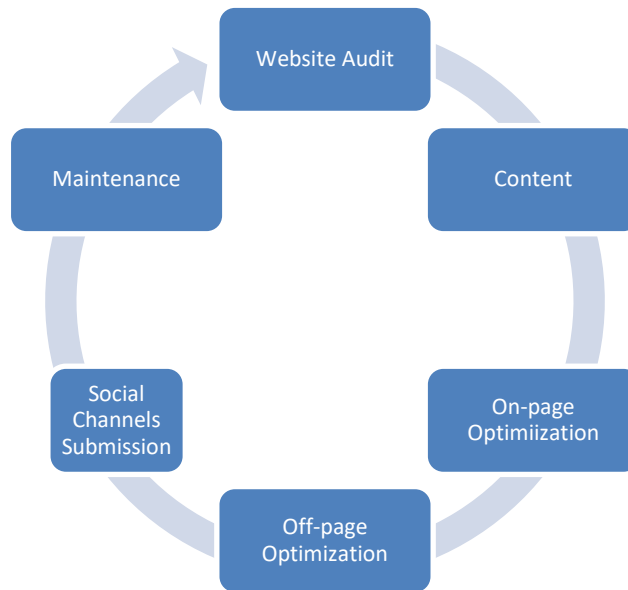
Figure: SEO Phases

2.5.1 Website Audit

The SEO process begins when businesses conduct an audit for a reality check so that they know where they stand. There are many free resources available on the internet for doing an overall audit such as seositecheckup.com, smallseotools.com, majesticseo.com. They give a score out of 100, which gives a quick and easily understandable assessment of site performance on SEO. The target should be to get a score above 80.

Some of the main elements of SEO audit are:

i. **Keyword Position –**For important keywords, what is the position of a websitein SERP? http://smallseotools.com/keyword -position/ is an excellent free resource for finding out keyword position.

ii. **Sitemap-** Sitemap shows the architecture of the site to search engines such as category and deeper pages and hence facilitates crawling and indexing by search engines.

iii. **Browser, Operating Systems, Devices Compatibility-** It is important to check if the website is compatible with different browsers, operating systems, and screen sizes.

iv. **Backlink Checker-** Search engines use backlinks as an indicator of the authority of the site. They check out how many backlinks are coming from which domains and what the authority of those domains is.

v. **Domain Authority-** Many free tools give domain authority of the site based on backlinks which indicate the likelihood of a website coming high in SERP.

vi. **Keyword Cloud-** Which keywords appear more often and have greater density on the website? Are these the right keywords?

vii. **Speed Audit-** Website loading speed is one of the important aspects of user experience. A good benchmark is two seconds.

2.5.2 Content

Content refers to all the information contained in any webpage. The page content can be displayed in the form of text, hyperlinks, images, audio, animation, or videos. Text has advantages of speed, accessibility, and mobile responsiveness.

Content should be unique, fresh, original, and should add value, to the target audience. Offering quality content not only attracts visitors but also attracts other websites to link to the brand's site thus, enhancing their authority. Improving the content on one's website should be a priority, regardless of the website type. Several tools are available to check for plagiarism .www.duplichecker.com provides a plagiarism checker and conducts quality check of web contents includes proofreading and editing. Smallseotools.com/plagiarism checker is another plagiarism checker tool to make sure that content is original and unique.

2.5.2 (i) Robots.txt

After writing good content, it is important to ensure that it is crawled and indexed. Robots.txt file is a text file that helps to regulate web robot behavior and search engine indexing. It indicates those parts of a website that publisher does not want the crawlers to access and display in SERP.

It includes unimportant script, images, or style files that are called resource file. Robot.txt file is used to block such files so that the server does not waste crawl budget in unnecessary files of the website.

2.5.2 (ii) Sitemaps

A sitemap is an archive of every page in your website. One can visualize their website as a tree with home page as the trunk and category pages as branches and product pages as sub branches. Crawlers may come and crawl only the home page and few category pages and go away as they may not know that deeper pages exist. To avoid this situation, it is best to create a sitemap and submit it to 'Search Console' so that search engines know the URLs of the site. The sitemaps can be generated from tools in either XML or HTML (Hypertext Markup Language) format.

2.5.3 On-Page Optimization

This is also sometimes known as on-site SEO. This essentially consists of techniques related to the improvement of the layout of the homepage and other important pages of the website. The central concerns that are dealt with in on-page SEO or on-site SEO include headings, subheadings, page titles, content display, organization of the written content, and internal link configuration. This process also includes the usage of keywords, optimization of written content, optimization of images, etc. The goal of on-page SEO is to improve the on-site elements that are important for ranking, as those are taken into account by search engines when they index and rank websites that are to be displayed in the search engine result pages.

There are several n page factors that affect search engine rankings. These are discussed as follows:

2.5.3 (i) Technical Elements

A good SEO roadmap is built on a strong technical foundation. Unless the core technical components of the website are in place, all other SEO efforts will go in vain. Important elements are:

(i) **Site Performance**: Site Performance is about the page speed, which is described by the time it takes to load. It is tough to hold a visitor on a website when the webpage does not load within few seconds.

There are many tactics to improve site performance such as:

(a) Enable Compressions – by minifying HTML, CSS, JavaScript. Minifying refers to the removal of all unnecessary characters from the source code without changing its actual functionality.

(b) Compress Images – Generally, image uploads on the web are different from what users see when images are captured with a camera or created using image editor tools like Photoshop. The captured images are usually large in size and high in resolution and if they are uploaded n the server and added to any webpage in its original form, then the user may experience a long waiting time for the webpage to load. A good practice would be to compress images to reduce their size yet maintaining reasonable quality so that the page loads faster and the image does not get blurred on the browser.

2.5.3 (ii) HTML Tags

HTML is a markup language commonly used to create webpages by using different tags so that the web browsers can read the code and process them to display on one's screen. It provides a means to create structured webpages that browsers can understand. Meta tags are written to describe a page's content and does not appear on the front end to users.

(i) Meta Tags

(i) Meta Title- While creating any HTML document, one often indicates page titles using title tag on their webpage. This page title is visible on the browser tab.

(ii) Meta Keywords – Meta Keywords are used to define the content f a webpage by providing a bunch of keywords or tags specific to that webpage's content. Best practice is to use keywords in all HTML and meta tags such as title, description, Alt Tags, anchor text, and URL.

(iii)Meta Description- Meta description is used to describe a webpage that gives search engine a summary of the pages. It can be written in a sentence or two or even in paragraphs if needed.

2.5.4 Off-Page Optimization

There is more to SEO than just keyword density, word count, and inbound links. It is almost undeniable, the kind of power that social media now has over the entire web, the marketing industry today and the global population. Effective SEO, in today's world, is literally impossible without the inclusion of social media channels and link building with off-site channels. These off-site channels include social platforms like Facebook, Twitter, Instagram, LinkedIn, or content sharing platforms, such as Reddit, ScoopIt or StumbleUpon

Keywords are often only used in the main body of the content displayed on the website. It is important to realize that branding and marketing has now transcended the realm of one single page. You can still market and effectively optimize your website on search engines or platforms other than your website. Keywords can be used effectively on Facebook, Instagram, and Twitter to gain popularity and to establish optimization for your selected keywords.

Off –page optimization gives a fair idea of how other websites perceive a website.

2.5.4 (i) Authority and Hubs

The most important objective of off-page activities is to build the 'authority' of the website. The concept of authority has been borrowed from academia. The quality of a scholarly paper is judged by how many citations the papers has. The more the number of reference papers and the higher the quality of those papers, the higher would be the authority of the paper in question.

2.5.4 (ii) Backlink

Backlinks is a process of getting hyperlinks not owned by a brand, from external pages that are to link to a webpages of their website. Backlinks will help in building the authority of the website. Each link is counted as a vote for that page and page with most votes win.

2.5.4 (iii) Blog Posts/Commenting

Blogs are informational websites displayed in a reverse chronological order. Many businesses have blogs as it provides a platform for creating content which is broader in scope than website. Since content is the most vital aspect in SEO, blog can positively boost one's search engine ranking.

2.5.4 (iv) Unnatural Links

Search engines categorize some links as unnatural links and hence d not give any SEO advantage for them. These links are:

- Paid links
- Giving Free product to blogger in exchange for them writing about it
- Reciprocal linking – two sites decide for quid pro quo and link to each other
- Large number of guest posting backlinks
- Advertisements on other sites with backlinks
- Links in press releases
- Low- quality directory or bookmark sites backlinks.

2.5.5 Social Media Reach

Social media is becoming increasingly in SEO. Search engines consider social signals such as like, share and retweet as a form of user feedback. It is important to do cross posting of the content on social media so that you can drive some traffic from social media to your website.

2.5.5 (i) Video Creation and Submission

Marketers create videos as they are a richer format. But, mostly they upload the videos without optimizing them for search and discoverability. One must do the following for video optimization:

(i)   **Rich Snippets-** Creating rich snippets are like conveying the whole video in a single thumbnail.

(ii)   **Video Title-** Intuitive, engaging title captures the attention on the first glance.

(iii) **Optimizing description of** video with appropriate keywords that will allow search engines to index it and rank higher.

(iv) Transcripts – Many of the videos one watches do not have transcripts and these videos lose their chances of getting visibility in organic search results.

(v) **Length-** Length is very important factor in video submissions. According to Wista's Statistics, shorter videos are better for getting people to watch the entire video. Only few people will watch the longer video.

(vi) **Embedding Options-** One can give users the access to code so that they embed the businesses video on their website.

(vii) Informational not Promotional- The conversions are seen more when the videos are informational rather than just promotional.

(viii) **Target specific-** Keywords in the description and other tags would help in discoverability.

2.5.6 Maintenance

SEO is not a one-time task as search engine algorithms constantly change. Moreover, SEO must be done on a regular basis for new content that is posted. To maintain one's web presence and stay at the top of SERPs, one must regularly do SEO.

2.5.6 (i) Google Search Engine

Google began to become popular as users found its results better. In 2002, Google launched Google News which is a computer-generated news site that aggregates news from different websites and allows readers to which source they want to read. In 2004, Google Books was launched. Google Books searches the full text of books and magazines that Google has scanned and converted to text and stored in its database.

In 2005, Google launched Google Suggest which is an auto-complete function. If a user enters a word in the search field, associated words are shown in the dropdown menu.

From time to time, Google has introduced updates to its search engine. Some of the major changes are as follows:

(i)   **Google Caffeine (2009)** –Unlike smaller updates, Google Caffeine was a retooling of the entire search engine for achieving greater speed, better indexing, and mre relevant search results.

(ii)   **Google Panda (2011)** – The update was named after a Google engineer, Naveen Panda, who designed this algorithm for spam filtering. The change aimed to lower the rank of low-quality sites and return high –quality sites near the top of the search results.

(iii)   **Google Penguin (2012)** – This algorithm focused on punishing sites that spam the search engine results especially those that buy backlinks or obtain them from link networks primarily designed for boosting search engine ranking.

(iv)   **Page Layout (2012)-**Also known as Top Heavy Algorithm , it downgrades the ranking of webpages with too many ads at the top or if they are distracting for users or have too little content.

(v)   **Pirate (2012) -** This algorithm was designed to penalize websites that violate copyright laws.

(vi)   **Google Hummingbird (2013) -** This update was enabling semantic searches, focusing on the context of a search query.

(vii)   **Penguin (2014) -** It was introduced to fight web spam in search results. It penalizes sites that use black hat SEO techniques, such as paying for links or stuffing keywords, and violating Google's webmaster guidelines and try to defeat the system.

2.6 Tips and tricks of SEO

Besides understanding the essentials of SEO, in order to be able to successful implement SEO strategy, you should follow some tips that will help you create an approach that is focused on getting the most out of your online activity.

Writer for the readers first

 Some of the basic, most important tips of SEO include, first and foremost, writing excellent content. Your focus should be on writing and formulating content, which is liked by the readers. It should be relevant and understandable. Your aim should be to satisfy the readers first and then focus your attention towards satisfying the search engines.

Get your readers to re-post

Your content should be so good that the readers feel compelled to share it on their personal social profiles, such as on Facebook and Twitter. In the case of really well-written content, readers actually aid in search engine optimization by sharing and re-posting.

Earn natural links

You should strive to earn links from other, authoritative, and trusted websites. The more natural links that you can acquire the better for search engine optimization. The best way to earn links is again to have great content and to create respectful and trustworthy authority.

Images and image characteristics

It is also vital to give importance to images. It is not just about great written content. Your website should have excellent images with all the necessary features of the image attributes filled out. These include titles, descriptions, and captions. Images are also helpful when it comes to social media sharing, as visual aspect can highlight the content of the web page.

Text length

Make sure your text is long enough to have an impact. Long, rambling pieces of text are not advisable. However, the body of the text should be long enough to hold some meaning. Again, this is in no way an implication to conform to a certain word count. The text should make sense and cover all the necessary information.

No plagiarism

Under all circumstances, you must ensure that the content on your website is not plagiarized. Nothing kills the credibility of a website like duplicity in content quality.

Page formatting

Formatting your pages is also very important in SEO. Your page titles should contain your most important keywords. However, the keywords should be placed intelligently, in order for title to make sense and be related to the content of the article.

Navigation

The navigation tools on your website should be in order and work effectively. This is especially important while search engines are scanning your website for indexing and ranking. You should allow users to search your website, to use navigation buttons to go back to the home page, access different section of the website, etc.

SEO suitability

SEO is not the answer every time. Sometimes, certain websites are better suited to the medium of paid advertisements, for example, pay-per-click promotions. In this case, SEO is not the most preferred method of marketing strategy and the benefits that a business can have are gained through paid reach.

2.7 Summary

SEO is the overall practice of improving website content for readers as well as optimizing search engine rankings. SEO leads to slow and steady results and maintains excellent ranking for a longer period of time, if employed correctly. SEO aims at providing a good user experience and improves the functionality and the performance of any given website in terms of its traffic, page loading, better titles, and good quality content. It is vital to understand the difference between what SEO can truly achieve and what it cannot accomplish. It is also essential to know when SEO is applicable and when it is not. The different forms of SEO must be understood clearly and applied wherever appropriate. SEO is extremely important for websites today as it is a vital marketing strategy and it goes beyond the idea of just optimizing content for certain keywords usage. Modern day networking now thrives on social media platforms, which greatly aid in the process of search engine optimization. SEO is extremely effective today and the concept has become much easier with the innovation of social networks and active users, who are constantly and unknowingly aiding in the process of search engine optimization by reposting and highlighting websites and their content. This makes up for virtually free promotion and marketing. The global networking world is built in a way that SEO has become exceptionally do-able and has far-reaching results now, more than ever before

2.8 Test Your Knowledge

1. Why is social media so important in Search Engine Optimisation?

2. Discuss the types of SEO?

3. How will you do off-page Optimisation?

4. Explain the major differences between on page and off page optimization?

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Unit III E-Mail Marketing

Structure

3.1. 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

3.2. 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.

3.3. E-Mail Marketing

3.3.1. 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:
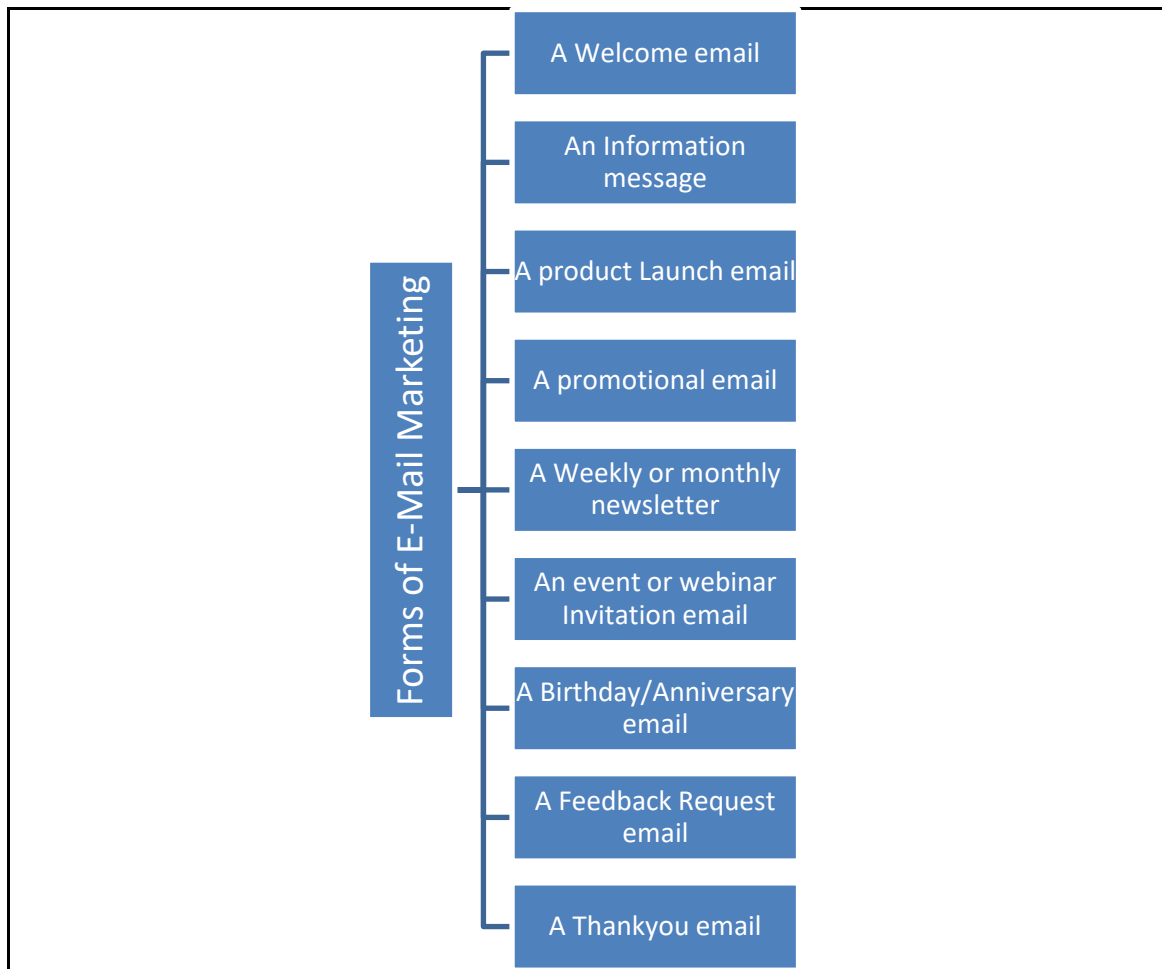

Figure 1: Forms of Email Marketing

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- **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.
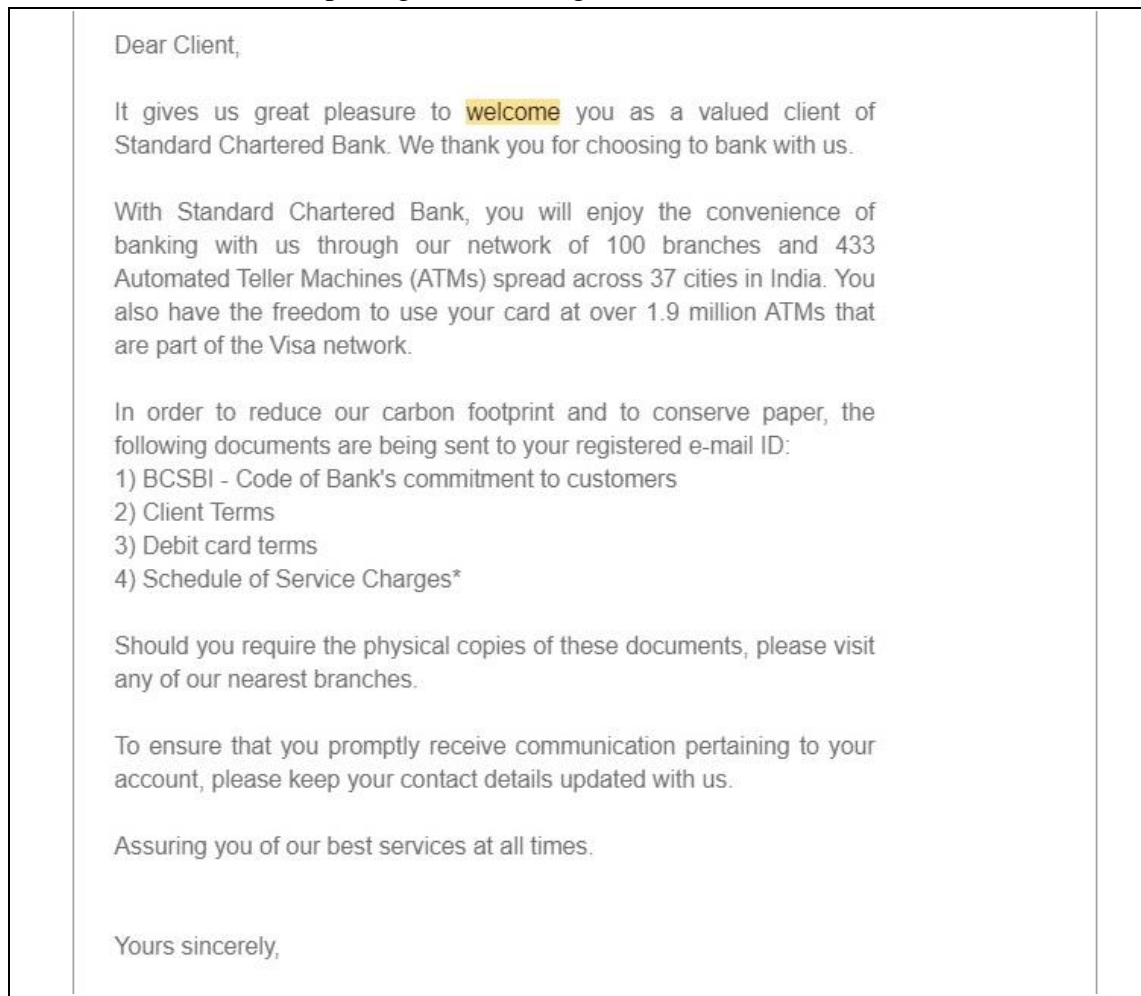
  > Dear Client,
  >
  > It gives us great pleasure to welcome you as a valued client of Standard Chartered Bank. We thank you for choosing to bank with us.
  >
  > With Standard Chartered Bank, you will enjoy the convenience of banking with us through our network of 100 branches and 433 Automated Teller Machines (ATMs) spread across 37 cities in India. You also have the freedom to use your card at over 1.9 million ATMs that are part of the Visa network.
  >
  > In order to reduce our carbon footprint and to conserve paper, the following documents are being sent to your registered e-mail ID:
  > 1) BCSBI - Code of Bank's commitment to customers
  > 2) Client Terms
  > 3) Debit card terms
  > 4) Schedule of Service Charges*
  >
  > Should you require the physical copies of these documents, please visit any of our nearest branches.
  >
  > To ensure that you promptly receive communication pertaining to your account, please keep your contact details updated with us.
  >
  > Assuring you of our best services at all times.
  >
  > Yours sincerely,

  Figure 2: Example of Welcome email

- **An informative message**

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

- **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.

- **A promotional email**

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

- **A weekly or monthly newsletter**

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

- **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.
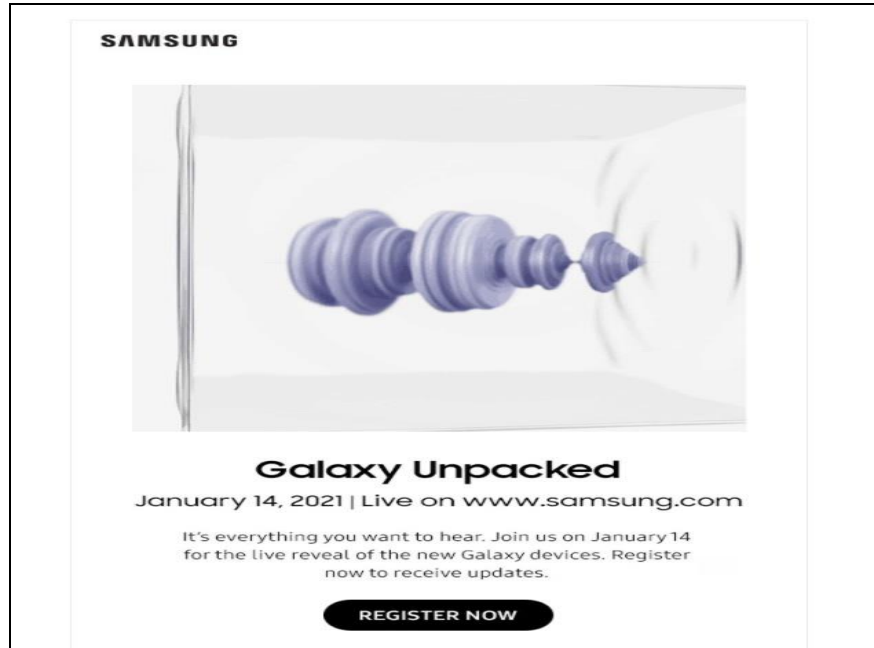

Figure 3: Example of an event/webinar invitation email

- **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.

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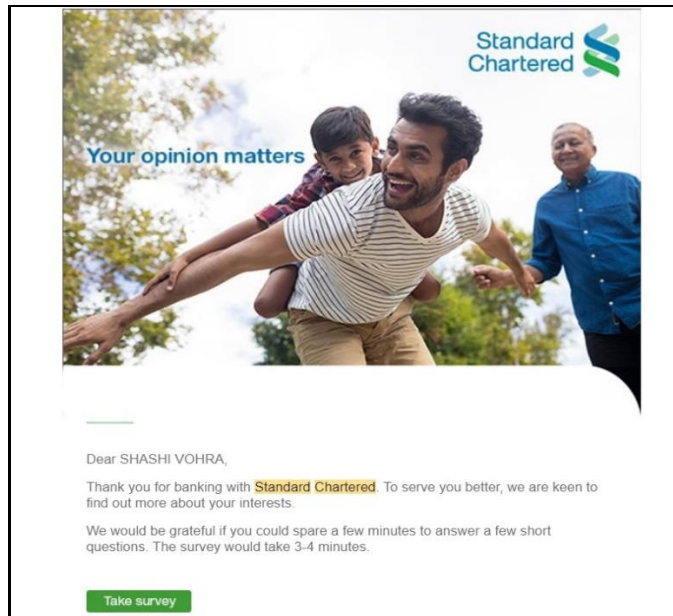
Figure 4: Example of Feedback request email

- **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.
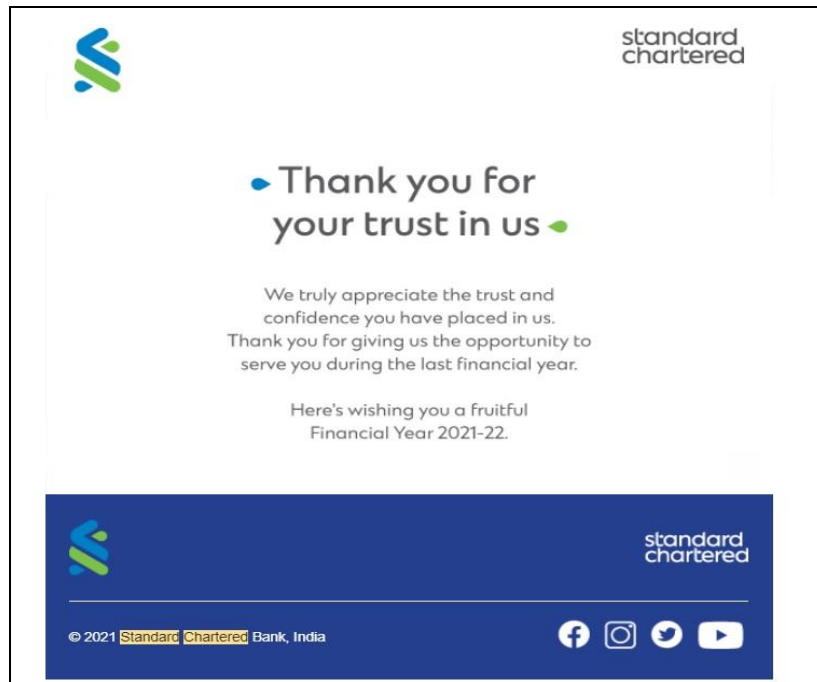

Figure 5: Example of Thank you email

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.

3.3.2. 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.
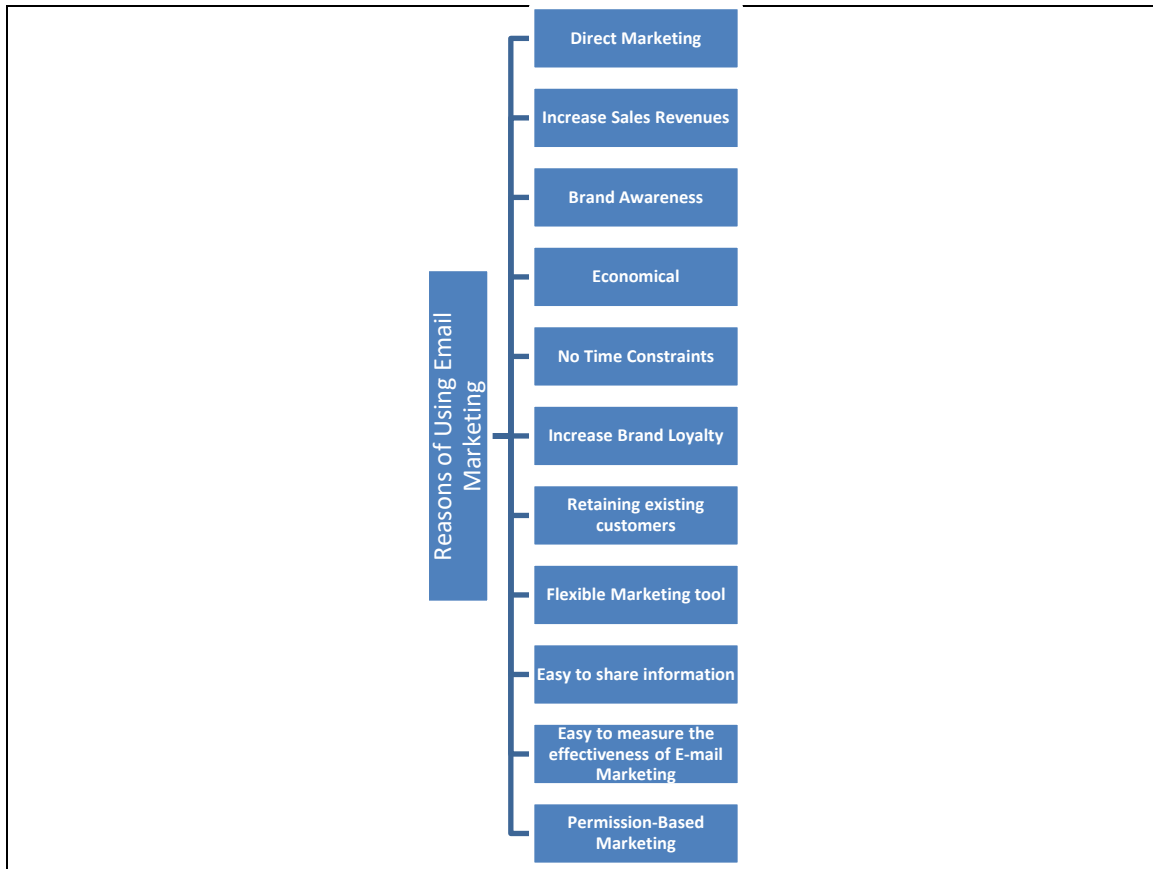
Figure 6: Reasons of using Email Marketing

- **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

43

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.

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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

3.4. E-Mail Automation
3.4.1. 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.

3.4.2. 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

1. What do you mean by E-mail Automation?
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   ……………………………………………………………………………………………
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2. Write down advantages of E-mail Automation in detail with examples.
   ……………………………………………………………………………………………
   ……………………………………………………………………………………………
   ………………………………………………………………………………….

3. **State whether following statements are True and False**
   a. E-Mail automation is the process of sending emails to existing customers or prospects automatically when they perform actions.
   b. Email automation is not helpful for marketers in segmenting markets.
   c. Email automation helps a businessman in preparing data about their customers.
   d. Retaining of customers is not a difficult task for any businessman.
   e. 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

4. **Fill in the Blanks**
   a. E-Mail automation is the process of sending _____ to existing customers or prospects automatically when they perform actions.
   b. Through E-Mail automation, marketers may draft an efficient _____to improve their target share in the market.
   c. Email automation helps in increasing _____ rate of customers.

   Answers   a. Emails   b. Marketing strategy c. Retention

3.5. 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!**"
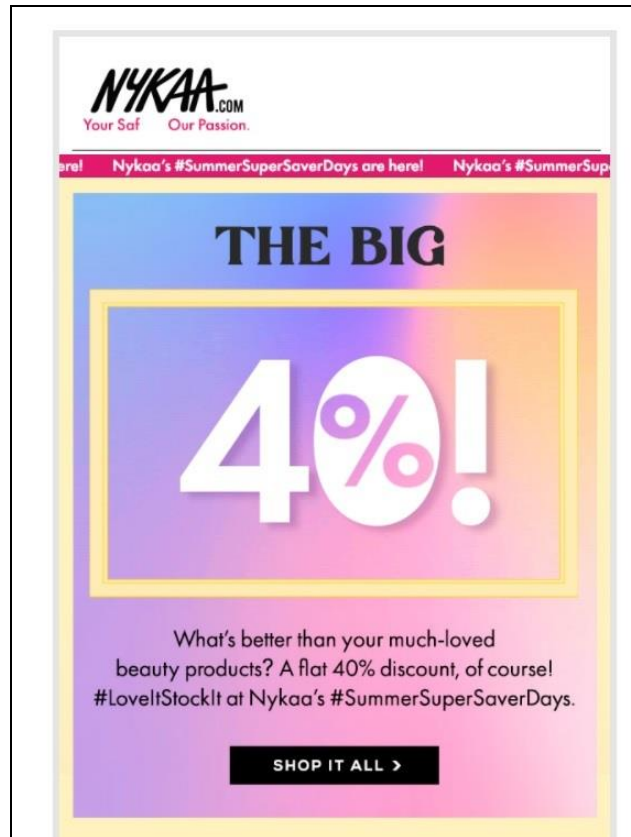
Figure 8: Example of Sales Promotional email

- **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".**
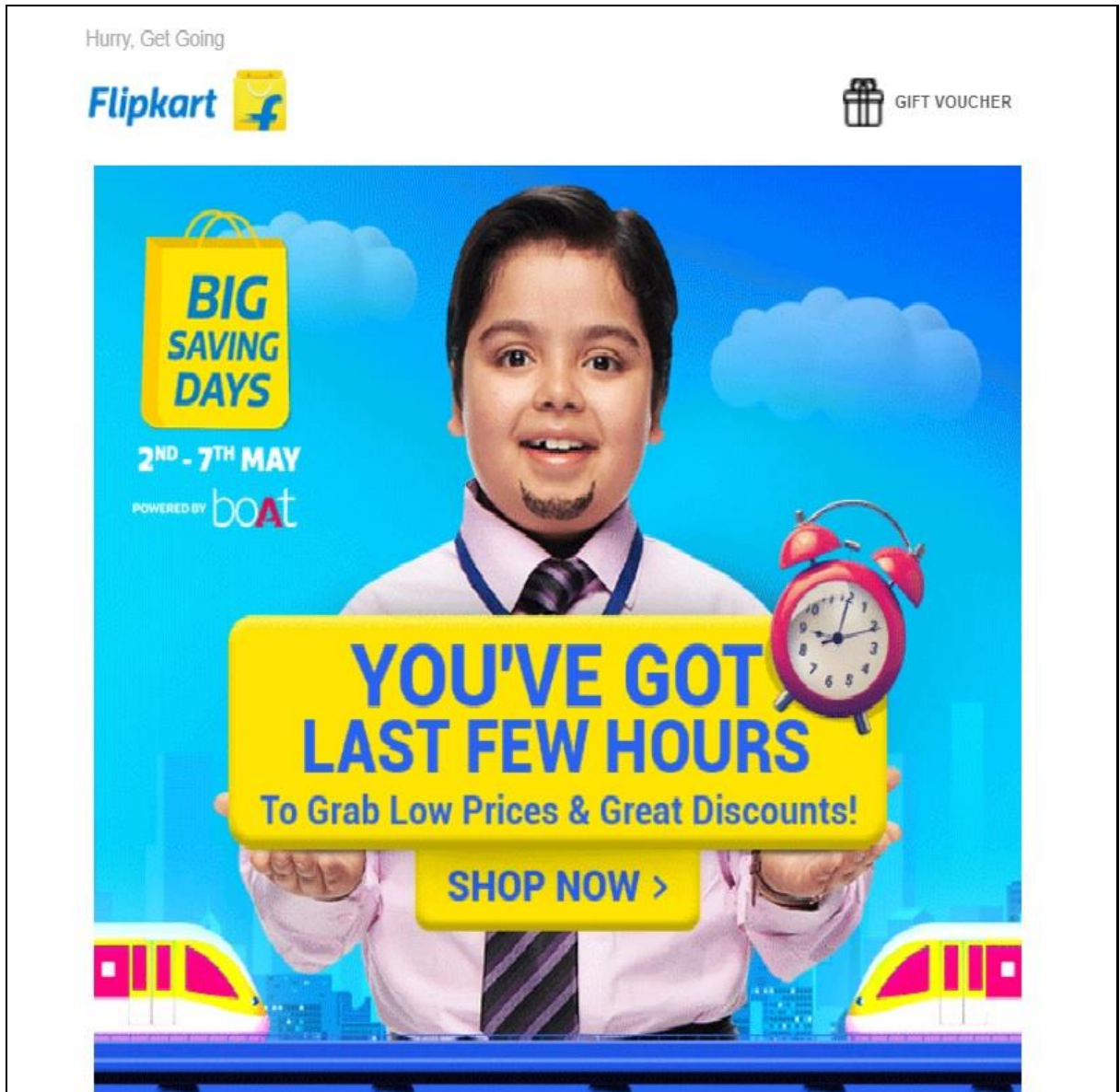
Figure 9: Example of Limited Time Offer email

- **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".**
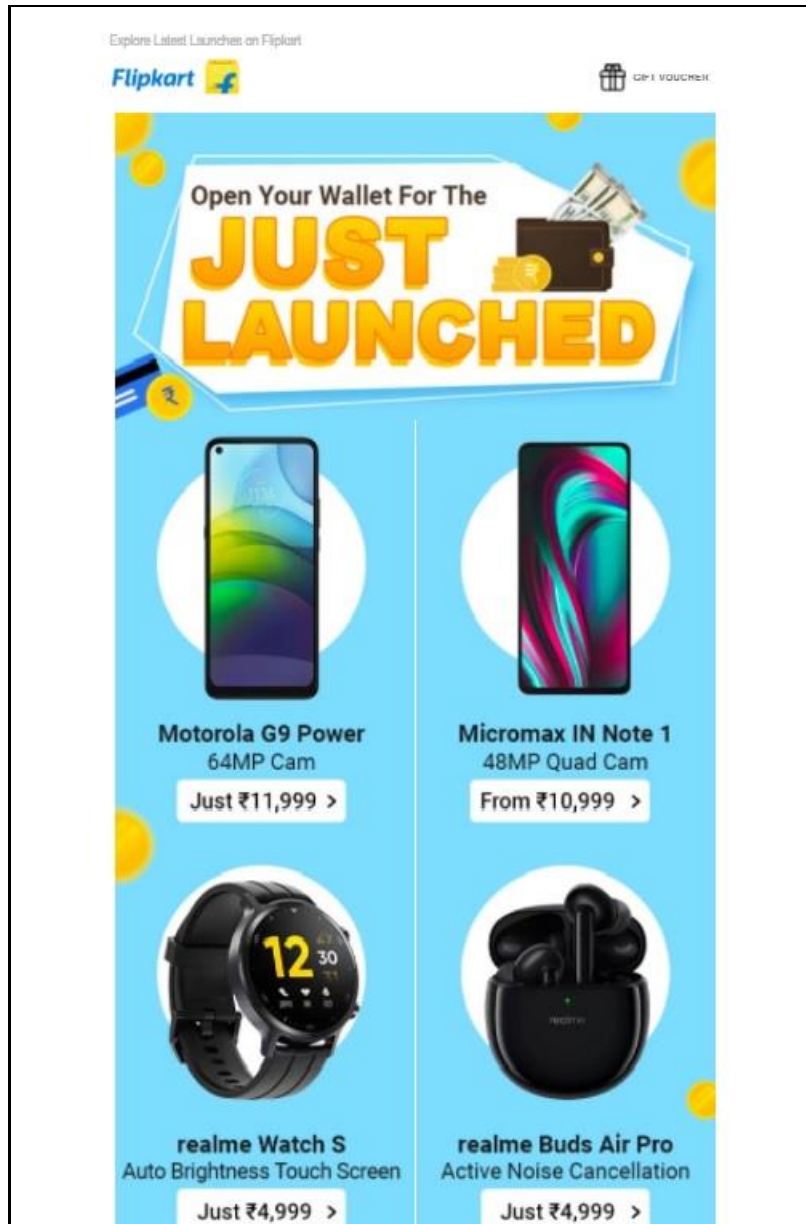
Figure 10: Example of launching new products

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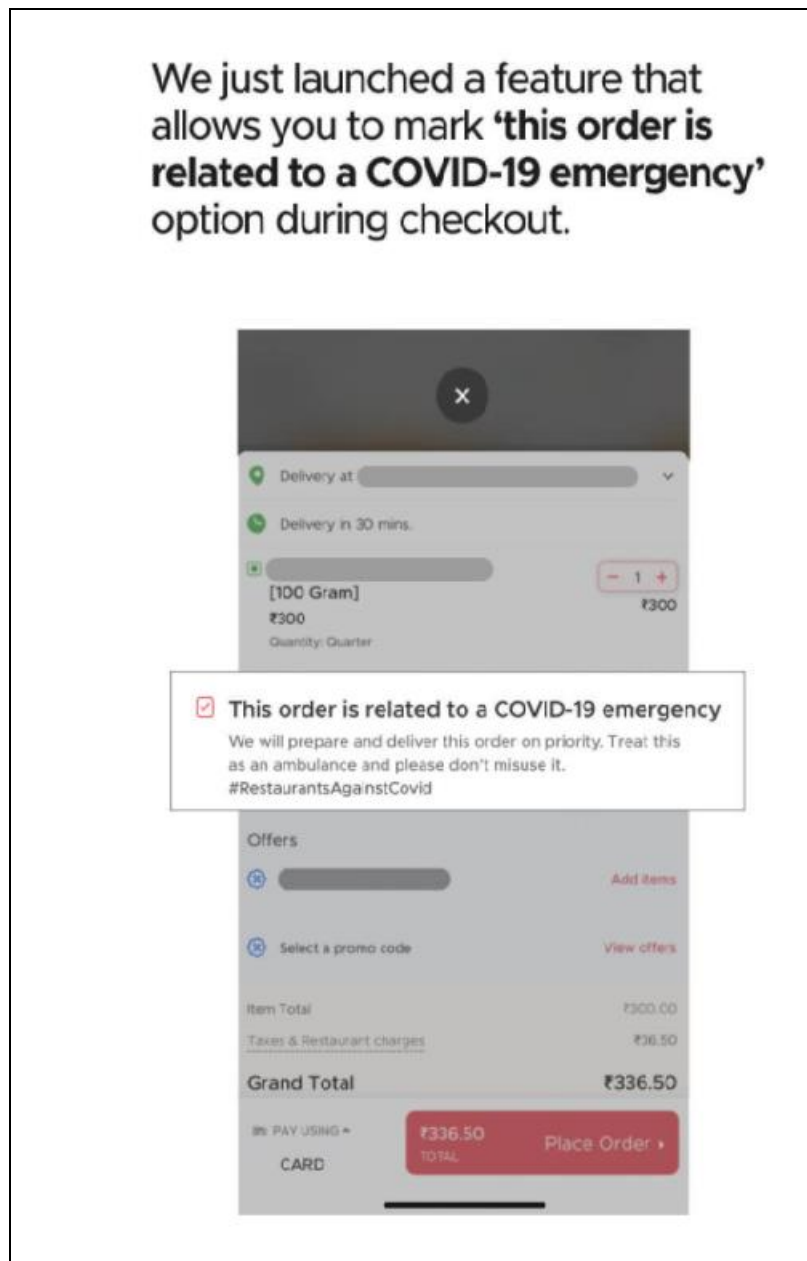
Figure 11: Example of launching new feature in mobile app

- **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

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

3.6. 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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3.8. Further Readings

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3.9. 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.

UNIT 4: MOBILE MARKETING

Structure

4.0 Objectives

4.1 Introduction

4.2 Definitions of Mobile Marketing

4.3 Features of Mobile Marketing

4.4 Advantages of Mobile Marketing

4.5 Reasons for the Growth of Mobile Marketing

4.6 Types of Mobile Marketing

4.7 Difference between Traditional Marketing and Mobile Marketing

4.8 Essentials of Mobile Marketing Strategy

4.9 Implications of Mobile Marketing

4.10 Limitations of Mobile Marketing

4.11 SMS Marketing

    4.11.1 Features of SMS Marketing

    4.11.2 Essentials of SMS Marketing

    4.11.3 Elements of SMS Marketing

4.12 Marketing on Mobile Applications

4.13 Conclusion

4.14 Key Words

4.15 Answers to Check Your Progress.

4.16 Terminal Questions

References

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:-
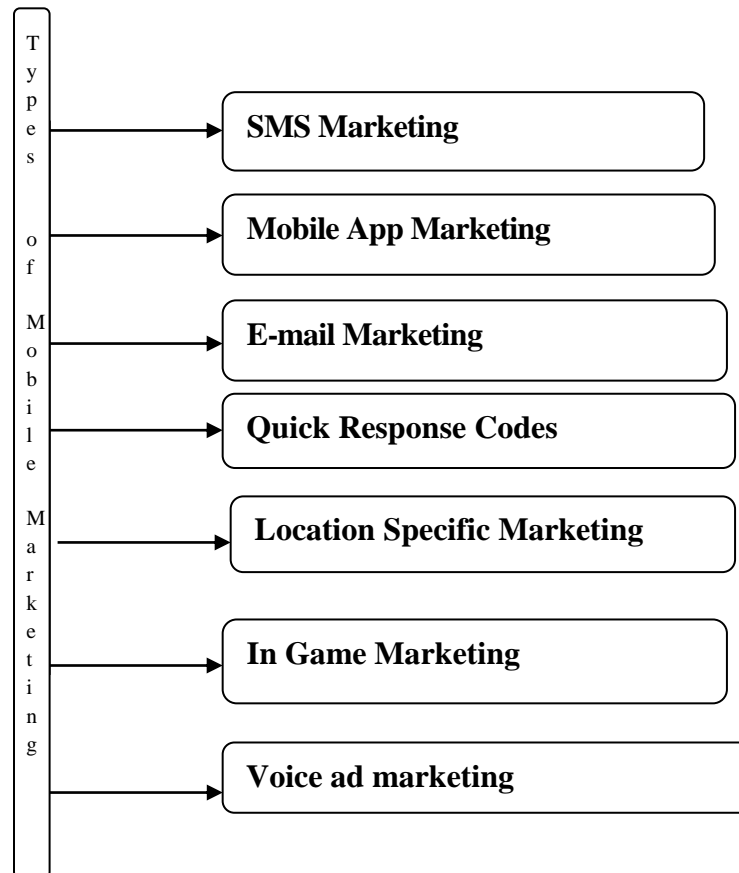

Figure 4.1: Types of Mobile Marketing

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 meassage.

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 regulary.

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 a 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 attach 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:-

- Acquirement – 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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CERTIFICATE COURSE IN DIGITAL MARKETING

COURSE: DIGITAL MARKETING PLATFORMS

UNIT -V SEARCHING ENGINE MARKETING: TOOLS AND TECHNIQUES

Structure

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SEARCH ENGINE MARKETING

5.0 Objectives

After reading this chapter, you will be able to

➢ Learn the core concepts in Search Engine Marketing

➢ Understand the various tools of SEM

➢ Explain the steps involved in Search Engine Marketing

5.1 Introduction

The giant of the internet, Google, is presently so dominated that it performs more 3.5 billion searches per day. Bing and Yahoo! are the next to follow this giant search engine. It is the dream of every business that it shows up on top of the search result so that it gets the highest marketing through the internet. This is being done nowadays by promoting on Google and other search engines and in return, these businesses get closer to the top result.

5.2 Meaning

Search Engine Marketing (SEM) is a process by which multiple methods are utilized to improve market visibility and exposure for a brand, product or service.

SEM mechanisms include Search Engine Optimization (SEO), social networking, bid placement, Pay Per Click (PPC), contextual advertising, paid inclusion, geomapping , AdSense and AdWords as well as multiple media formats such as YouTube and geospecific marketing, like Foursquare.

Figure 5.1: Concept of Search Engine Marketing

Source: Google Images

If the search engine marketing is done properly and regularly, it can be among the best ways to market your website and attract huge traffic towards it. It is common among the people to ignore the significance of a proper marketing strategy and executing the strategy regularly. This is an avoidable situation and must not be ignored as it holds huge benefits for your business.

To ignore the planning of a marketing strategy means that you are delaying the success of your business and certainly preventing it as well. Therefore, it is vital that you have the understanding and the knowledge of the search engine marketing (SEM) and the different ways of using it. Basically, these methods provide much needed traffic to your business and promote it so that you earn a huge profit.

Thus, Search engine marketing is the process of promoting your website, business or any content by using either paid methods, free methods or a combination of joining both the methods of the search engine optimization (SEO). This result in the increase of your content's ranking in the search engine result pages (SERPs). Short, yet really accurate, this is the basic job of search engine marketers.

SEM increases Web activity in the following ways:

- Engaging users
- Driving traffic

- Enhancing brand awareness and reputation

- Increasing search engine result pages (SERP)

- Selling products or services

- Generating leads

- Providing content for research purposes

- Increases conversion rates
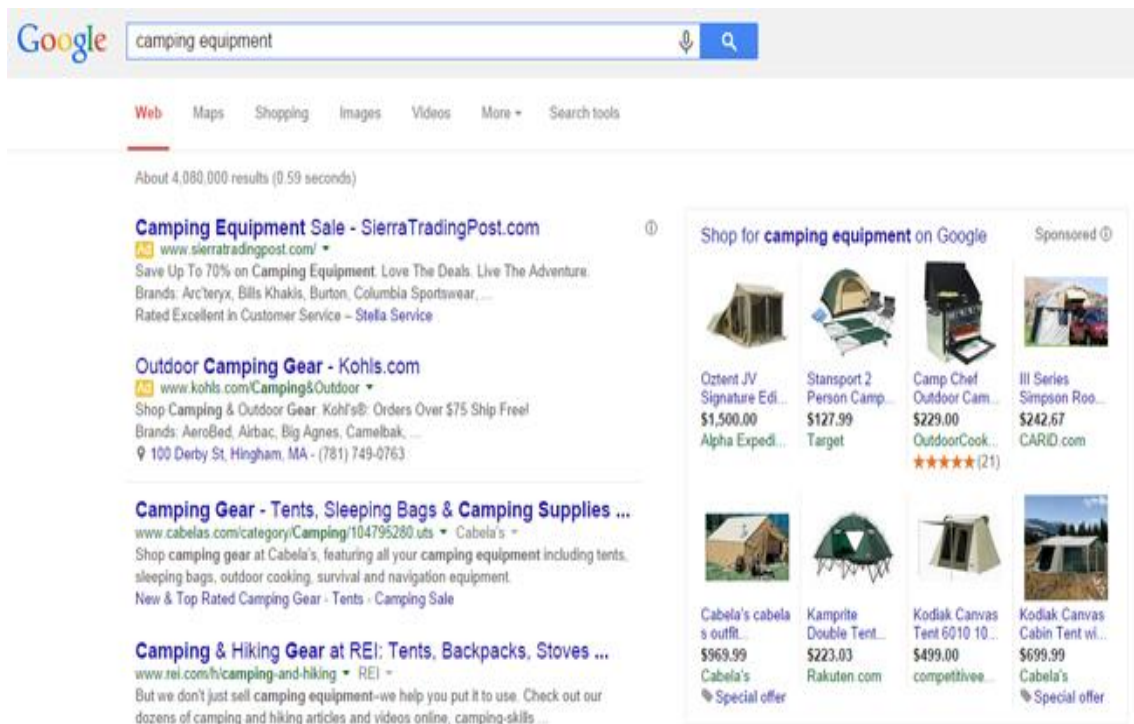
Sources: Google Images

5.3 Advantages of SEM

Among the many benefits that search engine marketing can provide, cost effectiveness is the major one. This can be demonstrated by using the pay-per-click methods. This method only charges you if a user clicks on your advertisement. Not only does this method let you feature the ads in the search engine result pages, where people can read the ad, but you only have to pay when the user clicks the ad. Next, if you learn the basics of the SEM, you will start looking for proven techniques and methods to increase your traffic. Every company has a longing for a huge

traffic coming to their website. By properly using the SEM methods, you can increase the number of visits to your website so that your business flourishes. With the passage of time, SEM has out-struck almost every other method used for marketing and promotion. One of the biggest advantages SEM offers is that the costs and expenses applied through the marketing are comparatively less than other means and methods of marketing. There are different SEM offering companies, which have different clients. Whichever company you choose, their costs would be less than what the other modes of marketing offer.

Another big advantage of SEM is that your advertisement would run twenty-four hours a day and seven days a week. All you have to do is choose the websites on the internet that you want to have your advertisement. If you wish to have the same days and hourly exposure through the other ways of marketing, your budget would easily be blown out of the window.

Search engine marketing also allows a complete control over your campaign, your audience, and the campaign costs.

Finally, increased traffic means increased promotions, which further means increased sales. When an increased number of people start getting to know about your company or any content on the website, many of these people will start converting into customers and clients. It is highly effective if you execute an email list building strategy.

It is important that whatever you decide should be friendly to your budget at hand. What this means is that if you do not have a large sum of money available, paid advertisement methods should not be considered as an option. Rather the less expensive method, SEO, should be considered. However, search engine optimization has disadvantages as well. Conclusively, after filtering out the techniques that fall under your budget, the pros and cons of each method should be weighed and the best one should be chosen so that you are comfortable with.

5.4 Search Engine Marketing Approaches

Search Engine marketing works with two approaches −

- Earning traffic through unpaid or free search listings (SEO Methods)

- Buying traffic through paid search listings (PPC Ads)

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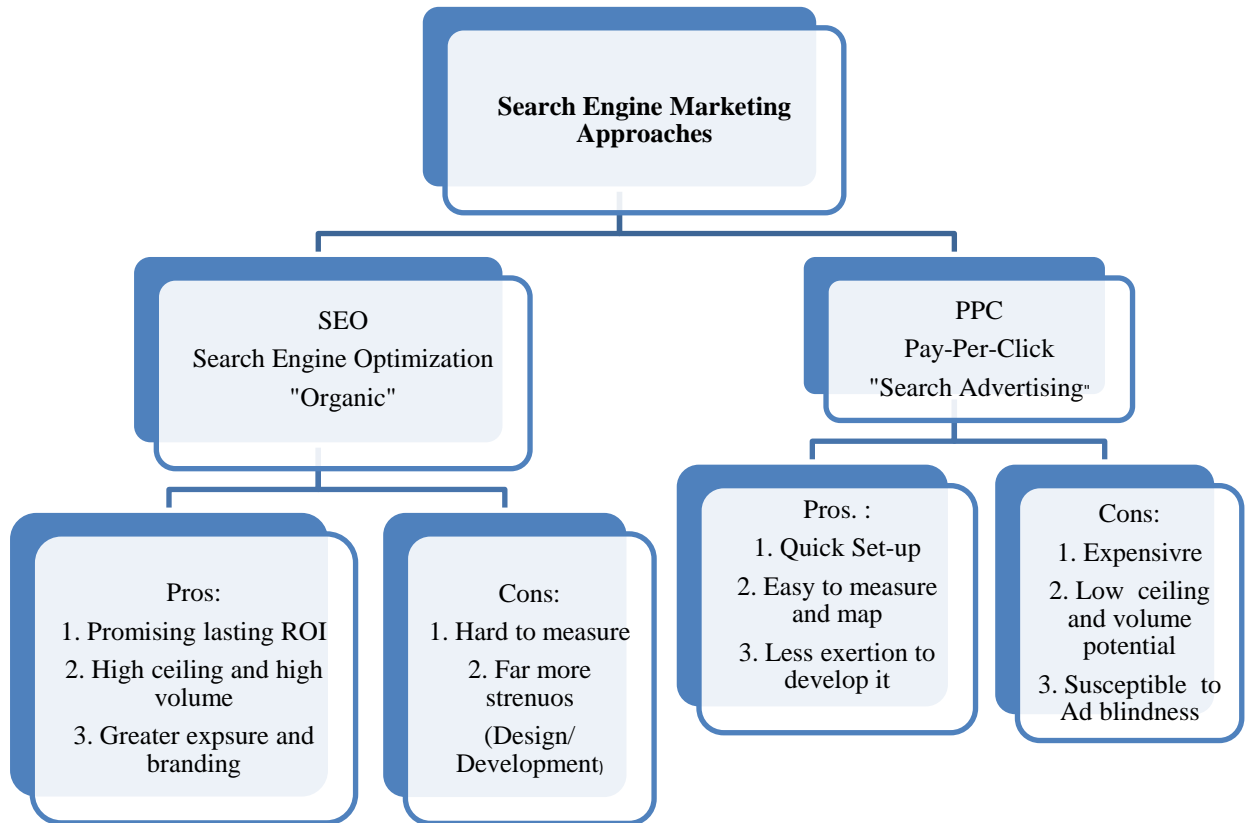

Figure 5.2: Approaches of Search Engine Marketing

5.5 Elements of Search Engine Marketing (SEM)

SEM focuses on three areas: indexability, relevance and authoritativeness.

- **Indexability**

This is a fake word that refers to how open the design of a website is to search engine spiders. Because spiders are not receptive to such tools as Flash, JavaScript and dynamic page generation, your Web developer needs to manage the use of these technologies carefully. If your

homepage is entirely Flash-based and without links, a spider probably can't enter your website through it. It would need to do so through another page. If your company loves drop-down JavaScript navigation, is there also a text-based version? The goal is to eliminate as many as possible of the elements built into your website that may block search engine spiders.

Does that mean your website is doomed to a plain, vanilla HTML life existence? Not at all. Your Web designer and SEM specialist needs to prioritize pages and provide technology alternatives. For example, one recommendation your SEM person may make is to use external JavaScript and CSS and to simplify the HTML on your pages. How strict your search engine optimization redesign should be depends on your company's industry and how your potential customers shop.

There are many other design nuggets available that you can use to help feed a spider relevant information about your website. For example, even something as simple as including HTML ALT tags for your graphics is extremely valuable. It won't solve every problem with non-text material, but all of your graphics should use HTML ALT tags. The tags are crucial for usability reasons, and they are also an excellent way to place long keyword phrases into a page. Nice juicy captions are cool, too. It could be argued that every feature you add to enhance Web usability also assists you in your SEM goals.

- **Relevance**

It's important to ensure that you target the most appropriate keywords for your company. To get a clear list of relevant keywords, you need to brainstorm, talk to your customer support people, look at sales data and analyze your competition. Both Yahoo and Google offer keyword selection tools online.

Once you have a list of appropriate keywords, you should assign an important keyword phrase and two or three lesser keywords to each webpage, and create content that markets to those searchers specifically. A keyword-optimized page is called a landing page for the searchers using that keyword. The website design should funnel searchers to the most appropriate page. If a Contact Us page is drawing searchers looking for your flagship product, then—you guessed it— something is wrong with the content on your flagship product page. Does it have technology that blocks search engines, or is it optimized for a different word entirely?

Optimization requires a bit of planning, but with the proper keywords, you can target those searchers who want desperately to buy baskets that were woven underwater, and thus leave the jokers behind.

Search engine algorithms know how to spot keyword spam and are usually not fooled by it. The current consensus among SEM professionals is that using a keyword phrase more than nine or 10 times on a 500-word page is unwise. To be effective, the content of a page needs to use these keywords in the metadata and in the actual copy: in the text, links and navigation. The more valuable keyword-robust content you have, the more relevant information the search engine has to evaluate, which translates into higher rankings. Most importantly, these are the pages on which searchers will be landing, so the webpage must be marketable or you've lost a sale.

- **Authoritativeness**

Just as branding and community involvement benefit a company in the brick-and-mortar world, popularity and industry visibility are rewarded by search engines. If your company is positioned as a trusted and knowledgeable specialist in your field, it will have a broader Internet presence and be evaluated as more relevant and popular, which will boost rankings. Develop your company's presence through publications, peers, associations, clients, newsgroups, blogs, trade organizations and social networks such as digg.com. (For example, you could offer unique content to attract visitors or for use on their websites.) The key to success is to get as many links to your website as possible.

A good link popularity and reciprocity initiative is an art form. Succeeding in this area requires valuable social skills, so it shouldn't be taken lightly, especially with the growing emphasis search engines place on authoritativeness.

5.6 Steps Involved in Search Engine Marketing

These are the general steps involved in search engine marketing −

Step 1 − Define Effective Strategy

- Define your target audience.

- Identify their needs and motivations.

- Highlight how your product is best to serve their needs.

- Review your business position in the marketplace.

- Identify your competitors.

- Identify your specific goals and benchmarks, such as search ranking, sales, website traffic, and other ROI metrics.

Step 2 − Choose Right Keywords

- Select most important phrases relevant to your business.

- Also select the phrases that are frequently searched by your target customers.

- Conduct brainstorm sessions for potential terms your customers use when thinking about your products and capabilities.

- Interact with your sales and customer service teams, and best customers to know the frequently used phrases.

- Employ a keyword research tools to compile a list of highly searched terms.

Step 3 − Optimize Your Website Content

- Focus on your website structure. Keep it simple.

- The search engines looks for the underlying code of your website when they visit your website.

- Create crisp, clear, and correct content that can retain users' attention.

- Use your keyword phrases relevantly in pages title tags, heading tags, directory names, file names, alt tags and meta tags.

- Pay attention to Meta description. It is shown in the search results below your link, providing a great opportunity for you to bring visitors to your Website.

Step 4 − Submit Your Website for Indexing

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

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

Step 5 − Add Quality Links to Your Website

- Build links to your website from valued links of other websites that are frequented by your targeted visitors.

- The more quality **inbound links** you have, the more popular your website is with Google and other engines.

- Make your website content is link-worthy. Create interesting and informative content on your website such as a library of best practices articles, blog trends in your industry, etc.

- You can also garner links from vendors, customers, business partners, and trade associations.

- Distribute press releases and articles online.

Step 6 − Manage Paid Search Advertise

- Bid on the most relevant keywords. Do not pick them based on only popularity.

- Make sure your product offer is interesting to the potential customer.

- Tie the bidding strategy to business results. In many cases a lower Ad position will produce a higher ROI.

- Finally, include a compelling 'call to action' in the Ad and send traffic to a relevant landing page tied to the Ad.

Step 7 − Measure Success of Advertise

- Check how well you performed in the past.

- Measure CPC, CPR, Clicks, Bounce rate, Impressions, ROI, etc.

- Employ Web Analytics to monitor progress and problems.

- Monitor your position regularly in the search results.

- Identify problems and plan strategies to improve your results in the future.

The figure below shows the various steps involved in Search Engine Marketing

Define Effective Strategy

Choose Right Keyword

Optimise Your website Content

Submit website for Indexing

Add Quality links to Website

Manage Paid Search Advertise

Measure Success to Advertise

Figure 5.3: Steps of Search Engine Marketing

5.7 Internet marketing: Search Engine Marketing

Search Engine Marketing is a type of internet marketing that promotes websites by enhancing their visibility in the search result of the search engines (Google, Yahoo!, etc.). The search engine marketing has two categories

- Paid advertising

This type of search engine marketing uses paid reach to attract the visitors. The paid marketing methods (such as the pay-per-click method) provide fast results. However, they are expensive and one must always take a look at the budget before choosing any method.

- Search engine optimization

Search engine optimization (SEO) uses so-called organic reach so that the website or any content of the client is adjusted and rewritten in order to increase the visibility of that content in the search engine search results.

Paid advertising results are displayed at the top of the SERP, above the organic search results. Paid results can also be displayed on the side, and in the bottom of SERP.

The workings of internet marketing can be summarized into four categories through which the websites get optimized:

- **Keyword analysis and its research**

This step is further categorized into three steps. First, you need to make sure that the website can be included in the search engines according to the proper order. Next step is finding the most relevant and accurate keyword of the website that can sum up the content of the website in just a single word or a phrase. Finally, use that keyword on the website in such a way that it will show up high in the search result and attract an increased amount of internet user traffic.

Progress on the effect on keyword research and analysis is known as the search perception impact. This describes the known impact of a search result, of any brand, on the perception of the consumer. This includes site indexing, meta tags, titles, and the focused keyword. Since searching online for something is the first step to becoming a customer, the search perception impact carves the impression of a brand for each person.

- **Popularity of the website and saturation**

Also known as the amount of website's visibility in the search engines, website saturation can be examined by the number of pages of the website available in the search engines and the number of backlinks that the website has. In this method, it is a requirement that a keyword should be present in the pages, which the people can search for, as this would ensure a high rank in the search result. Many of the search engines make use of the link popularity to rank the different results.

- **Back-end tools**

These tools give data on the visitors of the website and the site itself measures the success of that website. HTML validators and web analytic tools are the common tools used in this step. These tools can be as simple as counting the traffic that is arriving at a website, to tools that deal with log files and to complex tools that are based upon page tagging. These back-end tools deliver the information related to conversions as well. Large companies often combine the usage of several types of tools, so they could be using tools that analyze log files, tag-based investigative tools, and transition-based tools.

The validators check for any invisible parts of the sites, highlight the possible problems and usage issues and then ensure that the site meets the requirements of the W3C. It is a good idea to use more than one spider simulator or HTML validator for these purposes, as each of these reports highlight and test different areas of the website.

What is tool?

This tool discloses the owners of the website. These tools play an important role in providing valuable information regarding the copyright issues and trademark issues of the website.

- **Paid methods**

This is a method that involves the search engine companies to charge fees for including the website on their top search results. This method is also known as paid inclusion and sponsored listing. The products, that are to be advertised, show up on the separate ad-bar of the search engine, or show up at the top of the pages of the search engine results.

With search engine website allowing paid inclusions only, they benefit a little from success. Search engines like Yahoo! support the stance of providing mix paid inclusions to the SEO and SEMs.

The paid method used in search engine marketing includes advertising with search engine advertising programs, that allow users to create sponsored results that are to be displayed in the search engine result pages.

Each search engine has some sort of advertising program, with Google AdWords and Bing Ads being the two most commonly used, due to a large number of searches conducted through these two search engines.

When it comes to paid advertising, search engines offer several types of ads, which often include:

Pay-per-click advertising (PPC)

This type of advertising is also called cost-per-click (CPC) advertising and it means that you pay any time someone clicks on your ad shown in the search engine result pages. This type of advertising is most commonly used by the advertisers as it requires payment only after your ad has been able to attract visitors to click on it.

Cost-per-thousand impressions (CPM)

This advertising model is focused on the number of impressions, i.e. the number of times that your ad has been shown. Using this type of advertising you pay for each set of one thousand impressions.

Ad formats

While the text ads appearing in the search engines result pages are the most common type of search engine advertising, there are other ad formats available, which might help you with different types of campaign goals. These include:

- Text ads
- Ad extensions
- Images
- Mobile text or image ads
- App promotion ads • Videos
- Product listing ads

5.8 Search Engine Marketing Tools

Search Engine Marketing tools include

- Search Engine Optimization (SEO): Maximizes search result exposure by targeting and driving Web traffic and ultimately delivering increased sales. The majority of search engine page results come from unpaid or organic search. SEO optimizes websites to ensure top search engine placement, such as Google, as only 15 percent of searchers continue beyond page one.

- Social Media Marketing (SMM): Focuses on branding, reputation enhancement and enhanced customer service via social networks like Facebook, Twitter, YouTube and LinkedIn. Smaller SMM channels include Digg, Delicious, Wikipedia, StumbleUpon and MySpace. Social networks are visited by a collective total of over one-billion people. Thus, even the simplest marketing efforts, like paid advertising, reach potentially large audiences.

- Paid Search: Examples of paid search include sponsored links, banner and sidebar ads, where contextually generated ads are based on organic search results.

5.9 Some basic concepts about Search Engine Marketing

- **Keywords:** are the terms that users enter in the search engines and that cause a particular ad or search result to be shown. They do not have to be single words, in fact, it is normal to use groups of words or phrases, such as "buy Nike shoes" or "what is the best accounting software".

- **Concordance:** when setting up a campaign in Google Ads, we must define the degree of correspondence between the keywords we have selected and the term that the user enters in the search engine. This is what is known as "concordance". For example, if we opt for a broad match, the ad will be displayed when the user searches for synonyms or terms similar to the keyword. With an exact match, the ad will appear only when the user enters the keyword without changes in the search engine.

- **Text ad:** is the standard ad type that is shown in search engines, although today we have more options, such as shopping ads. It usually includes a title, a visible URL that can be customized and a short description.

- **Ad group:** In Google Ads, an ad group consists of several ads that appear with the same keywords. In this way, we can see which are the most effective ads.

- **Campaign:** in Google Ads, the campaign is like the "umbrella" under which we organize different ad groups with similar goals. For example, if we have an online store of school supplies, one campaign could include ad groups on textbooks, another on backpacks and a third on drawing material.

- **Page destination or landing page:** the website to which the user is directed after having clicked on an advertisement. To achieve good results with search engine marketing, this web page must be optimized to get conversions or for users to perform a certain action (for example, completing a form to download an ebook). The keywords, the ad shown and the landing page should always be aligned to ensure a good user experience.

- **Search Network:** the places where your ads can appear. The most common is to work with search ads on the top and right of the results page, but we can also show them on other sites such as YouTube or Google Maps.

- **Impressions:** The number of times an ad was shown.

- **Clicks:** number of times an ad has been clicked

- **CTR:** percentage of clicks on total impressions.

- **CPC:** average cost per click.

- **Quality Score:** Score awarded by Google to ads and keywords and which influences your cost per click. This score is determined based on the relevance of the ad, the percentage of clicks obtained and the experience of the landing page. The objective of the system is that higher quality ads occupy higher positions and have a lower cost per click.

5.10 Search Engine Optimization and Search Engine Marketing

Search engine optimization and search engine marketing on a broader perspective, search engine marketing is a wider category that includes search engine optimization as well. As mentioned earlier, SEM includes both, organic search results and paid search results. Organic results are entirely based on search engine optimization, whereas paid search results include using advertising programs, such as Google AdWords and Bing Ads. Most of the time, SEM goes with

paid advertisement with Bing Ads or Google Ad Words. Pay per-click advertising benefits the advertisers as potential customers can directly reach the company through one simple click. Advertising, article submissions and SEO are important factors when talking about paid advertisements. For both, SEM and SEO, a keyword analysis is conducted. However, it is not important that they have to be done at the same time. SEO and SEM require different ways of monitoring and upgrading. Upgrading should be done on a frequent basis, in order to be able to perform an analysis on the previous practices. In some cases, SEM term is used to denote PPC advertisement, so some advertisers identify SEM with PPC, with SEO being a separate type of marketing. It is a known fact that search engine traffic is highly targeted. This is primarily because of the potential loyal buyers who consider your B2B offerings through different search engines. Since consumers are hunting for services and products on their own, they are fully predisposed to consider your marketing ads and messages, which meet their views on the Internet. Currently, no other marketing type can offer a qualified and effective prospect than this. Conclusively, here is what differentiates search engine marketing from the different types of promotion and advertisement:

- **User-originated behaviours**

Search engine marketing is an overall result of what is concluded from the users. The visitors from different directories and search engines voluntarily checked your business rather than considering any other competitors. One of the reasons why the internet users landed on your website was primarily because they were impressed by the offerings they saw.

- **Non-intrusive behaviours**

Always keep in mind: SEM is a non-intrusive approach used in marketing. Most of the advertisements, offline and online, always interrupt the consumer behavior. For example, when the users are surfing across the internet, they may encounter different pop-ups that are used as ads. On the other hand, reading a newspaper, the ads section dominates the mind of the users, forcing them to leave their reading in order to look at the ad. Through SEM, the users on the internet actively search for your information, services and products that were mentioned in the ad they saw. The ads they see in the search engines are relevant to the search query and their goal is

to satisfy the need of the user. Therefore, instead of being intrusive and presenting a distraction, search engine ads are helpful and provide relevant information.

5.11 The Present Position of Search Engine Marketing

Every business believes and trusts in the potential of SEM. Since the previous decade, growth in search engine marketing has been immense, beating every other industry. As a large number of internet users keep utilizing the internet as their primary option, in finding the right company for their needs and wants, SEM will continue to prevail as the forefront leaders of marketing.

Businesses have realized that the acquisition of cost is acceptable through SEM, causing an effective increase in the resources through savings in the marketing budgets.

In case you have missed out in making a proper and formal search engine marketing strategy in the first place, or you have left some filler in the marketing budget used for SEM purpose, it is suggested that you rethink the strategy and consider the benefits that would lead your business and company on the mountains of success. All of this is essential, as the business needs to create a strong effective presence in the eyes of the search engines, especially Google. Carefully look into all the requirements and updates given by the search engines and organize a strategy accordingly.

Paid reach is a frequently used method in the marketing strategy by a lot of companies nowadays. However, the search engine advertising programs are available to anyone, and they have become an important tool in developing and growing small businesses as well. In a modern business world where being positioned at the top of the result pages has become a signal of success, you need to do your best to increase the visibility of your website in relation to the keywords that are associated with your business.

Since using organic reach, i.e. SEO, can be long-term effort with lots of obstacles on the way, paid reach has become a simple alternative, an easy solution to get at the top instantly. Besides being ranked at the top of the search results, paid advertising also has other benefits, which include:

➢ **Attract more clients**

The main benefit of search engine advertising is the possibility to reach more clients, which are the users you would not be able to attract using organic reach only. This helps you expand your market as your business becomes visible to the new customers.

➢ **Target the ads**

The possibility of targeting the users is a huge benefit of advertising program, as you will be able to completely set the criteria according to which the ads will be displayed in the search engines. Google AdWords allows the following targeting options:

• Keyword targeting

• Location and language targeting

• Device targeting

➢ **Manage the budget**

Using paid advertising program allows you to be in charge of your campaign, by setting up the budget and the time period that budget is to be spent. This way, you will only spend the budget you have planned to assign to this type of campaign. As the campaign runs, you will be able to analyze the budget spending, and to adjust it accordingly.

➢ **Track conversions**

Each advertising program offers a platform for managing the campaign, which also provides the features for evaluating the performance of the campaign. Therefore, you can track conversions and make sure that your campaign is really successful. You can also monitor traffic and analyze how you can improve the strategy to yield best results.

5.12 What value adds does search engine marketing have for your business?

- **Generate highly qualified traffic.** Generating traffic organically can be a very long and tedious process, in which the results are only seen in the long term. Search engine marketing allows us to accelerate it and get users to our website from the beginning. In addition, we have the guarantee that these users are interested in what we offer, since they themselves have searched for it.

- **Generate visibility.** Appearing in the top positions of Google and other search engines, even if the user does not click, makes our brand go associated with a specific need.

- **Generate conversions.** In the end, the ultimate goal of Google Ads and other search engine marketing tools is to improve our business results. To do this, we will create optimized landing pages that put users on the path to conversion.

- **Get the most out of your budget,** whatever it may be. One of the great advantages of search engine marketing is that it is a suitable solution for companies of all sizes, since the minimum investment is very affordable. On the other hand, if your brand is growing, you can increase the investment and the complexity of your campaigns to keep growing. Also, since you only pay if you get results (in the form of clicks), you make sure that the budget is used to the maximum.

- **Get measurable results** and follow up in real time. Search engine marketing solutions such as Google Ads provide us with a large number of metrics on campaigns and allow us to know what is happening at all times. In this way, it is very easy to correct the course to get better results.

The search engine marketing or SEM has great potential to help companies achieve their goals quickly and scalable. To get the most out of it, the ideal is to have experts who have extensive experience positioning brands in Google.

5.13 Summary

The internet has rapidly developed since the past decade. From e-commerce shopping to connecting to people across the shores, everything is done under the blessing of the internet. As a vital part of the internet, search engines have allowed businesses to do wonders in their niche industry through essential factors like search engine optimization and search engine marketing. Search engine marketing (SEM) is the profound way of promoting and advertising businesses

over the internet. Through different techniques and tricks, it is important for businesses to adopt this in order to add success in their business. SEM comes with mainly advantages, if the marketing is done in the right manner. One must never delay a marketing strategy, as it is a known fact that right marketing brings much needed success for every business. Every search engine has its own requirements when speaking about SEM. Google is the current king of search engines, leaving Bing and Yahoo! behind. There are different methods and ways to earn high ranks in search engines. Every search engine requires different SEM techniques as well. You should follow all the guidelines and recommendations in order to ensure success for your business.

5.14 Test your knowledge

1. What is Search Engine Marketing? How it is beneficial to the business?

2. Discuss the various Steps involved in Search Engine Marketing?

3. Explain the various tools of Search Engine Marketing?

4. Elaborate the relationship between Search Engine Optimization and Search Engine Marketing?

5. What do you Search Engine Marketing? Discuss the approaches of Search Engine Marketing?

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UNIT 6 DISPLAY ADVERTISING

Structure

6.0   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.

6.1   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.

6.2   Types of Display Advertising

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.

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. **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.

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.

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.

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.

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.

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.

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.

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.

6.3   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:

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.

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. **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.

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 browsers 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.

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.

6.4   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:

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:

    a) Building brand awareness.

b) Retargeting users who abandoned the sites.

c) Generating leads by offering lead magnet.

d) Nurturing leads through the buying process.

2. **Right Targeting:**

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

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

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

c) **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.

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

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

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

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:

a) 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.

b) 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.

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

6.5   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:

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

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. **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.

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.

6.6   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:

1. **Responsive Display Ads:**
   To create them enter your ad text images logo and Google will optimize your ads to better performance.

2. **Uploaded Image Ads:**
   Ads can be created and uploaded as images in different size or HTML5.

3. **Engagement Ads:**
   Engaging images & videos are run on You-Tube and across other display networks.

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.

   a) Google ad sense
   b) Facebook audience network ads.
   c) M Media
   d) Apple advertising
   e) Acknowledge
   f) Yahoo! Network
   g) Taboola
   h) Epon
   i) Airpush
   j) Leadbolt

6.**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.

6.8   Advantages of Display Advertising

1. **Visually attractive:** Display ads are eye-catching, and the rich imagery captures the attention of the audience.
2. **Brand Awareness: Due** to the wide reach of display ads, a large number of people view them and this builds brand awareness.
3. **Remarketing:** Users who abandoned your website can be retargeted through display ads.
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.
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.

6.9   Disadvantages of Display Advertising

1. **Lower click through rate (CTR) –**Usually display ads have a lower CTR than search ads.

2. **Lower conversions –**User may view your ad but aren't searching for your product or service, so they won't be ready to buy.

3. **Avoidance –**Users sometimes don't pay attention to your ad and can also use ad-blocking tools to avoid them.

6.10   Let us Sum up

Display advertising is growing at a fast pace and is ideal for branding and targeted co version 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 "image" 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.

6.11   Key Words

1. **Display advertising–** It is the process of advertising online through visuals, text, images, videos on website to reach the site visitors.

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. **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.

4. **Key Performance Indicators KPI)-** are values used by marketing teams to measure and track the performance of the display ads.

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.

6. **Demands side platform (DSP)-** It is a web server based software system that allows brands, agencies, app developers to buy ads.

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.

8. **Reach–** This refers to number of views generated for the display ad.

9. **Impression–** It is the number of times and ad has been served or displayed to a user on a website.

10. **Click through rate CTR)–** This indicates the number of users who click on your ad.

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.

12. **Interactive ads –** These ads encourage the target audience to interact with advertising, marketing or promotions rather than viewing the ad passively.

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.

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.

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

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.

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

6.12   Test Your Knowledge

6.12.1.   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.**

CERTIFICATE COURSE IN DIGITAL MARKETING
COURSE: DIGITAL MARKETING PLATFORMS

UNIT 7: SOCIAL MEDIA MARKETING: CONCEPT, COMPARISON AND IMPLEMENTATION, EVOLUTION, CHARACTERISTICS, CAREER IN SOCIAL MEDIA MARKETING

Structure

7.0 Objectives

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7.7 Characteristics of Social Media Marketing

7.8 Benefits of Social Media Marketing

7.9 Social Media Marketing in India

7.10 Career Opportunities in Social Media Marketing

SOCIAL MEDIA MARKETING

7.0 Objectives

After reading this chapter, you will be able to:

- ➢ Know the importance of social media
- ➢ Understand the various platforms of social media marketing
- ➢ Know the benefits of social media marketing

7.1 Introduction

Today we are in 21st century and people do not find time to come and interact each other. Social media helps in connecting themselves with social networking sites through which people can now stay far and yet remain connected. The critical point for the Companies is to exist where customers exist. How, when and where the business needs to engage with the customers have changed significantly and rapidly due to the broad adoption of the social web. The reality today is that the customers exist on many social networking sites and that is where they like to communicate and share information. This type of communication and interaction is mainly happening from their computers and mobile devices. Prior to making any kind of purchasing decisions, customers now turn to peers and nontraditional industry influencers for answers through very public social networking platforms - more so than any other source for information gathering. In order to succeed in this hyper-connected environment, companies will need to adapt their business strategy, apply new technology, expand their marketing and PR efforts, and alter and adapt their internal culture. Businesses will have to locate, educate and engage their current and potential customers where they prefer to communicate and that is through social media platforms such as facebook, twitter, pinterest etc.

7.2 Social Media

Social media is a phenomenon that has transformed the interaction and communication of individuals throughout the world. In recent times, social media has impacted many aspects of human communication, thereby impacting business. The Merriam-Webster dictionary defines social media as "forms of electronic communication (as Web sites for social networking and

blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)." The same source defines networking as "the exchange of information or services among individuals, groups, or institutions; specifically: the cultivation of productive relationships for employment or business." Kaplan and Haenlein, (2010) defined Social media as "a group of internet based applications that build on the ideological and technological foundations of Web 2.0, and it allows the creation and exchange of user-generated content.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and facilitates improved customer services. Social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

7.3 Social Media Marketing

Social Media Marketing refers to the process of gaining website traffic or attention through social media sites. Social Media Marketing generally focuses on efforts to create content that attracts attention and encourages readers to share with their social networks.

Social media marketing is a type on online marketing that is geared towards social websites and forums. Such marketing efforts are made to achieve communication and branding goals because each of these is at the heart of a promotional campaign. In other words, when a business has set up a page on social websites with all its details and products, it wants to attract attention and traffic to it. SMM is the method employed to do so.

Social media marketing has many similarities with search marketing. The defining factor about search marketing is the discovery and realization of new stories, ideas and news. With SMM in full swing, the same can be achieved when businesses put up new and interesting stories, catchy images and content that is full of needed information. Hence, SMM is only another form of search marketing that has been introduced ever since social media appeared. With a refreshing take on the latter, SMM has developed new ways to market the same products, using channels of communication that are visited by the audience more than any search engine website.

Therefore, content creation is at the heart of every SMM campaign. Companies looking to market themselves on social media create interesting content that they hope users will like and share, generating a stream of communication. This results in, what experts call, the electronic word of mouth (eWoM). The eWoM includes any statement, perception, comment or like and dislike generated for the content posted on social forums. This is taken to be a signal of approval and recommendation, or disapproval in case the reaction to the product or service is negative. Social media enabled this comments to be widely accessible to social media users, which is why this can be either an advantage or a disadvantage for a business struggling to create its reputation.

7.4 Social Media Marketing Tools

The companies are providing specialized platforms/tools for social media marketing, such as tools for:

- Social Media Monitoring
- Social Aggregation
- Social Book Marking and Tagging
- Social Analytics and Reporting
- Automation
- Social Media
- Blog Marketing
- Validation

7.5 Social Media Outlets / Platforms

Social media is a broad term. Within this broad definition of social websites, we can distinguish social forums that are very different from each other, and so the way businesses are marketed on them is starkly different as well. SMM has two main outlets, one being social media websites and secondly we have smartphone devices.

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. A brief description about these platforms is as follows:

Figure 7.1: Social Media Marketing Platforms

Source: Google Images

7.5.1 Facebook

Facebook is one of the oldest and the most popular social networks around. The platform has a very casual and upbeat feel to it, where users interact, look for products and services and recommend the same to the list of friends and family they have added.

Marketing on Facebook has proved to be quite effective. Over the years, many businesses have sprung up solely because they made a Facebook fan page and started to market their products and services. Therefore, SMM on Facebook has led to the growth of online businesses that have become successful even without any brick and mortar presence. On a particular Facebook fan page, a business can use different techniques to optimize the page in order to appease visitors and create a fan following. Facebook also offers a paid advertising service to businesses that allow them to choose the image and text that goes in the advertisement. Using the pay-per-click strategy, a business is charged whenever the ad is clicked on.

7.5.2 Twitter

This social media marketing platform is all about gaining a solid base of followers. Twitter is a social website that lets users post or 'tweet' small updates related to new product launches, sales, and upcoming events or simply wish followers a good day to ignite a thread of conversation. The 're-tweet' option is the perfect excuse to share a positive review from a customer.

The entire purpose behind social media marketing with Twitter is to initiate dialogue with your fans. Because many businesses become alienated from their market, Twitter is present to counter just that. The more you communicate, the better you will connect with the market. In addition, Twitter helps you provide quick replies, which can help you improve you customer support. Like Facebook, Twitter also allows companies to advertise through this social media platform.

7.5.3 Google+

A strong competitor in the social media market, Google+ has been customized so that it provides many new features for SMM that other websites do not. The possibility to integrate several Google services, such as Google Maps, is perfect for integrating those into the promotion of your business. Google+ also has a fun and casual approach to sharing pictures, videos and links. The

website also has a feature called Google+ circles that lets businesses segment their entire market into various groups.

SMM can then be targeted to each group separately. For instance, if you want to offer discounts only to selected fans, who have made the most purchases, Google+ circles will be useful to you. Similarly, Google+ communities allow groups of people to communicate and interact through a single community focused on particular interest.

Hangout is another versatile feature of this website. With Hangout, a business can host online video conferences and tutorials to keep users interested, to introduce or promote a new product or service, to announce events, etc.

7.5.4 LinkedIn

LinkedIn is a professional social website that attracts business people from various industries. This forum is perfect for initiating a conversation with people from the same industry and post content rich articles that will be understood by like-minded people. There are many features like LinkedIn groups, that help you segment the target market and attract them with different content, and LinkedIn profile, where customers can give testimonials and in effect, recommend your business to others.

7.5.5 YouTube

YouTube needs no introduction. Being the number one channel for video communication, businesses have taken advantage of the various audio and visual features of YouTube to create content rich videos and target them at customers and fans. YouTube videos can also be posted on Facebook and Twitter to double the SMM effect. 'How-to' videos are a tried and trusted way to gain following and appear in the top ranks on the website.

7.5.6 Foursquare

Foursquare is a location based social media website. It is an ideal way for local businesses to register and claim a location spot, where customers can later check in, when they visit this restaurant, café, salon etc. The check in status is then visible to friends and family who find this enough encouragement to try the new service. Moreover, these businesses can offer discounts

and reward points for a certain number of check ins. Being available as an app on smartphones, customers can post real-time reviews if they like the services, thus spreading positive word of mouth.

7.6 Evolution of Social media

Many authors have attempted to study how the social networking and social media evolved over the years. Ritholz, (2010) said that the earliest evolution of social media dates back to 1792 with the invention of the telegram which made long distance communication easy. During the 1950s, phone phreaking, the term used for the rogue searching of the telephone network, began. This process was accomplished through the use of homemade electronic devices that facilitated unauthorized access to the telephone system to make free calls. Phreaks were able to find telephone company test lines and conference circuits to complete their task. During the 1960s, the public saw the advent of email. However; the internet was not available to the public until 1991. Email was originally a method to exchange messages from one computer to another, but both computers were required to be online. But Social media in its present form owes its origin to MUD, originally known as Multi-User Dungeon, Multi-User Dimension, or MultiUser Domain, which was a real-time virtual world with role-playing games, interactive fiction, and online chat. MUD is primarily text based which requires users to type commands using a natural language. BBS was created in 1978, the same year as MUD. BBS is a synonym for bulletin board system. Users log into the system to upload and download software, read news, or exchange messages with others. In the early years, bulletin boards were accessed via a modem through a telephone line by one person at a time. Early on, bulletin boards did not have colour or graphics. Bulletin boards were the predecessors of the World Wide Web. Conceived in 1979 and established in 1980, the Usenet is similar to a BBS. Usenet is a system to post articles or news. The difference from a BBS is that Usenet does not have a central server or devoted administrator-messages are forwarded to various servers via news feeds. With the 1980s came the introduction of The WELL, GEnie, Listserv, and IRC. The WELL, which originally began as a BBS, is short for the Whole Earth Electronic Link. It was founded in Sausalito, California by Stewart Brand and Larry Brilliant and is one of the oldest continuously operating virtual communities. GEnie is the acronym for General Electric Network for Information Exchange. It was an online service using the ASCII language and was considered competition for

CompuServe. General Electric Information Services (GEIS) ran GEnie on the time-sharing mainframe computers during non-peak hours. GEIS initially refused to expand the network to allow GEnie to grow. Listserv, launched in 1986, was the first electronic mailing list software application. Prior to its creation, email lists had to be managed manually. The software allows the sender to send one email to reach several people. Originally, Listserv was freeware but is now sold commercially. Many social networking sites were created in the 1990s. Some examples include Six Degrees, Black Planet, Asian Avenue, and Move On. These are, or have been, online niche social sites where people can interact, including sites for public policy advocacy and a social network based on a web of contacts model. In addition, blogging services such as Blogger and Epinions were created. Epinions is a site where consumers can read or create reviews of products. Third Voice and Napster were two software applications created in the 90s that have since been removed from the market. Third Voice was a free plug-in that allowed users to post comments on webpages. Opponents of the software argued that comments were often vulgar or slanderous. Napster was a software application that allowed peer-to-peer files sharing. Users were allowed to share music files bypassing normal distribution methods, which in the end was determined to be a violation of copyright laws. Launched in 1999, Live Journal provided, people with the ability to mark others as friends to follow their journals and manage privacy settings. K Morrison (2015) observes that the period starting from the year 2001 can be termed as the golden era of social media. Ryze.com was launched in 2001 to help people leverage their business networks, but it never acquired mass popularity. Founded in 2002 and implemented in 2003, Friendster appeared and changed everything by giving users (rather than the computer-managed environment) control over who they connected with. However, new users could only join Friendster if invited by another Friendster user. Since the inception of Classmates.com, many social networking websites have sprung up. This highly boosted and transformed the interaction of individuals and organizations who share common interest in music, education, movies, and friendship, based on social networking. Among those that were launched included LunarStorm, six degrees, cyworld, ryze, and Wikipedia. In 2001, fotolog, sky blog and Friendster were launched, and in 2003, MySpace, LinkedIn, lastFM, tribe.net, Hi5 etc. In 2004, popular names like Facebook, Dogster and Mixi evolved. During 2005, big names like Yahoo! 360, YouTube and cyword, all emerged. In 2006, MySpace became the most popular social networking website in the United States but was overtaken in 2008 by its competitor Facebook, that internationally

became the most popular social networking site worldwide. Facebook was founded by Mark Zuckerberg and others when he was a student at Harvard; though when the site was initially launched, it was restricted to Harvard students only. Later the privilege was extended to high school students and later to everyone who were 13 years or older. In the year 2006 Twitter, the second most social media marketing platform was introduced. 2009 saw the advent of Whatsapp which was an android and windows based application of group chat. Snapchat was introduced in 2012 which was the new platform for chatting and posting pictures. 2012 also saw the introduction of Tinder, which was a social discovery application for android devices. A multiple platform video sharing application called Vine was introduced in the year 2013. The year 2014 saw the introduction of Pheed, which is a social media platform with live broadcast option.

7.7 Characteristics of Social Media Marketing

Social media marketing has many characteristics. To attain a good marketing strategy, you need to have a look at the following SMM characteristics.

- **Participation**

Social media encourages contributions and feedback from everyone. Social media includes delivery of ideas at the time of online conversation. It tries to bridge the gap between companies and audience. With all the new channels of social media, people are enjoying this process of participation.

- **Openness**

Social media success requires honesty, transparency and authenticity. It is required that a trust worthy relationship with your customers should be maintained in SMM (social media marketing) strategy. One fake or negative comment can destroy online reputation.

- **Build relationships**

Social media is a two-way communication channel. It requires participation from both companies and customers. As a business owner, it is very important to make good connections with the target audience. Online conversation through various social media tools happen in real

time with real people. You get a chance to interact with your target audience and you can answer to their queries. Answering to their queries is a good way to build relationship with customers.

- **Reliability**

To make your profile reliable, you need to consistently show your online presence. Effective social media marketer visits their targeted sites regularly. They also get involved with new users and promote their products. They talk to their target audience on a regular basis.

- **Build communities**

Social media sites allow you to build communities quickly, this helps you communicate more effectively. Communities share common interests, such as a love of photography, a political issue or a favorite TV show. These communities help you to know about your target audience. You can also support other communities which you think are good for your business.

- **Customer service**

It is very essential to take care of your customers. **Social media networks** are all about helping each other's. It's about providing value to your customers, not just promotion.

- **Avoid spamming**

Don't give importance only to promoting your links. Also share insightful content about your company. Do not send the same message to your community again and again, it works as a spam and it may irritate your customers.

Social media marketing is the most powerful platform for small businesses. An effective social media marketing campaign grows your business and brings more traffic to your website. Social media marketing is the best marketing strategy allows you to promote your company at the same time build relationships.

7.8 Benefits of Social Media Marketing

Social Media networks have evolved everywhere over the last few years. Social media is becoming the main source of almost everything, including news, e-commerce, entertainment,

and many more things. The involvement of social media has changed the game for **traditional marketing**. A lot of questions have been on every one's mind for a while now. Many people don't know which option to choose and many business owners don't know which marketing option suits their business the most. According to survey reports, 92% of business owners claimed that <u>social media marketing</u> is much important for their business; with 80% their efforts increased traffic to their websites. Social media marketing is the platform to make a good relationship with business owners or customers. Since then Social media vs traditional marketing becomes the most debatable topic for digital strategists.

Traditional marketing is the mainly conventional mode of marketing in this marketing used since the beginning of marketing and advertisements. This includes:

*Television

*Newspaper

*Radio

*Flyers and billboards by the roads and highways

*Ads in related weekly or Monthly magazines

Social media marketing is the marketing mode of the global. It is only obvious that the era of the internet will have its influence in every area of life. Their **advantages** over traditional marketing channels are enormous. Some of these below:

- **Low cost:**

Marketing and advertising cost is one of the biggest financial burdens that businesses have to bear. While big businesses may not have so much trouble doling out millions for marketing and advertisement, but for small businesses, this may be impossible or an unbearable nightmare. Marketing via digital platforms offers a more affordable alternative to the traditional method. They create as much impact yet costing way less.With just a few bucks you can subscribe to an

email marketing provider and send transactional or direct emails to thousands of customers on your mailing list.

- **Huge return on investment:**

Nothing matters more to a business than the return on the investment it makes. Digital marketing offers a substantial return on small investments. Email marketing or running advertising campaigns on social media platforms cost little when compared to traditional marketing techniques.

- **Easy to measure:**

The success of a digital campaign can easily be ascertained. Compared to traditional method where you have to wait weeks or months to evaluate the veracity of a campaign, with a digital campaign you can know almost immediately how an ad is performing.

Email marketing software allows users to track the performance of their emails; they can know how many were delivered, how many were read and learn all about their conversion rates. Google Analytics is a very effective tool for measuring specific goals to be achieved on a website or blog. Google AdWords manager allows users to monitor the performance of their ads on Google search; they can know how many people viewed their ads and learn all about their conversion rates.

- **Easy to adjust:**

The knowledge of the performance of an ad will inform a business on how to proceed. For an ad campaign that is performing well, it is easy to invest more in it with just a click. But for an ad that is not delivering as expected, it can be adjusted accordingly or stopped altogether with ease.

In traditional marketing, it is more rigid as a mountain of paperwork must be signed and in most cases, these agreements are on a long or medium-term basis. So even if a campaign is not performing as hoped, subscribers will still have to wait for the expiration of the agreed period.

- **Brand development:**

Businesses can use their digital platforms to <u>build their company's brand</u> and reputation. A well-developed website, a blog featuring quality and useful articles, a social media channel that is highly interactive are some of the ways by which a business can build its brand.

- **Easy to share:**

Most digital marketing channels feature sharing capabilities which allow campaigns and articles to be shared with multiple followers. This helps to create a multiplier effect and has the capacity to tremendously improve sales results.

- **Precise targeting:**

The traditional means of marketing uses the spray and pray method, where an ad runs over a platform with substantial reach with the hope that a few people who love what they see, hear, or read would make a positive approach. Marketing over digital platforms, on the other hand, allows for targeted campaigning where ads are presented to customers based on their preferences or initial action. Take, for instance, transactional emails (order confirmation emails, receipt, password reset) which will only be sent to customers following their action towards the business. In other words, customers get only what they ask for.

Social media platforms usually possess a very smart algorithm that studies and collates user preferences. This helps to increase the likelihood of sales as well as further cut down on the cost of marketing.

- **Global:**

The world has turned into a global village. This has been made possible via digitization. Digital marketing allows ad campaigns to be visible in any part of the world. This gives small start-ups the rare opportunity to go global via the immense exposure provided. The internet abounds with stories of start-ups that became hugely successful over a small period due to the opportunities created thanks to the global nature of marketing via digital platforms.

- **Segmentation:**

Not only does marketing over digital platforms allow campaigns to be targeted at specific customers, it also allows for customer segmentation. Segmentation is the process in which large customer groups are further broken down into smaller groups of customers according to a particular classification. Segmentation increases the chances of sales, as well as cut down on cost.

Take, for instance, an e-commerce store that has launched new offers for women's clothing. Using digital platforms, offering, for instance, email marketing solutions, allows the business to send emails to women alone. And if an offer is available only in certain regions, residents of given areas can be the only ones who will get the email.

For segmentation to work effectively, adequate information must be collected from subscribers.

- **Greater engagement:**

The cyber world is getting noisier by the day, and any product or service that your business offers is most likely also being offered by thousands of other businesses. The average bounce rate on websites increased and the attention span of visitors is dropping. When visitors to a website do not immediately find what they are looking for, they leave for an alternative.

The key to staying relevant and keeping customers in this highly competitive business world is to ensure continuous engagement with your audience. Effective marketing allows businesses to stay

competitive and relevant by engaging with customers through different digital media channels. These platforms allow businesses to answer customer questions, alleviate misconceptions, and even generate sales. This can be achieved via regular useful blog posts, newsletters, shows, promotions, and special offers.

7.9 Social Media Marketing in India

As per the report Social Media Marketing- India Trends Study, by Ernst and Young, 75% of Indian's online population is digital consumers (who use digital purchasing). These days trust in a company and brand is no longer dependent on company controlled , traditional mass channels, but rather on communities and of their marketing budget to digital to social media marketing to reach the customers. The increasing internet penetration rate will increase digital advertisement spend in India. According to the same study, 81% of the brands surveyed considered Facebook to be the most important platform while almost 48% surveyed brands think that twitter is the second most important platform to be on, followed by YouTube (43% surveyed brands considered it to be the third most important channel). Businesses are also establishing their own YouTube channels while actively producing, creating and distributing video content for promotional material and showcasing new developments for the brand. The statistics look very promising and it indicates that social media marketing will be focus of companies in the coming years.

7.10 Career Opportunities in Social Media Marketing

These days having designed a website for your business is not enough to serve the purpose and give you the bigger cake slice. So you need to excel in this field to be able to discover careers in Social Media Marketing. The digital marketing extending to Social Media Marketing sites includes Facebook, Twitter, and Instagram etc, that are essential for every business. With Social Media now becoming a huge and integral part of the businesses, the Social Media Marketing career opportunities in this field are enormous. These are discussed below:

7.10.1 Social Media Marketing Manager
Being a Social Media Marketing Manager means you will be responsible for communicating the clients and customers of the organization via Social Media websites. This is your type of job if

you have a passion of working with Social Media and finding innovative ways to connect with people. Great communication skills are a must since you will have to do a lot interaction every day. Along with that you must have creative writing ability to stir engagement with people online as well as in person. For getting your message across to the target audience, the need for good organizational skills and a deep knowledge of Social Media tools to have best possible results can make you stand out of others. Experience in related fields like marketing, public relations or advertising can help you enter this job. Don't worry if you have no experience, you can still become a Social Media marketing manager by demonstrating your good understanding of Social Media and your persuasion power that make people join online communities. The working areas of a Social Media Marketing Manager are:

1.   Being a Social Media Marketing Manager may come with working for one company or more. Promoting and managing the company's online presence via Social Media websites is the main task.

2. Reviewing, analyzing and contributing to activities on websites like Facebook, Twitter, YouTube, Flickr, Google plus, Pinterest and Instagram is a daily task for the manager.

3. Updating the Social Media sites regularly.

4. Checking the internet and Social Media sites for company mentions and feedbacks from customers' side.

5. Overseeing competitions and campaigns that promote the company.

6. Enlightening the staff on the use of Social Media and encouraging its use within the company also.

7. Developing strategies for increasing follow or likes on sites like Facebook and Twitter.

Social Media Marketing Manager is one of the most comprehensive Social Media Marketing career opportunities where you need to have a varied skill set ranging from strategizing, marketing and even writing blogs for the company.

7.10.2 Social Media Marketing Executive

From structuring a Social Media foot print, monitoring and creating an air about the company to developing online media campaigns, a Social Media Marketing Executive has an active involvement on Social Media like Facebook, Twitter and Google Plus to create and maintain company's profile online. The following tasks are to be done by a person who has chosen Social

Media Marketing Executive position as the Social Media Marketing career opportunities, in a company:

1.   Strategy planning for the company's visibility on a wide number of Social Media platforms.

2. Making reports according to the analysis of competitors' offers, marketing strategies and trends.

3. The <u>Social Media Marketing Executive</u> needs to create, edit, publish and share the content daily that helps in building meaningful connections and encourages the managers to take action.

4. Structuring and executing Social Media strategy on the basis of competitive research, platform determination, messaging, benchmarking and identifying the right audience.

5. Creating and optimizing the company's pages on all platforms to increase the possibility of their visibility on Social Media.

6. Collaborating with other departments of the company in order to maintain the reputation of the company created so far.

7. Creating editorial calendars and syndicating schedules.

The task of a Social Media Marketing Executive requires a lot of patience and hard work for continuously improving the strategies and implementing the best practices for company's turnover.

7.10.3 Social Media Marketing Analyst

Amalgamation of the skills of a marketing analytics and subject matter expert is essential for being a Social Media Marketing Analyst. The understanding of current and future trends of Social Media and Marketing Analytics areas can make you stand out of the crowd and can be a game changer for your company. This is one of the key skills to make a mark in Social Media Marketing career opportunities available.

A Social Media Marketing Analyst is majorly responsible for heading the qualitative and quantitative measurement of the company's clients' performance in Social Media. This can range from ongoing measurement, reporting and providing strategic support to the clients. Supporting analysis and reporting for other digital campaigns which include email, search engine marketing, video, display, performance and site is also the task of a Social Media Marketing analyst. Alongside, you will have to work with the content, digital marketing strategies and analysis

teams to combine social analytics. Mentioned below are some of the duties and responsibilities of a Social Media Marketing Analyst:

1.   Critical thinking and analysis of company's brand measurement on Social Media portals.

2. Analysis of content performance on specified basis and making insightful recommendations on the improvement of marketing strategies on Social Media.

3. Evaluation of the impact of Social Media on digital marketing channels.

4. Setting up benchmarks required for social campaigns and responsible for its execution.

5. Discussing the tools that should be used to enhance the research capabilities.

6. Framing the strategic frameworks for social content across the customers/users.

7. Working along with the digital analytics team in order to develop best possible practices for reporting and analysis.

7.10.4 Social Media Marketing Specialist

A person who has experience and specialization in the field of Social Media Marketing can opt for Social Media Marketing Specialist as one of the many options available under Social Media Marketing career opportunities. On one hand, specialization can help you grab high salary packages while on the other hand, the company's limited resources are used in the best possible way. For acquiring the position of Social Media Marketing Specialist, you need to have experience in the Social Media Marketing field. Following are the roles and responsibilities of a specialist:

1.   Creating, managing and optimizing Social Media campaigns like Facebook, Twitter, Pinterest and Instagram.

2. Possession of both analytical and creative skills along with intellectual curiosity and proven leadership experience.

3. Excellent communication skills for the communicating with the clients to keep them updated about timelines, budgets, analysis and reports.

4. Continuous monitoring, revising and optimizing ad text for eye catching advertisements and gaining traffic.

The job of a Social Media Marketing specialist is comprehensive which requires implementing experience for company's growth.

7.10.5 Social Media Marketing Coordinator

In this job, the person has to oversee and manage the marketing and Social Media needs on a regular basis. The responsibilities include structuring Social Media strategies, promotion and creating awareness about the company's brand, starting marketing campaigns to enhance the number of clients. The task of an Social Media Marketing Coordinator is managing multiple projects while meeting the deadlines. Few of the roles and responsibilities of a coordinator are:

1.   Development and execution of strategies of Social Media.
2. Daily posts/tweets/updates on Social Media portals.
3. Working in coordination with the branch support for recruiting opportunities and monitoring the marketing projects.
4. Working in coordination with branch sales in order to monitor and execute the sales plan. Keeping updated with the status of clients is also a part of the job for a coordinator.
5. Working with the branch administration includes special event handling along with works of administration in order to enhance the Social Media presence of the company.

7.10.6 Paid Marketing Specialist

It is an entry level position where one needs to develop and execute companies' marketing strategies. Following are the duties and responsibilities of a Social Media Marketing specialist:

1.   Ensuring traffic is initiated on time across all Social Media platforms.
2. Fix deviations, if any and improving the quality of the performance.
3. Maximizing profits by making amendments in plans.
4. Generating reports on daily, weekly, monthly and yearly basis across all Social Media portals like Facebook, Twitter, Instagram, Pinterest etc.
5. Setting up analysis reports
6. Creating attractive advertisements for building Social Media's performance of the company.
7. Being proficient with PPC tools like Google AdWords, Bing ads editor etc.
   Paid Marketing Specialist is one who is responsible for improving the company's Social Media presence.

7.10.7 Social Media Marketing Copywriter

The person is responsible for writing content for the purpose of Social Media Marketing. Writing informative, creative and persuasive content for the company helps in creating a buzz about the company. Following are the duties and responsibilities of an Social Media Marketing Copywriter:

1.   Writing content for the company.
2. Proofreading the content to be published.
3. Creating eye catchy ads and phrases for creating awareness about the company.

7.10.8 Social Media Marketing Associate

For being Social Media Marketing Associate, you should be able to tap new opportunity that might help the company to open avenues for revenues. The duties and responsibilities of an Social Media Marketing Associate are as follows:

1.   Scheduling workshops, meeting and webinars for marketing the company on Social Media platforms.
2. Executing marketing campaigns on Social Media and reporting the management.
3. Supporting Social Media strategy, creating and managing company pages and profiles on all huge social platforms like Twitter, Facebook, Pinterest, etc.

7.11 Summary

Social media marketing is definitely a creative and out-of-the box alternative to physical and traditional marketing of a business. Be it an infant business, or one that has been around for decades, an efficient and effective SMM strategy can do wonders to increase fan following and the conversion rate for your website.

Therefore, if your business has still not taken the social leap, it is high time that it did. Keeping in mind the rules and determinants of this marketing tactic, your business can be given a new and refreshed feel, an opportunity to explore the benefits of social interaction and communication for your business promotion.

7.12 Test Your Knowledge

1. Explain the social media strategy cycle?
2. How should social media campaign goals be set?
3. How social media marketing is important for business? Elaborate.
4. Discuss the various the characteristics of social media marketing?

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

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 f 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 t 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.

I. Consumer Traits

Demographics

Attitude and Beliefs

Impact of Reference Groups

Online Behaviour

Webographics

Online Shopping Platform

Internet Usage

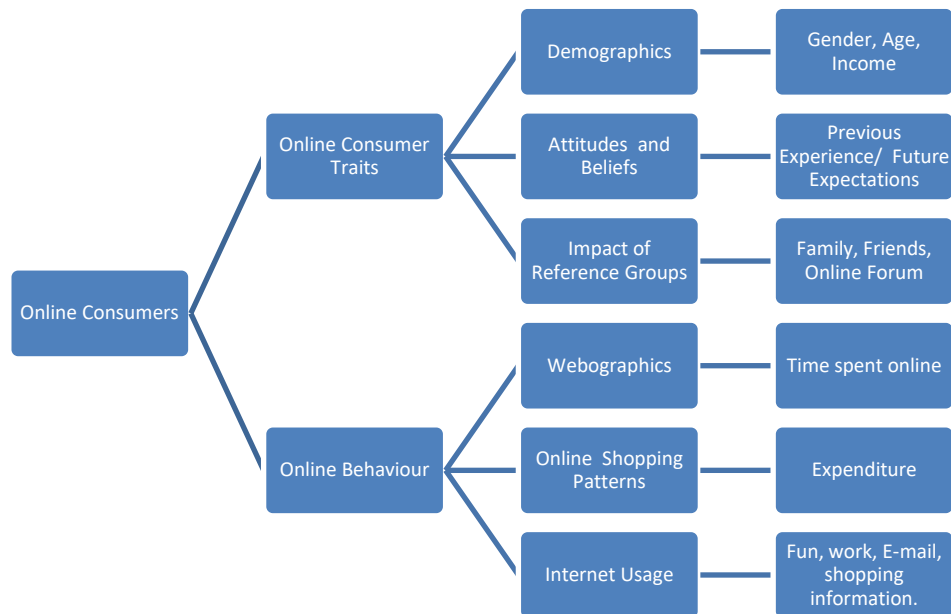The Figure below shows how online consumer segments are subdivided

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 stags 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 <u>irrelevant recommendations can divert the attention of your customers</u> 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.
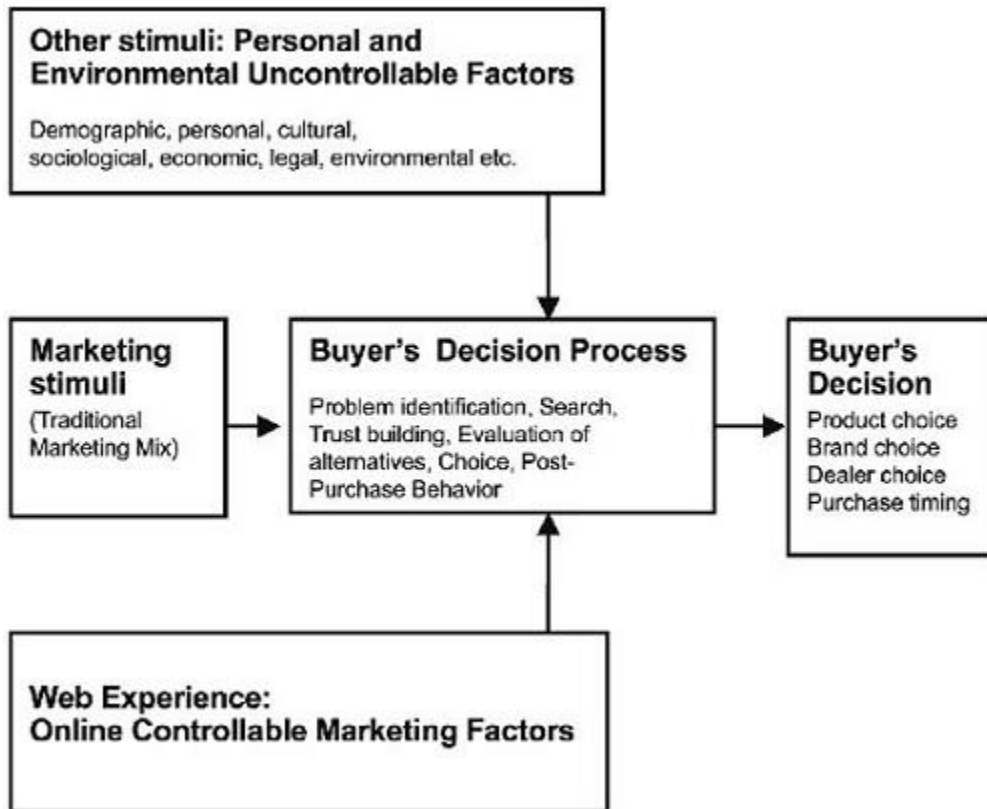

Figure 8.3: Online Consumer Behaviour Process

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.

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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?

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UNIT 9: SOCIAL NETWORK: FACEBOOK, INSTAGRAM, TWITTER, YOUTUBE, WHATSAAP- DESIGN, FEATURES, MECHANISM, METRICS, REACH AND USERS

Structure

9.0 Objectives

9.1 Introduction

9.2 Social Media Outlets / Platforms

9.3 Facebook Marketing

9.4 Steps to start Facebook marketing

9.5 Grow Your Business with Facebook

9.6 Twitter Marketing

9.7 How to Increase Followers on Twitter?

9.8 Instagram

9.9 Youtube

9.10 Whatsaap

9.11 Test your knowledge

9.12 References

SOCIAL NETWORK

9.0 Objectives

After reading this chapter, you will be able to:

- ➢ Understand how to leverage social media platforms- Facebook, Instagram, Twitter, Youtube and Whatsapp for marketing purposes.
- ➢ Discover the importance of the these emerging platforms

9.1 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

9.2 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

9.3 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.

9.4 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.

9.5 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

9.6 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 "twttr".

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

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.

9.7 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.

9.8 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.

9.9 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.

9.10 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.

9.11 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 whatsaap marketing?

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CERTIFICATE COURSE IN DIGITAL MARKETING
COURSE: DIGITAL MARKETING PLATFORMS

UNIT 10 VIRTUAL MARKETING AND CONTENT MARKETING

STRUCTURE

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10.11 Lets Sum It Up

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10.13 Short Answer Questions

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10.0 OBJECTIVES

After studying this topic the learner must be able to:

1. To define virtual marketing.
2. To explain the reasons for the wide popularity and growth of virtual marketing.
3. To comprehend the working of market spaces in virtual marketing.
4. To have knowledge about various technologies supporting virtual marketing.
5. To know about virtual marketing techniques used by marketing companies.
6. To have an overview of the concept of Virtual Enterprise.
7. To highlight the advantages and disadvantages of virtual marketing.
8. To have an overview of content marketing.

10.1 INTRODUCTION

Virtual Marketing is a term used to describe online advertising and is one of the most popular forms of marketing these days. Its wide spread rise can be attributed to the use of social media across the world .Virtual marketing is just another name for digital or viral marketing. It means marketing done in a virtual space through a computer and requires internet to work. People of all age groups spend so much time on internet and market campaigns target them through virtual marketing. Virtual marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email and mobile apps.

Virtual marketing is crucial for modern business as internet plays a vital role in the purchasing decisions of consumers. Virtual marketing is in contrast to traditional advertising methods such as print and broadcast. Its impact can be easily measured on the basis of clicks, impression, hits and other data. Several companies rely on virtual marketing strategies to engage with users over the internet. To make the brand more recognizable online, companies indulge in content marketing by creating blogs, games, and info-graphics to spread awareness. Such methods are then used as a social media campaign on face book, twitter and pinterest to drive traffic to a website or an online store. Companies also use emails to send newsletters with details about their products.

10.2 MANAGING MARKET SPACE IN THE VIRTUAL WORLD

Traditional marketing involves a marketplace with a physical location, physical buyers and physical sellers. Under the new concept of marketing, market space refers to the virtual market place i.e. and integration of several marketplaces through technology which eliminates the constraints of physical boundaries.

10.2.1 Features of market space

- Transactions happen online through internet.
- No face to face transactions, it is through electronic medium only.
- Physical stores and showrooms are replaced by computers and internet.
- Here buyers can also list their needs.
- No transportation costs.
- Highly convenient to the consumers.
- No rent for stores and buildings to sell.

10.2.2 Types of virtual market space.

1. Virtual information space.

2. Virtual communication space.

3. Virtual distribution space.

4. Virtual transaction space.

   1. Virtual information space

   Economic agents display information about products and services through internet based channels. This includes websites which provide information and internet is used for creating new opportunities in virtual information space such as internet marketing and advertising, consulting services, internet searching, gathering etc. An ideal virtual information space should be user friendly and designed to enhance customer experience.

   2. Virtual communication space

The virtual communication space are online platforms like blogs, chat rooms and video conferencing where exchange of ideas experiences and opinions take place regarding products and services offered by companies. Virtual communities are formed which remove the constraints of distance and provides opportunities for consumers with shared interests to communicate with each other.

3. Virtual distribution space

By using internet as a distribution channel, companies can reduce deliver cost and ensure instant delivery in case of digital products like computer games, digital music, videos, online ticketing, financial services etc. thus virtual information space consists of varied channels for number of goods and services.

4. Virtual transaction space

Business transaction can occur through internet based channels and recorded electronically for future use by marketers. Various electronic transactions are conducted through orders, invoices, payments which may include email and online orders using credit and debit cards. The security and privacy of customer information is of utmost importance during virtual transactions.

10.3 REASONS FOR GROWTH OF VIRTUAL MARKETING

Virtual marketing is gaining popularity day by day and is considered more efficient than traditional marketing. Some reasons for its growth are:

1. Internet Access:

Broadband services provide internet access to a wide population all over the world with high speed. Internet users are expanding and it becomes important for a marketer to attract visitor's attention through their websites. Marketing messages are designed on websites by mixing various online elements like virtual tours, video diaries and other interactive multimedia tools.

2. Consumer behavior is dependent on online search:

Search is the first online activity after email. Most consumers search the net to find products, services and other businesses.

3. Online sales trend:

Large percentage of sales all over the world is conducted through e-commerce. Increasing number of internet users around the world depend on online sales.

4. Traditional media is on the decline:

Most companies have shifted towards virtual marketing and the use of traditional media like television or radio advertisements have declined. The viewership of television has gone down everywhere as most people spend more time on the internet.

10.4 TECHNOLOGIES SUPPORTING VIRTUAL MARKETING

- Web transaction logs: These record document user activity at the website.
- Transaction logs: Marketing information is collected through transaction details from data base.
- Cookies: It is a small text file which identifies customers visiting specific pages to understand their behavior.
- Advertising networks: These are specialized ad servers used to store and send users the appropriate banner ads.

10.5 MEASURING VIRTUAL MARKETING

By monitoring specific metrics a company can gain knowledge to maximize their return on investment. The quantitative assessment of virtual marketing performance provides an insight into the success of company's efforts. Various tools to measure performance are:

1. Website sessions

   These are unique IP addresses which depict the visitors visiting your website and for how long do their sessions last. This gives useful data to the company about the "hits" their website receives on daily, weekly, monthly, and yearly bases.

2. Website bounce rate

It is the percentage of people who leave your website after viewing one page only. This bounce rate should be as low as possible and is useful for analyzing the website's success. A high bounce rate signifies that people are not engaged with your website due to various reasons like poor web designing, misleading content, or poor navigation.

3. Conversion rate

This refers to the percentage of visitors who visit your website page and then buy something. Conversion rate is useful to understand consumer behavior and check whether your online sales strategy is effective or not.

4. Top referrers

Referrer is a website that sends you traffic via a back link. Referrals can come from social media platforms and can either be paid or organic. In organic referrals, the company does not spend any money but they are referred on online forums.

10.6 VIRTUAL MARKETING TECHNIQUES

Virtual marketing employs a variety of digital tools and many techniques are applicable during multiple stages in the new business development.

10.6.1Techniques to increase visibility

Such techniques are helpful in finding the target audience and convey credibility to the areas of expertise. They can be of the following types:

- Search engine optimization (SEO)

SEO is the process used by business companies to be found for relevant searches. Most people Google to acquire both information and a perspective on how to solve a business challenge. SEO involves understanding of key words to be used in a well designed, mobile friendly website which is helpful with high quality content.

- Guest authorship

Guest authorships are blog posts or articles you write for other people's blogs or online publication. These guests' authorships increase a company's visibility among target audiences and boost credibility.

- Digital advertising

There are many variations on paid digital advertising. Digital ads can show up on the same page as search results or can target a specific company. This helps in reaching out and communicating with a new target audience.

10.6.2 Techniques to communicate expertise

Such techniques offer the opportunity to a business to share their expertise and communicate their story in greater depth.

- Blogging

A blog is a section of a business website where content is published in form of articles or short videos. These blog posts are found by the search engines and should be educational. This content attracts traffic to the website and increases visibility.

- Digital publications

Various digital publications contain research reports and e-books. These have premium content which is relevant and valuable and most people are ready to fill out an online form with personal information to receive it.

- Webinars

Webinars are a type of digital seminars and are visual rather than written communications. These online educational events can be live and allow interactive sessions.

- Podcasts

Podcasts are similar to radio programs and are often very personal and informative. They cultivate a comfortable familiarity and help in building a relationship. These include audio recordings of interviews or a talk on topics of interest to the target audience.

- Virtual events

Virtual events are similar to webinars but are longer and may extend to multiple days. They may include multiple presentations, panel discussions, Q & A sessions. They are similar to traditional conferences and events but in the virtual world.

- Video case stories and testimonials

Video case stories are recorded and client testimonials are captured to convey their expertise and thus help prospective clients. These can be accessed repeatedly to get a better feel for what its like to work with the company and how can the expertise apply to their situation.

10.6.3 Techniques to build engagement

These techniques help the business in reaching out and communicating their message by engaging in a conversation.

- E-mails

E-mails is one of the most commonly used digital techniques and plays an important role in developing new business. A business can directly deliver content and offers and personalize marketing through E-mails.

- Social media

Different social media platforms can reach widespread audiences and understand their habits to engage with them. It is the digital equivalent of traditional networking. It is used to research and find new customers and engage with them. Market place activity can be monitored through social media and even referrals generated.

- Video conference calls

A video call is as good as a face to face meeting for most business purposes with a change in technology and social norms, video conference calls have taken center stage.

10.6.4 Marketing infrastructure
- Website

Website is the single most important marketing tool and should be a modern, well designed communications and business development platform.

- Marketing automation

  Marketing automation is growing rapidly and has the advantage of saving time and allows businesses to personalize their offers .There are numerous players in this area with ever expanding new features. This technique assists in targeting the audience in the initial stage as well as automates the follow up process too.

- Communication Platforms

  Such platforms allow businesses to communicate with their prospective clients via video e.g. .through Zoom, Go-To-Meeting and WebEx, hold a webinar e.g. Go-To-Webinar or On24 and send an email.

- Limited functions apps

  There are thousands of apps and data services available to automate the research, analysis and implementation tasks associated with marketing techniques.

10.7   ADVANTAGES OF VIRTUAL MARKETING

1. Wide global reach

The incredible reach of virtual marketing has transformed the whole scenario of marketing in recent times. The internet is easily accessible all over the world and businesses can reach markets anywhere. There are no geographic constraints as with a virtual presence products and services are available around the clock and around the globe.

2. Gives visibility to products

When faced with a business issue most people start with searching online for useful content before arriving at a decision. A virtual approach is beneficial for a business as it focuses their presence in the channels where potential clients are looking for insights and guidance.

3. Economical

Virtual marketing has a low operating cost as compared to traditional advertising. Online communication like sending emails and brochures saves on printing, paper, postage and can be sent repeatedly with no additional cost. Instead of travelling to far

off places you can attend a live networking event on social media and save on costs and time.

4. Businesses can demonstrate their expertise easily

Unlike traditional face to face educational events that happen once and have limited reach, a virtual webinar or an educational blog provides an opportunity to demonstrate expertise to a huge audience and can be accessed again and again.

5. Demographic targeting

Virtual marketing has the ability to focus on target customers based on their demographic profiles. A visitor on your website can be asked to fill a form which gives an idea about their age and interests which may be used to shape your products to match their needs. Thus it becomes possible to target different demographics and concentrate efforts on specific offers to select audience.

6. Ability to multitask

One of the core benefits in virtual approach to marketing is the handling of millions of customers at the same time. The website infrastructure should be efficient enough to tackle numerous transactions which take place simultaneously.

7. Drives faster growth

Virtual marketing is a driver to greater profitability which leads to faster growth .Research shows that greater the level of your online business generation, the faster your business grows.

8. Credibility

When the brand" goes viral" it grabs attention of new audience and wider recognition leads to more trust and acceptance. The credibility of the brand rises and more people are willing to give it a try.

9. Rapid lead generation

The virtual presence of a product has a tremendous impact on lead generation .When a product is trending online it attracts enough attention which may impact future sales. The people might not be ready to buy from you just yet, but they would certainly keep you in mind when they are ready.

10. Measure and track results

Various tools can be used to track results of the advertising campaigns through virtual marketing. The marketing efforts can be quantified and thus give you an idea of how to better your traffic leads, sales and conversions.

10.8 DISADVANTAGES OF VIRTUAL MARKETING

1. Time consuming

Optimizing online advertising campaigns and designing efficient websites is a lengthy cumbersome process.Creating marketing content can take up lot of time and it's important to measure the results to ensure return on investment.

2. Skills and training

Digital marketing can only succeed if the staff has the right knowledge and expertise to carry out the campaign. The tools, trends and platforms rapidly change and up to date information is needed to be effective in the virtual world.

3. High competition

Virtual marketing has a global audience and with that comes high level competition from global level. It is challenging to stand out against such tough competition and grab attention among the numerous messages aimed at consumers online.

4. Critical comments and feedback

Social media review websites are visible to audience and if someone gives the product or service negative feedback or highlight complaints, these get amplified and damage the brands reputation.

5. Security and privacy issues

Virtual marketing needs access to customer data and a number of legal considerations regarding the security or privacy of data needs to be taken into account .Rules regarding privacy and data protection must be followed to avoid repercussions.

6. It can be a waste of time

If the viral marketing efforts do not reach the intended audience, then both money and time is wasted .The costs per interaction may be a lot higher by virtual outreach effort than a traditional marketing setup.

7. Element of irritation

There is a risk that potential clients may get turned off and irritated as viral marketing becomes a nuisance as people are bombarded with ads from all over. Organic viral marketing creates an invitation while artificial viral marketing feels like spam and tends to backfire with people ignoring your ads.

10.9 VIRTUAL ENTERPRISE

When many corporations combine their specialties to create a product or service, the result can be called a virtual enterprise. It is a temporary alliance of enterprises to share skills, core competencies and resources in order to better respond to business opportunities. This cooperation is supported by Internet and Communication Technologies (ICT).

Some of the features of a virtual enterprise are as follows:

> Boundary crossing
> Complementary core competencies
> Geographical dispersion
> Complementary nature of partners
> Participant equality
> Extensive use of ICT
> Temporary
> No creation of a new legal entity

Virtual enterprises like Google, Yahoo, Amazon Book and Netscape use virtual marketing extensively as their target market are internet users and they need not invest in traditional marketing tools at all.

Virtual enterprises can be formed in different ways. Most popular approaches are the following:

- Companies working together separated geographically can form a virtual enterprise. Doing such a kind of business is possible due to contemporary communication

technology (phone, fax, GSM) and Internet technology (e-mail, talk, and videoconferencing). This type of VE and its information architecture is based on two or more computers connected through Internet.

- Some likeminded small or large companies that specialize in some specific business activities can establish a new company on temporary or permanent basis.

- The outsourcing of some manufacturing operations can be done on a virtual basis. This is called virtual manufacturing. Virtual enterprise framework enables such a business.

- Virtual enterprise can be formed in which a company decides to form special relationships with its customers and/or suppliers through an extranet infrastructure.

- Sometimes distributed objects are used between two or more companies usually connected through Internet, as some sort of virtual business. These are applications created using distributed computing standards.

10.10 CONTENT MARKETING

Content marketing is that aspect of digital marketing which creates and delivers valuable content to attract, engage and acquire potential customers and includes educational article, e-books, videos, entertainment, and webinars that offer relevant answer to specific questions audience may have in their minds. It works by offering informative and useful material to potential customers and moves them further along the sales funnel and ultimately drives profitable customer action. There are three key reasons why enterprises use content marketing:

- Increased sales
- Cost saving
- Better customers who have more loyalty

Content Marketing which is somewhat like an art of storytelling needs a sound foundation and follows a strategic plan to lure the target audience. The quality of the content matters a lot as the aim is not only to attract and engage the target audience but to win their loyalty and commitment towards the products offered. Certain factors which need to be highlighted to make content marketing more viable depends upon certain factors like:

- Social media marketing: Content marketing strategy should come before the social media strategy. The social media platforms like Facebook, Twitter, Linkedin can be used to promote the content.

- Search engines usually reward businesses that publish quality, consistent content. So valuable content will assist businesses in reaching out to potential customers and be recognized in their field.
- For Pay per Click (PPC) to work, great content is required behind it.
- Inbound marketing: This is a business methodology that attracts customers by creating valuable content. So content is key to driving inbound traffic and leads.
- Content strategy: Content strategy is concerned with planning, creation, delivery and governance of content.

Content Marketing Objectives

Content marketing objectives must form part of a defined content strategy planning for the creation, delivery and governance of useful, usable content. These can be as follows:

1. Brand awareness or reinforcement

2. Lead conversion and nurturing

3. Customer conversion

4. Customer service

5. Customer upsell

6. Passionate subscribers.

Common content marketing methods

1. Blog posts-are the most common form of content marketing, these are published on a website and are then shared on social media. Blog posts should be published on a regular basis in order to attract new and recurring visitors, and they should be focused on providing valuable content for the targeted audience so that it will make readers inclined to forward and share them on social platforms and other websites.

2. Infographics- This type of content can organize data in a visual manner, thus providing a more compelling and engaging opportunity to transmit information. Infographics are easily understood and visually appealing too.

3. Podcasts-Podcasts represent pre-recorded interviews and edited radio shows that are presented through different topics to target audience. Podcasts are also

used for lead generation, thus this content tactic helps in building an audience and establish a particular brand as a source of expertise.

4. EBooks- This type of content provides a detailed and in-depth resource of information on a certain subject for potential consumers, and is a credible source for the company responsible for the creation of this content. In online marketing practice, eBooks are considered a lead generation tool because in order for potential customers to access the free resource, they usually have to provide their contact information. As a result, consumers get the opportunity to learn valuable information, and the organization that produced the eBook develops a new lead for their business.

5. Templates- Templates and worksheets can be used by businesses in online modes to help potential customers with certain issues and thus saving them time and effort. By downloading a template or a useful worksheet, a company is simplifying a challenge for potential customers who will be more likely to engage with a particular company in the future.

6. Videos- This content format has the highest level of engagement on social media and other websites. Videos can be used as a content marketing tactic to explain certain issues, demonstrate a product or service, or present a topic of interest to targeted audiences.

7. Webinars- Another common content form used by companies to gain more credibility among targeted consumers are the webinars. These are compiled as a series, to provide information on a certain topic and they involve gathering expert and leaders in certain fields to share their ideas on the main issue.

8. Case Studies-This content method is used by online companies to share customer success stories that explain how their products or services helped a particular customer.

9. Surveys/Research Reports-In this content marketing tactic, companies use surveys and their results to reflect on the perception of respondents on the state of an industry or to persuade potential customers about the features of a particular product or service.

10. User-generated content. This content type can take any form of text, images, video or audio that was created by consumers of a brand or company. This content created by loyal customers and helps in brand awareness and knowledge. It can then be repurposed and re-distributed with the audience of the

organization, to increase its visibility and generate more credibility among customers.

The steps in a strategic content marketing approach

A content marketing strategy looks at the strategic place of content marketing in the overall marketing process and also looks into the planning and organizational dimension. A content strategy involves various components:

- Analyzing what content is needed to fulfill different business goals for branding purposes.
- Setting up the proper content planning, collaboration and scheduling processes.

- A narrative has to be designed that takes into account the brand's promise and unique value proposition. The brand has to be connected with the business goal and customer intent linked through content.

- Prepare an inventory of existing content and other resources or pieces of information that can be turned into content.

- Planning a content strategy for different channels. Each channel has specific characteristics, technical aspects, usage patterns, etc. Twitter, Google, email, LinkedIn, webinar or a trade show all are different and need a unique approach to content designing.

- Making sure the content gets found by and shared with the different buyer personas and target audiences.

- Content should be in different formats, because different segments and personas have different needs. As long as it's relevant there is nothing wrong with repetition, variety, choice and multiple formats.

- Content campaigns should be planned, keeping in mind the overall marketing strategy whereby various content marketing tactics can be combined.

- Training the people that will be involved in the planning, execution and follow-up of content creation and design is of utmost importance.

- Analyzing of competitors, markets, what customers want and say, the marketing place etc. is a crucial part of the content strategy.

Content marketing has become a crucial component of any **marketing** strategy today. Using **content**, **marketers** can generate sales, attract customers to their website and create a positive brand image. Unlike other disciplines of marketing (email marketing, direct marketing), content marketing is designed to inform the

consumer with interesting and entertaining content. It does not push products directly but provides information in a captivating way that may lead to a positive perception of the brand. Storytelling is an important part of content marketing. By providing thought provoking, emotional or funny stories, companies can attract readers and present the brand in a unique way.

10.11 LETS SUM IT UP

Virtual marketing has provided a fresh addition to the ever diverse advertising industry. With so many successful campaigns, the impact of this type of marketing is tremendous. As technological advancements continue to develop, advertisers are provided limitless opportunities to reach consumers through smart phones, tablets and other internet-enabled devices. Virtual marketing can target individuals no matter where their geographical location is. Interactivity is a key element in a virtual marketing campaign and allows not only for consumer feedback on a product/brand, but encourages target audience to become involved with the brand and establish a meaningful connection with it. Change is at the core of digital marketing, and undoubtedly the biggest challenge is the rate at which tools and platforms adapt. However, with every change comes even more possibility, and while virtual marketing can be one of the most challenging industries to work in, it is also one of the most exciting. Through the use of social media, business analysts believe that corporations may use information in order to tailor products, services and by search engine results, consumers will be automatically attracted to them, because the products and services shown will be of interest either to them personally or to their close friends on social networking websites. With such sophisticated targeting techniques certain websites such as Amazon have made great progress in personalizing content to individual users, Amazon is the most widely known example where the customer is greeted by name on the website and receives recommendations on site and in their emails based on previous purchases. Another aspect of digital marketing which has gained popularity is content marketing. Content marketing works by offering readers informative and useful material that provides insight and value. Using blogs, eBooks, social media posts, graphics and videos, content marketing attracts potential customers, keeps them engaged and moves them further along the sales funnel.

10.12 KEYWORDS

1 .Virtual marketing-It is another name for digital or viral marketing and means marketing done in a virtual space through a computer and requires internet to work.

2. Virtual space-This refers to the internet which is an important dimension that can be used to identify information organizations. Virtual space presents a unique environment in which individuals and organizations continuously produce, transfer, and use information.

3. Digital channels-These are platforms that can be used in marketing to reach target audience with information about the brand and interact with potential customers.

4. Search engines-A search engine is a software system that is designed to carry out web searches which means to search World Wide Web in a systematic way for particular information.

5. Impressions-In virtual marketing impression is the point at which an ad is loaded on a web page .It represents an opportunity of an ad to be seen, heard or makes an influence on a potential consumer.

6.Content marketing-This represents the type of marketing that involves the creation and sharing of online material such as videos ,blogs ,and social media posts that help in stimulating interest in that product or service.

7. Virtual market space- It is an integration of several market places through technology which eliminates the constraints of physical boundaries.

8. Web transaction logs – this records document user activity at website.

9. Transaction logs – Marketing information is collected through transaction details from database.

10. Cookies – It is a small text file that identifies customers visiting specific pages to understand their behavior.

11. Website bounce rate – It is the percentage of people who leave the web page without completing the action.

12. Conversion rate – It refers to the percentage of visitors to the website who buy something.

13. Referrers – Are websites that send you traffic via a back link; they can come from social media platforms.

14. Webinars - Webinars are a type of digital seminars and are visual rather than written communications. These online educational events can be live and allow interactive sessions.

15. Podcasts -Podcasts are similar to radio programs and are often very personal and informative. They cultivate a comfortable familiarity and help in building a relationship. These include audio recordings of interviews or a talk on topics of interest to the target audience

16. Virtual enterprise - When many corporations combine their specialties to create a product or service, the result can be called a virtual enterprise .It is a temporary alliance of enterprises to share skills, core competencies and resources in order to better respond to business opportunities .This cooperation is supported by Internet and Communication.

17. Customer upsell-It is a strategy to sell a superior version or model of the same product that the customer already owns.

18. Templates- Templates and worksheets can be used by businesses in online modes to help potential customers with certain issues and thus saving them time and effort.

19. User-generated content. This content type can take any form of text, images, video or audio that was created by consumers of a brand or company,

20. Inbound marketing: This is a business methodology that attracts customers by creating valuable content. So content is key to driving inbound traffic and leads.

10.13 SHORT ANSWER TYPE QUESTIONS

1. Define virtual marketing.

2. Name some digital channels used in virtual marketing.

3. What is content marketing?

4. What do you understand by market space?

5. Explain briefly:

a. Virtual communication space.

b. Virtual information space.

6. What are cookies?

7. What does a website bounce rate depict?

8. Explain conversion rate.

9. What do you understand by content marketing?

10. Explain in brief (a) podcasts (b) blog posts.

10.14 LONG ANSWER QUESTIONS

1. Describe the concept of virtual marketing and enumerate the reasons for its popularity these days.

2. How can market space be managed in a virtual world?

3. Explain various tools to measure the performance of virtual marketing.

4. Describe the technique of virtual marketing.

5. What are the advantages and disadvantages of virtual marketing?

6. Explain content marketing and describe its commonly used methods /tactics.

UNIT 11: DESIGNING AND MONITORING ADVERTISING CAMPAIGNS USING FACEBOOK BUSINESS MANAGER

Structure

11.0 Objectives

11.1 Introduction

11.2 Meaning of Facebook Marketing

11.2. (1) History of Facebook

11.2 (2) How to Create a Fan Page?

22.3 Steps to Start Facebook Marketing

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22.5.1 Page Post Engagement Adverts

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22.5.4 App Installs and Engagement Adverts

22.5.5 Video Adverts

22.5.6 Carousel Format Adverts

22.5.7 Dynamic Adverts

22.5.8 Lead Adverts

22.5.9 Canvas Adverts

22.5.10 Offer Claim Adverts

22.5.11 Local Awareness Advert

11.6 How to Create a Campaign?

11.0 Objectives

After reading this chapter, you will be able to:

➢ Understand the structure of Facebook marketing campaign

➢ Craft a complete Facebook marketing campaign

➢ Understand how to optimise Facebook advertisements for best results

➢ Know the concept of Content Marketing

11.1 Introduction

Advertising campaigns are the groups of advertising messages which are similar in nature. They share same messages and themes placed in different types of medias at some fixed times. The time frames of advertising campaigns are fixed and specifically defined.

The objective of an advertising campaign is to

▪ Inform people about your product

▪ Convince them to buy the product

▪ Make your product available to the customers

The **process of making an advertising campaign is as follows:**

1. **Research:** first step is to do a market research for the product to be advertised. One needs to find out the product demand, competitors, etc.

2. **Know the target audience:** one need to know who are going to buy the product and who should be targeted.

3. **Setting the budget:** the next step is to set the budget keeping in mind all the factors like media, presentations, paper works, etc which have a role in the process of advertising and the places where there is a need of funds.

4. **Deciding a proper theme:** the theme for the campaign has to be decided as in the colors to be used, the graphics should be similar or almost similar in all ads, the music and the voices to be used, the designing of the ads, the way the message will be delivered, the language to be used, jingles, etc.

5. **Selection of media:** the media or number of Medias selected should be the one which will reach the target customers.

6. **Media scheduling:** the scheduling has to be done accurately so that the ad will be visible or be read or be audible to the targeted customers at the right time.

7. **Executing the campaign:** finally the campaign has to be executed and then the feedback has to be noted.

11.2 Meaning of Facebook Marketing

Facebook is the most widely used social media platform with over 1.7 billion active users. A repository of people and their choices, this platform is a boon to marketers. This chapter aims to provide knowledge required to use Facebook in order to achieve business goals. 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.

11.2. (1) 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.

Success with this form of marketing requires more than a fan page and a few friends. When used effectively, Facebook marketing can provide a business with exciting benefits and results. Facebook marketing can enable businessmen to greatly improve their brand awareness and reach out to a wider audience.

11.2 (2) How to Create a Fan Page?

A Facebook fan page is an amazing way to promote your business, build awareness for a cause, and gather support for your brand. If you would like to create a fan page, follow these easy steps:

- Log in to your Facebook account.
- Click on the settings on the top right-hand corner of your page.
- Click on create page.
- Click on the type of page you would like to create.
- Fill in all the information required.
- Click on "get started".

- Upload a profile picture and click on save photo.

- Complete the 'about' section and click 'save info'.

- Now decide whether you want to enable ads or skip (it will be payable if you enable).

Facebook Profiles

Facebook Profiles are for people and they are generally meant for personal use only. A Facebook profile is an account that is allocated against an individual, who can use it to network with friends and colleagues, and share information with them. It is designed to be a unique profile on the Facebook network for that one individual, and it is not meant to be used to represent a company, an organization, or a fictional character.

Facebook Places

Facebook Places enable people to provide real-time update of where they are and what they are doing when they are on the move. It also enables its users to take advantage of unexpected coincidences such as discovering that they are at some concert as their friends. Users can check in when they arrive at a location, and see whether their friends are nearby. The best part about Facebook places is that it will more or less maintain itself once it has been created. Facebook users do have the ability to 'like' the Facebook places as well, so encourage visitors to press the 'like' button after they check in.

Facebook Groups

Facebook Groups are the places for small group communication where users can share their common interests and express their opinion. Groups allow people to come together around a common cause. Groups are for discussing issues and share related content. When we create a group, we can decide whether to make it publicly available for anyone to join, require administrator approval for members to join, or keep it private and by invitation only. Groups range widely − from light-hearted themes to organizing activities to serious topics such as politics and world events.

Facebook Community

A Facebook Community is about an organization, a celebrity, or a topic. Community pages are meant for general topics and all kinds of unofficial but interesting things. These pages let us stay connected with others who share similar interests and experiences.

Figure 11.1: Introduction to Facebook

Source: Google Images

11.2 (3) Your Facebook Page makes your business:

• Discoverable: When people search for you on Facebook, they'll be able to find you.

• Connected: Have one-on-one conversations with your customers, who can like your page, read your posts and share them with friends, and check in when they visit.

• Timely: Your page can help you reach large groups of people frequently, with messages tailored to their needs and interests.

• Insightful: Analytics on your page will give you a deeper understanding of your customers and your marketing activities.

11.3 Steps to Start Facebook Marketing

The following steps are required 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.

11.4 Anatomy of an Ad Campaign

The structure of a Facebook ad campaign is defined in three levels. These are

(i)   Ad campaign

(ii)   Ad set

(iii)   Ad

Ad Campaign

The Facebook ad campaign is the foundation stone for ads. It is at this level that the end goals of running ads such as getting more pages likes, app installs etc., are defined.

Ad Set

A business defines their ad further through various optimization techniques such as as ad targeting, bidding, scheduling, pricing, delivery etc., at the ad set level. These techniques help to focus the ad on a target group as per the requirement of the company.

Ad

The Ad is whatever is presented to audience. It may include the ad creatives, videos, images, text, call-to-action buttons, etc. The ad design plays a significant role as it plays an important role in grabbing the attention of customer's.

11.5 Adverts

Facebook Adverts refer to the advertisements on Facebook. They are the heart and soul of the entire marketing exercice which happens on the platform. The adverts can be used in various formats for fulfillment of different objectives by organizations.

Types of Adverts

There are different types of adverts and these can be mapped to different marketing objectives.

11.5.1 Page Post Engagement Adverts

Page Post Engagement Adverts are used to increase the audience engagement on the post. This is done through the Boost Post option on the page itself or through Ads manger. By boosting, a post gets more people to see, like, comment on and share the page's content of Facebook.

11.5.2 Page Like Adverts

Page Like Adverts is an advertisement to inorganically get more people to like the fan page. This is especially useful because, in a way, it reduces the need fr page post engagement adverts. In other words, higher the number of fans there are on the page, higher is the organic reach of the post, and consequently, higher are the chances of people engaging organically.

11.5.3Website Clicks and Conversions Adverts

Facebook provides the option to run advertisements to redirect people to the company's website. Whenever, users click on the ad, they are redirected to the website. Further, it is also possible to track conversion after landing on to the site.

11.5.4 App Installs and Engagement Adverts

Nearly 80 percent users access the Internet through mobile device. Considering this, engagement on mobile is increasingly becoming important for businesses. Facebook's app installs and engagement adverts enable the business to connect with audiences who are most likely to install the business app.

11.5.5 Video Adverts

Video is not only the most effective way of storytelling but is also the easiest way to build an emotional connect with the consumer. People spend more than 100 million hours every day watching videos on Facebook. The video adverts can help in communicating the brand's story and raising awareness about the brand.

11.5.6 Carousel Format Adverts

The Carousel Format Adverts allows showcasing multiple products in a single advert or developing a story across multiple images in a single advert. These are the most cost effective form of adverts because at the cost of a single advert unit multiple messages can be delivered to the audience through multiple images.

11.5.7 Dynamic Adverts

Often, when audiences search for a flight ticket or try to book a hotel, they see corresponding adverts all over their Facebook news feed. Such advertisements shown by Facebook fall under the Dynamic Adverts category. Businesses can promote relevant products to audience who have browsed their website or mobile app in the past. Further, these types of adverts help in personalizing ads per their interests of the audience.

11.5.8 Lead Adverts

Lead Adverts specifically help in generating leads for businesses. They help in creating contact forms in the adverts that that are pre-populated with contact details such as email addresses. Facebook's lead Adverts provide people with a quick and safe way to sign up to receive information from businesses, such as newsletters, offers and quotes.

11.5.9 Canvas Adverts

Canvas is an immersive mobile-only advert for businesses to showcase their products or communicate their brand story. It is a combination of images, videos and call-to-action buttons. Once the user clicks on the advert in the news feed, a canvas opens within the Facebook app.

11.5.10 Offer Claim Adverts

These adverts are designed particularly to communicate to the customers any discounts/ offers that might be running on the products/services. Whenever audiences claim an offer, they are redirected to the online store to shop and the related offer is applied at checkout.

11.5.11 **Local Awareness Advert**

Local Awareness Advert enables hyper local businesses to reach audiences nearby their business, thus increasing foot falls. They allow inclusion of specialized options like a 'Get Directions' button, to help the audience locate their business.
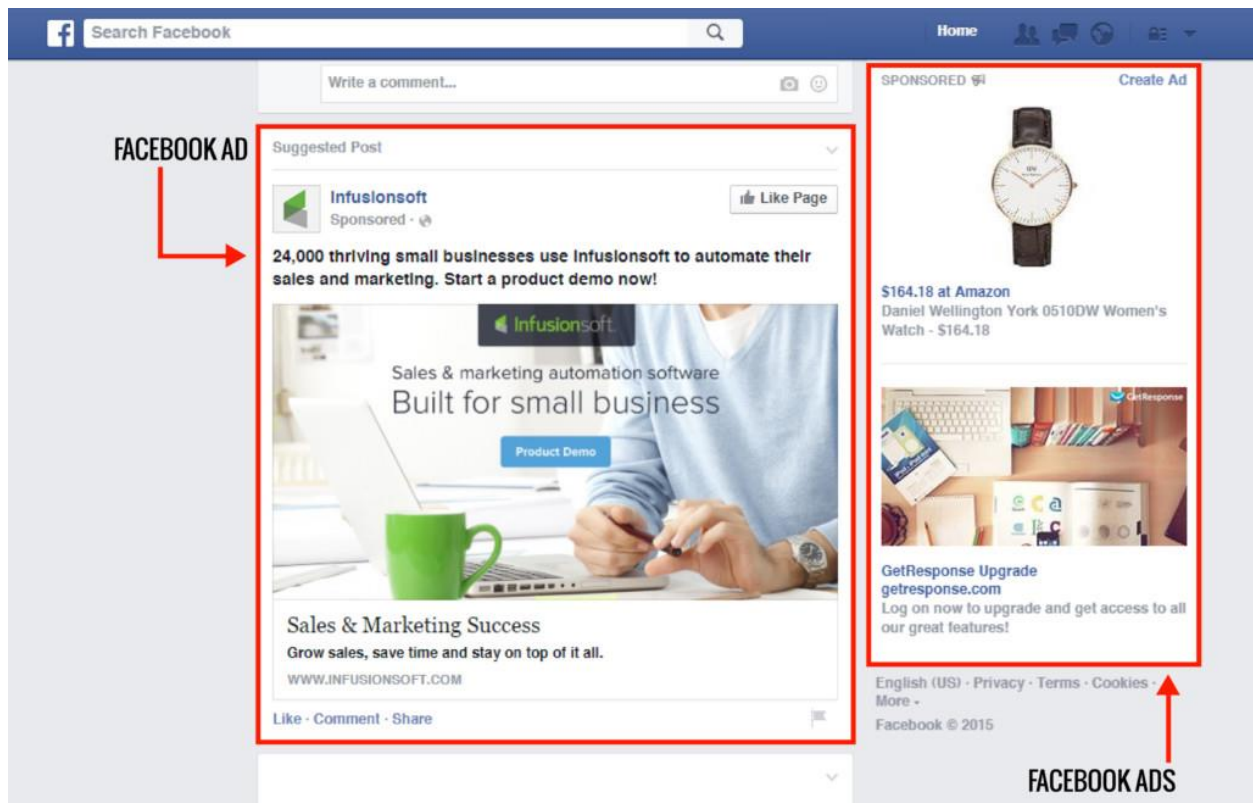

Figure 11.2: Facebook Ads

11.6 How to Create a Campaign?

With targeted ads, stories, and wall posts, a successful campaign can be a powerful tool in our advertising arsenal. When running a Facebook campaign, we can draw on several Facebook components such as wall posts, Facebook ads, sponsored marketing, unique page tabs, etc. We can break down reports by campaign and also easily start/stop all ad sets within that campaign.

Campaigns correspond to each of our advertising objectives, like building brand awareness or driving web traffic. They are designed to help optimize and measure our results for each objective across multiple ad sites and ads. Each campaign can feature multiple ad sets, each of which has its own budget and schedule. We can also organize each ad set to represent a particular audience segment, for example, we can have an ad set for people who live near our store. This will help us control the amount we spend on each audience, decide when they will see our ads, and measure their response. Within each ad set, we can have multiple ads, each of which can feature a different set of images, links, videos, or text.

12.6.1 Types of Facebook Pages

Facebook pages assist businesses, brands and organizations in sharing information and reaching out to people. Users like the pages that they are interested in. With this, they can stay in touch and get updates about different activities. There are a number of different pages you can create depending on what sort of organization you are starting.

Following is a list of the types of Facebook pages that you can create −

- Local business or place
- Company, organization or institution
- Brand or product
- Artist, band or public figure
- Entertainment
- Cause or community

How can posts be effective to grow your business?

Facebook is a fantastic way to reach out to your audience on different levels. By posting information, photos, videos and stories, the content you share can −

- Personalize your brand
- Drive users to your blog
- Generate more traffic directly to your website
- Educate and create awareness about your industry
- Promote the culture of your organization

Facebook marketing is completely scalable as you create campaigns that are realistic and relevant to your brand. All of this is completely measurable by utilizing Facebook analytics, giving you the ability to test, evaluate and adjust the strategy that you are currently implementing.

11.7 Facebook − Do's and Don'ts

Do's

- Use Facebook to stay in touch with your friends and make new ones.
- Use Facebook to advertise your organization's events.
- Use Facebook to get involved with the campus community and learn what is happening around.
- Use Facebook customer support page since it contains valuable information about privacy controls and other important safety information.
- Do check each friend request carefully after visiting their profile.
- Do use "privacy settings" while building up your photo albums.

Don'ts

- Don't use your wall to announce your schedules, journey and planning.
- Don't use public walls as your own. Try to maintain the decorum of groups and fan pages.

- Don't accept friend requests from strangers.

- Don't use Facebook for ragging and bullying anyone.

- Don't post pictures of your friends without their permission.

- Don't disclose personal information such as cell phone number, address, etc., unless you feel comfortable.

11.7.1 Increase Facebook Likes for a Fan Page

- Create a Facebook fan page with an instantly appealing image, as it will help in attracting more attention.

- Keep the Facebook fan page up to date by writing suitable description and posting interesting and friendly page titles. Always try to provide your readers with something fresh to read.

- If you are running a contest on your page, then ask your visitors to like your fan page. Facebook contests are the easiest way to get people excited, as the lure of a big prize compels your target customers to 'like' your page and become your fan.

- If you are running a business, then you should promote your fan page by using ads in the Facebook, as it is the easiest way to increase the visibility of your brand and reach out to a highly targeted audience.

- Promote your page on your official website because it helps you to get likes from new visitors on your site. Having a 'like' button on your website is an easy way to drive new likes over time.

- Synchronize your Facebook page with your other profiles on other social networking sites like Twitter, dig, etc. It will help you get more visitor response.

- Sometimes educational content is a better incentive for a 'like' than a discount offer or a prize, depending on your industry or the target audience. Providing free written content such as eBooks can drive tons of new fans and customers.

11.8 What are Facebook Apps?

Facebook apps are basically software programs that can be added to users' Facebook profiles. These interactive software applications are developed to utilize the core technologies of the Facebook platform. Applications for Facebook have gained massive popularity in the last few years due to its uniqueness and the ease of creating them.

Facebook apps integrate Facebook newsfeeds, notifications, various social channels, and other features to generate awareness and interest in the app by the Facebook users. Apps and games are normally developed to enhance your experience on Facebook.

You can add the apps that interest you from the app center. The information found in these apps is stored on developer servers that are not hosted by Facebook. The developers are responsible for their servers. It has not been possible to exchange real currency directly within Facebook apps, however apps can utilize 'Facebook credits', a virtual currency that can be purchased in order to acquire virtual goods and services within Facebook apps.

Facebook Apps – **Advantages**

- Increased exposure to potential customers.
- Easily create new product or service campaigns online.
- Lower marketing expenses.
- Reach a targeted customer.
- Build brand loyalty.
- Provide multiple marketing platforms.
- Budget-friendly ads.
- Marketing strategy is low cost.
- Allows business to communicate with existing and prospective clients.
- Can easily update everyone at once about your business.

11.9 Summary

Facebook owns 18 per cent market share, making it the most important and widely used social media for advertisers. Businesses' presence on this platform is critical to their digital growth. Also, the platform by its nature is very dynamic and is very often updated with new features which advertisers need to be able to implement as early as possible for competitive advantage. But, the base for all these advanced features, the Facebook Adverts Campaign and its structure remains the same. Apart from the campaigns, Facebook also has other features like Facebook groups, Facebook live and Facebook hastags which could be used for the business benefit.

11.10 Test your Knowledge

1. Name any five types of adverts and explain their purpose with an example.
2. What are the Facebook Groups? How can they be used by businesses?
3. How a Facebook Campaign created?
4. Discuss the steps to start a Facebook Marketing?

11.11 References

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