



ਜਗਤ ਗੁਰੂ ਨਾਨਕ ਦੇਵ
ਪੰਜਾਬ ਸਟੇਟ ਓਪਨ ਯੂਨੀਵਰਸਿਟੀ
ਪਟਿਆਲਾ

The Motto of Our University
(SEWA)

SKILL ENHANCEMENT

EMPLOYABILITY

WISDOM

ACCESSIBILITY

Certificate course

In

Retail and Sales Management

GC-CRS3 DIGITAL MARKETING

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

(Established by Act No. 19 of 2019 of the Legislature of State of Punjab)

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

WEBSITE: www.psou.ac.in

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

COURSE COORDINATOR AND EDITOR:

Dr. Sulakshna

Associate Professor

School of Business Management and Commerce

JGND PSOU, Patiala



CERTIFICATE COURSE IN RETAIL AND SALES MANAGEMENT

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

CERTIFICATE COURSE IN RETAIL AND SALES MANAGEMENT

GC-CRS3 DIGITAL MARKETING

COURSE COORDINATOR AND EDITOR: DR. SULAKSHNA

SECTION A

UNIT NO.	UNIT NAME
UNIT 1	CONCEPT OF DIGITAL MARKETING
UNIT 2	DIGITAL CONSUMER
UNIT 3	DIMENSIONS OF DIGITAL COMMUNICATION ENVIRONMENT
UNIT 4	ONLINE MARKETING STRATEGIES

SECTION B

UNIT NO.	UNIT NAME
UNIT 5	SOCIAL MEDIA MANAGEMENT
UNIT 6	DIGITAL MARKETING MECHANISMS
UNIT 7	DIGITAL PROMOTION

GC-CRS3 DIGITAL MARKETING

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

Learning Objectives:

The course aims to achieve following objectives

1. To understand the concept of Digital marketing

2. To learn the Business side of Social media

3. To learn Search Engine Optimization, Social Engine Marketing, Social Media Marketing

SECTION A

Unit 1 - Concept of Digital Marketing: Concept of Digital Marketing – Meaning, Definitions and Concept, Importance and role of Digital Marketing, IMC, its relevance to the Consumer. Segmentation, Positioning and Branding in Digital World. Digital marketing platforms.

Unit II: Digital Consumer : Consumer Characteristics and profiles, consumer browsing behaviour Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.

Unit – III: Dimensions of Digital Communication Environment

Dimensions of Digital Communication Environment – Technology, Applications, Marketing and Audiences. Keyword Research and Analysis, Disintermediation and digitization **Unit—**

IV: Online Marketing Strategies

Online marketing strategies for customer acquisition, conversion and retention, SEO - Onpage and Off-page Optimization, Google Analytics, Website Monetization.

SECTION B

Unit V: Social Media Management: Social Media and Networking, Social Media Consumer, SMM - Social Media Submission Sites, Forums & Discussion Sites, Media Sharing Sites, Reviews and Ratings Sites, Social Network Sites, Blogs, Podcasts, Micro Blogging, Wikis

Unit VI: Digital Marketing Mechanisms: Search Engines-Google, Bing, Ask, Yahoo Video Hosting and Entertainment -Youtube,Wimeo,AmazonPrime, Netflix, Hotstar. Mobile Phones, E-Mails, Blogs, SocialMedia:Facebook, Instagram, Twitter, Whatsapp.

Unit VII: Digital Promotion: Digital Promotion and Social Media – Formulation of Digital Marketing plan, Digital Promotional tools – Online advertising and SEM, online Video Advertising, email marketing, mobile marketing, lead generation, crowd sourcing, Website as a form of advertisement and their types.

Suggested Readings:

1. Seema Gupta,Digital Marketing, McGraw Hill Education
2. Punit Singh Bhatia, Fundamentals of Digital Marketing,Pearson
3. Philip Kotler, Marketing 4.0:Movingfrom Traditional toDigital, PublisherWiley

UNIT 1 - CONCEPT OF DIGITAL MARKETING

STRUCTURE

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Concept of Digital Marketing – Meaning
- 1.3 Definitions and Concept
- 1.4 Importance and Role of Digital Marketing,
- 1.5 IMC
- 1.6 Its Relevance to the Consumer
- 1.7 Segmentation
- 1.8 Positioning and Branding in Digital World
- 1.9 Digital marketing platforms
- 1.10 Unit End Questions
- 1.11 References

1.0 OBJECTIVES

After completing this Students will be able to

- Define Digital Marketing
- Understand Importance and role of Digital Marketing
- Define IMC
- Explain Digital Marketing

1.1 INTRODUCTION

Digital marketing is the area of marketing that promotes goods and services using the Internet and other online-based digital technology like desktop and mobile computers, as well as other digital media and platforms. Its growth in the 1990s and 2000s altered how companies and brands use technology for marketing. Digital marketing campaigns are increasingly common, combining search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven

marketing, e-commerce marketing, and social media marketing. This is due to the increasing integration of digital platforms into marketing strategies and daily life. The term "digital marketing" encompasses non-Internet platforms that offer digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold ringtones. Digital marketing is distinct from online advertising due to its expansion into non-Internet platforms.

History

Technology advancement and the growth of digital marketing go hand in hand. In 1971, Ray Tomlinson delivered the first email, which laid the stage for people to send and receive files via various machines. This was one of the first significant events. The Archie search engine was developed in 1990 as an index for FTP sites, making this year more widely recognized as the beginning of digital marketing. Computer storage was already sufficient enough in the 1980s to accommodate massive amounts of client data. Companies were deciding against limited list brokers in favor of online strategies like database marketing. These databases changed the connection between buyers and sellers by enabling businesses to track client information more efficiently. The manual procedure, however, was less effective.

The term "digital marketing" was originally used in the 1990s.

Customer Relationship Management (CRM) systems became a key component of marketing technology with the introduction of server/client architecture and the widespread use of personal computers.

Vendors were compelled by fierce competition to include more services, such as apps for marketing, sales, and service, into their software. With the advent of the Internet, marketers were also able to own vast amounts of online customer data thanks to eCRM software. Companies might receive the priority of customer experience and update data on customer wants.

Due to this, the first clickable banner ad went online in 1994 as part of AT&T's "You Will" campaign. In the first four months after the ad went live, 44% of all viewers clicked on it.

Customers started conducting product research and making decisions about their needs online before contacting a salesperson in the 2000s as a result of rising Internet usage and the introduction of the phone, which presented a new challenge for marketing departments in businesses.

In addition, a poll conducted in the UK in 2000 revealed that the majority of retailers had not set up their own domain name. These issues pushed marketers to come up with fresh approaches to using digital technology into market growth.

The ever-changing marketing environment led to the creation of marketing automation in 2007. The technique of using software to automate traditional marketing procedures is known as

marketing automation. Companies were able to conduct multichannel marketing campaigns, segment their consumer bases, and give customers personalized information thanks to marketing automation. Based on their particular activities. In this method, a personal message that is tailored to the user in their preferred platform is triggered by the activity (or lack thereof) of the user. Nevertheless, despite the advantages of marketing automation, many businesses find it difficult to properly integrate it into their daily operations.

In the 2000s and 2010s, when the proliferation of devices able to access digital media led to an abrupt growth

Statistics from 2012 and 2013 indicated that the digital marketing industry was continuing expanding. As social media platforms like LinkedIn, Facebook YouTube, and Twitter emerged in the 2000s, consumers' reliance on digital electronics increased. They therefore anticipated a smooth user experience for searching product information across several platforms. The diversification of marketing technologies was improved by the shift in consumer behavior.

Online marketing, internet marketing, and web marketing are other names for digital marketing. Over time, the phrase "digital marketing" has gained in prominence. Online marketing is still used often in the USA. Digital marketing is also known as web marketing in Italy. Particularly since 2013, the term "digital marketing" has become the most used worldwide.

Digital advertising spending increased by 48% in 2010, with an estimated 4.5 trillion internet ads served annually.

Businesses that utilize Online Behavioral Advertising (OBA) to target specific internet user's account for an increasing share of advertising; however OBA also presents privacy and data protection issues for consumers.

A novel non-linear marketing strategy

A long-term marketing strategy called nonlinear marketing, a subset of interactive marketing, is based on firms gathering data on an Internet user's online activity and attempting to be present in several places.

Nonlinear digital marketing tactics are focused on reaching potential customers via many internet platforms, as opposed to traditional marketing techniques, which emphasize direct, one-way communications to consumers (via print, television, and radio advertising)

This change has compelled many businesses to reevaluate their outreach strategy and adopt or incorporate omnichannel, nonlinear marketing techniques in order to maintain adequate brand exposure, engagement, and reach. It has also increased consumer knowledge and the demand for more sophisticated consumer offerings.

Nonlinear marketing methods focus on adjusting the advertising to various platforms and customizing it for various individual consumers as opposed to a sizable, cohesive audience.

Strategies might be:

Optimization for search engines (SEO)

Using social media

Video advertising

Email advertising

Blogging and affiliate promotion

Website promotion

Contextual advertising and paid search

Internet advertising

According to some studies, consumer responses to traditional marketing strategies are becoming less predictable for businesses. A 2018 study found that nearly 90% of American online consumers did product and brand research online before going to the store or making a purchase. The Global Web Index calculated that in 2018, just over 50% of consumers did product research on social media. Businesses frequently rely on individuals to promote their products.

Brand recognition

Raising brand awareness—the degree to which consumers and the general public are familiar with and recognize a particular brand—is one of the main goals of contemporary digital marketing. Because it affects brand perception and consumer decision-making, increasing brand recognition is crucial for digital marketing and marketing in general. The 2015 essay "Impact of Brand on Consumer Behavior" claims as follows

"Brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' purchasing decision, as it represents the primary factor for including a brand in the consideration set. Brand awareness can also influence consumers' perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its attributes.

Recent trends demonstrate that companies and digital marketers are giving brand awareness a higher priority than in past years, concentrating more of their digital marketing efforts on building brand recognition and recall. According to a 2019 Content Marketing Institute report, 81% of digital marketers have attempted to improve brand recognition in the last year, which is proof of this.

89% of B2B marketers say building brand recognition is now more important than making an

attempt to increase sales, according to a different Content Marketing Institute survey.

The goal of digital marketing strategy is to raise brand exposure for several reasons.

An increase in online shopping. According to a Statist survey, 230.5 million Americans will shop online, compare prices, and make purchases by 2021, up from 209.6 million in 2016.

According to research from business software provider Sales force, 87% of people started their product and brand searches on digital channels in 2018.

The part that online engagement plays in consumer behavior. An online connection with a brand is thought to have some influence on 70% of all retail purchases made in the U.S.

The increased importance of brand knowledge in online consumer decision-making is demonstrated by the fact that 82% of online service buyer's priorities familiar companies.

The practicality, influence, and use of social media. A 2019 survey by The Manifest found that 74% of social media users follow brands on social media, and 96% of those who follow businesses also interact with those brands on social media. One in three U.S. consumers, according to Deloitte, is influenced by social media when buying a product, and 47% of millennial factor in social media when making a purchase.

Increasing brand visibility through online channels

To raise brand awareness among consumers, digital marketing methods may leverage one or more online channels and approaches (omnichannel).

Creating brand awareness may involve the following techniques or Optimization for search engines (SEO)

For popular industry-related search queries, search engine optimization techniques can be utilized to increase the visibility of business websites and brand-related content.

According to reports, the significance of SEO for boosting brand awareness is related to the expanding impact of search results and search features like knowledge panels, featured snippets, and local SEO on consumer behavior.

Internet advertising (SEM)

PPC advertises, or search engine marketing (SEM), entails the purchase of ad space at prominent, noticeable positions at the top of search results pages and websites. It has been demonstrated that search advertising increase brand identification, brand awareness, and conversions.

Searchers who click on paid advertisements 33% of the time do so because they directly answer their specific search query.

Using social media

Increased brand awareness is the primary objective of marketing on social media sites,

according to 70% of marketers. As of 2021, LinkedIn has been added as one of the most-used social media platforms by company executives for its professional networking features. Facebook, Instagram, Twitter, and YouTube are named as the top platforms currently used by social media marketing teams.

Content promotion

Personalized content, including blogs, articles, social media updates, videos, and landing pages focused on a brand, according to 56% of marketers, increases brand memory and engagement.

Innovations and tactics

The "rise of digital marketing" was one of the significant shifts that happened in traditional marketing, and as a result, new marketing strategies had to be developed in order to address this significant shift.

Digital marketing advancements and tactics should have the same characteristics as technology, which is constantly changing and expanding at a rapid pace.

This section makes an effort to classify or separate the important highlights that are currently in use as of the publication date. [When?]

Segmentation: In order to target particular markets in the business-to-business and business-to-consumer sectors, segmentation has received more attention in the context of digital marketing.

Influencer marketing: Significant nodes within relevant communities are found and are referred to as influencers. Influencers enable brands to leverage social media and the large audiences present on many of these platforms. This is an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Ads campaigns, or through sophisticated CRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM, and Salesforce CRM.

In conclusion, push digital marketing happens when marketers deliver messages without the recipients actively searching out that content, whereas pull digital marketing is characterized by customers actively seeking out marketing content.

Online behavioral advertising is the process of gathering data about a user's online activity over time, "on a specific device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences." These advertisements are based on site retargeting and are tailored to each user's behavior and pattern.

Collaborative Environment: To maximize effort, resource sharing, reusability, and communications, a collaborative environment can be established between the organization, the technology service provider, and the digital agencies. In addition, businesses are inviting their

clients to assist in improving how they provide services to them. We refer to this type of data as user-generated content. A large portion of data is obtained via company websites where the business invites people to offer ideas that are then assessed by other website visitors. The most well-liked concepts are assessed and put into practice in some way. By using this technique for gathering data and creating new goods, a firm can strengthen its relationship with its customers and generate concepts that might not otherwise be considered. UGC is low-cost advertising because it comes straight from the customers and can reduce an organization's advertising expenses.

Data-driven advertising: Every action a user takes along the customer journey generates a significant amount of data, and marketers can now utilize that data to target and engage their known audience with data-driven programmatic media buying.

Users' data can be gathered from digital channels (such as when a customer visits a website, reads an email, or downloads and uses a brand's mobile app) without violating their privacy. Brands can also gather users' data from real-world customer interactions, like visits to physical stores, as well as from CRM and sales engine datasets. Data-driven advertising, sometimes referred to as people-based marketing or addressable media, is enabling marketers to locate their devoted consumers in their audience and to send them a very relevant real-time communication that is highly relevant to each customer's moment and activities.

The democratization of the promotional landscape by digital platforms is a crucial factor to take into account today when choosing a plan. **Remarketing:** In digital marketing, remarketing is important. This strategy enables advertisers to publish tailored adverts in front of defined audiences or interest groups. These individuals are known as searchers in web jargon because they have either searched for specific goods or services or visited a website for a specific reason.

The term "game advertising" refers to commercials that appear in video or computer games. Sports video games frequently feature billboards as one of the most prevalent types of in-game advertising. Brand-name goods, such as a car, a gun, or a piece of apparel, may feature in an in-game advertisement.

Six guidelines for creating brand content for websites:

Don't think of people as consumers;

Possess a position in editorial

Define the brand's identity;

Keep the contents consistent;

Make sure to engage the audience frequently;

An event channel is a good idea.

With the advent of the new digital era, businesses may now choose which clients to target based on their potential brand interest or past browsing preferences. Businesses can now choose the age range, region, gender, and interests of the people they want to see their targeted posts by using social media. Additionally, customers can be "followed" online based on their recent search activity so that they see advertisements for brands, products, and services that are similar to their own. This enables businesses to target the precise customers they believe will benefit the most from their product or service, which was difficult to do before the advent of the internet.

Geographic information systems, ethical and sustainable tourism, social media marketing, and advanced tourism are all examples of tourism marketing.

As a larger research area develops and draws in more in-depth and diversified academic research,

Ineffective digital marketing strategies

According to the global marketing indexes headline statistics, digital marketing activity is still increasing globally. According to a research released in September 2018, global spending on digital marketing strategies is getting close to \$100 billion. Traditional media is losing ground while marketing costs are growing. Digital media enables firms to connect with customers in a more individualized way. Prioritizing clicks, balancing search and display, understanding mobiles, targeting, view ability, brand safety and invalid traffic, and cross-platform measurement are five areas that are listed as current industry practices that are frequently ineffective. The reasons why these practices are ineffective and some solutions to make these aspects effective are discussed surrounding the following points.

Putting clicks in order

Although favorable due to being "easy, rapid, and inexpensive," the rates for display advertisements in 2016 in the United States were only 0.10 percent. Prioritizing clicks relates to display click ads. This suggests that only one out of every 1,000 click advertising is relevant, having little impact. This demonstrates why marketing firms shouldn't solely rely on click ads to gauge how effective display adverts are.

Juggling display and search

It's crucial to balance display and search for digital display ads. Marketers frequently focus on the most recent search and credit this entire effectiveness to it. This then disregards other marketing initiatives that build brand value in the eyes of consumers. Digital display marketing has advantages over paid search when compared to or used in conjunction with it, according to

research conducted by ComScore using data from over 100 multichannel retailers. For this reason, it is advised that when someone clicks on a display ad, the business opens a landing page rather than its home page. A landing page often contains content that entices visitors to continue their search elsewhere. Marketers frequently observe increased purchases among individuals who encounter a search ad. But you should take into account how many more individuals a display ad can reach than a search campaign. If display is thought of in conjunction with search campaigns, multichannel retailers have a wider reach. Overall, both search and display features are appreciated since display campaigns increase brand awareness, increasing the likelihood that consumers would click on these digital advertising when a search campaign is being run.

Knowing mobile devices

Because smart phones and tablets now account for 64% of US consumers' internet time, it is important for marketers to understand mobile devices. Apps present a tremendous opportunity as well as a challenge because users must first download the app before they can use it. As stated in "half the time spent on Smartphone apps occurs on the individuals single most used app, and almost 85% of their time is spent on the top four rated apps," this may be challenging. Mobile advertising can help in achieving a variety of commercial objectives and it is effective due to taking up the entire screen, and voice or status is likely to be highly valued. The message should not be perceived as obtrusive, though. Other drawbacks of digital media used on mobile devices include their constrained reach and creative potential. Although there are several advantages, such as the user's right to choose the product information, the flexibility of the messaging platform provided by digital media, and the possibility of direct selling.

Platform-agnostic measurement

In parallel with the growth in complexity of measurement procedures, the number of marketing channels is growing. It is necessary to integrate audience measurement and media planning using a cross-platform approach. Market researchers must comprehend how the Omni-channel influences consumer behavior, despite the fact that advertising on a consumer's gadget is not tracked. Reduplication and realizing that you have reached a new level with another platform, as opposed to just sending more impressions to people you have already reached, are important aspects of cross-platform measurement. One example is "ESPN and comScore partnered on Project Blueprint discovering the sports broadcaster achieved a 21% increase in unduplicated daily reach thanks to digital advertising." The television and radio industries are the largest users of cross-platform measurement. However, because digital technology may span platforms, television advertising does not directly compete with online digital advertising.

Through cross-platform streaming material on the internet, radio also becomes more influential. The audience is still persuaded and influenced by television and radio on several platforms.

Brand safety, targeting, view ability, and invalid traffic

Marketers employ a variety of factors, including targeting, view ability, brand safety, and invalid traffic, to support digital advertising. Cookies are a type of digital advertising that serve as tracking tools on desktop computers.

They have a number of drawbacks, including the ability to be deleted by web browsers, the inability to distinguish between multiple users of a device, inaccurate estimates for unique visitors, an overestimation of reach, an inability to comprehend frequency, and issues with ad servers that can't tell when cookies have been deleted from when customers haven't previously been exposed to an advertisement. Demographics in the target market are low and varied as a result of the errors caused by cookies. View ability, or whether the advertisement was actually viewed by the customer, is another aspect that is impacted by digital marketing. Many advertisements fail to reach the intended audience and are not noticed by consumers. Another concern is brand safety, or whether the advertisement was made in a way that was unethical or contained offensive material. Another difficulty marketers confront is detecting fraud after an advertisement is disclosed. This pertains to fake traffic since premium sites are better at spotting it, even though non-premium sites are more problematic.

Channels

Digital marketing is facilitated by multiple Digital Marketing channels. As an advertiser, one's primary goal is to find channels that produce the most two-way communication and the best overall ROI for the brand. Digital Marketing Channels are systems based on the Internet that can create, accelerate, and transmit product value from producer to a consumer terminal through digital networks. Several digital marketing channels are accessible, including:

Affiliate marketing - Affiliate marketing is not often seen as a secure, dependable, or simple method of advertising on online platforms. This is because there aren't enough affiliates that can generate the required quantity of new clients. This danger and unscrupulous affiliates make the brand vulnerable to being taken advantage of in terms of claiming commission that wasn't legitimately earned. Legal means might provide some defense against this, but they have some restrictions on recouping losses or investments. In spite of this, affiliate marketing enables the brand to target smaller publishers and less popular websites. Brands that frequently employ this type of marketing should be aware of the dangers associated and seek out affiliates where agreements are made between the parties in order to guarantee and reduce the risk.

Online display advertising, as the name suggests, focuses on presenting marketing messages or concepts to users of the internet. This covers a wide range of adverts, including those on search engines, classified ads, networks, blogs, interstitial ads, contextual data, and more.

The variations can be determined to be this method's most effective component because they can target a specific audience tuning in from various local demographics to view a certain commercial.

Email marketing is thought of as being inexpensive when compared to other digital marketing strategies. It is also a quick approach to convey a message to current or new clients, such as their value proposition. The success of email marketing, however, depends on the language and visual appeal used, as this mode of communication may be viewed by recipients as bothersome and irritating, especially by new or potential customers. There are signs that employing graphics/visuals that are pertinent to the content that is trying to be communicated, but less visual graphics to be applied with early emails are more effective, in-turn creating a reasonably personal feel to the email. In terms of language, the email's level of interest is primarily influenced by its style. In contrast to a more professional tone, using a casual tone gives the email a warmer, kinder, and more welcoming sense.

Search engine marketing (SEM) is a type of online promotion that involves making websites more visible in search engine results pages (SERPs), typically through paid advertising. SEM may include SEO, which modifies or rewrites website content and site architecture to improve pay-per-click (PPC) listings by achieving a higher ranking in search engine results pages.

Social Media Marketing: The phrase "Digital Marketing" refers to a variety of marketing strategies that support various media, including Social Media. The method is known as social media marketing when we use social media platforms like Face book, Twitter, Interest, Integra, Google+, and others to advertise a good or service. It is a process wherein plans are created and put into action to use various social media platforms to drive traffic to a website or attract customers online.

Social networking service - A social networking service is an online platform that people use to create social networks or relationships with others who have similar interests, activities, backgrounds, or connections in real life or in their personal or professional lives.

In-game advertising is the "inclusion of products or brands within a digital game". The game permits brands or products to place advertisements within their game, either subtly or in the form of an advertisement banner. The type of game, technical platform, 3-D and 4-D technology, game genre, compatibility of the brand with the game, and prominence of advertising within the game are just a few of the numerous variables that affect whether brands

are effective in advertising their brand or product.

Individual aspects can be attitudes about where advertisements are placed, game participation, product participation, flow, or entertainment. Along with the message conveyed, the attitude toward the advertisement also considers the player's perspective on the game. The level of enjoyment of the game will impact how the brand is viewed, thus if the game isn't particularly pleasant, the customer can subtly harbor a bad opinion of the brand or item being sold. The "integration of advertising in digital games into the general advertising, communication, and marketing strategy of the firm" is crucial in terms of integrated marketing communication since it increases brand/product clarity and has a greater overall impact.

Online public relations refer to the use of the internet to interact publicly with both present and potential clients.

Advertising that plays over online videos, such as those from YouTube, are referred to as "video advertising." videos on YouTube. Online video advertising typically consists of three types: Pre-Roll ads that play before the video is watched, Mid-Roll ads that play during the video, or Post-Roll ads that play after the video is watched. Post-roll ads were shown to have better brand recognition in comparison to the other types, where-as "ad-context congruity/incongruity plays an import Pre attention, attention, and behavioral decision are the three stages that determine how a consumer responds to online video advertising. These online commercials offer the brand/business options and choices. These include length, position, and neighboring video material, all of which have a direct impact on the effectiveness of the produced advertisement time. By varying these elements, different outcomes will occur. This type of advertising, due to its interruption of the viewer, is likely to make the consumer feel as if their experience is being invaded or interrupted, creating a negative perception of the brand. These advertisements are also available for sharing by the viewers, adding to the appeal of this platform. The length of the advertisement has shown to affect memo ability, where-as a longer duration resulted in increased brand recognition. Sharing videos results in six different outcomes, including "pleasure, affection, inclusion, escape, relaxation, and control". Videos with entertainment value are also more likely to be shared, but pleasure is the main driver of video sharing. Sharing videos can be compared to the online equivalent of word-of-mouth marketing. An internet video advertisement's potential impact, positive or bad, can be maximized by turning a large number of brand advertisements into a "viral" trend.

Native advertising is the practice of displaying for-profit material that closely resembles the current content on a platform in terms of appearance, feel, and frequently voice.

Digital venues like websites, newsletters, and social media are where it works best. Can be

contentious since some critics believe it deceives consumers on purpose.

Material marketing is a marketing strategy that focuses on attracting and keeping customers by providing them with useful content that enhances the purchasing process and raises brand awareness. This strategy could be used by a company to keep a customer's interest in order to sway future purchase decisions.

The use of content produced and paid for by a brand to advertise a particular good or service is known as sponsored content.

Using content to draw customers to a company's brand or product is known as "inbound marketing." requires in-depth investigation into the attitudes, preferences, and customs of the target market for the brand.

While SMS marketing's popularity is waning, it still plays a significant role in attracting new customers and delivering timely information and offers.

Push Notification: Through clever segmentation, push notifications are now responsible for bringing in lost and new customers in the digital age. This is being used by many internet businesses to offer tailored appeals based on the circumstances around consumer acquisition.

Due to the fact that digital marketing enables two-way communication, it is crucial for businesses to engage with their target audience and develop two-way communication models. Businesses should work to establish long-term communication relationships with their target audiences by utilizing a variety of channels, consumer-focused promotional tactics, and word-of-mouth advertising.

Social media marketing advantages

Social media marketing may provide the following advantages:

Gives businesses the chance to advertise to huge, diversified audiences that can't be reached by conventional marketing methods like telephone and email-based advertising.

The majority of social media networks offer low-cost or free marketing options, making them available to businesses of all sizes.

Accommodates individualized and direct marketing that focuses on particular consumers and demographics.

Companies may interact directly with customers, which enables them to get feedback and quickly address problems.

The best setting for a business to perform market research.

Can be used to gather information about rivals and increase competitive advantage.

Social media channels can be used to advertise brand news, deals, and events.

Additionally, social media networks can be leveraged to provide incentives like loyalty points

and discounts.

Self-regulation

The ICC Code's standards provide integrated principles that apply to marketing communications that use digital interactive media. Another section that has been completely updated addresses problems unique to digital interactive media platforms and methodologies.

The following are some examples of digital interactive media use code self-regulation:

Consumers to choose not to have their data collected for marketing or advertising purposes through clear and transparent mechanisms;

A blatant sign that a social networking site is business-related and is controlled or influenced by a marketer;

There are restrictions in place that prevent marketers from contacting customers directly unless there are solid reasons to believe that they are interested in what is being offered;

the observance of the guidelines and standards for proper commercial conduct in social networks, and the posting of marketing messages only in forums or websites where it has been made clear that such messages are acceptable;

Children deserve special consideration and protection.

Strategy

Planning

Marketing management uses the term "digital marketing planning" It outlines the preliminary steps in developing a digital marketing plan for the larger digital marketing ecosystem. However, both are in line with the company's vision, mission, and overarching business strategy. The difference between digital and traditional marketing planning is that it uses digitally based communication tools and technology, such as Social, Web, Mobile, and Scan able Surface.

Planning stages

The digital marketing planning (DMP) process contains three primary phases that follow Dr. Dave Chaffey's methodology: opportunity, strategy, and action. He advises any company seeking to develop an effective digital marketing strategy to organize their plan by taking into account opportunity, strategy, and action. The processes of scenario analysis, goal-setting, strategy creation, resource allocation, and monitoring are frequent components of this general strategic method.

1) Possibility

A company must first analyze the market and set SMART objectives (Specific, Measurable, Actionable, Relevant, and Time-Bound) in order to create an effective DMP. They can set

SMART objectives by analyzing the current benchmarks and key performance indicators (KPIs) of the business and its rivals. The analytics employed for the KPIs must be tailored to the nature, goals, mission, and vision of the organization.

Companies can review their own outreach as well as influencer outreach to look for marketing and sales opportunities. They can analyze the influence and brand associations of their co-marketers, which gives them a competitive advantage.

The company should summarize the personas of its current customers and their purchasing processes in order to take advantage of the opportunity. From this, they can determine their capacity for digital marketing. As a result, they must have a clear understanding of their current situation and the amount of labor, time, and other resources they can devote to their digital marketing strategy. They can identify gaps in the purchase process and areas for development for upcoming marketing opportunities that will either meet goals or suggest new goals and boost profit.

2) Method

The business must evaluate its digital proposition—what it is providing to customers—and communicate it using digital customer targeting strategies before developing a planned digital strategy. As a result, they must create the online value proposition (OVP), which requires the business to describe explicitly what it is that customers are receiving online, such as brand positioning.

The business should define digital targeting methodologies and (re)select target market categories and personas.

Reviewing the marketing mix for online options is crucial after successfully accomplishing this. Product, Price, Promotion, and Place (or the "4Ps") make up the marketing mix. According to some academics, Process, Place, and Physical Appearance (or the "7Ps") have been added to the traditional 4Ps of marketing.

3) Movement

The business must establish a budget and management methods for the third and final stage. The audience reached across all digital media, for example, must be one of these quantifiable touch points. Additionally, marketers must make sure that the company's budget and management systems integrate its paid, owned, and earned media.

The company is also required to implement measurable content creation, such as oral, visual, or written online media, during the Action and Final Stage of Planning.

A scheduled digital communications format (such as a Gantt chart) should be incorporated into the company's internal operations after the digital marketing strategy has been confirmed. This

makes sure that for the subsequent phases of the digital marketing strategy, all platforms are consistent with one another and work well together.

Recognizing the market

An empathy map is a tool that marketers can use to connect with customers and comprehend their thought processes. An empathy map is created in four steps. Asking questions that reflect the demographics of the consumer is the first stage. The next step is to describe any emotions the customer may be experiencing. Consider what the customer would say in their position as a third stage. The fourth and last phase is to predict what the consumer will attempt to accomplish based on the previous three. This map allows marketing teams to put themselves in the shoes of their target demographics. Web analytics are another crucial tool for understanding customers. For each website, they display user online behaviors. Predictive analytics, in particular, enables marketers to understand the path that customers are taking. This makes use of data acquired from various analytics to produce a variety of forecasts of what people will do, allowing businesses to plan their next moves in light of consumer patterns.

Consumer behavior is defined as "the habits or attitudes of a consumer that influence the purchasing of a good or service". Consumer behavior has an impact on almost every step of the purchasing process, especially with regard to digital environments and devices.

Predictive analytics, a type of data mining, can help businesses predict future customer behavior by using current data to identify potential trends or behaviors.

Establishing a buyer persona helps a business better understand its target market and their unique wants and needs. A buyer persona is created using consumer behavior research to create a profile of potential customers.

Marketing strategy is the strategic planning used by a brand to identify potential target markets and positioning within those markets. Segmentation and positioning are two essential components. By creating a marketing strategy, a business may better anticipate and prepare for each stage of the marketing and purchasing process.

Economy of sharing

The term "sharing economy" refers to an economic strategy that aims to obtain an underutilized resource in the modern world, the sharing economy has had an unanticipated impact on many traditional elements, such as labor, industry, and distribution systems. This impact is so significant that some sectors of the economy are clearly in danger. The sharing economy is affecting traditional marketing channels by altering the nature of some specific concepts, such as o.

The value of the product or service is transferred from the original producer to the end user

through a sort of supply chain in both digital and traditional marketing channels. Digital marketing channels, however, are internet systems that create, promote, and deliver products or services from producer to consumer through digital networks. Increasing changes to marketing channels have been a significant contributor to the experience economy.

In the sharing economy, digital marketing channels are often broken down into three domains: email, social media, and search engine marketing, or SEM.

An organization can update the user with information about an activity or promotion by subscribing to the newsletter mail that was received. Email is a form of direct marketing that is characterized as being informative, promotional, and frequently used as a method of customer relationship management. The ability of a business to obtain contact information from its past, present, and prospective customers is a prerequisite for success.

Social Media: Due to its ability to reach a larger audience more quickly than traditional marketing avenues, social media is a potent tool for promoting consumer interaction and information sharing.

A longer-term commitment and dedication to the continuous improvement of a company's online presence are required for Search Engine Marketing, also known as SEM. This marketing strategy calls for more specialized knowledge of the technology embedded in online platforms. The sharing economy has benefited from other growing digital marketing channels, particularly branded mobile applications. Branded mobile apps are developed especially to start interactions between clients and the business. Typically, entertainment, knowledge, or a market transaction will facilitate this engagement.

1.2 CONCEPT OF DIGITAL MARKETING – MEANING

Digital marketing: What Is It?

The use of digital channels to promote goods and services and contact consumers is referred to as "digital marketing." Websites, mobile devices, social media, search engines, and other channels with a similar function are used in this kind of marketing. With the introduction of the internet in the 1990s, digital marketing gained popularity.

Digital marketing is frequently seen as a novel technique for businesses to interact with customers and comprehend their behavior. It has some of the same ideas as traditional marketing. Traditional and digital marketing strategies are frequently combined by businesses

KEY LESSONS

Marketing to consumers using various digital channels is referred to as digital marketing.

Common outlets for this type of marketing include websites, mobile devices, and social media sites.

Internet marketing, which only takes place on websites, is distinct from this type of marketing.

Digital marketing covers a wide range of activities, such as luring clients through email, content marketing, online directories, social media, and more.

How to stand out in a world that is overrun with digital marketing advertisements is one of the main issues that digital marketers confront.

1:40

Important Performance Metrics (KPI)

Knowledge of digital marketing

Any actions taken by a business to advertise its goods and services and increase its market share are referred to as marketing. Successful marketing requires a blend of sales prowess, advertising acumen, and the capacity to deliver items to end customers. Specific specialists or marketers who can work domestically (for businesses) or outside with other marketing firms typically take on this task.

In the past, businesses prioritized marketing via print, television, and radio. These choices are still available today, but the development of the internet caused a change in how businesses interact with their customers. Digital marketing became useful in this situation. Websites, social media, apps, search engines—anything that combines marketing with consumer feedback or a two-way connection between the business and the customer—are used in this type of marketing.

Newer trends and advanced technology led businesses to alter their self-promotion strategies. In the beginning of digital marketing, email was a widely used marketing medium. The focus switched to search engines like Netscape, which enabled companies to keyword stuff and tag their products to stand out. Sharing websites like Face book have made it easy for businesses to track data and respond to customer trends

Nowadays, businesses find it simpler to promote themselves to consumers, along with their goods and services, thanks to smart phones and other digital devices. According to studies, consumers prefer to access the internet on their phones. Therefore, it shouldn't come as a surprise that 70% of people decide what to buy before actually making the transaction (often on their phones).

Interactive digital marketing is frequently utilized to target particular client base groups.

Particular Considerations

Advertisers are frequently referred to as sources, and recipients of targeted advertisements are frequently referred to as receivers. A lot of sources aim at very precise, designated receivers. For instance, McDonald's targeted shift workers and roadies with digital ads after expanding its late-night hours because the corporation was aware that these individuals accounted for a sizable portion of its late-night sales. By targeting them with adverts posted at automated teller machines (ATMs), petrol stations, and websites that its clients frequently visited, the business urged them to download the Restaurant Finder app.

Channel Types for Digital Marketing

As mentioned above, print (newspapers and magazines) and broadcast advertisements were the traditional methods of marketing (TV and radio). These are still-operating channels. Digital marketing platforms have changed and are still changing. The eight most popular routes that businesses can use to improve their marketing efforts are listed below. Remember that some businesses could employ many channels in their endeavors.

Website Promotion

All digital marketing efforts revolve around a website. It is a very effective channel on its own, but it also serves as the platform for a number of different web marketing efforts. A website ought to convey a brand, a product, and a service in an understandable and memorable manner. It must be quick, responsive, and simple to use.

PPC (Pay-Per-Click) Marketing

Paid advertisements can be used by marketers to connect with Internet users on a variety of digital platforms thanks to pay-per-click (PPC) advertising.

Advertisements for products or services can be displayed to users who are conducting PPC campaigns on Google, Bing, LinkedIn, Twitter, Interest, or Face book.

PPC campaigns can divide consumers into groups according to their demographic traits (such as age or gender), or even target them according to their specific hobbies or geography. Google Ads and Face book Ads are the two most widely used PPC platforms.

Content Promotion

Reaching potential clients through the utilization of content is the aim of content marketing. Usually, after being published on a website, content is subsequently spread through social media, email marketing, SEO, or even PPC advertising. Blogs, eBooks, online courses, info graphics, podcasts, and webinars are some of the content marketing tools.

Email Promotion

One of the most successful digital marketing methods is still email marketing. Email marketing is not the same as spam email, despite the fact that many people think it is. Companies can

connect with potential customers and anyone who is interested in their brands with this sort of marketing.

Many digital marketers build customer acquisition funnels through email marketing in order to convert leads into paying customers after using all other digital marketing channels to attract leads to their email lists

Use of social media

A social media marketing campaign's main objectives include building social trust and brand awareness. As you learn more about social media marketing, you may be able to use it to generate leads or even as a route for direct sales. Twitter and promoted posts are two instances of social media marketing.

Affiliate Promotion

One of the earliest kinds of marketing is affiliate marketing, which has been given new life by the internet. Influencers who use affiliate marketing to promote other people's products are paid every time a lead or sale is generated. Millions of dollars are paid out each month to websites that sell products from numerous well-known corporations like Amazon through their affiliate programmers.

Video Advertising

One of the most well-known search engines in the world is YouTube. Before making a purchase, many consumers go to YouTube to learn something new, read a review, or just to unwind.

To launch a video marketing campaign, you can use a variety of platforms, such as Face book Videos, Integra, and even Tiptop. Integrating video into SEO, content marketing, and more extensive social media marketing efforts helps businesses use it most effectively.

Text Messages

Businesses and nonprofit groups also utilize SMS or text messaging to tell customers about their most recent specials or provide them with chances. SMS messaging campaigns are another tactic used by candidates for political office to promote their own programmers. With the development of technology, many text-to-give initiatives now enable donors to make a direct payment or contribution by sending a short text message.

Digital marketing is distinct from internet marketing. Digital marketing can occur through mobile devices, on a subway platform, in a video game, or through a Smartphone app. Internet marketing is advertising that only appears online.

Challenges in Digital Marketing

For its practitioners, digital marketing presents unique difficulties. Digital marketing

professionals must stay up to date on how digital channels operate, how users interact with them, and how to use them to effectively sell their goods or services.

Because recipients are being overwhelmed with rival advertisements, it is getting harder to hold their attention. It can be difficult for digital marketers to examine the enormous amounts of data they collect and then use that data to create fresh marketing initiatives.

The difficulty of efficiently obtaining and utilizing data emphasizes the need for a marketing strategy based on a thorough comprehension of consumer behavior in digital marketing. For instance, it can be necessary for a business to examine fresh types of client behavior, such as employing website heat maps to understand the customer journey.

A digital marketing agency: What Is It?

A company that specializes solely in marketing to consumers via digital platforms is known as a digital marketing agency. This includes developing and implementing campaigns for business clients across a variety of platforms, including social media, pay-per-click marketing, videos, and websites.

What Does SEO Mean in Online Marketing?

In order to position their websites and identities at the top of any search results page, businesses use search engine optimization, often known as SEO, to generate traffic through search engines. This may be done through naturally occurring or editorially chosen search results. Companies' names and websites are more visible to customers when SEO is successfully included into their digital marketing efforts.

Internet marketing: What Is It?

Any form of marketing that only occurs online is referred to as internet marketing. This indicates that it only appears on websites. It is distinct from digital marketing, which also encompasses internet marketing, social media marketing, and mobile app marketing. Mobile phones, digital gadgets, and other platforms can all be used for these marketing campaigns.

Why Should I Work in Digital Marketing?

Along with data analytics and social media expertise, digital marketers need to have good writing abilities. Most positions in digital marketing that are in a business-related subject like marketing or a closely linked sector like communications require a bachelor's degree. Additionally, you might wish to enroll in boot camps or courses focusing solely on digital marketing. Additionally, it may be beneficial to complete an internship while still a student.

The field of digital marketing does not necessarily require a master's degree, but it may be helpful.

What Competencies Are Required for Digital Marketing?

To properly explain the story of your product to your customer base, you need both writing and communication skills. Understanding how well your marketing campaigns are doing and where they might be improved requires data analytics abilities. Finally, proficiency with social media and other internet tools is essential.

The conclusion

The biggest advertising campaigns in the history of the globe were carried out using conventional methods. Print advertising for The Marlboro Man was incredibly successful, whereas the "Where's the beef?" slogan for Wendy's impressed many. However, changes in how people consume media led businesses to adapt their priorities. Nowadays, digital marketing is just as popular as traditional advertising and marketing strategies, if not more so. And given how quickly technology is developing, anticipate things to keep changing.

1.3 DEFINITIONS AND CONCEPT

Digital marketing, usually referred to as online marketing, is the practice of using the internet and other digital media to distribute advertisements in order to connect brands with potential customers.

Searching tools

Websites

The internet

Email

Mobile applications

Sending texts

Internet-based marketing

In a nutshell, digital marketing is any marketing effort that makes use of any of the aforementioned online media outlets.

Today's consumers conduct a lot of their product research online. According to Hub Spot Research, 77% of consumers look up a brand online before connecting with it. While 51% of shoppers claim to research products on Google before making a purchase.

Affiliate marketing: What is it?

A marketing arrangement known as affiliate marketing requires an online merchant to compensate an outside website with a commission for any traffic or sales brought about by their referrals. It is frequently utilized in e-commerce to attract new customers and move more

merchandise online.

Describe a blog.

The term "blog" (short for "weblog") refers to an online publication, area of a website, or full informational website that presents content in reverse chronological order, with the most recent posts appearing first. It serves as a forum for writers to express their opinions on a certain subject. For businesses with a strong online presence, the blog is now crucial to their web positioning and content strategy

Who are bloggers?

A blogger is a person in charge of a blog. He or she expresses opinions on many subjects to a particular target audience.

What does bounce rate mean?

The percentage of site visitors who arrive, "bounce," and then exit the site without viewing any additional pages is known as the bounce rate. By dividing the total number of visits by the number of visits to a single page, the bounce rate is determined.

Then it is shown as a percentage of all visits.

$$\text{Bounce Rate (\%)} = \frac{\text{Total visits (\#)} - \text{Visits to a single page (\#)}}{\text{Total visits (\#)}} \times 100$$

A buyer persona is defined.

Based on market research and actual information about your current clients, a buyer persona is a semi-fictional picture of your ideal consumer. Demographics, hobbies, and grievances are a few of them.

Describe Canvas.

A simple and cost-free website with graphic creation tools is called Canvas. It offers access to pictures, vector images, graphics, and typefaces in a drag-and-drop style. Both experts and non-designers use it. The tool can be used for graphic design and digital and print media.

Content marketing: What is it?

A strategic marketing method known as "content marketing" focuses on producing and disseminating useful, timely, and consistent material in order to draw in and hold the attention of a target audience and ultimately encourage profitable consumer action.

A community manager is what?

A community manager is in charge of digital strategy and is an expert in social networks. The maintenance and growth of a brand's online community is the responsibility of the community manager, who collaborates with the digital marketing division. A company's social networks must be the focus of the community manager's strategy and objectives.

Content optimization: What is it?

The practice of making sure that material is created in a way that it can reach the largest audience possible is known as content optimization. Making sure that related keywords are there, adding meta tags and title tags, and adding pertinent links are all part of the content optimization process. Internal pages of websites or blog posts might be better positioned in Google thanks to content optimization.

1.4 IMPORTANCE AND ROLE OF DIGITAL MARKETING,

The goal of the current descriptive study is to learn more about the many aspects of digital marketing and how it ranks better than traditional advertising initiatives. The system has grown more sophisticated over time, and marketers are focusing more on digital marketing to ensure reach, consumer base, etc.

The classic methods of marketing are still effective, but changes in consumer expectations, market conditions, and the complexity of the competition have compelled businesses to use more innovative strategies to reach and draw in customers. The goal of the paper is to investigate how people generally perceive and react to digital marketing.

Both primary and secondary sources are used to cite dates related to the current work.

Keywords:

Websites, platforms, and digital marketing, customer information

Goals of the Research

The investigation's goals include

To recognize and comprehend what digital marketing is

Must be aware of the function and significance of digital marketing as a form of communication

Methodology

The term "descriptive research" has been employed in relation to the current investigation because that is how the stated aims were primarily described. The secondary data has been used extensively with regard to the task. A self-administered questionnaire was used to gather the essential data. Simple random sampling was employed to gather the data, and tables and a pie chart are utilized to illustrate the results. Only Delhi is included in the work's geographical scope.

Review of the Literature

Digital marketing refers to the use of electronic media in place of traditional advertising channels for the aim of promoting a business's goods and services (Jasmine A., 2015). Active

planning and usage of digital advertising increases both the reach and subscription rate (Merissa sty al., 2004). According to Huge (1993), electronic media is the electronic means that makes it easier to transport both tangible and intangible goods from the place of production to the point of consumption. Technology needs to be actively used to improve the digital media platform, and in the near future, it could show to be a crucial issue (Khan and Mahapatra, 2009). Digital marketing, especially social media, is crucial for achieving an organization's social and financial goals, and it has emerged as one of the most effective means of expanding reach and sustaining client interest and numbers (Laser and Kelly, 1973). Numerous research papers, books, and chapters have noted how digital platforms have almost eliminated the restrictions of conventional marketing and created a market where the user can define and choose the vehicle (Kumar B., 2014).

The use of digital marketing platforms has actually given customers more power and significantly altered how people engage with one another (Gautama H., 2014).

Discussion and Introduction

It is now difficult to approach people and turn them into potential customers.

Marketing professionals are finding it increasingly difficult to strike a balance between the right product, right place, right time, and right strategy. The classic methods of marketing are still effective, but changes in consumer expectations, market conditions, and the complexity of the competition have compelled businesses to use more innovative strategies to reach and draw in customers. It took a widespread approach or strategy to address this problem, one whose scope, effect, dynamisms, and consistency could be seen and felt. The effective and intelligent application of "Digital Marketing Techniques" is likely the key to addressing all of the aforementioned issues and needs. Digital marketing refers to the use of the internet, electronic media, etc. to advertise a product and broaden its consumer base. An internet-related and non-internet-related platform is needed for this integrated marketing campaign. Active use of social networking, TV, advertisements linked to search engines, SMS, and other digital marketing tools and tactics are a few typical examples of digital marketing platforms. Consumers can interact with products and services through digital marketing based on their convenience, needs, and preferences. The way we interact has evolved significantly over the past few decades because to the internet, mobile devices, and technical advancements. Rather than having access to a certain quantity of information, customers can now find a wealth of information tailored to their needs and preferences. By giving individuals control over the commercial information content of advertisements and the medium they choose, the digital revolution has empowered the customer.

Digital marketing benefits

It can be difficult to sum up the declared and quantified benefits of digital marketing in a few phrases. Following are a few clear benefits of digital marketing that consumers who work for companies perceive.

Continuous interaction - A digital marketing platform offers continuous assistance to consumers' requirements for goods, services, and information. They are free to evaluate the interactive platform anyway they see fit.

Information that is current: When compared to traditional marketing channels, digital platforms update information much more frequently.

Quick service - Because digital marketing platforms respond quickly to consumer inquiries, the rate of purchase accelerates.

Increase the frequency of interaction - By informing consumers about new promotions, events, discounts, new launches, etc., digital marketing helps consumers become more engaged.

Comparison is made easier because to the digital advertisement, which makes it simple to compare the goods and services of different businesses. The physical effort of visiting several outlets has decreased significantly, making the work of comparison and verification simpler

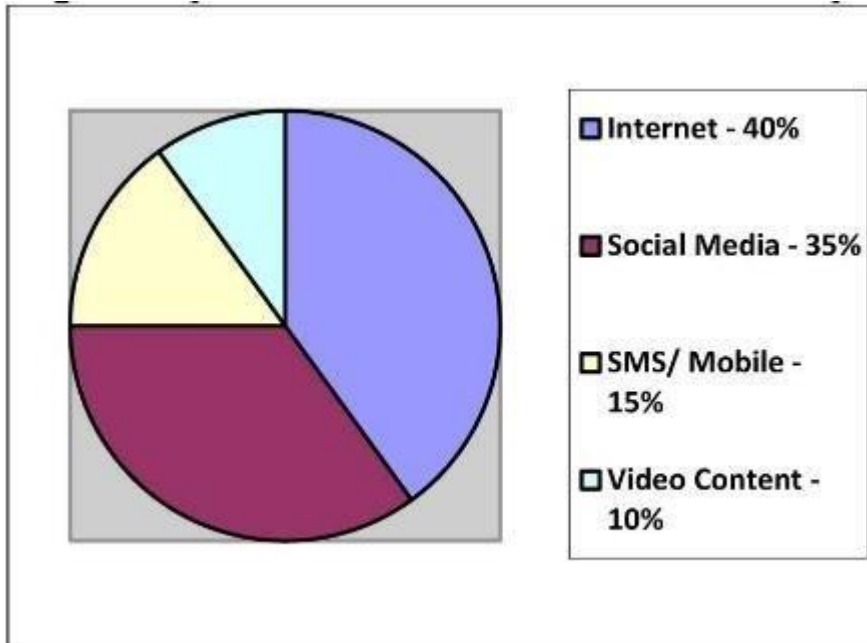
Information about the products and services is readily available. Digital methods of communication and advertising have led to an ideal flow of information from the producer or business to the consumer, limiting the possibility of information deception. The company's accountability has improved as a result of the flow of standard information.

Shares content and information more easily - Digital marketing has made it possible for customers to share content and information more easily with customers who are located far away. Consumers are now only separated virtually by a little distance, which makes transactions easier.

Price transparency - Digital platforms have made it possible for customers to learn about the straightforward, standard price of a product. The price misrepresentation (visible in physical purchases) and other associated aspects have decreased more significantly.

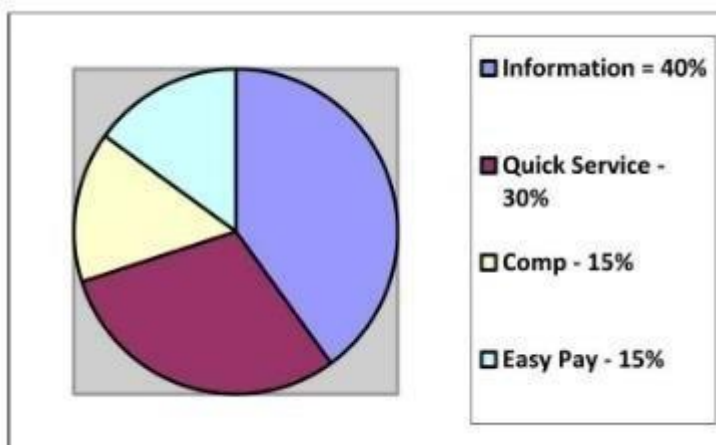
Findings

To conduct a preliminary study to learn about the fundamental meaning, importance, and use of digital platforms in marketing, a set of self-administered questions was created. Some of the key findings are provided in the form of a straightforward pie chart.



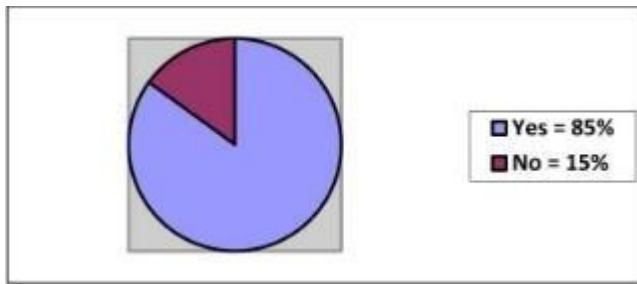
The most popular digital marketing tool, according to the results, is the Internet/website (40%) followed by social media (35%), mobile and SMS/Mobile marketing (15%), and particular video media content (10%).

According to the survey results, 95% of respondents believe that greater knowledge of products, services, and product and service specifications is a direct effect of digital marketing.



According to the results, the majority of respondents (40%) believe that information is the most significant benefit of digital platforms, followed by quick service (30%), comparison (15%), and ease of payment (15%).

According to the response, 85% of respondents believe that using a digital marketing platform is more affordable than using traditional marketing tools, while only 15% were opposed to the idea.



Conclusion

The rise in internet usage, combined with the mobile and digital revolution, has made digital marketing an integral aspect of modern life. Digital marketing has advantages over traditional marketing strategies in terms of reach, affordability, and efficiency.

Digital platforms that are actively used include the internet, websites, mobile devices, television, SMS, and others. Companies are focused on and expanding the use of digital platforms to promote their goods and services in order to benefit from creativity, innovation, customer loyalty, and a sizable consumer base.

1.5 IMC

Integrated marketing communication (IMC) is the process of combining advertising, public relations, social media, audience analytics, business development concepts, and other marketing communication elements into a single brand identity that is consistent across various media channels. It enables both public and private organizations and corporations to provide an enjoyable and smooth customer experience for a good or service, as well as to enhance an organization's reputation and connections with stakeholders. People with experience in integrated marketing communications may look for work throughout the marketing and communications sectors, in professions including journalism, market research and consultancy, public relations, non-profit and government, entertainment, television and radio, and other related businesses.

A multidisciplinary subject called integrated marketing communication includes the use of both traditional and new media. As the name implies, integrated marketing communications is a comprehensive marketing plan that takes into account the greater context of an organization's objectives as well as the necessities for business growth and upkeep. In other words, integrated marketing communications promotes the integration of these disciplines to produce a more potent and concerted approach as opposed to having marketing, advertising, public relations,

social media, and consumer/audience analytics is separate teams or efforts within an organization.

Marketing experts, public relations directors, brand managers, digital media associates, social media marketers, and other media professionals can develop, carry out, and monitor multichannel advertising and communication messages that target and influence particular audiences by utilizing IMC theories and strategies. Modern culture is impacted by IMC in a variety of ways, including internet display ads, business blogs, SEO, newspaper editorials, outdoor billboards, magazine ads, and more.

Both bachelor's and master's programmers in integrated marketing communications have grown as a result of companies' increasing reliance on data-driven and multifaceted marketing strategies rather than general mass media marketing. These programmers instruct students on how to coordinate between marketing and public relations, build a brand's social media presence, and use consumer attitudes, shopping patterns, and buying preferences to deliver impactful advertisements and bra

Integrated marketing communication bachelor's degree programmers

Students who earn a bachelor's degree in integrated marketing communication will have a solid understanding of all the essential components of an organization's comprehensive marketing strategy, including sales, business-to-business and direct-to-consumer marketing channels, public relations, social media, and fundamental consumer data analytics. Students in these programmers learn how to combine these components to create a coherent marketing strategy across various platforms that takes into account the demands and preferences of various potential and existing customers.

The core concepts of IMC as well as topics in consumer research and insights, digital and social media marketing, mobile marketing, strategic communication, public relations and consumer/stakeholder outreach, marketing ethics, global marketing, and intercultural communication are typically covered in the courses that make up undergraduate IMC programmers. Students could also need to finish an IMC capstone project, depending on the programmed. Students get the chance to use the knowledge and abilities they have acquired in their courses to a practical marketing campaign or other marketing-related initiative as part of this project. To give students the most realistic project requirements possible, the school may occasionally collaborate with actual clients who require a thorough IMC strategy.

Programs for Masters in Integrated Marketing Communications

The principles, concepts, and practices necessary to develop and carry out an organization's comprehensive marketing strategy are covered in masters in integrated marketing

communications programmers, just like they are in bachelors in integrated marketing communication programmers. However, master's degree programmers in IMC are made up of coursework that is almost entirely devoted to topics in the IMC field, allowing students to delve more deeply into the field of IMC and even specialize further within this broad field. Bachelor's degree programmers in IMC have general education requirements in addition to coursework for the major. To prepare students for managerial positions, organizational leadership courses are frequently included in master's degrees as well.

The processes and strategies employed to develop, roll out, and evaluate successful marketing initiatives that communicate with today's consumers (as well as other stakeholders) across diverse media channels are made clear to students in masters in integrated marketing communication programmers. These courses educate students how to combine these various pieces into a single brand message and experience for customers.

Major components of marketing communication are covered in these courses, including display marketing, public relations, and advertising. Students gain expertise in a variety of areas, including audience-based research analysis, strategic communication techniques, business-to-business and business-to-consumer communication, public relations, brand development and promotion, and more. Examples include implementing consumer surveys and analyzing their results.

The topics covered in the courses offered in integrated marketing communication master's programmers span the field of marketing communications and include marketing research and mixed methods analysis of marketing data, mobile marketing, branding and brand strategy, consumer psychology and behavior, direct marketing, digital and social marketing, business analytics and data visualization, organizational leadership, and public relations. These programmers may provide courses that allow students to explore more general topics in the field in addition to developing their applied skills, such as how emerging media affects consumer behaviors and shopping habits, how social media is changing the idea of consumer engagement with a brand, service, or product, or the various channels through which businesses interact with and market to potential customers and build a reliable brand identity.

The capstone experience for many master's degrees in integrated marketing communication takes the shape of an industry-specific marketing campaign. The creation (and, in some cases, the execution) of this campaign teaches students how to put all of the research abilities and IMC expertise they have acquired in their degree to use on a specific deliverable. In order to provide students with the most realistic experience possible and to give them the opportunity to have an artifact in their portfolio that actually has an impact on a client's marketing strategy,

several IMC master's programmers collaborate with actual clients.

Students may conduct their capstone independently or in groups, depending on the programmed, and they frequently speak with one or more faculty advisors who offer help while they finish their capstone project. While some schools could let students submit a thesis or research paper in place of a professional capstone project, the great majority of programmers in IMC demand a professional project because the discipline is so heavily industry-focused.

Please visit our Master's in Integrated Marketing Communication Programs page for more details about these programmers, including admission requirements and sample course descriptions.

Integrated marketing communications careers

Multiple career paths in the public and private sectors, including those in market research, public relations, digital and social media, consulting, higher education, government and nonprofits, information technology, and more, can be followed after earning a bachelor's or master's degree in integrated marketing communication. A master's degree in integrated marketing communications can be used to work for marketing agencies, design firms, digital and social media agencies, private corporations, public relations firms, market research firms, consulting firms, or any other company that operates in the marketing or communication industry.

In addition to promoting and selling goods and services, effective marketing communication is essential for building relationships with both present and new customers, facilitating an effective information exchange for product development, and sustaining brand reputation. For a firm, its brand, services, and products to generate audience engagement, integrated marketing communication professionals are essential to the entire marketing process. They assist in synthesis and unification of messaging. Although there are several employment opportunities depending on the business, the following are some potential career routes for graduates of master's programmers in integrated marketing communications:

Public Relations Director: Public relations directors are in charge of an organization's external and internal communications, as well as of creating and carrying out strategic plans to enhance its standing with stakeholders, the general public, and customers. They often oversee a team of PR specialists, oversee significant communication initiatives, and confer with senior leadership on long-term PR strategies that are consistent with the organization's values, mission, and objectives.

Marketing Director: Marketing directors integrate a company's brand and positioning statement into efficient marketing strategies, working on anything from building multi-channel marketing

campaigns to creating advertising concepts. They evaluate audience and consumer behavior patterns using a variety of techniques, including media analytics and customer relationship management software, to create advertising campaigns that generate interest in the company's goods or services.

Marketing Specialist: Marketing experts plan, carry out, and evaluate marketing campaigns for companies or organizations, usually under the direction of a marketing director.

These experts manage the full end-to-end process of setting up successful marketing campaigns, including audience research, developing campaign copy, purchasing media, and creating the look and feel of display advertisements.

In order to assess the effects of their marketing endeavors on customer behavior and perception of their company's brand(s), marketing specialists employ data collection and analytics technologies throughout their work. This allows them to make necessary adjustments to their strategy.

Director of Consumer Affairs: Directors of consumer affairs are in charge of managing a company's interactions with customers and the broader public. They also supervise customer service staff and procedures. They oversee consumer education, respond to inquiries from clients directly, and handle client-based complaints about goods or services.

A wide range of occupations and career pathways are available in the field of integrated marketing communications. As a result, depending on the position's nature, the employer's expectations, and the applicant's professional and academic experience, the application criteria for jobs in integrated marketing communication might vary greatly. A graduate degree may give a candidate a competitive edge even though many job postings for IMC-related positions may indicate that they welcome applications from those with either a bachelor's degree or a master's degree in the subject. However, since employers frequently take into account all of an applicant's skills, many years of marketing and/or communication-related professional experience could make a candidate with a bachelor's degree equally as competitive as one with a master's in the area.

In order to best understand how they can submit a competitive application, applicants should research their desired places of employment as well as the nature of the roles for which they are applying. Employers' expectations for candidates seeking positions in integrated marketing communication vary due to a variety of factors. Last but not least, while a master's degree may not be a strict necessity for many IMC professions in industry, positions that need significant amounts of IMC research (including consumer data research) and positions in academia typically anticipate candidates to hold a master's degree or higher.

1.6 ITS RELEVANCE TO THE CONSUMER

In today's fast-paced digital age, the relevance of digital marketing to the consumer cannot be overstated. This dynamic and rapidly evolving field has transformed the way businesses engage with their target audiences, allowing for personalized and timely interactions that resonate deeply with consumers. One of the key advantages of digital marketing is its ability to tailor content and campaigns to specific consumer segments, resulting in higher engagement and conversion rates.

Digital marketing employs a range of strategies and channels to connect with consumers. Social media platforms like Facebook, Instagram, and Twitter enable brands to reach out to their audience with compelling visuals, relatable stories, and interactive content. For instance, companies often utilize influencers to authentically promote their products, leveraging the influencers' existing rapport with their followers. This enhances consumer trust and drives purchasing decisions. Additionally, search engine optimization (SEO) ensures that a brand's website appears at the top of search engine results, making it more likely for consumers to discover and explore their offerings.

Interactivity is a hallmark of digital marketing's impact on consumers. Engaging and user-friendly websites, mobile apps, and interactive ads encourage consumers to participate actively rather than passively absorbing information. For instance, personalized email marketing campaigns can incorporate the recipient's name and recommend products based on their past purchases, creating a sense of individualized attention. Moreover, features like live chat on websites allow consumers to instantly connect with customer support, resolving queries and concerns in real-time. Such interactions foster a strong sense of brand-consumer rapport.

Real-time analytics and data tracking are invaluable aspects of digital marketing that directly benefit consumers. Businesses can monitor consumer behavior, preferences, and interactions, enabling them to fine-tune their strategies for optimal results. For instance, A/B testing of different ad copies or website layouts provides insights into what resonates best with consumers. Furthermore, retargeting ads follow consumers across platforms based on their previous interactions, maintaining brand awareness and subtly encouraging conversions.

In conclusion, digital marketing has ushered in a new era of consumer engagement, characterized by personalization, interactivity, and data-driven strategies. Through platforms like social media, interactive websites, and targeted advertising, businesses can establish

meaningful connections with their audiences. By leveraging real-time analytics, companies can continually adapt their approaches to better cater to consumer preferences. As the digital landscape continues to evolve, the relevance of digital marketing in shaping consumer experiences remains pivotal.

1.7 SEGMENTATION

Consumer segmentation plays a pivotal role in contemporary digital marketing strategies, enabling businesses to target specific audiences with tailored messages for increased relevance and effectiveness. This primer elucidates the fundamentals of segmentation, its significance in the realm of digital marketing, and diverse methods to implement this approach.

Segmentation Defined: Segmentation involves categorizing a consumer database into distinct groups based on various factors such as demographics, lifestyle, behavior, and values. The rationale behind this division lies in acknowledging the diversity within the customer base and crafting strategies that resonate with each subgroup. From a simple division of male and female customers to more intricate categorizations using search data, segmentation enables precision in communication and enhances consumer engagement.

Relevance and Importance: Relevance is the cornerstone of effective marketing, and segmentation facilitates it by ensuring that the right message reaches the right audience at the right time. As consumers become increasingly discerning, knowing your audience is paramount. Successful segmentation leads to increased conversion rates and sales, as consumers respond positively to messages tailored to their preferences.

Types of Segmentation: There are four main types of segmentation: demographics, lifestyle, behavior, and values. Demographics encompass factors like age and gender, while lifestyle includes elements such as location, household income, and interests. Behavioral segmentation analyzes customer actions to predict intentions, and values-based segmentation assesses customer worth and long-term profitability.

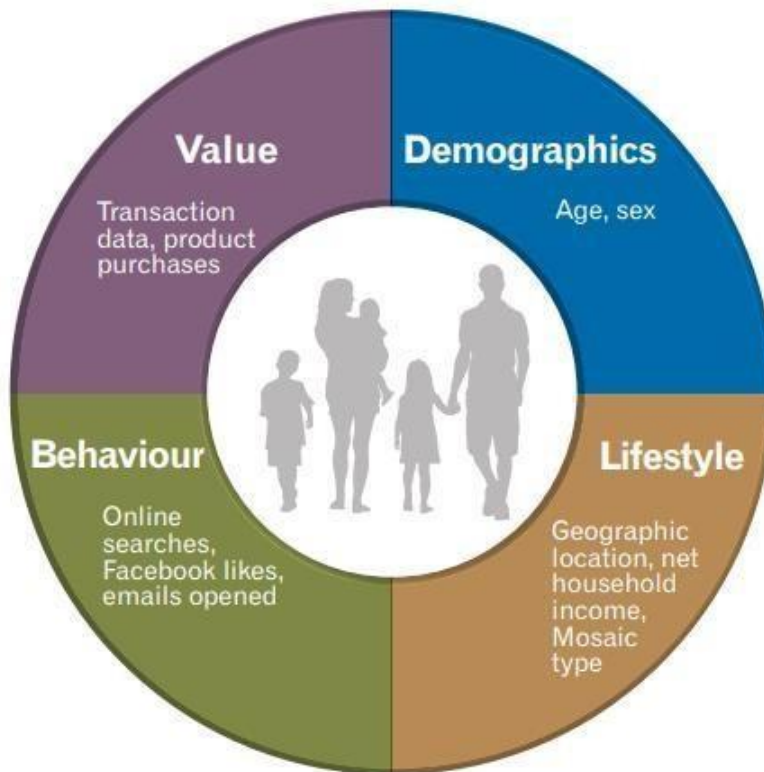


Fig 1.1: Types of Segmentation

Challenges and Implementation: However, successful segmentation is contingent on accurate data and clear definitions of segment traits. Lack of precision and inconsistency can lead to ineffective outcomes. Segmentation is a dynamic process that requires constant evaluation and testing. Leading companies like Experian offer sophisticated segmentation tools, combining online and offline behaviors to craft predictive models that ensure campaigns are precise and impactful.

Future Trends: As the market becomes more competitive, segmentation will evolve beyond basic factors like age and gender. Granular data and predictive modeling will play a pivotal role in understanding consumer behavior, allowing for highly personalized and timely campaigns. With precise insights, marketers can deliver messages that align with customer behavior, leading to increased conversions and improved ROI.

1.8 POSITIONING AND BRANDING IN DIGITAL WORLD

Adapting to Shifting Consumer Behavior in the Post-Pandemic Landscape

The COVID-19 pandemic has ushered in a new era of consumer purchasing habits, marked by increased online shopping and a decline in brand loyalty. As consumers explore newer products through e-commerce platforms, businesses face the challenge of regaining customer loyalty in this dynamic landscape. To ensure repeat purchases and foster enduring relationships, companies can employ several strategies that align with the evolving preferences of modern consumers.

1. Embrace Technological Enhancements: Businesses must leverage technology to enhance the customer experience and establish a strong online presence. This includes user-friendly websites, mobile apps, and seamless payment gateways. Utilizing data analytics to understand consumer preferences and behavior can provide valuable insights for crafting personalized marketing strategies that resonate with individual buyers.

2. Focus on Omni-Channel Strategies: Creating a seamless shopping experience across various channels is crucial. Consumers now expect a cohesive experience whether they interact with a brand in-store or online. Integrating offline and online shopping journeys can enhance brand recall and improve customer engagement. Implementing strategies such as click-and-collect, virtual try-ons, and social commerce can bridge the gap between physical and digital interactions.

3. Elevate Customer Engagement: Building a community around the brand can encourage customer loyalty. Engaging customers through social media, forums, and online events can foster a sense of belonging. Encouraging user-generated content and customer reviews can help build trust and credibility, allowing potential buyers to gain insights from their peers.

4. Emphasize Sustainability and Values: Modern consumers are increasingly conscious of sustainability and social responsibility. Brands that align with these values are more likely to attract and retain customers. Transparent communication about sustainable practices, ethical sourcing, and social initiatives can resonate with consumers who prioritize these aspects in their purchasing decisions.

5. Personalize Marketing Efforts: Personalization is key to standing out in a crowded marketplace. Utilize data-driven insights to tailor marketing messages and recommendations to individual preferences. This level of customization demonstrates that the brand understands and cares about the consumer's needs and desires.

6. Cultivate Emotional Connections: Incorporate storytelling and emotional narratives into

your brand messaging. Emotional connections can create lasting impressions and foster loyalty. Sharing relatable stories that resonate with consumers' values and experiences can deepen their connection to the brand.

7. Continuously Adapt and Innovate: Consumer behavior is constantly evolving, especially in the wake of a global pandemic. Businesses must remain agile and open to change. Regularly assess market trends, consumer preferences, and emerging technologies to adapt your strategies and offerings accordingly.

In conclusion, the pandemic has reshaped consumer behavior and eroded traditional brand loyalty. Businesses can navigate this landscape by embracing technology, focusing on seamless experiences, engaging customers authentically, aligning with values, personalizing marketing, nurturing emotional connections, and staying adaptable. By understanding and catering to the preferences of the modern consumer, businesses can position themselves for sustained success in the evolving marketplace.

1.9 DIGITAL MARKETING PLATFORMS

Digital Marketing Platforms: A Comprehensive Overview and Selection Guide

In the rapidly evolving landscape of digital marketing, businesses are faced with the challenge of effectively reaching and engaging their target audiences across various online channels. To address this challenge, digital marketing platforms have emerged as powerful tools that offer a range of capabilities to streamline and optimize online marketing efforts. In this comprehensive guide, we will delve deeper into the world of digital marketing platforms, explore their various types and benefits, and provide insights into selecting the right platform for your business's unique needs.

The Evolution of Digital Marketing Platforms:

The digital age has brought about a profound transformation in consumer behavior, with online platforms becoming the primary arena for interaction, information consumption, and commerce. Consequently, businesses have had to adapt their marketing strategies to meet consumers where they spend a significant portion of their time - the digital realm. This shift has led to the emergence of digital marketing platforms, which act as versatile tools that enable businesses to navigate the complex landscape of online marketing.

Types of Digital Marketing Platforms:

Digital marketing platforms come in a variety of types, each catering to specific aspects of

online marketing. Let's explore some of the key types and their functionalities:

1. Social Media Marketing Platforms:

- Social media platforms like Instagram, Facebook, TikTok, LinkedIn, and Snapchat have become integral to consumer engagement.
- Businesses can utilize these platforms to share sponsored content, paid advertisements, and build brand presence.
- Social media marketing platforms provide options for targeted advertising based on factors such as geography, interests, and demographics.

2. Influencer Marketing Platforms:

- Influencers have gained significant popularity as a means to reach target audiences authentically.
- These platforms facilitate collaboration with influencers who resonate with the brand's values and target demographic.
- Influencer marketing platforms enable brands to leverage the influence of thought leaders and experts in various industries.

3. Content Promotion Platforms:

- Content marketing is a cornerstone of digital marketing, focusing on educating customers about products and services.
- Content promotion platforms aid in creating, distributing, and tracking content across various digital channels.
- These platforms help businesses establish thought leadership and engage their audience through valuable content.

4. Email Marketing Platforms:

- Email campaigns remain an effective way to maintain customer engagement and nurture leads.
- Email marketing platforms enable businesses to send tailored newsletters and offers based on customer behavior.
- Personalized email communication can tip the scales from an abandoned shopping cart to a completed purchase.

5. Search Engine Optimization (SEO) Platforms:

- SEO platforms focus on optimizing content to rank higher on search engine

results pages.

- Businesses can improve their online visibility by aligning their content with search engine algorithms.
- SEO platforms help drive organic traffic and increase the likelihood of being discovered by potential customers.

6. Pay-Per-Click (PPC) Advertising Platforms:

- PPC advertising allows businesses to pay for website visitors by placing ads on search engines and websites.
- These platforms enable precise targeting and bidding on keywords to attract relevant traffic.
- PPC campaigns offer a cost-effective way to generate immediate traffic and conversions.

7. Affiliate Marketing Platforms:

- Affiliate marketing involves partnering with individuals or businesses to promote products in exchange for a share of sales.
- These platforms facilitate collaborations that extend the reach of the brand's offerings.
- Affiliate marketing can drive new customer acquisitions and boost sales through partnerships.

8. Mobile Advertising Platforms:

- Mobile marketing has gained prominence with the proliferation of mobile devices.
- These platforms help optimize content and ads for mobile devices, catering to a growing mobile user base.
- Mobile advertising platforms ensure seamless user experiences on smaller screens.

9. Marketing Automation Platforms:

- Marketing automation platforms streamline marketing tasks and processes using automation.
- Businesses can nurture leads, send personalized messages, and engage with customers at scale.

- Marketing automation enhances efficiency, allowing marketers to focus on strategic initiatives.

10. Marketing Analytics Platforms:

- Marketing analytics platforms collect and analyze data to evaluate the performance of marketing campaigns.
- These platforms provide insights into ROI, conversion rates, and customer behavior.
- Analytics platforms inform data-driven decisions, enabling marketers to optimize their strategies.

The Benefits of Digital Marketing Platforms:

Digital marketing platforms offer a multitude of benefits that empower businesses to enhance their marketing efforts:

1. Data-Driven Decision-Making:

- Digital marketing platforms provide access to real-time data, enabling businesses to make informed decisions.
- Data analytics offer insights into campaign performance, customer behavior, and ROI.

2. Efficiency and Automation:

- Automation features within these platforms streamline marketing tasks, saving time and resources.
- Marketing teams can focus on strategic planning and creativity, rather than manual processes.

3. Optimized Content Strategy:

- Platforms offer insights into audience preferences, allowing businesses to tailor content to resonate with their target demographics.
- This optimization enhances engagement and drives higher conversions.

4. Holistic View of Campaigns:

- Cross-channel capabilities enable businesses to analyze and optimize both online and offline marketing efforts.
- A comprehensive view of campaigns facilitates data-driven strategies.

5. Cost-Effective Advertising:

- Digital marketing platforms enable precise targeting, minimizing wastage of resources on irrelevant audiences.
- This targeted approach ensures optimal allocation of marketing budgets.

Selecting the Right Digital Marketing Platform:

Selecting the most suitable digital marketing platform requires careful consideration of various factors:

1. Data Quality and Integration:

- Prioritize platforms that uphold strong data quality standards and offer integrations with other tools and data sources.
- Accurate and reliable data forms the foundation of effective marketing campaigns.

2. Attribution Models:

- Choose platforms that employ advanced attribution models to accurately assess the impact of different marketing channels.
- Attribution insights guide budget allocation for maximum ROI.

3. Cross-Channel Capabilities:

- Opt for platforms that can analyze campaigns across various online and offline channels.
- A unified view of campaigns ensures comprehensive insights.

4. Customization and Analytics:

- Select platforms that align with your business goals and offer robust analytics.
- Customizable campaigns and detailed analytics enable tailored strategies.

5. Automation and Efficiency:

- Evaluate platforms based on their automation capabilities and their potential to streamline marketing operations.
- Automation enhances efficiency and scalability.

Conclusion:

In the dynamic landscape of digital marketing, businesses can leverage digital marketing platforms to navigate the complexities of online engagement and conversion. From social media marketing to influencer collaborations, content promotion, email marketing, and beyond, these platforms offer diverse capabilities to meet the unique demands of modern

businesses. By selecting the right platform that aligns with your goals, offers reliable data, enables advanced attribution modeling, and provides comprehensive analytics, you can unlock the full potential of your digital marketing efforts. As consumer behaviors continue to evolve, embracing the power of digital marketing platforms is essential to staying competitive and achieving sustained success in the digital age.

1.10 UNIT END QUESTIONS

A. Descriptive Questions

Short Questions

1. What are the 4 types of digital marketing?
2. What is the concept of marketing?
3. Who introduced the concept of digital marketing?
4. What are the 7 P's of digital marketing?

Long Questions

1. What are the 5 stages of digital marketing?
2. What are the 5 concepts of marketing?
3. What are the 4 concepts of marketing?
4. What is the main pillar of digital marketing?
5. What are the 3 most important things in digital marketing?
6. What are the 3 principles of digital marketing?

B. Multiple Choice Questions

1. Which of the following factors are responsible for leaving an impact on the Google Page Rank?
 - a) The text depicting inbound links to a page of a website.
 - b) A total number of inbound links to a website's page.
 - c) The subject matter of the site providing the inbound link to a page of a website.
 - d) The number of outbound links on the page that contains the inbound link to a page of a website.
2. The full form of FFA page is_____
 - a) Free for All Links
 - b) Free for Alexa

- c) Free for Alternative Links
d) Free for All Search Engine
3. Which of the following is the correct depiction of optimization strategy?
- a) Orange Hat Techniques
b) Grey Hat Techniques
c) Shady Hat Techniques
d) Blue Hat Techniques
4. _____ is responsible for hamper the search rankings.
- a) Connecting to your own website from any random website.
b) Utilizing the same colors of texts as that of your background pages.
c) Integrating page templates into your page template.
D) None of the above
5. Which of the following is the correct name for Face book's ranking algorithm?
- a) Face Rank
b) Edge Rank
c) Like Rank
d) Page Rank

Answer: 1-b 2-a 3-b 4-b 5- b

1.11 REFERENCES

Reference books

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing (7th ed.). Pearson.
- Ryan, D. (2016). Understanding digital marketing: Marketing strategies for engaging the digital generation. Kogan Page.
- Smith, P. R., & Zook, Z. (2011). Marketing communications: Integrating offline and online with social media. Kogan Page.
- Strauss, J., & Frost, R. (2017). E-marketing (8th ed.). Pearson.
- Evans, D. (2016). Social media marketing: The next generation of business engagement. John Wiley & Sons.

- Constantinides, E. (2014). Foundations of social media marketing. *Procedia-Social and Behavioral Sciences*, 148, 40-57.
- De Pelsmacker, P., Geuens, M., & Van Den Bergh, J. (2013). *Marketing communications: A European perspective* (5th ed.). Pearson.
- Zahay, D., & Roberts, M. (2017). *Internet marketing: Integrating online and offline strategies* (3rd ed.). Routledge.
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing* (3rd ed.). Sage Publications.
- Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing? *MIT Sloan Management Review*, 52(1), 41-49.

Websites:

1. **HubSpot:** A leading inbound marketing and sales platform, HubSpot offers a wealth of resources, articles, and guides on various aspects of digital marketing. [Website](#)
2. **Moz:** Moz is well-known for its expertise in search engine optimization (SEO). Their website provides valuable insights and resources on SEO, content marketing, and other digital marketing strategies. [Website](#)
3. **Neil Patel:** Neil Patel is a renowned digital marketing expert. His website offers detailed guides, videos, and blog posts on a wide range of digital marketing topics, from SEO to content marketing. [Website](#)
4. **Social Media Examiner:** As the name suggests, this site focuses on social media marketing. It provides updates, guides, and case studies related to utilizing social media platforms for marketing purposes. [Website](#)
5. **Content Marketing Institute:** If you're interested in content marketing, this website is a valuable resource. It offers articles, webinars, and e-books related to content creation, distribution, and strategy. [Website](#)

UNIT 2 -DIGITAL CONSUMER

STRUCTURE

2.0 Objectives

2.1 Introduction

2.2 The Adoption Process

2.3 Why Customers Buy

2.4 Characteristics of The Consumers

2.5 Consumer Behaviour and Information Search

2.6 Buying Motives Decide the Information Search

2.7 Internal Influencers to Impact the Consumer's Behaviour

2.8 Buyer Decision Process

2.9 Post Purchase Behaviour Consumer Buying Process

2.10 Unit End Questions

2.11 References

2.0 OBJECTIVES

After studying the Unit, you would be able to:

- Understand the customer centric online marketing and to know the adoption process
- Understand why customers buy
- To understand the characteristics of the consumers
- To understand Consumer behaviour and Information search
- Understanding how motive will decide the information search
- Find out how the internal influencers impact the consumer behavior
- Understand Buyer Decision Process
- Understand Post purchase behaviour and Management

2.1 INTRODUCTION

Digital marketing plays a crucial role in establishing and nurturing strong customer relationships. As business environments become more challenging and inflexible, fostering a strong connection with customers has become imperative, considering they form the backbone of any business. Employing customer-centric online marketing enables marketers to ensure customer satisfaction, as the success of a business is intrinsically tied to the happiness and contentment of its consumers.

The significance of digital marketing goes beyond being a mere component of marketing efforts; it has evolved into a pivotal aspect. In a fiercely competitive business world, it's incredibly easy to lose customers with a simple click as alternatives are readily accessible. To effectively execute digital marketing strategies, a thorough comprehension of customer behavior on the internet is necessary. In a rapidly changing landscape, digital marketing acts as a means to stand out amidst the noise, offering businesses a precious opportunity to expand their global reach and thrive.

For businesses to gain and retain customers, prioritizing consumers over competitors is essential. By adopting a customer-centric online marketing strategy, businesses can attract and satisfy more customers within the online market. This approach is critical for a business's survival in the digital sphere. Tailoring products and services to meet customer requirements is paramount. Companies that center their efforts around the customer are proven to be 60% more profitable compared to those that do not adopt this approach.

Adhering to customer-centric best practices is essential when devising marketing strategies. These include acknowledging that customers are paramount, ensuring customer satisfaction, managing response times efficiently, addressing customer needs, and fostering strong customer relationships. By aligning strategies with these practices, businesses can thrive in the digital age's competitive landscape.

2.2 THE ADOPTION PROCESS

The concept of the Adoption Process, also known as the Diffusion of Innovation, has maintained its significance for over forty years since its introduction by Bourne (1959). This enduring framework remains a vital tool in the field of marketing. It offers insights into consumer behavior during the acquisition of new products and services. The distinct categories of innovators, early adopters, early majority, late majority, and laggards are outlined as follows:

- **Innovators:** Innovators are the pioneers who eagerly embrace new products and exhibit

behavior that highlights their desire to stay ahead and possess novel items. They are the first to acquire new products, often well ahead of the average consumer.

- **Early Adopters:** Early adopters are individuals who quickly embrace new offerings. They hold significant influence within their social circles and communities, as they tend to be the first to acquire and utilize new products or services. Their opinions carry weight among their peers.
- **Early Majority:** The early majority observe the actions of innovators and early adopters to gauge the success and endurance of a new product or idea. They watch from the sidelines, assessing the experiences of others before joining in. This group's engagement signals a surge in mass adoption.
- **Late Majority:** The late majority comprises those who adopt new products or services later than the average consumer. They are more hesitant to embrace the popularity of novel offerings, ideas, solutions, or products. While mass adoption still occurs, it begins to wane.
- **Laggards:** Laggards are individuals who are notably delayed in adopting new products, and they might include those who never adopt them at all. This group contributes little to the overall consumer base.

This framework offers a comprehensive understanding of how different consumer segments interact with innovation, guiding marketers in tailoring their strategies to effectively engage each group.

2.3 WHY CUSTOMERS BUY

Marketers dedicate substantial resources to unravel the underlying motivations behind customers' purchases. Even when a purchase seems devoid of rationale, there's always an underlying cause. Multiple factors contribute to customers' buying decisions, and any one of these can emerge as the pivotal factor influencing the choice. These factors include:

- **Practical Consumers:** This group acquires products crucial for survival, such as essentials like food, clothing, and medicine.
- **Impractical Consumers:** Contrary to practical consumers, this category purchases items that might not be essential but are deemed necessary for various reasons.
- **Rational Purchases:** Logical reasoning guides the choices of rational purchasers.

- **Irrational Products:** Purchases driven by whimsical or illogical reasons characterize this category.
- **Factual Purchases:** Research-driven decisions underpin factual purchases.
- **Emotional Purchasing:** Emotions and feelings play a key role in guiding emotional purchasing decisions.

Customers also make purchases for a range of objectives:

- To **Increase:** Sales, profits, satisfaction, confidence, convenience, pleasure, and production.
- To **Protect:** Investments, self, employees, property, money, and family.
- To **Make:** Money, satisfied customers, and positive impressions.
- To **Improve:** Customer relations, employee relations, brand image, status, earnings, and performance.
- To **Reduce:** Risk, investment, expenses, competition, worry, and trouble.
- To **Save:** Time, money, energy, and space.

These diverse motivations underline the complex nature of consumer behavior, and understanding these aspects is essential for marketers to effectively connect with their target audiences.

2.4 CHARACTERISTICS OF THE CONSUMERS

Intelligence: When crafting marketing messages, it's advisable to use language that resonates with the general audience, rather than targeting only highly intelligent individuals. Avoid communicating in a manner that might make customers feel inferior.

Involvement: Customers deeply engaged with a product, service, or marketing content are more likely to remember it. By generating greater interest in the product and enhancing interactivity on a website, sales can be bolstered, as heightened involvement correlates with increased purchases.

Familiarity: Generally, customers are more inclined to purchase products they're familiar with. However, excessive familiarity might lead to adaptation, where consumers seek novel items due to becoming weary of their usual choices.

Expectations: For a purchase to occur, customers must have clear expectations about the product or service. This is evident in the case of iconic brands like Coca-Cola, Dabur, Godrej,

etc., which maintain consistent branding to ensure customers know what to anticipate and feel positively about their products.

Physical Limits: Marketers must be mindful of consumers' physical limitations, such as hearing impairment or color blindness, when designing marketing messages. Inclusivity in message creation is crucial to reaching a diverse audience effectively.

These insights underscore the multifaceted aspects that shape consumer behaviors and emphasize the significance of crafting marketing strategies that resonate with diverse customer needs and perceptions.

2.5 CONSUMER BEHAVIOUR AND INFORMATION SEARCH

Consumer Behavior Overview: Consumer behavior pertains to the habits and attitudes of individuals that influence their purchasing decisions for products and services. Understanding consumer behavior involves various types of studies aimed at comprehending these dynamics. Every business entity employs distinct policies and methods to analyze consumer behavior, recognizing its dynamic nature and the need to adapt strategies to these changes. Particularly in digital environments and across devices, consumer behavior significantly impacts each phase of the purchasing process.

Role of Information: In daily life, consumers require diverse information to make informed decisions. Before finalizing a purchase, individuals seek answers to questions like what to buy, from whom, and how. Previously, access to information was limited, making it challenging for customers to gather relevant data. However, technological advancements have revolutionized this landscape. Presently, consumers can acquire information from a multitude of sources, catering to their specific needs. Notably, marketers also rely on consumer information to formulate marketing strategies and other business decisions. Consequently, both consumers and businesses leverage various online sources for pertinent information.

2.6 BUYING MOTIVES DECIDE THE INFORMATION SEARCH

Understanding Consumer Behavior: Consumers exhibit diverse behaviors driven by their needs, which can change over time. Abraham Maslow's Hierarchy of Needs theory categorizes needs into five stages: Basic, Safety, Social, Esteem, and Self-Actualization needs. These needs are sequentially fulfilled, with basic needs addressed first before progressing. These varying

needs lead to distinct consumer behaviors.

Buying Motives Defined: D. J. Durian defines Buying Motives as factors that impel customers to purchase, influence action, and determine choice. These motives are essential drivers that guide consumers toward selecting specific products to fulfill their needs. Buying motives provide reasons for making purchases and are fulfilled through commodity acquisition.

Classification of Buying Motives: Different experts categorize buying motives in diverse ways. One classification is based on:

1. **Product Motives:** Motives tied to the product's attributes that prompt consumer choice.
2. **Patronage Motives:** Motives guiding consumers to select a specific seller or shop.

Product Motives:

1. **Emotional Product Motives:** These evoke emotional connections, leading to purchases regardless of necessity. Examples include pride, emulation, affection, desire for comfort, sex appeal, and ambition.
2. **Rational Product Motives:** Customers analyze attributes logically before buying. Examples include desire for safety, saving money, relative low price, suitability for needs, durability, and convenience.
3. **Operational Product Motives:** Derived from a product's functions and utility. Utility-rich products are preferred due to higher satisfaction derived from their functions.
4. **Socio-Psychological Motives:** Influence stems from social status associated with the product.

Patronage Motives:

- **Emotional Patronage Motives:** Driven by subjective factors like shop appearance, recommendations, prestige, and habits.
- **Rational Patronage Motives:** Logic-based, considering advantages like location, discounts, credit services, before and after-sales support, seller reputation, and variety of quality products.

2.7 INTERNAL INFLUENCERS TO IMPACT THE CONSUMER'S BEHAVIOUR

Personality Influence: Some marketers believe that consumers select products based on their personalities. Personality encompasses thoughts, emotions, intentions, and behaviors exhibited as individuals navigate their surroundings. It's a unique quality but can also apply to groups.

Personality, a blend of traits, significantly shapes purchasing behavior. Marketers utilize interviews and focus groups to comprehend how personality links to product choices in the online market.

Behavioral Traits:

- **Frugality:** Consumers exercise restraint and deliberate extensively before making purchases.
- **Impulsiveness:** Decisions are made swiftly without extensive pre-purchase contemplation.
- **Anxiety:** Individuals with high anxiety might experience post-purchase dissonance and regret after acquiring items.
- **Bargaining:** Certain consumers prefer to negotiate purchases, as it empowers them to control their spending.
- **Vanity:** Excessive pride in appearance and achievements.
- **Competence:** Displaying responsibility and reliability.
- **Ruggedness:** Craving robust and durable products.
- **Sincerity:** Valuing honesty and authenticity.
- **Excitement:** Yearning for daring and spirited purchases.
- **Sophistication:** Desiring prestigious and glamorous products.

Motivation: Motivation propels consumers to fulfill their needs. It's a driving internal force that marketers can leverage to stimulate online consumer behavior. When an unmet need is identified, a sense of tension motivates individuals to alleviate this tension by achieving the goal and fulfilling the need.

Memory and Marketing Messages: Effective marketing messages hinge on consumer comprehension and recall. Memory encompasses the consumer's capacity to understand and attribute value and significance to marketing messages, rendering memory a potent influencer.

Color and Font: Colors wield significant impact on marketing messages, affecting consumers subjectively, often without their awareness. Additionally, the presentation of words and their visual appearance contribute to message value and meaning.

Message Simplicity and Consistency: Simplicity aids understanding. Employing concise phrases and accessible terminology swiftly conveys a message's essence, such as "heart healthy" implying a product's cardiovascular benefits. Message consistency involves aligning style, color, text, visuals, music, and more to harmonize with the overall context.

Source Credibility: Consumers are more likely to recall and purchase products endorsed by credible sources, animated characters, or celebrities. These sources should exhibit likability, expertise, trustworthiness, and attractiveness.

2.8 BUYER DECISION PROCESS

The Consumer Decision-Making Process:

Consumer behavior is a complex and intricate process that individuals go through when making purchasing decisions. This journey consists of several stages, each influenced by various factors and considerations. Understanding this process is of paramount importance for marketers to effectively engage with consumers and tailor their strategies to meet their needs. Let's delve deeper into the stages of the consumer decision-making process and explore how they impact consumer behavior in the realm of online shopping.

1. Recognition of Problem/Need: The process commences with the recognition of a problem or a need. Consumers identify a gap between their current state and a desired state, which triggers the need for a solution. This is where problem recognition comes into play. In traditional brick-and-mortar settings, problem recognition might occur gradually, but the online environment has revolutionized this stage. Digital marketing initiatives, such as targeted ads and personalized recommendations, play a pivotal role in stimulating problem recognition. For instance, a user scrolling through their social media feed might come across an ad for a fitness tracker, prompting them to consider their health goals and the need for such a product.

2. Search for Information: Once consumers recognize a need, they embark on a search for information. This stage involves seeking out available options, understanding features and benefits, and evaluating potential solutions. Online markets provide a treasure trove of information, allowing consumers to browse through various products, read reviews, and compare prices. Information-seeking may encompass both internal and external sources. Consumers tap into their memory for past experiences, but they also rely on external sources such as peer recommendations, expert reviews, and marketing communications to inform their decision-making process.

3. Evaluation of Available Alternatives: The evaluation phase is where consumers analyze the information they've gathered during the search stage. They establish criteria against which they assess each alternative. Online platforms offer the convenience of comparing different products and brands side by side, aiding consumers in making informed choices. Factors like

brand reputation, product features, price, warranties, and technical specifications influence their evaluations. Consumers create an "evoked set," comprising preferred brands, and weigh these brands against the established criteria to arrive at a decision.

4. Making a Choice: Armed with evaluations and comparisons, consumers proceed to make a choice. This choice entails selecting a specific product, service, or supplier. Online transactions have simplified this process, allowing individuals to add items to their virtual cart and proceed to checkout seamlessly. The selected choice depends on a multitude of factors, including the brand's reputation, product attributes, price, and availability. The convenience of online shopping, coupled with comprehensive information available at the click of a button, streamlines the decision-making process.

5. Post Purchase Evaluation: The decision-making journey doesn't culminate with the purchase; it extends to the post-purchase evaluation stage. Satisfied consumers store information about the product in their memory, and this information shapes their future decision-making processes. On the other hand, dissatisfied consumers might opt for a different brand or product in subsequent purchases. The post-purchase evaluation phase holds immense significance for businesses as it can lead to brand loyalty or churn. Positive experiences can result in repeat purchases and recommendations to peers, while negative experiences might lead to a loss of customers.

In the realm of online shopping, promotions and marketing strategies play a pivotal role in influencing consumers at each stage of the decision-making process. However, it's essential for businesses to strike a balance between promoting their products and overwhelming consumers with offers. The digital landscape provides a platform for targeted advertisements, personalized recommendations, and engaging content that can effectively guide consumers through their decision-making journey.

Understanding the stages of consumer decision-making offers insights into the intricate interplay of psychological, social, and economic factors that shape purchasing behaviors. By tailoring marketing strategies to cater to each stage, businesses can create a seamless and satisfying experience for consumers, fostering brand loyalty and sustained growth. As technology continues to evolve, so does the consumer decision-making process, making it imperative for businesses to stay attuned to these changes to remain competitive in the dynamic online marketplace.

2.9 POST PURCHASE BEHAVIOUR CONSUMER BUYING PROCESS

Post-purchase conduct is the response of the customer and the individual, it gives a thought regarding the products' preferences, inclinations and perspectives and satisfaction about the product. The stage is concerned with the behavior of the consumer after consumption of product; the behavior may be positive or negative. A satisfied consumer will go for repeat purchase or recommend the product to others. On other side dissatisfied consumer will feel restless or start search for another product to satisfy unsatisfied need. He will do the negative marketing of unsatisfied product in society.

The customer while settling on a choice goes through three stages:

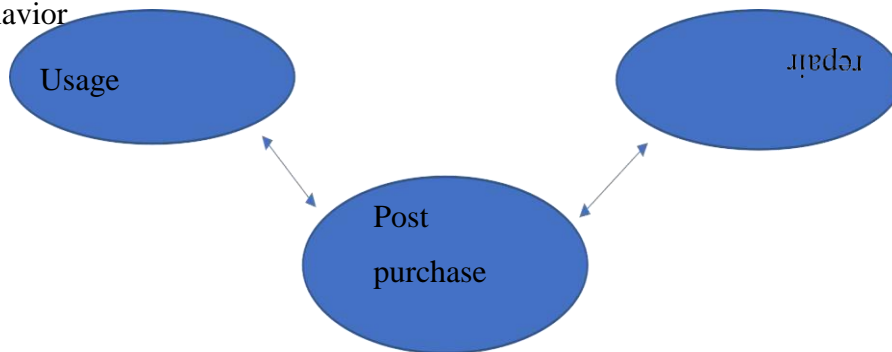
Pre purchase behavior activity which comprises us



Purchase process



Post purchase behavior



Feedback to marketer



2.10 UNIT END QUESTIONS

A. Descriptive Questions

Short Questions

1. What are the different stages for the product adoption process? How will the marketing strategies differ for each stage?
2. How the identification of characteristics of consumers are important for the marketing manager?
3. Discuss in detail how digital marketing has contributed to make consumer as king of the market?
4. What is consumer behaviour? Highlight the behaviour of the consumer while searching for the information.
5. What kind of information is required by the consumer for finalizing product to buy? What is the role of buying motives in deciding the information required?

Long Questions

6. How consumer behaviour is under the great influence of internal factors. How these factors influence consumer behaviour?
7. Describe in detail the buying decision process by taking any product category.
8. How the different stages of buying decision process are important for the marketers in strategy formulation?
9. What is buying behaviour? What are the classifications for the buying behavior, explain them with examples?
10. What is post-purchase buying behaviour and why such behaviour is important for the marketing managers?

B. Multiple Choice Questions

1. Companies that are customer centric are more profitable than companies that are not customer centric.

- (a) 70%
- (b) 50%
- (c) 60%
- (d) 80%

2----- tend to be very late to take on board new products and include those that never actually adopt at all.

- (a) Laggards

(b) Innovators

(c) Early adopters

(d) The early majority

3. More involvement of customer in purchase, results in more

(a) Promotion

(b) Sales

(c) Production

(d) Market share

4. In Today's World -The customer is the of the Market, So every company is making efforts to win the customer.

(a) Promoter

(b) Producer

(c) User

(d) King

5. motive is concerned with the satisfaction derived from the functions of products and the utility of the product

(a) Emotional product

(b) Both

(c) Operational product

(d) None of these

Answer: 1- c, 2-a, 3- b, 4-d, 5- c

2.11 REFERENCES

Reference books

- Baker, M. J. (2008). *The Strategic Marketing Plan Audit* (2nd Ed.). Cambridge Strategy Publications Limited. ISBN 9781902433998. OCLC 699890791. Archived from the original on May 6, 2021. Retrieved May 5, 2021.
- Homburg, C., Custer, S., & Rohmer, H. (2009). *Marketing Management: A Contemporary Perspective* (Illustrated Ed.). London: McGraw Hill Education. ISBN 9780077117245. OCLC 826594464. Archived from the original on May 6, 2021. Retrieved May 5, 2021.
- Cacciolatti, L., & Lee, S. H. (2016). Revisiting the relationship between marketing capabilities and firm performance: The moderating role of market orientation, marketing strategy and organizational power. *Journal of Business Research*, 69(12), 5597–5610. doi:10.1016/j.jbusres.2016.03.067. ISSN 0148-2963.
- Volcano, G., & Stocchetti, A. (January 2009). Old and new approaches to marketing. The quest of their epistemological roots (PDF). *The Proceedings of 10th International Conference Marketing Trends*, 34. Archived (PDF) from the original on 2017-08-14. Retrieved 2021-05-06 – via Munich Personal Repel Archive.
- Dan, S., & Dan, S. (2011). *E-marketing: Theory and Application*. China: Palgrave Macmillan. ISBN 9780230203969. Archived from the original on May 6, 2021. Retrieved May 5, 2021.
- West, D., Ford, J., & Ibrahim, E. (2010). *Strategic Marketing: Creating Competitive Advantage* (Illustrated Ed.). Oxford: Oxford University Press. ISBN 9780199556601. OCLC 751667438. Archived from the original on 2021-05-06. Retrieved 2021-05-06.
- Schwarz, S. P. (1998). Chapter 2: A Brief History of Marketing Strategy. In *Marketing Strategy* (Illustrated, Revised Ed.). New York City: Simon & Schuster. pp. 18–29. ISBN 9780684831916. OCLC 749880452.

Websites:

1. **American Marketing Association (AMA):** The AMA website provides valuable insights into consumer behavior through articles, research, and case studies that cover various aspects of marketing and consumer psychology. [Website](#)

2. **Psychology Today:** While not exclusively focused on marketing, Psychology Today offers articles and insights into human behavior and psychology, which can be valuable for understanding consumer behavior. [Website](#)
3. **Verywell Mind:** Similar to Psychology Today, Verywell Mind offers articles on various aspects of psychology, including consumer behavior, decision-making, and motivations. [Website](#)
4. **MarketingSherpa:** MarketingSherpa provides research, case studies, and articles related to marketing practices, including consumer behavior and understanding customer motivations. [Website](#)
5. **Nielsen:** Nielsen offers reports, articles, and insights into consumer trends and behaviors. While it may have a focus on market research, it can provide valuable insights into consumer behavior. [Website](#)

UNIT 3- DIMENSIONS OF DIGITAL COMMUNICATION ENVIRONMENT

STRUCTURE

3.0 Objectives

3.1 Introduction

3.2 Dimensions of Digital Communication Environment – Technology

3.3 Applications

3.4 Marketing and Audiences

3.5 Keyword Research and Analysis

3.6 Disintermediation and Digitization

3.7 Consumer Browsing Behavior

3.8 Unit End Questions

3.9 References

3.0 OBJECTIVES

After completing this Students will be able to

- Define Dimensions of Digital Communication Environment – Technology
- Understand Applications, Marketing and Audiences
- Define Disintermediation and digitization
- Explain consumer browsing behavior

3.1 INTRODUCTION

Digital environments have revolutionized the way individuals and organizations interact, communicate, and conduct business. These environments are characterized by the integration of various digital devices that connect with one another and control the flow of information and actions within a networked system. This concept is rooted in the utilization of integrated digital electronics systems that are employed on a global scale. Major components of a digital environment encompass websites, cloud servers, search engines, social networking platforms,

mobile applications, audio and video content, and other web-based services, all of which contribute to a comprehensive digital ecosystem.

In the realm of business, the concept of a digital environment takes on a more significant role. Every resource within an organization that is based on digital technology, such as computers, mobile devices, and electronically-driven resources, becomes part of this integrated system. An organization enters the domain of a digital environment when it utilizes electronic-based communication systems such as websites, email, search engine optimization (SEO) tactics, social media marketing, podcasts, webinars, and even voice over IP phone services (VOIP) to conduct its commercial activities. As businesses engage in interactions, transactions, and relationships, they navigate their own digital environment, while also interacting with the digital environments of other organizations, resulting in a comprehensive and interconnected digital landscape.

As organizations progressively recognize the integral role of digital environments in their daily operations, the interconnections between various activities strengthen and become more deliberate. The effective functioning of digital environments hinges on seamless communication between individual devices, such as computers, servers, mobile phones, and other digitally-driven personal gadgets. These devices communicate with each other and with computer software applications and programmers. For instance, an organization's digital environment encompasses various systems, including email servers, data storage/processing servers, accounting software, web-based applications, customer relationship management (CRM) software, and websites.

Creating an optimal digital environment requires planning and executing a harmonious integration of systems, software packages, and applications. This integration facilitates communication not only within the organization but also with external digital environments. Achieving this level of cohesion and connectivity forms the ideal digital environment.

Digital communication environments encompass various settings that facilitate collaboration and communication. These platforms enable open and networked communication among individuals through various modes such as text, audio, video, and graphics. Digital communication environments also allow for the sharing, editing, and storage of information, both within the organization and occasionally with external stakeholders. These environments complement standalone communication tools like email and instant messaging, which are commonly used in workplaces. The affordances and limitations of digital communication settings are critical in shaping social interaction and communication in the workplace.

Workplaces exist within organizational settings and are shaped by communication. They are

more than mere physical spaces; they are institutions with distinct roles in society. These institutions adhere to particular institutional logics and professional standards that impact mental processes, daily routines, and interactions. However, the contemporary working world's complexity, expectations for transparency, and ethical standards present challenges to institutional organizations and professions. Understanding the characteristics of workplace communication in institutional settings becomes essential, including aspects such as professional ethics, interprofessional engagement, legitimacy, and authority.

The role of newcomers within a workplace is crucial as they navigate the process of understanding their job tasks, professional identity, relationships, and the organization itself. Communication plays a pivotal role in this process as newcomers construct their perception of the workplace by making sense of these components through communication situations. Information-seeking choices of newcomers are influenced by factors such as motivation, uncertainty, and engagement level. Emotions are also integral to workplace communication, and understanding how to manage emotions according to workplace norms is advantageous for newcomers. The development of workplace relationships begins as soon as newcomers commence their roles, with these initial relationships being primarily informational and lacking intimacy. High levels of organizational identification and low exit intent are linked to employee engagement in the workplace.

Meetings are a fundamental organizational practice that fosters decision-making, sense-making, and problem-solving processes. They are essential in achieving organizational objectives and are a significant aspect of workplace communication. This chapter goes beyond the conventional perception of meetings and highlights the critical role of communication in driving business outcomes through effective meeting processes. The chapter delves into the communication processes that occur before, during, and after meetings, emphasizing the qualities of productive meetings. Techniques to enhance meeting communication and attendee motivation are outlined based on a comprehensive understanding of communicative phenomena in meetings.

Technology-mediated communication has become an integral part of workplaces and the world of work. The evolution of views on communication technology's capabilities and applications has led to diverse and sophisticated perspectives. To comprehend the reality of communication technology in the workplace, one must consider its pervasive nature, constant evolution, and its interactions with social networks and human interactions. This chapter examines how networking, coworker relationships, mutual understanding, and trust are influenced by communication technologies. The presentation of ideas on designing and supporting

communication technology usage at work stems from a deep understanding of these crucial dynamics.

In today's workplaces, interactions between individuals from diverse backgrounds define the landscape. These interactions can occur in person or through technology, involving interpersonal discussions among coworkers, managers, employees, clients, and business partners. The collaborative efforts of these individuals aim to achieve shared organizational objectives. Despite differences in nationality, language, race, gender, or age, these individuals collaborate to drive the success of their organizations. The chapter sheds light on the importance of diversity in various work contexts, exploring the objective and subjective perspectives on workplace diversity. While the objective approach emphasizes inherent differences, the subjective perspective delves into unique experiences and integration in professional life. The chapter emphasizes the significance of diversity, offers insights into the drawbacks of the objective approach, and proposes a framework for exploring diversity as a subjective social construct.

In conclusion, the concept of digital environments has transformed the way businesses operate, communicate, and engage with stakeholders. These environments integrate various digital devices and systems, shaping communication patterns, collaboration, and the overall organizational landscape. The interplay between digital technology, workplace communication, diversity, and human interactions shapes the dynamics of modern organizations and has a profound impact on their success. Understanding and leveraging these concepts is crucial for organizations to navigate the ever-evolving digital landscape and foster effective communication, collaboration, and growth.

3.2 DIMENSIONS OF DIGITAL COMMUNICATION ENVIRONMENT – TECHNOLOGY

Baseband signals in digital communication systems must be band-limited in either the transmitter or the receiver. Analog filtering is utilized in a variety of locations throughout the signal chain, despite the fact that digital signal processing (DSP) is employed for the majority of baseband signal shaping and analysis. For example, analogue filters can be used to lower aliasing inputs in an analog-to-digital converter, remove high frequency noise from an RF demodulator, and lower imaging in a digital-to-analog converter (DAC) (ADC).

Baseband channel bandwidth for 3G communication systems (CDMA, GSM, UMTS, or Imax) typically ranges from 1.25MHz to over 20MHz. Discrete analogue filters—those built with

high-speed op amps, resistors, and capacitors—are susceptible to parasitic PCB layout effects, component tolerances, and component mismatches in this frequency range. Use integrated, pin-configurable, precision analogue filter ICs, like the LTC6601-1/-2 and the LTC6605-7/-10/-14, to avoid the drawbacks of using discrete components. The LTC6605-x is a dual, matched filter, whereas the LTC6601-x is a single 2nd order low pass filter.

In many ways, digital communication systems are already the preferred form of communication among those of us who work in the telecommunications industry. Unquestionably, one of the causes of this is the quick and inexpensive availability of digital components. But the complete story doesn't end with this explanation. Figures 1.7 and 1.8 will be used to assist in elaborating on the whole set of advantages of a digital communication system.

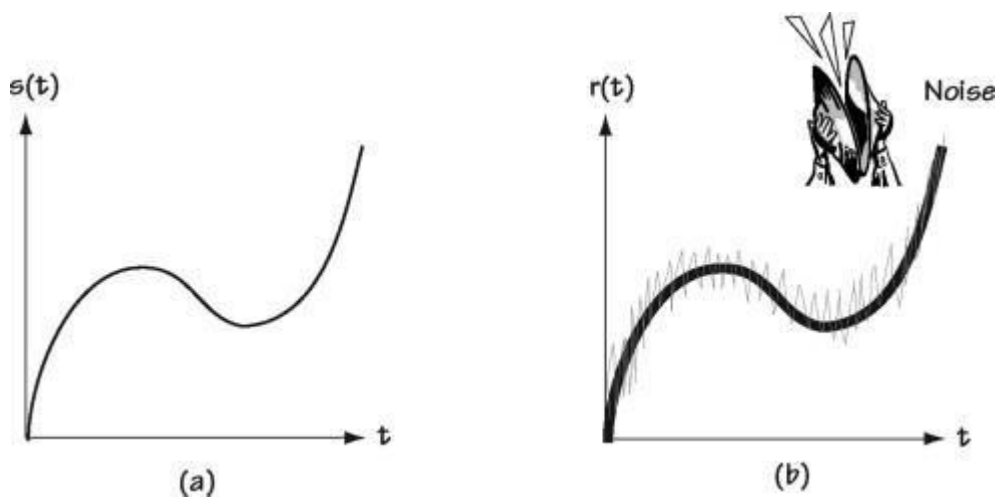


Figure 1.7. (a) Transmitted analog signal; (b) Received analog signal

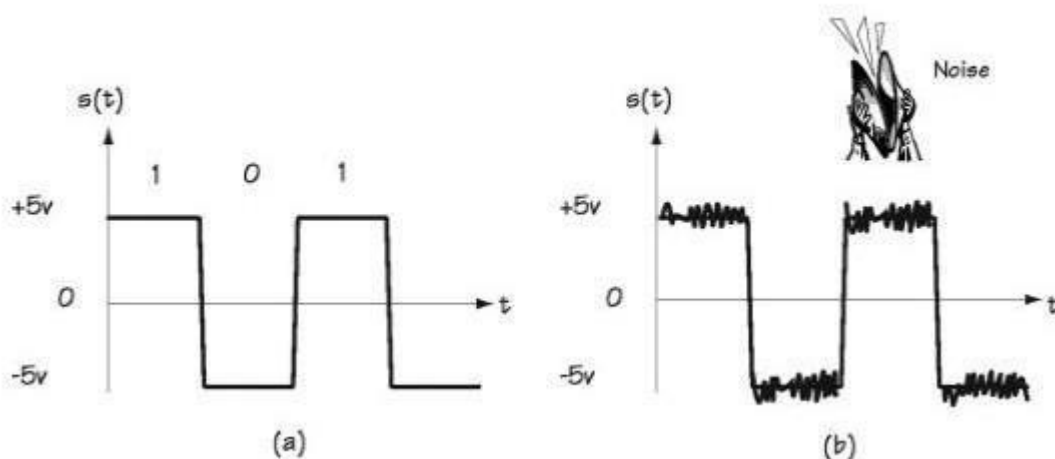


Figure 1.8. (a) Transmitted digital signal; (b) Received digital signal

As an example, let's use Figure 1.7 to discuss an analogue communication system. Assume that the analogue signal shown in Figure 1.7(a) is sent from point A to point B by the transmitter.

This signal crosses the channel and introduces some noise (an unwanted signal). The signal now appears like Figure 1.7 when it reaches the receiver (b). Let's think about a digital communication system using Figure 1.8 as our guide. Assume the transmitter provides the signal shown in Figure 1.8. (A).

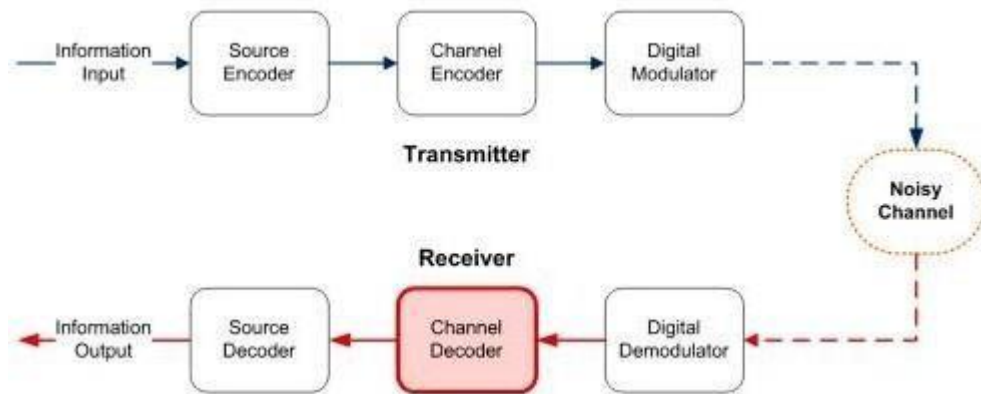
this signal crosses the channel, adding noise in the process. Figure 1.8 shows the signal that is received by the receiver (b).

This is the main idea. In the digital communication system, a 1 (sent as +5 V) still seems to be a 1 (+5 V) and a 0 (sent as 5 V) still appears to be a 0 (5 V), even after noise is added. Thus, the information delivered was a 1 0 1, which the recipient can ascertain. It's as if the channel didn't add any noise because it can decide this. The receiver in an analogue communication system is forced to make do with a noisy signal and is unable to decipher what was actually conveyed. (If you have any ideas, just let me know.) Therefore, compared to an analogue communication system, the impacts of channel noise can be drastically reduced in a digital communication system.

Every digital communication system needs some degree of synchronization in order to function properly; otherwise, reliable information transmission is impossible. The emphasis of this chapter, among the many synchronization levels, is on symbol synchronization and carrier recovery. The purpose of the former is to accurately estimate the beginning and ending timings of the symbols for the receiver, whilst the latter seeks to recreate a sinusoidal carrier at the reception with the same phase as that transmitted by the transmitter. These two types of synchronization are carried out using distinct circuitry since the carrier frequency is significantly higher than the symbol rate.

System for Correcting Errors in Digital Communications

The messages produced by the source—which are typically in analogue form—are transformed to digital format in a digital communication system before being transferred. The received digital data is transformed back to analogue form at the receiving end, roughly reproducing the original message. Fig. 1.1 depicts a straightforward block diagram of a digital communication system.



Six fundamental building pieces make up a digital communication system. The functional blocks at the transmitter are in charge of encoding, modulating, and transmitting the input message via the communication channel. To obtain the original message, the functional blocks at the receiver carry out the reverse operation.

A digital communication system's goal is to efficiently transmit the message over the communication channel by utilizing different data compression techniques (such as DCT, JPEG, and MPEG), as well as encoding and modulation methods, in order to reproduce the message in the receiver with the fewest errors. The information input, which is often analogue, is converted to a binary sequence, also called an information sequence, through digitization. The input information sequence must be compressed by the source encoder to represent it with fewer redundant data. The channel encoder receives the compressed data. As the signal travels across the communication channel, the channel encoder adds some redundancy to the binary information sequence that the channel decoder at the receiver can utilize to combat the effects of noise and interference. Therefore, the redundancy added to the information message aids in raising the accuracy of the signal received as well as the reliability of the data obtained. The receiver can then decode the desired information sequence with the help of the channel decoder. Low Density Parity Check (LDPC), Turbo, Convolution, and Reed-Solomon codes are a few of the well-known channel encoders. The encoded sequence is modulated using appropriate digital modulation techniques, such as Binary Phase Shift Keying (BPSK), Quadrature Phase Shift Keying (QPSK), and transmitted over the communication channel. The channel encoded data is passed to the channel modulator, which serves as the interface to the communication channel.

The physical medium through which signals carrying encoded information are sent from the transmitter to the receiver is known as the communication channel. Depending on the type of channel medium being used, a variety of noise and interferences, including thermal noise,

atmospheric noise, and man-made noise, might interfere with the information signal while it is being transmitted. Air, wire, or optical cable is all possible communication channels.

The channel demodulator at the receiver demodulates the received modulated signal, which likely includes some channel noise, to produce a series of channel-encoded data in digital format. With the aid of the redundant data introduced by the channel encoder in the transmitter, the channel decoder analyses the received encoded sequence and decodes the message bits. The source decoder then recreates the initial information packet. Due to distortion induced by the source encoder and decoder and channel decoding faults, the reconstructed information message at the receiver is most likely a close approximation of the original message.

Dispersion

Chromatic dispersion causes distortion in digital communication systems because distinct spectral components of the pulse move through the fiber at varying rates, causing phase differences when they reach the receiver. As the signal travels, the phase deviations build up and cause the pulse's temporal width to widen. Dispersion is characterized by a change in the signal's particular group delay with wavelength in the context of waveguide theory. It has a connection to the propagation constant through:

$$D = \frac{d}{d\lambda} \left(\frac{1}{c} \frac{d\beta}{dk} \right),$$

Which, for a specific refractive index profile, can be computed immediately from the answer to the scalar wave equation (Eq. 11.3)? In order to determine the chromatic dispersion slope, Eq. 11.5 is then differentiated with respect to wavelength:

$$S = \frac{dD}{d\lambda} = \frac{d^2}{d\lambda^2} \left(\frac{1}{c} \frac{d\beta}{dk} \right).$$

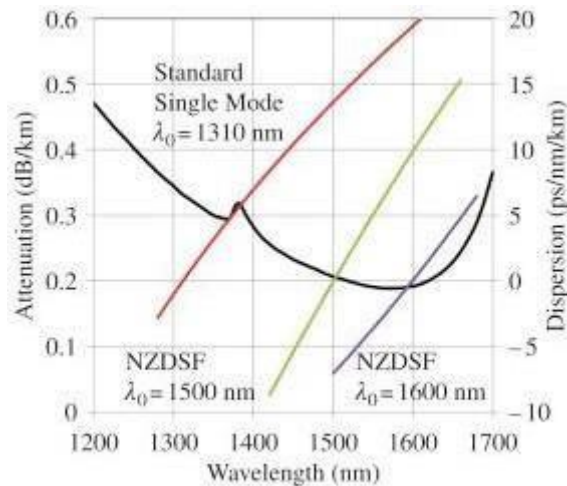
The total dispersion is the sum of the material and waveguide dispersion when polarization mode dispersion (PMD) and intermodal dispersion are absent. A three-term Sellmeier equation provides a good description of the material dispersion over a wide wavelength range as a result of the wavelength dependence of the silica refractive index:

$$n^2(\lambda) - 1 = \sum_{i=1}^3 \frac{a_i \lambda^2}{\lambda^2 - b_i},$$

Where a_i and b_i are the properties of the material. Provides a table listing the material characteristics for different glass do pants in silica.

Figure 11.3 displays the dispersion curves of different fibers. Pure silica, which has a zero dispersion wavelength about 1270 nm and dispersion and dispersion slope values of roughly

17 pHz/nm/km and 0.06 pHz/nm²/km, respectively, at 1550 nm, has a wavelength dependence that is very similar to that of ordinary (unsuited) single-mode fiber. The NZ-DSF fibers' zero dispersion wavelengths are commonly adjusted to between 1500 and 1590 nm.



In the past, dispersion-shifted (DS) fibers with zero-dispersion wavelengths around 1550 nm gave rise to NZ-DSFs [14]. Even though these DS fibers succeeded in aligning the wavelengths of least attenuation and dispersion, nonlinearities in the fiber were discovered to be a barrier to DWDM transmission. Since operating away from the zero-dispersion wavelength is necessary to mitigate nonlinear processes including four-wave mixing (FWM) and cross-phase modulation (XPM), two families of NZ-DSFs with zero dispersion wavelengths either above or below the 1550 nm window have been developed [15]. In order to reduce modulation instability, the former are largely utilized in undersea systems, which are built to function in the negative dispersion regime. On the other hand, traditional single-mode fiber or positive dispersion NZ-DSFs were used in past terrestrial systems along with dispersion correction modules based on DCFs with negative dispersion.

Prior to the late 1990s, the majority of underwater networks were mostly implemented using single-mode fiber that was suitable for line rates of 2.5 Gb/s or less. The NZ-DSF, which has low negative dispersion in the 1550 nm window and requires less frequent dispersion compensation, was adopted by numerous system companies as the bandwidth demand increased. Dispersion values for these fibers at 1550 nm are typically in the range of 1 to 4 pHz/nm/km, and their dispersion slopes range from 0.04 to 0.12 pHz/nm²/km. Consider a block of ten 50 km optical fiber spans made of NZ-DSF with a dispersion of 3.4 pHz/nm/km as an illustration of a system using these fibers. Two 50 km spans of common single-mode fiber

having a dispersion of +17 pHz/nm/km may properly balance (or correct) the combined dispersion of these concatenated fibers, which totals around 1700 pHz/nm. The 600 km total length of this block of ten NZ-SDF spans and the two single-mode fiber spans would be repeated as needed with the appropriate amplification to create a repeater undersea system. A dispersion map is another name for this dispersion management scenario.

The slopes of both fibers are positive, which makes dispersion compensation at other wavelengths impossible unless the WDM signal channels are demultiplexed and compensated separately through various lengths of DCF. This is a problem with the dispersion map based on NZ-DSF and a positive dispersion fiber (PDF). Due to space and power limitations in the repeaters, it is not possible to perform this inline in a repeater underwater system. However, it can be performed at the terminals. Some fiber producers created dispersion compensating fibers with negative dispersion and negative dispersion slope to meet this dispersion management difficulty. Similar to the example schematically depicted in Figure 11.1, these dispersion properties are produced by the inclusion of an annular segment with a lowered refractive index on the fiber's periphery. A suitable circular ring with an increased refractive index can be added to the outside of the moat to reduce the tendency of the depressed moat to increase bend sensitivity [16]. To provide dispersion properties that reflect the dispersion curve of the PDF, the moat and ring parameters can be tuned.

Field bus Prerequisites

A digital communication system for many field devices, including sensors, actuators, and field control systems, is called the field bus. It is not appropriate to consider the field bus cable to be "just wire." It can be compared to one of the body's major arteries in an integrated system. A field bus has a number benefits, some of which are listed below but are not restricted to: Significant savings on junction boxes, cable, wiring, cable trays, marshalling cabinets, and installation labor (hence, cost and complications).

The field bus is deterministic, affordable, and reliable. It provides more design and layout freedom for systems for simpler use, expansion, and modification.

To enable quicker and simpler commissioning, maintenance, and servicing, more comprehensive parameters and data must be exchanged to and from the field devices at a much faster rate (calibration, service history configuration data, diagnostics, test information, device documentation, etc.).

Multiple products from many suppliers can be integrated in a system due to openness and interface capacity.

For the connecting of various automation system components, the IEC 61158-2 standard was

created. Table 7.7 lists some of the key aspects of IEC 1158-2 that pertain to transmission technology.

Features	Requirements	Features	Requirements
1. Data transmission	Digital Manchester Bit synchronized	5. Data security	Preamble, error free start and end delimiter
2. Speed	31.25 kbps voltage	6. Cable	Two-wire shielded twisted pair
3. Explosion protection	IS EExia and ib EEx d/m/p/q	7. Number of stations	32/segment (Max. could be 126 address available)
4. Topology	Line/tree or combination	8. Repeaters	4

The fundamental transmission characteristics mentioned in this standard when combined with the field intrinsically safe concept (FISCO) are as follows:

Different topologies, including star, tree, and linear topologies, are permitted with each section having its own power supply. When a node is sending, there is no power feeding to a bus.

These are passive current sinks in the field. All field devices use constant current in a steady state, and the passive line terminates at both ends of the main bus line.

Digital Communications with encryption

Secure Digital Communications

A digital communications system is one that uses bit streams for transmission and reception. The following are the fundamental procedures involved: The following steps are taken in order to create a digital signal: (i) a sampling of an analogue signal from a speech or video system yields a digital signal; (ii) this binary signal of 0s and 1s is converted into a floating point stream (bit stream);

(iii) the bit stream is then modulated and transmitted; (iv) the transmitted signal is demodulated to recover the transmitted bit stream; and (v) the (floating point) digital signal is recreated. Afterward, depending on the kind of technology being utilized, digital to analogue conversion may be necessary.

Between phases (ii) and (iii) above, a further step is necessary for sensitive information, in which the bit stream is coded using a secret algorithm. Then, between stages (IV) and (v), appropriate decoding is added with proper pre-processing to limit the impacts of transmission noise, for instance, which causes bit mistakes. The pseudo-random number generator or nonlinear maps in chaotic portions of their phase spaces are often the foundations of the bit stream coding algorithm (chaotic number generation). Frequency modulation or phase modulation is the two most used modulation techniques. Each bit stream's 0s are given a

particular frequency during frequency modulation, and each bit stream's 1s are given a different, higher (or lower) frequency. The difference between the two frequencies is kept to a minimum to provide room for additional channels within the bandwidth available. In phase modulation, one of four possible combinations that occur in a bit stream is given a phase value (0, $\pi/2$, or $3\pi/2$). (i.e. 00, 11, 01 or 10).

Before linearization, scrambling techniques can be introduced. The traditional method for doing this involves introducing random integers into the digital signal's out-of-band spectrum in order to introduce distortion. Low pass filtering is then used to recover the original signal. The signal can be retrieved from data with a relatively low signal-to-noise ratio using this method, which requires an increased bandwidth. Spread spectrum or frequency hopping is a technique used to disperse transmitted data over a wide range of frequencies, such as frequency modulated data. Spread spectrum communications use more bandwidth than is necessary, but because the transmissions are so weakly powered and only intermittent bursts of data are sent at each frequency, no one communication system interferes with another. The signals are practically discernible above background noise due to their extreme weakness. Since only the intended receiver is aware of the frequency hopping sequence, this feature leads to a further advantage of spread spectrum, which is that it is very difficult to eavesdrop on a communication. In general, only the intended receiver may ever be aware that a transmission is taking place. Each byte of data is delivered at multiple frequencies concurrently with the transmitter and receiver synced to the same coded sequence in direct sequencing, which combines the transmitted information with a coded signal. Hybrid spread spectrum methods that combine the best aspects of frequency hopping, direct sequencing, and additional data coding methods are examples of more advanced spread spectrum approaches. These techniques are especially resistant to interference, noise, and multipath anomalies, a frequency-dependent effect in which the signal is reflected from objects in urban and/or rural environments as well as from various atmospheric layers, causing delays in the transmission that can befuddle any unauthorized reception of the transmission.

Fractal Modulation's goal is to attempt to make a bit stream "appear like" transmission noise (assumed to be fractal). In the method under consideration, a bit stream is encoded using two fractal dimensions that can be combined to create a fractal signal resembling transmission noise. Fractal modulation can ultimately be viewed as a substitute for frequency modulation, while needing a far larger bandwidth to function. Fractal modulation, however, might be utilized as an additional preprocessing security precaution prior to transmission quite readily. After being binaries, the fractal modulated signal would be sent into a traditional frequency

modulated digital communications system, albeit with significantly less information throughput for the same bit rate. The challenge is to create a non-stationary fractal signal from an arbitrary binary code by modulating the fractal dimension in such a way that the original binary code can be recovered with the fewest bit errors even in the presence of additive noise. In light of the idea mentioned before, we take into consideration a model of the kind

$$\left[\frac{\partial^2}{\partial x^2} - \tau^{q(t)} \frac{\partial^{q(t)}}{\partial t^{q(t)}} \right] u(x, t) = -\delta(x)n(t), \quad q > 0, \quad x \rightarrow 0$$

When $q(t)$ is given two states, q_1 and q_2 , for a set amount of time, which equate to 0 and 1 in a bit stream, respectively. This leads to the definition of the forward issue (fractal modulation) as: given $q(t)$, compute $u(t)$ or $u(0, t)$. Given $u(t)$, compute q is how the inverse issue (fractal demodulation) is defined (t)

Disadvantages of Digital

Cons of heavy digital signal processing The three main functions of source coding, channel coding, and modulation in the transceiver—each requiring a variety of sub-functions (especially in the receiver)—require a very high level of signal processing in digital communication systems, necessitating a high computational load and thereby complexity. This is no longer a significant drawback because of significant developments in digital signal processing (DSP) technologies during the last two decades.

Additional bandwidth: Unless digital signal compression (source coding) and M-ary (as opposed to binary) signaling techniques are actively used, digital communication systems typically require more bandwidth than analogue systems.

The bit rate need and consequently the accompanying bandwidth demand can be significantly lowered by many orders of magnitude thanks to significant advancements in compression techniques and bandwidth-efficient modulation algorithms. Therefore, the need for more bandwidth is no longer urgent.

Digital communication systems constantly need to devote a sizeable portion of their resources on synchronization, which includes carrier phase and frequency recovery, timing (bit or symbol) recovery, frame and network synchronization, and more. It is impossible to get around this digital transmission flaw. To the extent necessary, synchronization can be achieved in a digital communication system, albeit at a great cost in complexity.

Digital communication systems experience non-graceful performance deterioration when the SNR falls below a predetermined level. A slight drop in SNR might result in a big spike in bit error rate (BER), which will cause performance to suffer noticeably.

Bit Error Rate and Bit Energy

The likelihood of a bit error, commonly known as the bit error rate, is used to assess how well a digital communication system performs (BER). The bit error rate on an additive Gaussian noise channel may always be decreased by increasing transmitted power, but the quality of a digital communication system is determined by how well it performs at low transmitted power. The system that can accomplish a desired bit error rate with the least amount of transmitted power among two otherwise equivalent systems is the best system.

The bit energy, E_b , of a message of duration T and K information bits is given by

$$E_b = E_m / K$$

where

$$E_m = \int_0^T s(t)^2 dt$$

The message's vitality.

Some energy the message energy and the quantity of information bits at the encoder/input modulator's are used to determine E_b . One might discover a message structure at the channel's input where he perceives more bits. The additional symbols could be channel protocol symbols, frame synchronization symbols, or parity symbols for error control. These symbols must be amortized over information bits because they do not correspond to the transmitted data. To calculate E_b ; only information bits are used.

E_b is defined by for an infinite-length message with rate R information bits/second.

$$E_b = S / R$$

Where S represents the average message power.

The receiver additionally detects a white noise signal with a one-sided spectral density of N_0 watts/hertz in addition to the message energy. Because the reception of the signal cannot be impacted by doubling both the signal and the noise, only the ratios E_b/N_0 or S/N_0 have an impact on bit error rates. By comparing their different graphs of BER versus necessary E_b/N_0 , signaling methods are contrasted.

As a result of the channel capacity formula for the ideal rectangular band pass channel in additive Gaussian noise, it is feasible to make accurate claims regarding values of E_b/N_0 for which excellent waveforms exist. Assume that the noise power is $N = N_0$ and the signal power is $S = E_b R$. Then

$$C/W = \log_2 (1 + RE_b/N_oW)$$

Define r , the spectral bit rate, in bits per second per hertz.

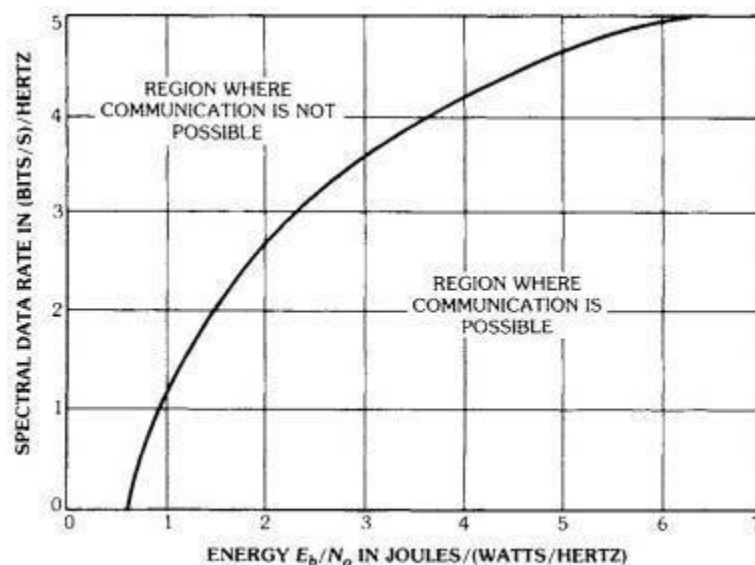
$$r = R/W$$

The two most crucial metrics for a digital communication system are the spectral bit rate, or r , and the Be/N_o ratio.

The capacity formula changes when the rate, R , is less than but arbitrarily close to the capacity, C .

$$E_b/N_o > (2^r - 1)/r$$

Nevertheless, by creating a sufficiently complex digital communication system, Be/N_o can be brought arbitrarily close to the bound. This inequality, depicted in Fig. 20, informs us that the amount of energy needed per bit grows as the bit rate per unit bandwidth increases. The energy/bandwidth tradeoff in digital communication theory is based on the idea that by expanding bandwidth at a certain information rate, power consumption can be decreased.



A point located below the curve of Fig. 20 can be used to characterize every communication system. Any communication system that tries to function above the curve will experience enough data loss due to mistakes for its real data rate to be lower than the curve. According to the fundamental theorem of information theory, a communication system may be created for

any point below the curve that has a bit error rate that is as low as desired. A succession of attempts to get ever-closer to this limiting curve using systems that have a very low bit error rate can be seen as the history of digital communications. Such systems use both error-control and modem approaches.

When energy is in short supply but bandwidth W is abundant, one should allow W to reach infinity, or r to zero. Next, we have

$$E_b/N_o \geq \log_e 2 = 0.69$$

This is a basic limitation. A suitably expensive system allows for communication with any E_b/N_o more than 1.6 dB, and the ratio E_b/N_o is never less than 1.6 dB.

3.3 APPLICATIONS

Electronic communication

The words "digital communication" is formed from the two terms "digital." The term "digital" describes a distinct, time-varying signal.

The exchange of information between two or more sources is referred to as communication. The term "digital" describes a distinct, time-varying signal. The exchange of information between two or more sources is referred to as communication. The transmission of digital information between the sender and receiver utilizing a variety of tools and techniques is referred to as digital communication.

When employing analogue technologies for long-distance communication, the data transmission is distorted and subject to delays, interferences, and other losses. By using various techniques for signal digitization and sampling, it is possible to overcome these issues and improve the effectiveness, clarity, and accuracy of the transmission process.

Electronics today frequently employ the technology of digital communication. It gives us access to things like online schooling, video conferencing, and virtual meetings. With the use of the internet and other digital communication methods, data may be transmitted over long distances in a single second. It saves time and effort in addition to money. Additionally, it has improved people's social, political, and economic standards of living.

We'll talk about the following here:

How do you communicate?

Signals

Electronic signal

History

System for Digital Communication

Digital Communication Benefits

Digital Communication Applications

Analog vs. Digital

Digital communication as opposed to data communication

How do you communicate?

Communication is the exchange of information across a certain medium, such as air, space, a cable connection, a wireless connection, etc. Information is always transmitted with less noise and attenuation in good communication. With unambiguous information, the received signal is identical to the broadcast signal. Information exchange occurs in two directions during communication. Communication in the context of digital refers to the transfer of digital data from the transmitter to the receiver.

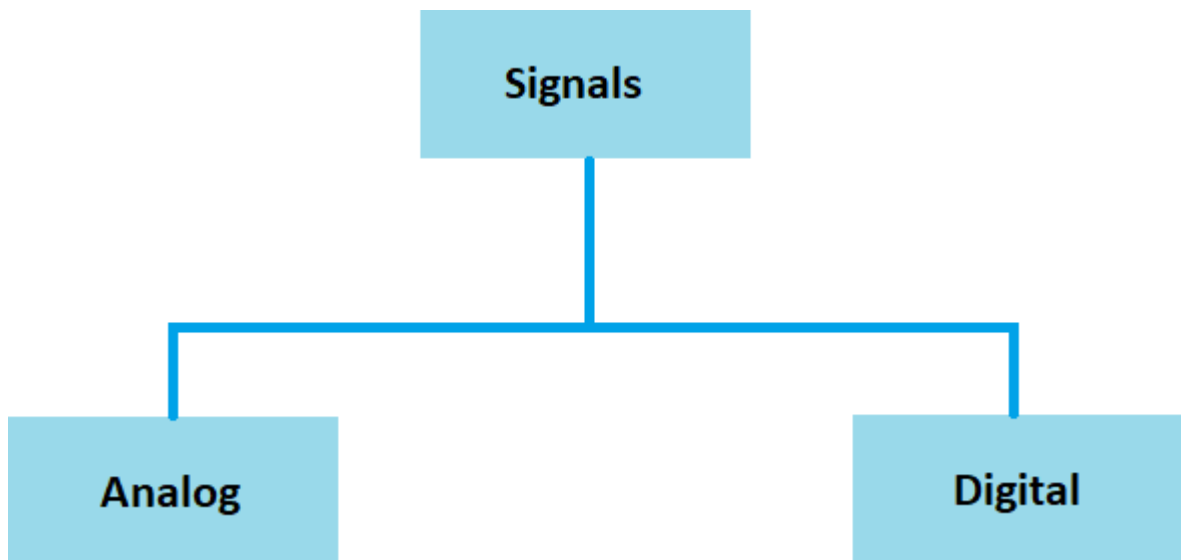
The transmitter, communication channel, and receiver are the parts of a communication system. The receiver receives the data from the transmitter once it has been sent to the communication channel.

The transmitters and receivers are employed in cascade or parallel with a variety of devices for a variety of functions, including modulation, demodulation, noise removal, sampling, etc. Modulators, filters, amplifiers, encoders, and decoders are some of the devices.

Signals

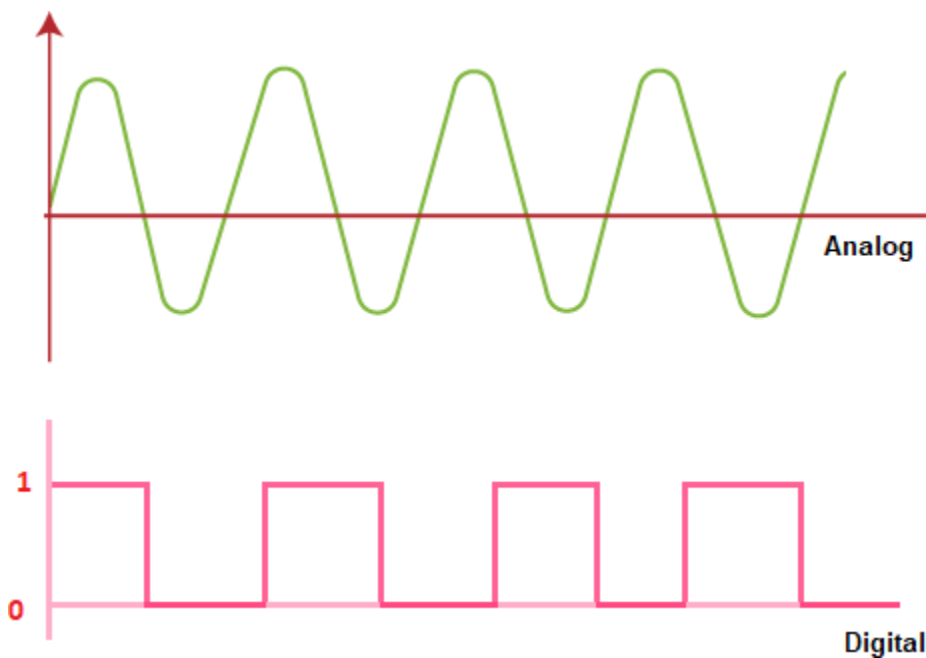
An electromagnetic wave known as a signal transports data from one location to another by using a particular propagation medium, such as air, vacuum, water, or solid. The term "signal" refers to an information-carrying current, voltage, or wave in electronics. Depending on the needs, it can go short distances or large distances. A signal wave moves at the same speed as light.

Signals are divided into analogue and digital categories.



Digital refers to data transmission in discrete form, whereas analogue refers to data transmission in continuous form. It is often referred to as bit transmission, specifically bits 0 (LOW) and 1. (HIGH).

Below are the waveforms of the analogue and digital signals.



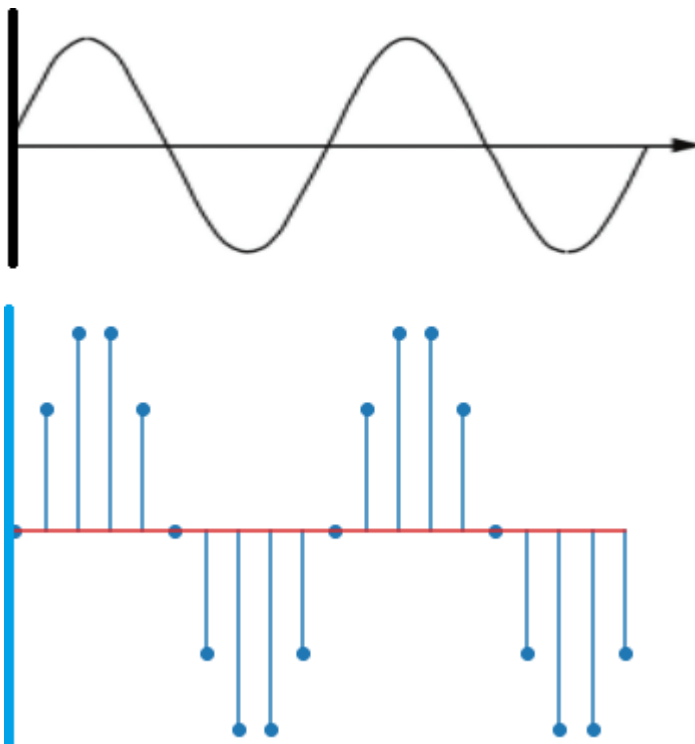
Compared to digital signals, analogue signals have higher levels of noise. The thresholding and large bandwidth of the digital signals are to blame. Electronic noise therefore has a greater impact on analogue signals than on digital signals. At both the sending and receiving sides of analogue communication, filters are typically used to reduce noise.

Electronic Signal

Digital signals can be used to represent different physical quantities like voltage and current. Digital signals are signals that are represented as discrete values. Bits are used for transmission. Only the bits 0 and 1 are functional in various combinations. From the set of limited possible values, a digital signal can only take one value at a time.

Digital signals are nothing more than the discrete representation of analogue data.

For instance,



The analogue and digital waveforms are shown above. The information is represented by discrete bands of analogue levels in the digital waveform.

Given that they both represent two bands, HIGH and LOW; the binary signal is also referred to as the logic signal. In the Boolean domain, 0 and 1 are also represented as numbers.

LOW = 0 = FALSE

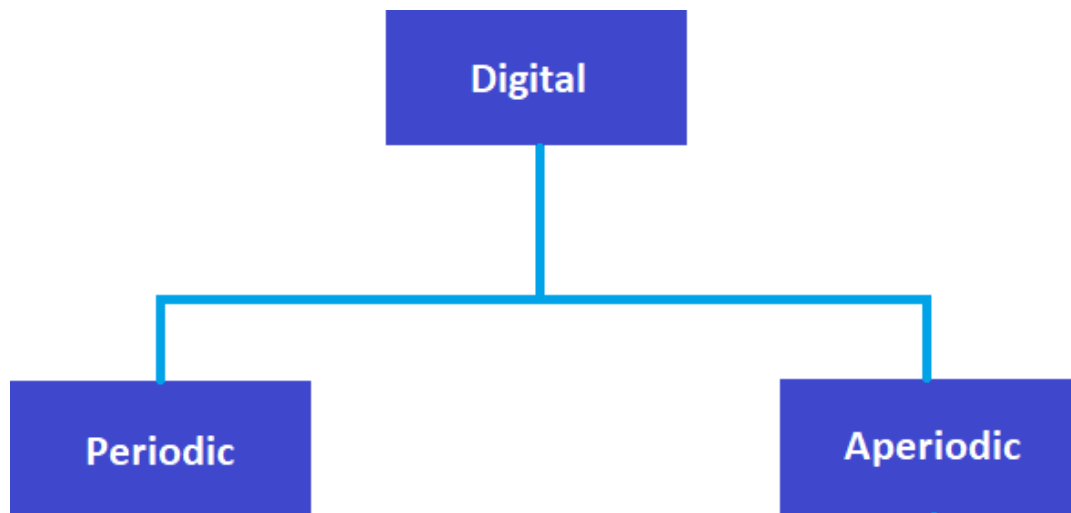
HIGH = 1 = TRUE

In a communication system, a digital system is a continuous waveform that switches between discrete values known as bit streams. It enables for cost reductions and faster transmission. Data redundancy or data compression, where the data is encoded using less bits than the original information, can be used to effectively remove the noise interference during the transmission.

Types of Digital Signal

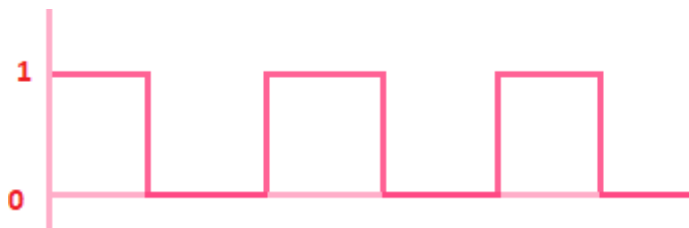
Periodic signals are those that repeat over an extended period of time. Periodic signals are those

that do not repeat over a certain amount of time. Digital signals and analogue signals are classed as periodic and non-periodic signals. Here, we'll go into great detail on the many sorts of digital signals.



Periodic signals

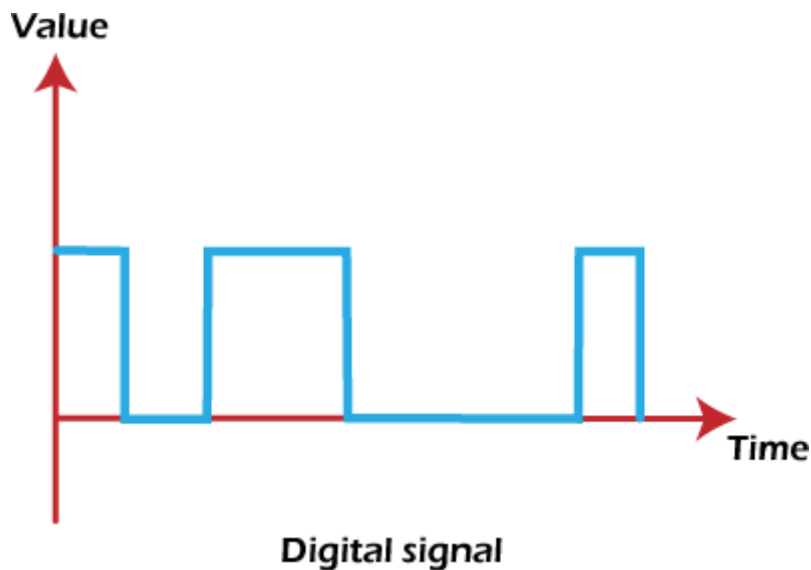
Periodic signals, like square waves, are digital signals that repeatedly occur over time.



Irregular signals

Periodic signals are digital signals that don't recur over a certain amount of time. It is a discrete signal as well, but it lacks a recurring pattern.

For instance



History

The first electrical telegraph, an electrical instrument used for communication, was created in 1838 by W. Cooke and Whetstone.

Graham Bell created the telephone in the 1870s, which allows audio signals or sound to be transferred between locations.

The radio and television were also developed in the early 1900s.

In 1957, the first satellite with an integrated radio transmitter was developed.

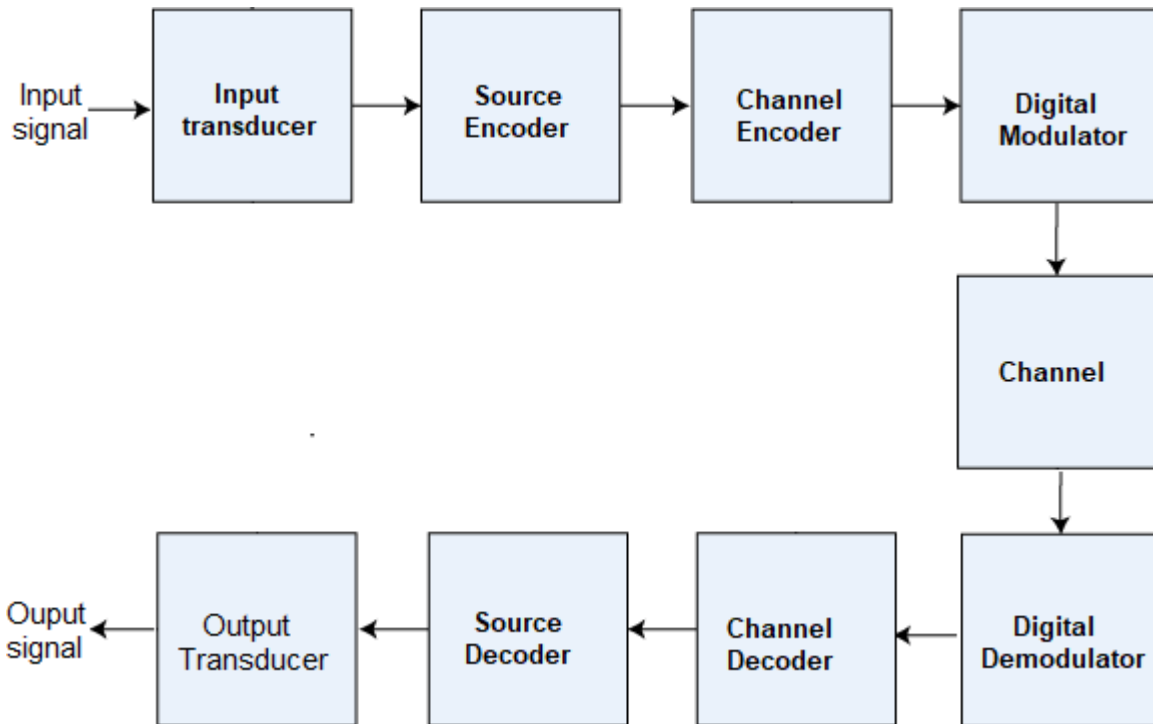
Digital transmission was made possible by the development of optical fiber in the 1970s and the internet in the 1980s.

Similar studies and developments in the field of digital communication led to the creation of several gadgets that transmit digital signals utilizing cutting-edge technology like digital computers, supercomputers, cell phones, Wi-Fi, etc. Compared to analogue communication, it has a greater capacity and greater range.

System for Digital Communication

Data transmission from one location to another is referred to as a digital communication system. It is the exchange of messages between the sender and the recipient. A sender, also referred to as a transmitter, sends data. The information is delivered to the receiver through a communication connection between the transmitter and receiver.

Below is a block schematic of a digital communication system:



It is made up of a series-connected input transducer, source encoder, channel encoder, digital modulator, communication channel, channel decoder, source decoder, and output transducer. Let's talk about how each element of the digital communication system performs.

Origin signal

The input signal used by the digital communication system is referred to as the source signal. The input signal is another name for it. Analog to digital conversion systems often involve digital communication. The input signal is often an analogue signal as a result. It might be digital or analogue. The digital communication system also functions as an analogue to digital converter when using an analogue signal as the input source signal by converting the analogue input to the digital output.

Source Transducer

One type of energy is transformed into another via the transducer. It transforms non-electrical energy into electrical energy in a communication system to make it appropriate for transmission inside the system. The block also has an ADC (Analog to Digital Converter) for the analogue input, which converts the analogue signal to the digital signal for further processing.

Input Encoder

The data is compressed by the source encoder from the original bits to the smaller amount of bits. It facilitates efficient bandwidth consumption and also eliminates extra bits.

It indicates that binary digits make up the compressed data. The waveforms are converted to

binary data by the source encoder, which is another way to put it. The channel encoder receives the output data next.

Encoder for channels

Noise during transmissions has the potential to change the information contained in the signal. The channel encoder functions as a technique for error correction. In order to fix the mistake bits in the binary data, it adds superfluous bits. It improves the channel's and signal's ability to transmit information.

Electronic Modulator

The received signal is modulated by a carrier signal. It modulates the digital by altering the frequency, amplitude, and phase of the sent signal.

The medium used to send and receive information is known as the communication channel. It aids in the digital signal's transmission from the transmitter to the receiver. The channel's data rate is expressed in bits per second. Email, project management apps, and intranet are some examples of the numerous channels of a digital communication system.

Electronic Demodulator

Demodulation is performed on the signal, and the source signal is then extracted from the carrier signal.

Stream decoder

As was said previously, the channel encoder's job is to add the unnecessary bits to the binary stream. The channel decoder operates in a similar but reverse manner. The binary data's parity bits are eliminated. It securely delivers the data without affecting the signal quality or the information. The channel decoder outputs a noise- and interference-free pure digital signal.

Decoding source

The source encoder operates in the inverse manner from the source encoder. It transforms the binary information back into waveforms.

Transducer of output

The input transducer's output transducer operates in the inverse manner. It transforms electrical energy back into what it originally was. It adapts the data so that the user can capture it at the output. In order for the communication system to operate more quickly, conversion is required at both ends.

Resulting signal

The output signal alludes to what the digital communication system produces. It is the signal that, after travelling through a number of communication system components, is visible at the output. Only a digital signal is produced as the output.

Noise-cancelling elements

Information loss and distortion can be brought on by system noise. Therefore, using noise-removal components in the communication system is crucial. Both the transmitting and receiving sides of the system use the noise reduction components to filter out the signal's noise components. Anti-aliasing filters, shielded wires, and grounding principles are some of the noise-reducing measures. The circuit's grounding serves as a reference voltage and aids in preventing coupling.

How digital communication systems work

Each component has already been covered in detail. Let's talk about the transmission of data from one end to the receiving end via the transducer. The receiver can get the data without any noise or distortion thanks to it. Here, we'll talk about a video signal example.

The input transducer, which transforms the signal into an electrical form, receives the video signal first. The input digital data is compressed by the source encoder to a smaller number of bits, and the redundant bits are then added to the input digital data by the channel encoder to correct any errors. It facilitates the signal's encoding into binary or seven-digit PCM (Pulse Code Modulation). These serve as a representation of the original video signal as well. By changing the transmitted signal's amplitude, frequency, or phase, the modulator modulates the signal. To get to the receiver, the broadcast signal must travel through the communication channel. The demodulator aids in recovering the message signal from the carrier at the receiving end. The digital signal is transformed into its original form of transmission by the channel decoder, source decoder, and output transducer. The output signal is a digital signal that can be captured by the user and is free from interference, noise, and errors.

Digital Communication Benefits

The following are some benefits of digital communication:

Compared to analogue transmission, it is quicker, more accurate, and more dependable.

Digital communication allows for the speedy and efficient transmission of data over great distances.

It is simple to identify faults and fix them.

It makes it simple to remove any signal interference, including noise and crosstalk.

Because of its small size and cutting-edge technologies, it is affordable.

The signal is transmitted at a fast rate.

It enables video and audio conferencing, enabling brief meetings and group discussions. Both time and effort are saved.

Digital Communication Drawbacks

The following are some drawbacks of digital communication:

Very high power use

Due to the need for more components, a wider bandwidth, and faster transmission speeds, it uses a lot of power.

High bandwidth for transmission

To transfer signals at a rapid rate during digital communication, a large transmission bandwidth is needed.

Extreme power loss

Due to the increased processing speed and hardware requirements, digital communication suffers from greater power loss than analogue communication.

Digital Communication Applications

Digital communication has a wide range of uses, from tiny digital clocks to huge industrial devices. Let's talk about some of the most popular uses for digital communication.

Video and image processing

Compression of data

Coding of channels

Equalization

Analog to digital conversion

Speech recognition

Satellites

Audio transmission over digital

Analog vs. Digital

The first technology for storing a large-scale digital record that took up a room was a digital computer. Modern digital computers are used to store millions of pieces of data that are about the size of a rice grain, thanks to later inventions that rewrote history.

3.4 MARKETING AND AUDIENCES

To draw in and keep customers, a sort of marketing known as "digital marketing" is frequently employed to offer goods and services online. Digital marketing includes outlets that do not use the Internet and extends beyond Internet marketing. It is utilized across a wide range of digital media platforms, including radio, mobile technology, television, the Internet, social media, contextual advertising, and many more. Consumers may obtain information whenever and

wherever they want thanks to digital media. Just mentioning that 3.5 billion people utilized the internet in 2016 compared to 400 million in 2000 gives you an indication of how much the Internet has grown over the past fifteen years. This indicates an increase of 875 percent. Digital marketing has increased along with the rise in Internet usage. The primary distinction between traditional and digital marketing is that the latter places and emphasis on the client and provides him with a tailored message and response to his inquiry. There are two significant uses for many search engines. Search engine optimization (SEO), which enables businesses to display organic search results, is the first method. This is the practice of making online content more search engine friendly so that it appears as the top result for a specific keyword. Search engine marketing (SEM), which enables marketers to purchase inventory as a consequence of a search, is an additional method. In addition to browsing, users can view a variety of content when they are online. They can view advertisements in a variety of formats, such as text, image, or video, in addition to this content. Display advertising is the name for this kind of marketing.

Finding the effectiveness of marketing communications in digital marketing is the main goal of this effort. The following are the objectives: to demonstrate the various components of digital marketing; to concentrate on a fundamental comparison between traditional and digital marketing; to demonstrate the effects of various facets of digital marketing on the company's sales and other activities; and to demonstrate the various advantages of digital marketing for the client. Social networks offer additional online advertising chances since they let you engage with customers by setting up a business profile on a social network where customers are active. In addition to the marketing strategies mentioned above, you can also utilize email marketing, which is giving advice and information to those who have consented to receive this type of email.

As Kennan pointed out, the term "digital marketing" has changed over time from a specific term denoting the marketing of goods and services through digital channels to a general term denoting the procedure of utilizing digital technology to draw clients and shape client preferences, promote brands, keep clients, and boost sales.

Digital environments have unique communication patterns that set them apart from autonomous encounters. A key requirement for both individual existence and social coexistence in the digital age is "communication." The channel used for communication over the Internet is always a surprise, and the relationship between the parties influences the channel choice.

Royal demonstrates the paucity of studies examining the skills shortages in digital marketing in the communications sectors. His studies centre on how social networking sites are used in

the B2B (business-to-business) industry. He draws attention to the harm that can result from a lack of knowledge in digital marketing abilities across industries. He argues that the best method to take advantage of digital marketing prospects is to concentrate on adaptable skills, intelligent protection for the future, market experimentation, relationship improvement, and capitalizing on the media experience.

According to Ahmad, social media has evolved in the corporate sector to become one of the most important instruments for marketing strategy, particularly in the areas of brand development and health. Business practices in the past age only used Web 1.0 and traditional marketing. Because of this, it is challenging for business professionals to gauge the health of their brand through audience growth and interaction. By now, Web 2.0 has made a significant impact on business, particularly in marketing, and it is now simpler for businesses to gauge the health of their brands on social media platforms. For instance, by utilizing Web 2.0, it ensures active contact between business communities and customers by creating two channels for communication. Jacobson explores how people feel about using publicly accessible data on social media in his work. Even though data breaches can happen, most of the time marketers won't have direct access to user data that is shared exclusively with members of particular online groups or privately with a restricted number of friends—at least not without users' consent. But when it comes to user content that is shared publicly on social media, like a public tweet or comment on a public Face book page, the situation is different.

There are two types of communication on mobile social networks: B2C (business to consumer) and UGC (user generated content) (user content). The first technique is the classic example of a viral marketing push.

If the business accomplishes something exceptional, the second sort of communication, or user content, is likewise regarded as a great promotion strategy. Users might be able to turn such a straightforward message into viral marketing campaigns. McDonald's implemented an advertising plan in April 2010 whereby 100 people who registered at a certain McDonald's restaurant at random were given \$5 and \$10 gift certificates. Users found this ad to be so engaging that there was a 33% rise in simply purchasing less than \$1,000 allowed one to register at McDonald's.

Lifelong thinks that marketing executives face significant challenges as a result of the expanding digitalization. They must contend with markets that are becoming more complex and volatile and beyond their control. As a result, businesses are now aware of these changes and know how to adapt. Thus, based on conversations with marketers and practitioners, he identified 10 tensions in digital marketing. Three categories can be made of them: organization

and opportunities, operations, and execution of market entry. The first two are related to corporate strategy and customer understanding.

Information and communication technology (ICT) and digital media have a tremendous impact on how people communicate and meet their socio-economic, emotional, and material demands, as Dived underlined their quick development and wide adoption. Individuals already use ICT and digital media, such as email, search engines, websites, and social networking sites, for a variety of purposes, such as finding daily news and updates on significant events, staying in touch with family and friends, reviewing products, services, and locations, buying and selling goods, accessing travel, transportation, and personal financial services, and managing jobs. Additionally, a dramatic expansion in geographic and temporal reach enables consumers to have an impact on companies, goods, and services. Businesses also employ these technologies to distribute and sell goods, retail consumer services, manage client relationships, and affect consumer behavior, among other things. Therefore, marketers can fine-tune their messages to effectively target segments within a country or region thanks to the expansion of ICT such as big data, artificial intelligence, GPS, Bluetooth, Sigsbee, RFID, QR code, and other mobile and Internet connected technologies. These technologies consequently aid in the development of digital marketing activities like display advertising, affiliate marketing, search engine marketing, email marketing, social media marketing, and mobile marketing. Advertising, according to Key, is not a personal communication that is funded by and identified by a particular sponsor. By definition, advertising calls for a message to be communicated and a media platform to do so.

The process of developing advertising is the first crucial phase in IMC because marketing messages are required for all advertising aspects. Evidently, people are displaying more and more of themselves on digital and social media. This is done for a variety of reasons, including their position as consumers when they research items, purchase and use them, and share their experiences with others. Marketers have increased their usage of digital marketing channels in response to this fundamental shift. In fact, it is anticipated that by 2017, digital media would account for nearly one-third of all advertising spending globally. Therefore, consumer marketing will increasingly take place online, particularly on social networks and mobile devices. Investigating and comprehending customer behavior in the digital realm is therefore crucial. Over the past ten years, this has been taking place, and more study has been done on the issues posed by digital consumer behavior. The literature is still in its infancy, and more study is undoubtedly required, particularly given the constantly evolving nature of social media and digital platforms where consumers engage with brands. The current explosion of online

social media, in Tiago's opinion, has caused one of the most significant transformations in human contact. The nature of human activities, settings, and interactions has altered dramatically as a result of the rapid expansion of web platforms that support social behavior on the Internet. Online communities that bring individuals from all over the world together have been created as a result of the transfer of real social relationships to the virtual world. People can now share knowledge, amuse one another, and promote cultural exchange thanks to this shift to the digital realm.

The ability to create a "web atmosphere" with digital interactive technologies, particularly touch technologies, has been demonstrated by Petit (i.e. consciously designing a web environment to create positive effects). These technologies can also assist in educating customers about the product's additional sensory qualities, which are now inaccessible in the majority of online settings.

Muller claims that marketing is always undergoing a significant transition known as DSMM (digital, social media, and mobile marketing). It integrates a number of technology advancements that have an impact on market analysis and practice. DSMM is still not being exploited to its full potential in the B2B space, where it is still primarily focused on brand image rather than being integrated into the search and purchase of industrial information. The way that businesses communicate with their customers is changing as a result of digital technologies. New technologies open up new markets, which in turn bring about changes by bringing in new customers, rivals, and competitors.

For instance, the introduction of online marketplaces that link consumers and producers has removed the necessity for producers to engage some retailers in their value chain, enabling producers of brand goods to directly deal with their consumers. Direct contact with customers provides crucial information that wasn't previously available, which can result in better services and goods.

Fundamental changes are occurring, and social media use is transforming how people live, learn, and interact with one another. With the development and use of social networks in business. Through postings, tweets, posts, likes, and reviews, consumers utilize social media to gather information and share experiences with their friends, businesses, and larger online communities. Businesses are aware of the fact that they use tools and techniques to draw customers from social networks. The use of social media and analytics by marketers to learn more about prospective new products is of special interest.

The most well-known type of marketing is traditional marketing. A non-digital method is traditional marketing. It is employed to advertise goods and services. On the other hand, digital

marketing refers to the promotion of goods or services through the use of online platforms to reach consumers.

The following comparisons are provided.

Advertising activities on the Internet, social networks, mobile devices, electronic billboards, and digital television and radio channels are examples of advertising media that can be employed as a component of a company's digital marketing strategy. Modern digital technologies are employed in the subset of traditional marketing known as digital marketing. Digital marketing is created using a variety of tools. All kinds utilize electronic equipment to function. The following is a list of the key components of digital marketing:

1. Internet marketing Digital marketing includes online advertising, which is a crucial component. Online advertising offers customers the most relevant content and ads. Publishers provide free information to consumers and users by discussing their goods and services on their websites. Online advertisers need to run more effective and pertinent adverts. The business has complete control over its budget and is fully in control of it thanks to web advertising.
2. Email promotion. Email marketing is the act of sending a message about a product or service to a customer who is already a customer or who may become one. Direct digital marketing is used to send ads, create brand recognition, and cultivate brand and consumer loyalty. A business can readily improve its goods and services by utilizing this aspect of digital marketing. Compared to advertising or other forms of media exposure, this is a reasonably inexpensive option. By developing visuals, text, and links to products and services, the business can fully engage the customer.
3. Social media site. Social media marketing gives businesses the chance to connect with consumers, employees, communities, and other stakeholders through social networks (i.e., when they act as researchers). Additionally, businesses have the option of utilizing social media as a platform for informing customers (i.e. when they act as advocates). One of the most significant digital marketing channels today is social media marketing. It is a computer programmed that enables users to create and exchange information, thoughts, and images related to a company's goods. Social networks are information channels through which we share our lives through photos, thoughts, and videos. This resembles a form of attitude transfer to other people, things, programmers, events, etc. This is what ties us together and demonstrates how we communicate with one another. Publishing tools, sharing tools, discussion tools, social networks, micro-publishing tools, social aggregation tools, live streaming, virtual worlds, social games, and multiplayer online are the ten categories into which forms of social media transmission are broken down. Face book, Twitter, LinkedIn, and Google Plus are examples of

social media marketing networks. The business can advertise events involving its goods and services and run promotions on Face book. A business can raise brand awareness and visibility through Twitter. It is the most effective technique for promoting the business's goods. Managers can also benefit from using micro blogging platforms like Twitter to share pertinent information and timely news that may interest the firm's clientele.

Professionals create profiles on LinkedIn and share information with others. In order for professionals to observe and learn more about the business and its products, the company can build your LinkedIn profile. In comparison to other social networks like Face book and Twitter, Google+ is also a more effective social network. It's not just a straightforward social network; it's also an authorship tool that connects web content's owner directly.

Text messaging, 4. It is a mechanism for mobile and smart phone devices to transmit information about goods and services. The business can transmit data via phone devices in the form of text (SMS), images, videos, or voice (MMS). Advertising via mobile devices In Europe and some regions of Asia in the early 2000s, SMS (short message service) was more widely used. When you use SMS for promotions, you achieve quicker and more significant results. With this approach, a business may reach out to its clients at any time and in real time, knowing that the message will be received.

The business can set up a profile, gather insightful client feedback, and then develop its goods or services.

5. Affiliate marketing: An example of performance-based marketing is affiliate marketing.

The publisher (also known as the "partner"), the network, the merchant (sometimes known as the "retailer" or "brand"), and the consumer are the four main actors in the market.

Due to the market's increased complexity, secondary-level participants have emerged, including partner management firms, affiliates, and specialist vendors. A corporation can approach affiliate marketing in one of two ways: either by creating its own affiliate programmed and making it available to others, or by partnering with another company. The owner of the business must pay a commission to the partners for each transaction and website visit if they wish to run the affiliate programmed. Finding partners who can reach untapped markets is the company's primary objective in this situation.

6. Search engine optimization (SEO) is a procedure that influences a website's or webpage's online presence.

In general, a site will see more visitors from search engine users the earlier (or higher in rank the search results page) and more frequently it appears in the search results list. SEO can target a variety of search kinds, including image search, local search, video search, news search,

academic search, and search engines specific to a certain industry.

Pay per click 7. (PPC). Pay-per-click marketing is a technique for getting people to click on your website by employing search engine advertising. Pay per click benefits both advertising and search engines. This is the ideal method of advertising a business because it is inexpensive and results in high interaction with goods and services.

3.5 KEYWORD RESEARCH AND ANALYSIS

Keyword

Electronic correspondence Dynamics Multimodality huge data analytics for marketing

For retailers, manufacturers, and service companies, taking use of the tremendous gains in digital communication data (Bradlow et al. 2017) would be extremely beneficial (De Luca et al., 2020, Decamp, 2020, Shankar, 2019). Any electronic transfer of information that has been digitally encoded and transmitted across digital media is referred to as digital communication.

These informational resources cover a range of communicators and communication forms (e.g., consumers, retailers). In addition, digital communication can be broadly categorized as one-way (e.g., digital ads, customer reviews; Minima et al., 2016, Pawls et al., 2011) or interactive (e.g., e-service chats, online brand communities; Jin, Hub, and He 2014; Van Dolan, Dabholkar, and De Reiter 2007) pathways. It can also take place on a variety of platforms (e.g., Integra)

Digital communication's dynamic evolution is just as important as its current content because it is deliberately designed, repeated, and susceptible to change. For instance, offering material in a sequence that corresponds to the stages of the client journey may enhance conversion (Humphreys, Isaac, and Wang 2020). Additional insights are provided by other dynamic elements, such as trends or fluctuation in the communicators and interactions (Palma tier et al., 2013, Villarreal Ordonez et al., 2019). Digital communication is dynamic and includes a variety of mediums (e.g., numeric, text, audio, image, video). Richer images or videos may be more effective at reflecting and influencing consumers' preferences than numeric or text data, as shown by supporting service interactions through smart speakers (Shankar et al. 2020) or creating targeted video messages (Li, Shi, and Wang 2019), which are still the mainstays of most retail research and analytics (Hess et al. 2020). Because customers and retailers frequently blend numerous modalities (such as likes, text, photographs, and videos) in their efforts to

communicate information, the effects of all of these diverse modalities must be taken into account (Li and Xian 2020).

The vast archives of digital communication data that are automatically saved and constantly updated, making them traceable and easily accessible to retailers and researchers, may make such initiatives possible. Digital communication is particularly rich and valuable for merchants for a number of reasons. It provides discreet, first-hand insights on consumer views, attitudes, and behaviors. A store may learn more about its customers even if it does not actively participate in the communication (Schneider and Moe 2014). Second, consumer journeys are influenced by digital communication. For consumers, ratings, reviews, and photographs on various platforms and websites are important. According to recent data, only 53% of consumers would consider a retailer with less than 4 stars on a rating site; the majority of people read reviews for local retailers as well as the retailers' responses before making a purchase; and in the fashion and beauty sectors, 72% of purchases are influenced by Integra (Arnold 2017). Third, compared to conventional techniques like surveys or focus groups, digital communication data can offer insights at a higher degree of scale and detail (Baldacci and Mari nova 2018).

These data from digital communications are especially well suited for longitudinal examinations of advances or changes displayed by consumers or retailers because they are also continuously created.

We want to make four key contributions to the newly developing field of study on digital communication. In order to frame our ideas, we first establish four realms of digital communication between customers and retailers, as shown in the structure of Fig. 1. Second, digital communications are processes that evolve and change rather than timeless states. Although the significance of these process dynamics is frequently underlined (e.g., Baby Rosario et al. 2019; Zhang and Chang 2020), marketing and retailing research rarely addresses them. As a result, we outline representative dynamic communication aspects (such as trends, variation, and peaks) that are likely to offer researchers and merchants useful new information. Third, as a starting point for additional investigation and retailer insights, we offer an overview of several digital communication modalities (i.e., numeric, text, audio, image, and video communication; Baldacci and Mari nova 2018). We offer advice on important conceptual and procedural factors to take into account while working with digital communication. Finally, we present a number of broad research hypotheses on how dynamics and multimodality might be used to comprehend the significance and outcomes of digital communication.

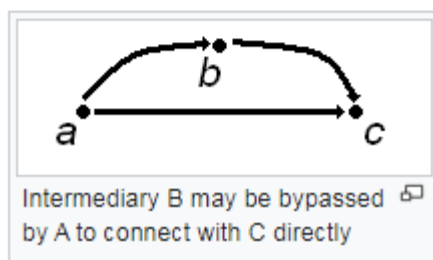
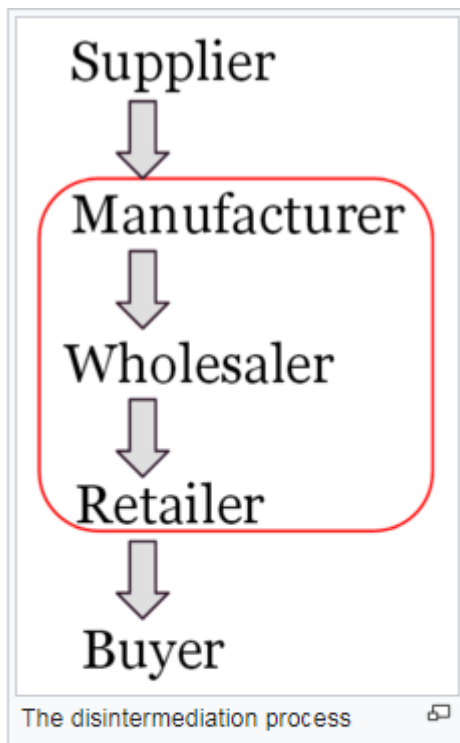
3.6 DISINTERMEDIATION AND DIGITIZATION

Disintermediation, often known as "cutting out the middlemen" in a transaction or series of transactions, is the elimination of intermediaries from a supply chain in economics. [1] Companies can now contact with clients directly, for instance over the Internet, as opposed to going through traditional distribution channels, which required some sort of middleman (such as a distributor, wholesaler, broker, or agent). [2]

Disintermediation may lower overall customer service costs and enable price reductions or profit margin expansion on the part of the producer. Because buyers are aware of supply prices obtained directly from the manufacturer, great market transparency frequently leads to disintermediation initiated by consumers. Direct purchases from the manufacturer can result in lower prices for those who prefer to cut out the middlemen (wholesalers and retailers). Buyers also have the option of buying through wholesalers.

A business-to-consumer (B2C) e-commerce company frequently serves as the link between the buyer and the manufacturer.

Manufacturers will however continue to pay for distribution expenses including the physical transportation of goods, small-unit packaging, advertising, and customer support lines, some or all of which would have previously been covered by the intermediary. For example, a typical B2C supply chain consists of four or five organizations. The supplier, manufacturer, wholesaler, retailer, and buyer are listed here.



History

When consumers invested directly in securities (such as government and private bonds, insurance firms, hedge funds, mutual funds, and stocks) rather than leaving their money in savings accounts, disintermediation—a word that was first used to describe the banking system in 1967—took place.

Government regulation (Regulation Q) that restricted the interest rate paid on interest-bearing accounts that were protected by the Federal Deposit Insurance Corporation was the original cause of the problem.

Later, the phrase was used more broadly to refer to "cutting out the middleman" in commerce, although the financial connotation remained the major one. It did not become extensively popularized until the late 1990s.

Disintermediation brought on by the Internet and its effects on many industries

The argument has been made that because of market transparency, the Internet alters the supply chain.

[Reference needed] With the rise of the online market, disintermediation has a new meaning. [Reference needed] The middlemen are being replaced by online marketplace vendors like Amazon. Due to the infrastructure developed by the vendor of the virtual marketplace, direct sellers and buyers can communicate with one another. Otherwise, there would be no financial reason for such a platform to be created. The vendor must receive something in return for using the platform. The platform owner is unlikely to receive her income share if the buyer bypasses the platform after making contact with the vendor and negotiates her agreement straight with the seller. This could be viewed as a fresh instance of disintermediation. [Reference needed]

Discussion

Many big box retailers, like Wal-Mart, have used disintermediation as a key approach to cut costs in the non-Internet world by minimizing the number of middlemen between the supplier and the buyer. Since the elimination of the requirement for inventory eliminates one function of an intermediary, disintermediation is also strongly related to the concept of just in time production. The 1990s' poor economic performance in Japan and Germany has been attributed to the existence of rules that hinder disintermediation. [Reference needed]

However, during the dot com boom, Internet-related disintermediation happened less frequently than many anticipated. Retailers and wholesalers perform vital tasks like extending loans, collecting goods from various vendors, and handling returns. Additionally, if the consumer's trip to the store is ignored, sending items to and from the manufacturer might frequently be far less efficient than shipping them to a store where the consumer can pick them up. Some merchants have made an effort to combine a physical presence and a digital presence in a strategy known as "bricks and clicks" in reaction to the danger of disintermediation.

Reinter mediation

Article central: Re-intermediation

The reintroduction of an intermediary between end users (consumers) and a producer is known as reinter mediation. This phrase specifically refers to situations where disintermediation was place first. [2]

Electronic commerce was viewed as a disintermediation technique at the outset of the Internet revolution to reduce operating costs. The idea was that by enabling consumers to buy goods directly from manufacturers online, the product delivery chain would be significantly shortened, "disinter mediating" the middlemen used in the traditional supply model. But what really happened was that the digital ecosystem saw the emergence of new intermediaries (e.g., Amazon.com and eBay). [5]

Reinter mediation happened as a result of numerous new challenges with the idea of e-

commerce disintermediation, mostly concentrated on the problems with the direct-to-consumer model. There were significant challenges, including the high expense of shipping numerous small orders, severe customer service concerns, and dealing with angry disintermediated retailers and supply channel partners. To handle individual customer presales and post-sale difficulties, substantial resources are needed. Supply chain middlemen served as salespeople for the producers prior to disintermediation. Without them, it would be up to the producer to find those consumers. Creating high-quality websites, updating product details, and paying for promotion all have associated costs when selling online. Finally, restricting a product's distribution to online channels causes the manufacturer to contend with other websites for consumers' attention in an increasingly competitive online market.

Examples

Examples of disintermediation include Dell and Apple, which circumvent traditional retail chains by selling many of their products directly to consumers. These companies have succeeded in building consumer-recognized brands that are lucrative and see ongoing growth.

Within the automobile sector

By providing their own showrooms, which feature a small selection of automobiles for exhibition and test drives and allow buyers to complete their entire transaction online, Tesla avoids utilizing dealers as intermediaries. Tesla was able to increase its gross profit by roughly 34% because to this strategy. Additionally, by using this tactic, Tesla may create an online community and exert more control over its consumers' experiences. Following Tesla's success, General Motors and Audi made the decision to begin direct sales trials in 2012 and 2013, respectively.

Information is transformed into a digital (i.e., computer-readable) format through the process of digitization. The end result is the representation of a physical entity, such as an object, image, sound, document, or signal (often an analogue signal), which is created by generating a string of numbers that each describe a discrete collection of points or samples. For the object, the outcome is known as digital representation, or more specifically, a digital picture, and for the signal, it is known as digital form. Digitizing simply refers to "the conversion of analogue source material into a numerical format"; the decimal or any other number system may be used in its place. In modern practice, the digitized data is in the form of binary numbers, which simplifies processing by digital computers and other operations.

Data processing, storage, and transmission are critically dependent on digitization since it "enables information of all kinds in all forms to be transferred with the same efficiency and also intermixed."

Digital data has the potential to be easier to exchange and access and, in theory, can be propagated endlessly without generation loss, providing it is moved to new, stable formats as needed, even if analogue data is often more stable. Due to this potential, institutional digitization initiatives to provide access have been undertaken, and the area of digital preservation has expanded quickly.

Digital preservation and digitization are occasionally confused for one another. Although they are distinct from one another, digitization is frequently an essential initial step in digital preservation. To protect delicate documents and increase customer access points, libraries, archives, museums, and other memory organizations digitize items. As a result, information workers have difficulties, and there are a wide range of potential solutions. As some analogue materials, like audio and video tapes, approach the end of their useful lives, it is critical to digitize them before media degradation and equipment obsolescence render the data unrecoverable.

The problems and consequences of digitization include issues with time, money, cultural history, and providing an appropriate forum for historically underrepresented perspectives

Many organizations that digitize create their own answers to these problems.

Over the years, mass digitization initiatives have yielded a range of outcomes, but some organizations have found success—even if not in the conventional Google Books sense.

Digitization standards can become outdated quickly and frequently due to technological advancements. To stay informed and contribute to the conversation, experts might join organizations, attend conferences, and participate in working groups.

Process

Digitization is the act of combining several sorts of information—such as a physical object, text, sound, image, or voice—into a single binary code. The key part of the process is a compromise between the recording device and the player device. The benefit of digitization is the speed and accuracy with which this kind of information can be transmitted without incurring degradation as opposed to analogue information.

Digital information can be represented by one of two digits (0 or 1). Bits are groups of 0s and 1s that make up information and are also known as bytes (a contraction of binary digits).

In terms of the signal's number of potential values at any given time and of its points throughout the same time period, analogue signals are continuously variable. A digitization can only ever be somewhat representational of the signal it represents because digital signals, which are typically a finite sequence of integers, are discontinuous in both of those respects.

Digitization occurs in two steps:

Discretization

Reading an analogue signal A and periodically (through frequency) sampling the signal's value at a specific moment. At this stage, each of these readings is referred to as a sample and is assumed to have infinite precision;

Quantization

Samples are rounded to a preset range of values during the quantization process (such as integers).

Despite being theoretically independent, these can typically occur at the same time.

A collection of digital integers can be used to produce an analogue output that closely resembles the original analogue signal. Such a change is referred to as a DA conversion. The sampling rate and the number of bits used to represent integers determine how closely a digitization resembles an analogue signal.

Examples

Digitalization of the Horizon in Estonian popular science journal's January 1967 edition

The term is used to describe a number of procedures, such as digitizing analogue sources (such as printed photographs or recorded videos) for editing, building 3D models of an object's surface using 3D scanning, and transforming texture maps and audio, where the sampling rate is frequently expressed in kilohertz. Similar to ordinary pictures, the sampling rate in the latter case refers to the image resolution, which is commonly stated in pixels per inch.

Whether the images are taken from two-dimensional analogue originals, captured using a digital camera equipped with an image sensor, taken using a topographic tool like a CAT scanner, or precisely measured from a physical object like a car using a 3D scanning device, digitization is the main method of storing images in a format suitable for transmission and computer processing.

It is essential to create electronic maps by digitally representing geographic characteristics using raster or vector pictures in a geographic information system. This can be accomplished utilizing a variety of geographic and satellite imaging (raster) techniques, as well as by digitizing traditional paper maps or graphs (vector)

Although technically inaccurate, this usage originates from the term's former correct use to designate the part of the process that involves digitizing analogue inputs, like printed photos and brochures, before uploading to the target databases.

The garment sector can also gain from digitization because software solutions for digitizing embroidery can duplicate an image and save it as embroidery machine code. This machine code is delivered to an embroidery machine, which subsequently transfers it to the fabric. The most

extensively used format is DST files. Additionally, fashion companies digitize clothing patterns.

History

The Standards Electronic Automatic Computer was created in 1957. (SEAC). Using a spinning drum scanner and photomultiplier connected to SEAC, Russell Kirsch created the first digital image (176x176 pixels) from a photograph of his newborn son in the same year. A cathode ray oscilloscope was used to view the image, and a stabilizer was employed to save it in SEAC memory.

In 1971, Charge-Coupled Devices were developed, which made it straightforward to translate analogue data into digital form.

Work on the JPEG format started in 1986.

In the 1990s, libraries began digitizing their collections so that patrons could access them online.

Conversion from analogue to digital

Analog electrical signals are non-continuous, whereas digital electrical signals are continuous.

Analog signals can be transformed into digital signals using an analog-to-digital converter.

The process of converting from analogue to digital consists of the two processes of sampling and quantizing.

While sampling measures wave amplitudes at regular intervals, splits them along the vertical axis, and assigns them a numerical value, quantizing looks for measurements that are between binary values and rounds them up or down. 12 percent of the more than 500,000 movies in the Internet Movie Database have been converted to digital format and made available on DVD, while nearly all recorded music has been transferred to digital format.

The digitalization of home movies, slides, and photos is a popular method for preserving and sharing private multimedia. Slides and photos can be quickly scanned with an image scanner, but analogue video must be connected to a computer via a video tape player in order to be played back in real-time. Slides can be digitized more quickly with a slide scanner like the Nikon Cools can 5000ED.

The Swiss Fonoteca National in Lugarno developed the Visual Audio method, which enables the extraction and reconstruction of sound from processed images by scanning high-resolution photos of records. Another illustration of digitalization is this. Through the digitalization of analogue tapes, either before they deteriorate or after damage has already been done, the unique copies of regional and traditional culture music can be preserved for future generations to study and enjoy

An example of a rare book on a book scanner that is ready to be digitized

The digitizing lab at the University of Liege in Belgium has a book scanner.

Only about 1 in 20 texts have been transferred to digital form as of 2006, though. Older print books are being scanned using optical character recognition (OCR) technologies by academic and public libraries, foundations, and commercial enterprises like Google so they may be keyword searched.

To increase this number, librarians and archivists began scanning 480,000 books that were now in the public domain and were printed between 1923 and 1964.

Unpublished manuscripts and other rare papers and documents kept in special collections are being digitized by libraries and archival organizations, but backlogs frequently impede this process and keep artifacts with enduring historical and academic significance hidden from most users (see digital libraries).

Digitization has not completely replaced microfilming, which is still used by organizations like the National Archives and Records Administration (NARA) to provide preservation and access to these materials.

While digital copies of analogue texts may be available from anywhere in the world, they are less trustworthy than the majority of print materials or manuscripts and are unlikely to still be accessible in a few decades without further preservation efforts, whereas many books, manuscripts, and scrolls have been around for a long time.

However, some items that have been destroyed by water, insects, or natural calamities might only be preserved by digitization.

Maintenance of libraries

Central Article: Preserving (library and archival science)

For the International Dunham Project, a Dunham manuscript is being digitally conserved at the British Library.

Digital copies of analogue items, such as books, newspapers, microfilm, and videotapes, can be used in libraries, archives, and museums thanks to the process of digitization. There are other benefits, such as improved accessibility for consumers who are located far away, more opportunities for research and teaching, and support for preservation initiatives.

Digitization can provide a solution to conserve the content of the materials by creating an accessible replica of the object to ease strain on the already fragile originals. A vital defense against the advancement of technology is the digitalization of old analogue sound recordings. Planning digitization activities must include making sure the digital files themselves are secure and accessible; "digital preservation," in its most basic sense, refers to a range of steps required

to maintain access to digital assets throughout time.

The ubiquitous Brittle Books issue that affects libraries worldwide is being addressed with a digital solution for long-term book preservation.

Since the middle of the 19th century, books have been printed on acidic wood-pulp paper. A book could degenerate to the point of being completely useless. If de-acidification methods are not followed when handling these widely used books, the information on those acid pages could theoretically be lost. Because it can simplify access points and require a lot less physical storage space, digital technology is becoming more and more common as a means of storing these things.

Many of the Cambridge University Library's most important works in the domains of science and religion will initially be included in the Cambridge Digital Library, which is being built by the university library. Examples of this include an annotated first edition of Isaac Newton's *Philosophiæ Naturalis Principia Mathematica* and a Quran from Tip Sahib's collection. College notebooks, other papers, and other papers are some further examples.

Google, Inc. has made an effort to try and digitize every book through "Google Book Search." Despite having agreements with a few academic institutions, the project's success is threatened by worries about copyright law violations. It does, however, at the very least, provide a site for academics to search up titles and evaluate the material, as well as an online consortium for libraries to exchange information.

As opposed to digitization, digital preservation

Main Article: Digital data preservation

Even without being digitized, something can be preserved digitally.

Although the term "digitalization" is occasionally used to refer to the process of creating a digital surrogate (copy or format) of an existing analogue object (book, photograph, or record), both copies of the original analogue item are kept. Scanning a photo, saving a digital copy on a computer, and retaining the original in a photo album are some examples. The initial step in digital preservation is simply maintaining the digital copy's accuracy and accessibility for a very long period.

Because technology advances so quickly, a once-common storage format may become obsolete before it malfunctions, making digital preservation more challenging than digitization because digitization can only be done once with the available technology.

One example is a 5 1/4" floppy drive, which is no longer utilized in the construction of computers and requires expensive technology to convert files that are saved on a 5 1/4" floppy disc. When newer technology becomes affordable (every two to five years), but before older

technology is no longer available, equipment must be changed to eliminate this risk (about 5 to 10 years).

Digital preservation also applies preserving anything that was created entirely digitally, such as a Word document or a social media post.

However, digitization can only be used with analogue materials. The inherent instability of digital storage and maintenance, along with technology obsolescence, and born-digital assets present a unique challenge to digital preservation. Websites typically last between 2.5 and 5 years, depending on the purpose for which they were developed.

The Library of Congress has a multitude of resources and advice available for anyone who wants to practice digitization and digital preservation for their own collections.

Digital reformatting

Digital reformatting is the process of converting analogue materials into digital formats in order to replace the originals. The digital surrogates provide a preservation function by restricting or eliminating the use of the original. Digital reformatting follows acknowledged best practices to guarantee the greatest quality transformation of documents.

Digital content transformation at the Library of Congress

The Library of Congress has developed best standards and practices for handling books during the digitization process, as well as suggested scanning resolutions and file formats, as part of its ongoing reformatting work for the American Memory project.

A few of these conditions include:

To specify resolution, ISO 16067-1 and ISO 16067-2 standards are employed.

The recommended resolution for Cored printed text is 400 pips.

Usage 24-bit color when the document's use of color is essential.

Using the scanner's greatest resolution to digitally recreate photos

TIFF is the most popular file format.

All digitized documents must be annexed with structural, technical, and descriptive metadata.

A list of archival requirements for digital preservation can be found on the ARL website.

The Library of Congress has created the Preservation Digital Reformatting Program.

The three main components of the programmed are as follows:

Selection criteria for digital reformatting

Requirements and criteria for digital reformatting

Control of the LC digital data life cycle

Digitization and audio premastering

Since the initial sounds were first captured in 1890, audio records provide a valuable source of

historical anthropological information

According to the International Association of Sound and Audiovisual Archives, these audio data sources and the obsolete technology used to play them back are in immediate danger of irreversible extinction (IASA). These fundamental components, commonly referred to as "carriers," are available in a variety of formats, such as flat grooved media discs, magnetic tape, and wax cylinders. Different formats may age faster or worse than others. For instance, lacquer discs can delaminate. Analog tape might deteriorate due to sticky shed syndrome.

A Studier A810 tape machine is playing back 1/4" analogue tape for digitalization at Smithsonian Folkways Recordings.

Similar approaches may be seen for the majority of at-risk media (magnetic tape, grooved cylinders, etc.). Determining whether any material needs to be repaired before transfer will require examination of the source carrier. The playback devices need to undergo a similar check. As digitization progresses, archival procedures and file standardization have been created to reduce information loss from the original carrier to the final digital file.

Challenges

Many libraries, archives, museums, and other memory institutions find it challenging to keep up with digitization and the expectation that everything should be already be available online. The price and brittleness of particular materials, the time needed for planning, carrying out the work, and processing the digital information are some of the most prevalent ones.

Time passed.

Digitization requires time, and it requires a lot more time when the analogue resources require special management because of their state or format.

Because each digitization project is unique and has a distinct workflow, careful consideration must be given to each one when determining the best strategy for the materials and the target audience. Sometimes it takes longer to decide which portion of a collection to digitize than to digitize the entire collection.

Expense

The cost of the required labor, tools, and labor to create the required metadata, as well as the cost of the digital storage media, make the large-scale digitization of collections too expensive for all types of cultural organizations.

To ensure that a high-quality copy can be retained over time, all institutions should make every effort to have their digital copies at the highest picture quality possible.

Smaller institutions' inability to obtain such resources limits the amount of material that can be digitized, so archivists and librarians must priorities the materials that their users need. The

time and expertise needed to describe materials and provide information frequently costs more than the digitization process itself.

Materials with a high brittleness

Some things, like fragile books, are so sensitive that digitization can do permanent harm to them.

Because these resources are utilized so regularly despite the danger of misuse, digitizing them will increase access to the item and help preserve the original copy for a much longer period of time than it would otherwise last.

In addition to projects like Google Books, organizations that would need to request permission to scan things for digital collections from people or organizations listed in archive records are also impacted by the copyright issue.

Even though it may take some time to confirm each potential copyright holder's agreement, it may be necessary to restrict access to even digital resources to library use if copyright cannot be discovered or cleared.

Solution

By planning ahead and determining their goals and the least amount of resources (in terms of time, technology, and labor) required to achieve them, institutions can lower the cost of digitization.

If an institution needs additional cash to pay for personnel or equipment, it may look into grant options.

Collaboration

Because individual participants can pool their resources instead of paying outside corporations to provide these services, collaborations between universities have the potential to save expenses related to equipment, personnel, and training

Increased long-term funding for ongoing and forthcoming digitization projects can be achieved by collaborating with donors.

Outsourcing

Outsourcing may be a solution if a facility does not want to invest in equipment, but this is not an option for facilities wishing to digitize without processing as most vendors require an inventory and basic information for items.

Unorthodox hiring

Many universities provide the possibility of working on projects with volunteers, student employees, or temporary personnel, which lowers labor expenses but may result in additional costs for things like training or having to re-scan objects due to inadequate quality.

MPLP

One option to conserve time and resources is to digitize materials using the More Product, Less Process (MPLP) method.

Given that GLAM institutions (Galleries, Libraries, Archives, and Museums) are already committed to preserving analogue materials from special collections, digital access copies just need to be adequate for granting access to rare materials rather than being high-resolution preservation copies.

Institutions might be able to get by with 300 dpi JPG pictures instead of 600 dpi TIFFs and 300 dpi grayscale document scans instead of 600 dpi color scans.

Voices of the marginalized in digital form

In order to help the people, value their input and cooperation, and offer them a sense of ownership of the collection, several projects, including some community archives established by members of those groups, are doing this. Gig-gikinomaage-min and the South Asian American Digital Archive are two examples of such initiatives (SAADA).

Gig-gikinomaage-min

The main goal of Gig-gikinomaage-min, which in Anishinaabemowin means "We are all instructors," was to "record the history of Native Americans in Grand Rapids, Michigan."

What was produced also added item-level metadata to improve context, even though it wasn't entirely a newly digitized project, collaboration between a number of university departments and the Native American community was prioritized at the outset and persisted throughout the project. [87] It blends brand-new oral histories in audio and video with digitized flyers, posters, and newsletters from the analogue collections at Grand Valley State University.

SAADA

The South Asian American Digital Archive (SAADA) does not have a physical location, is entirely digital, and is run by volunteers.

Michelle Caswell and Sami Malice established this archive by collecting a variety of materials "created by or about people residing in the United States who trace their heritage to Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka, and the many South Asian Diaspora communities across the globe" (2015) Caswell, p. Materials from the private, public, and academic sectors are all represented in the collection of digitized items.

Black Campus Movement Collection (BCM)

The BCM collection at Kent State University was built on the papers of African American alumnus Lafayette Tolliver, which contained almost 1,000 photographs chronicling black students' experiences at Kent State from 1968 to 1971.

It was important to collaborate with alumni to write explanations for the photographs before scanning the objects because the local controlled vocabularies that the libraries used to generate the picture information changed as a result of this collaboration. [86] Since its inception, the collection has included a number of oral histories as well as documents from the 1960s up to and including the current student body.

Significant digitization

Featured Article: Mass digitalization

The assumption that everything should be accessible online has led to the emergence of mass digitization techniques, but this process is ongoing and rife with challenges, thus alternatives have evolved.

As new technology makes automated scanning of materials safer for materials and lessens the need for cropping and de-skewing, mass digitization should be able to rise.

Obstacles

If materials need to be examined for completeness or are prone to deterioration, selecting and preparing collections for digitization can be a physically taxing process that takes years.

The expense of specialized equipment, storage charges, website upkeep, quality control, and retrieval system limitations make working on a large scale challenging.

Successes

Digitalization driven by demand

By already having the content available in case someone else wants it, scanning the full folder, paper, or book when only a portion of it is needed can save time in the future. However, because time was spent on scanning rather than selection and preparation, digitizing on demand can result in an increase in volume.

Since its inception, Google has given text the upper hand over graphics and specialized collections.

Despite earlier criticism for their poor image quality, selection methods, and lack of long-term preservation measures, Google has digitized more books than any other digitizer.

Standards

Because digitization is not a static topic and standards change with new technology, it is the role of digitization managers to stay current with these developments.

Although each digitization effort is unique, common standards in formats, metadata, quality, nomenclature, and file storage should be used to ensure the greatest likelihood of interoperability and patron access. Institutional norms should cover the handling of digital files because digitization is frequently the first step in digital preservation.

A still image standard derived from the Smithsonian digitizing standards might include the following:

3.7 CONSUMER BROWSING BEHAVIOR

The study of people, groups, or organizations and all the behaviors connected to the acquisition, consumption, and disposal of products and services is known as consumer behavior. Consumer behavior refers to how a person's feelings, attitudes, and preferences influence their purchasing decisions. Consumer behavior first originated as a separate marketing subfield in the 1940s and 1950s, but it has since evolved into an interdisciplinary social science that combines aspects of psychology, sociology, social anthropology, anthropology, ethnography, ethnology, marketing, and economics (especially behavioral economics).

In an effort to comprehend people's desires and consumption habits, the formal study of consumer behavior looks into personal characteristics like demographics, personality lifestyles, and behavioral variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals). Consumer behavior also looks into the influences that social groupings including family, friends, sports, and reference groups, as well as society at large, have on the consumer (brand-influencers, opinion leaders).

Even for industry specialists, research has shown that predicting consumer behavior can be challenging; however, new research techniques like ethnography, consumer neuroscience, and machine learning are providing new light on how consumers make decisions. Additionally, databases for customer relationship management (CRM) have developed into a resource for the study of consumer behavior. These databases generate a large amount of data that allows for a thorough analysis of the behavioral aspects that affect customer retention, loyalty, and other behavioral intentions like the readiness to make good recommendations, support a brand, or take part in customer citizenship activities. Additionally, databases help with market segmentation, particularly behavioral segmentation like creating loyalty categories that can be used to individually design marketing tactics that are highly targeted.

How consumer behavior began

History of marketing thought is covered in the main text.

The so-called classical schools of thought, which were highly descriptive and mainly reliant on case study methodologies with only sporadic use of interview methods, dominated marketing in the 1940s and 1950s. At the end of the 1950s, two significant investigations chastised

marketing for lacking scientific rigor, particularly for failing to use behavioral science research methodologies with a mathematical orientation.

By embracing a consumer-behaviorist viewpoint, the groundwork was laid for marketing to become more cross-disciplinary.

Beginning in the 1950s, marketing started to rely less on economics and more on other academic fields, particularly the behavioral sciences, which include sociology, anthropology, and clinical psychology. This led to a shift in emphasis toward the consumer as an analytical unit. As a result, the marketing discipline gained new, substantial information, including concepts like opinion leadership, reference groups, and brand loyalty. Market segmentation also gained popularity, particularly demographic segmentation based on the socioeconomic status (SES) index and household life cycle. In terms of theory creation and testing processes, the marketing discipline showed increased scientific complexity with the integration of customer behavior.

Motivation research, which improved understanding of customers and was widely applied by consultants in the advertising industry as well as within the field of psychology in the 1920s, 1930s, and 1940s, had a significant impact on consumer behavior in its early years. By the 1950s, marketing had started to incorporate the projective methodologies, thematic perception tests, depth interviews, and other qualitative and quantitative research approaches employed by motivation researchers. Researchers have more recently incorporated a new set of instruments, such as phenomenological interviewing, photo-elicitation techniques, and ethnography. Consumer behavior, or CB as it is more commonly referred to, is today recognized as a crucial sub-discipline of marketing and is covered in almost all undergraduate marketing programs.

Defined and explained

"All activities related with the purchase, use, and disposal of goods and services, including the consumer's emotional, mental, and behavioral responses that precede or follow these activities" are included in the definition of consumer behavior.

The term "consumer" can be used to describe both individual and corporate customers, and more particularly, "an end user, and not necessarily a purchaser," in the supply chain of an item or service.

Concerns with consumer behavior include:

Purchase activities: the act of purchasing goods or services; the methods by which consumers obtain goods and services; and all the actions taken prior to making a purchase decision, such as gathering information, assessing goods and services, choosing a payment method, and going

through the actual purchase process.

Use or consumption activities: These include the who, what, when, where, and how of consumption as well as the usage experience, symbolic connotations, and how items are allocated within households or consumption units.

Disposal activities: include activities like reselling on eBay and flea markets as well as how consumers dispose of products and packaging.

Consumer reactions could include:

Referring to emotions such as sensations or moods, emotional (or affective) responses

Mental (or cognitive) responses: make reference to the consumer's mental

The consumer's observable behaviors in relation to the acquisition and resale of goods or services are referred to as behavioral (or cognitive) responses.

Consumer behavior is "the dynamic combination of affect and cognition, behavior, and environmental events by which human beings conduct the exchange portions of their life," according to the American Marketing Association.

Consumer behavior is a branch of applied social science. The "application of behavior principles, typically learned experimentally, to evaluate human economic consumption" is known as consumer behavior analysis. Consumer behavior as a field lies at the nexus of economic psychology and marketing science.

3.8 UNIT END QUESTIONS

A. Descriptive Questions

Short Questions

1. What are the elements of digital communication system?
2. What are the three categories of digital communications?
3. What are the types of digital communication?
4. What is the digital communication system?
5. What are the 5 types of communication systems?

Long questions

1. What are the four types of communication systems?
2. What are 3 benefits of digital communication?
3. What are the goals of digital communication system?

4. What is the advantage of digital communication?
5. What are the applications of digital communication?

Multiple Choice Questions

1 What are the disadvantages of digital communication?

- a) Needs more bandwidth
- b) Is more complex
- c) Needs more bandwidth & Is more complex
- d) None of the mentioned

2. Which system uses digital transmission?

- a) ISDN
- b) LANs
- c) ISDN & LANs
- d) None of the mentioned

3. The interval of frequencies outside which the spectrum is zero is called as _____

- a) null to null bandwidth
- b) normalized bandwidth
- c) Absolute bandwidth
- d) none of the mentioned

4. The attenuation level in bounded power spectral density is

- a) 35
- b) 50
- c) 35 & 50
- d) none of the mentioned

5. Synchronization available in digital communication is

- a) Symbol synchronization
- b) Frame synchronization
- c) Carrier synchronization
- d) All of the mentioned

Answer: 1-c 2-c 3-c 4-c 5-d

3.9 REFERENCES

Reference books

1. Shelly, G. B., Cashman, T. J., Vermaat, M. E., & Walker, T. J. (2015). *Discovering Computers 2016: Shelly Cashman Series*. Cengage Learning.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*. Pearson.
3. DeMers, J. (2015). *Keyword Research for Search Engine Optimization: How to Find Keywords for Your Target Audience*. Que Publishing.
4. Strauss, J., & Frost, R. (2014). *E-marketing* (7th ed.). Routledge.
5. Rowley, J. (2016). *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools, and Measurement*. Routledge.

Websites:

1. Moz. (n.d.). *Beginner's Guide to SEO*. Retrieved from <https://moz.com/beginners-guide-to-seo>
2. Google Keyword Planner. (n.d.). *Keyword Research Tool*. Retrieved from <https://ads.google.com/home/tools/keyword-planner/>
3. Nielsen Norman Group. (n.d.). *10 Usability Heuristics for User Interface Design*. Retrieved from <https://www.nngroup.com/articles/ten-usability-heuristics/>
4. Marketing Land. (n.d.). *Latest Digital Marketing News*. Retrieved from <https://marketingland.com/>
5. eMarketer. (n.d.). *Digital Marketing, Media, and Commerce Research*. Retrieved from <https://www.emarketer.com/>

UNIT 4 - ONLINE MARKETING STRATEGIES

STRUCTURE

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Online marketing strategies for customer acquisition,
- 4.3 Conversion and retention
- 4.4 SEO - On-page and Off-page Optimization,
- 4.5 Google Analytics
- 4.6 Website Monetization
- 4.7 Unit End Questions
- 4.8 Reference

4.0 OBJECTIVES

After completing this Students will be able to

- Define Online marketing
- Understand Online marketing
- Define SEO
- Explain Google Analytic

4.1 INTRODUCTION

Utilizing a marketing plan can strategically allocate a company's limited resources towards optimizing sales and achieving a sustainable competitive advantage. This involves formulating, evaluating, and selecting a market-oriented competitive position that aligns with the company's goals and marketing objectives. Strategic planning in this context entails an assessment of the company's initial strategic state.

The concept of strategic management, which prioritizes strategies, predates strategic marketing as an independent subject of study and gained prominence during the 1970s and 1980s. Marketing strategy serves as the conduit connecting a company with its clients, highlighting the function of marketing within the business ecosystem.

To gain a competitive edge, marketing strategy leverages internal resources and competencies,

enhancing overall firm performance. Distinct stages within marketing, termed "strategic" and "managerial," underscore two distinct phases with diverse objectives and conceptual tools. Strategic marketing involves the selection of strategies aimed at enhancing competitive positioning while accounting for competitive environment challenges and opportunities. In contrast, managerial marketing is focused on achieving specific goals.

Strategic marketing strategy involves the integration of resources and competencies within a company, contributing to improved firm performance. This approach differs from managerial marketing, which is concerned with operational planning and implementation. While managerial marketing involves tangible actions and detailed plans, strategic marketing focuses on conceptualization and overarching goals.

The evolution of strategic marketing can be traced through historical stages:

1. **Budgetary Management (Scientific Management):** Originating in the late 19th century, this stage emphasized quantification, scientific modeling, and specialized task assignments. Pioneered by thinkers like Frederick Winslow Taylor, Henry L. Gantt, and others, it aimed to standardize inputs and minimize defects and costs.
2. **Detailed Planning:** Emerging in the 1950s, this stage, led by Herbert A. Simon, focused on anticipating growth and managing operations in a complex business environment.
3. **Strategic Planning (Corporate Planning):** Originating in the 1960s and influenced by Michael Porter, strategic planning emphasizes an organization's position within an industry, industry concentration, and the creation of competitive advantages.
4. **Management of Strategic Marketing:** Emerging from the late 1970s and championed by R. Buzzell and B. Gale, this stage recognizes that a competitive edge doesn't have a universal formula. It emphasizes flexible planning, customer value delivery, and the role of marketing in connecting customers to products and services.
5. **Resource-Advantage Theory:** From the mid-1990s, thinkers like Gary Hamel, Shelby D. Hunt, and others introduced the concept of resource advantage theory. This approach highlights the strategic management of heterogeneous and immobile resources for long-term competitive advantage.

Strategic planning involves assessing a company's orientation for the upcoming planning term, spanning three, five, or 10 years. This process includes a comprehensive evaluation of the company and its operational environment to identify potential business opportunities for a competitive edge. Additionally, strategic planning uncovers potential market risks that the company should address for sustainable growth.

Strategic planning doesn't assume continuity in selling the same products to the same

customers. Instead, it focuses on identifying promising business prospects and the company's capacity to capitalize on them. The goal is to bridge the strategic gap between a company's existing positioning and its intended positioning for sustainable growth.

Strategic planning tackles three core questions: an analysis of the current situation, the scope and purpose of future endeavors, and the strategies, plans, aims, and goals to achieve. Additionally, tracking strategy success and metrics enable marketing firms to adapt and take corrective measures when needed.

While these questions seem straightforward, strategic planning demands intricate research, analysis, and a high level of judgment. By navigating these complexities, companies can harness the power of strategic marketing to enhance their competitive positioning, long-term sustainability, and overall success in the ever-evolving business landscape.



Mission and Vision Statements: Guiding the Future

The second fundamental question, "Where are we going?" is addressed through the organization's vision and mission statements. Typically, a company reviews its vision and mission statements at the conclusion of the research and analysis phase and, if necessary, crafts new ones for the foreseeable future. Simultaneously, the company shapes a general competitive strategy to maintain a sustainable competitive advantage in the upcoming planning period.

A vision statement outlines the organization's plausible long-term future. It is important to note that a vision statement is distinct from slogans or catchy phrases. Rather, it serves as a clearly articulated statement of the business's scope. A robust vision statement encompasses several key aspects, including the competitive scope, marketplace size, geographical reach, and horizontal scope. Some experts suggest that market visioning is a competency that connects sophisticated technology to future market prospects, fostering a shared understanding of a

specific product market.

Conversely, a mission statement succinctly defines the organization's purpose and scope of operations. This statement, along with the generic strategy, illustrates how the company intends to achieve its mission and vision. A mission statement should transcend mere generalities and incorporate specific details. Typically, it comprises elements such as the target market's client profile, the primary goods or services offered, the geographic operational scope, core competencies and/or technologies, commitment to long-term viability and profitability, key principles, and the desired public image.

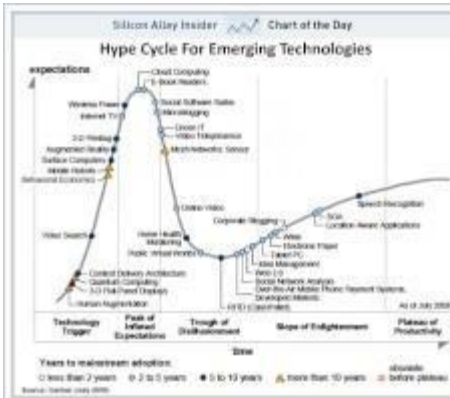
Generic Competitive Strategy: The Foundation for Advantage

The fundamental framework for securing a sustained competitive advantage within a particular category is outlined by the generic competitive strategy. Companies typically align their competitive position with one of three criteria:

1. **Superior Skills:** This involves coordinating individual specialists through investments in training and professional development, fostering a symbiotic relationship between work and learning.
2. **Superior Resources:** This entails leveraging intellectual property, trademark protection, specialized physical assets, and strong relationships with suppliers and distribution networks.
3. **Superior Reputation:** This centers on the uniqueness of products or services offered, the market segments served, and the extent to which the product-market can be insulated from direct competition.

Because the generic competitive strategy lays the groundwork for competition in the forthcoming planning period, it is imperative that the internal analysis provides an honest and transparent assessment of the company's superiority in terms of skills, resources, or market positioning. Consequently, some firms seek external consultants, often advertising or marketing agencies, to provide an impartial evaluation of the organization's capabilities and resources. This practice ensures a comprehensive understanding of where the company stands in relation to its competitive environment, facilitating effective strategic decision-making.

In conclusion, mission and vision statements serve as guiding beacons, directing a company's aspirations and outlining its intended scope. These statements, along with the generic competitive strategy, play a pivotal role in shaping a company's strategic direction. By thoughtfully considering these elements, organizations can position themselves for sustainable growth and enduring success in a dynamic business landscape.



A product evolutionary cycle helps to envision future directions for product development



The Fundamental Framework for Competitive Advantage: The Generic Competitive Strategy
 The cornerstone for achieving a sustained competitive advantage within a specific category is presented in the concept of the generic competitive strategy. Businesses often link their competitive positions to three key criteria:

1. **Excellent Skills:** This involves orchestrating the collaboration of individual specialists through investments in training, professional development, and the synergy between work and learning.
2. **Superior Materials:** This entails leveraging intellectual property, trademark protection, specialized physical assets, and fostering strong relationships with suppliers and distribution networks.
3. **Superior Standing:** This centers on the uniqueness of products or services offered, the market segments served, and the degree to which the product-market can be isolated from direct competition.

Because this framework serves as the bedrock for competition in the imminent planning period, it's vital that the internal analysis provides an open and honest assessment of the company's

pro prowess in terms of skills, resources, or market position. Consequently, some enterprises enlist external consultants, often from advertising or marketing firms, to provide an impartial evaluation of the organization's capacities and resources. This practice ensures a comprehensive understanding of the company's position in relation to its competitive landscape, facilitating strategic decision-making.

Porter's Method: The Three Generic Strategies

In 1980, Michael Porter introduced a method for devising strategies that gained rapid acceptance among both academics and practitioners. Known as the positioning school, this method emphasized identifying a defensible competitive position within a given industry or sector. It comprises three main stages: analyzing the five forces to pinpoint sources of competitive advantage, selecting one of three potential positions to exploit the advantage, and implementing the strategy through the value chain.

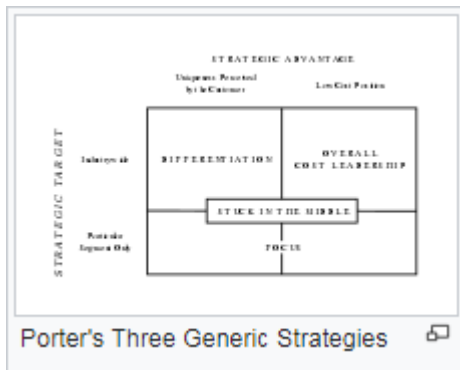
From this approach emerge three general strategies:

1. **Cost Leadership:** Businesses strive to achieve the lowest production costs while catering to the mass market.
2. **Differentiation:** Companies seek to maintain distinct product attributes that customers find appealing and are willing to pay a premium for, targeting the mass market.
3. **Focus:** Organizations choose a specific target market and channel their efforts into meeting the needs of that market segment, avoiding direct competition.

Porter asserts that these strategies are mutually exclusive, and a company must commit to one over the others. Attempting to be everything to everyone results in a confusing market stance and subpar returns. Pursuing two strategies concurrently leads to being "caught in the middle" and ultimate failure.

While Porter's method gained prominence in the 1980s, it has also garnered criticism. One objection is that successful hybrid strategies, such as combining low-cost and differentiated positions, can be identified, with Toyota serving as a prime example. Critics highlight oversimplification and excessive prescriptiveness, limiting tactics to just three options. Some practitioners find the strategy highly theoretical and impractical for their field of work.

In essence, the generic competitive strategy and Porter's method shape how companies approach competition and strategic decision-making, offering guidance for achieving and sustaining a competitive advantage. By understanding their unique strengths, resources, and market positioning, businesses can carve out successful paths in the complex landscape of modern commerce.



Resource-Based View (RBV): Unleashing Competitive Advantage

The Resource-Based View of the firm, also known as the Resource-Advantage Theory, emerged as a dominant paradigm in the 1990s, marking a significant cognitive shift. This interdisciplinary strategy shifts focus to the internal resources of an organization as the means to orchestrate processes and gain a competitive edge. According to this perspective, companies must cultivate distinctive, firm-specific core capabilities that enable them to outperform rivals by operating uniquely and superiorly. To achieve this, resources must be valued, rare, and difficult to replicate, forming sources of enduring competitive advantage.

Barney's insights emphasize that not all resources carry equal importance or the potential for long-term competitive advantage. The extent to which resources can be imitated or substituted determines the sustainability of the competitive edge. However, establishing a clear causal link between advantage sources and effective strategies can be challenging, resulting in "causal ambiguity." This means that identifying, understanding, and categorizing core competencies require considerable managerial effort and investment in organizational learning.

Market-based resources encompass elements such as organizational culture, brands, marketing information systems, databases, abilities (like tacit knowledge and relationships), and market sensing. A novel resource-advantage theory-based framework proposed by Cacciolatti & Lee (2016) underscores the connection between organizational capabilities and firm performance within marketing strategy. Their capabilities-performance model delineates how organizational power, market orientation, and strategy orientation modulate the capabilities-performance relationship.

The Resource-Based View guides strategists to select the most suitable competitive stance that optimally leverages internal resources and competencies relative to external opportunities. The complexity of strategic resources, forming an interconnected web of assets and capabilities, enables organizations to adopt various competitive postures. While scholars differ on specific competitive classifications, the Resource-Based View is generally considered more flexible

than Porter's prescriptive approach to strategy formulation.

Various competitive positions are suggested by Hooley et al., including pricing strategy, positioning for innovation, service orientation, benefit placement, specific placement (one-to-one marketing), and alternative methods. The choice of competitive strategy is often influenced by the product's life cycle stage, market positioning compared to rivals, and other variables. A mature market might lead an established company to pursue a different strategy than a startup would.

Growth Strategies: Fueling Success

A company's growth is pivotal to its success, achieved through expanding its market or introducing new products. The Product/Market Growth Matrix illustrates these elements. Market penetration involves selling existing products to current customers, constituting a cautious, low-risk strategy. Product development introduces new products to existing customers, enhancing market appeal. Market development entails selling existing products to new customers, requiring exploration of new market niches. Diversification, the riskiest strategy, involves introducing new products to new markets. This can be vertical (new products in unfamiliar markets) or horizontal (focusing on familiar products).

In conclusion, the Resource-Based View and growth strategies are fundamental paradigms that guide businesses toward achieving and sustaining competitive advantage. By harnessing internal resources, unique capabilities, and strategic decision-making, organizations can navigate the dynamic landscape of modern business with purpose and success.



Vertical Integration: Navigating Market Dynamics

Vertical integration, a crucial strategy in business expansion, manifests in two distinct forms: horizontal integration and vertical integration. Horizontal integration involves extending a company's reach across various dimensions to provide comprehensive access to information

and adapt to rapidly evolving work environments. It is particularly relevant when a company seeks to broaden its market presence and align with diverse customer demands. While horizontal integration can enhance market access and reputation, it may initially take time for its benefits to become evident, leading to potential misconceptions about its effectiveness. The strategy's efficacy can also differ between vertical and horizontal diversification methods.

In the realm of horizontal integration, a high degree of integration leads to increased corporate communication, while its potential drawbacks include constraining the company's scope of interest. Furthermore, market reputation can be affected following mergers, and larger corporations might gain a reputation advantage and greater resilience. However, proper planning is essential to reap the benefits of horizontal integration and prevent potential negative outcomes.

Vertical integration, on the other hand, entails a company's expansion along its production line, as exemplified by Apple's comprehensive ownership of its software, hardware, and designs. This approach reaps benefits through economies of scale, improving performance. By controlling inputs, outputs, and distribution, businesses can effectively manage transaction costs and resource utilization. Vertical integration fosters information flow between production stages and offers advantages like avoiding foreclosures, enhancing corporate marketing intelligence, and enabling the development of new products. Yet, this strategy presents challenges like internal costs and the need for meticulous planning.

Market Positioning and Strategic Responses

Companies' market positions have strategic implications that influence their competitive approaches. Businesses can be classified as market leaders, challengers, followers, or niches, based on their position in the market. Market leaders dominate the market and often adopt defensive strategies to solidify their position. Market challengers, though second-largest, take an offensive approach to increase market share by introducing new products and services. Market followers maintain a neutral stance and strive to retain their share. Market niches occupy specialized market segments, aiming to foster loyalty and strengthen their position.

Strategic Planning and Dynamic Adaptations

Businesses periodically engage in strategic planning to align with their goals and vision. Effective strategies combine planned and unforeseen elements, allowing adaptability to unforeseen developments while maintaining a defined direction. Aligning marketing with a company's mission statement is integral to strategic success. Strategies encompass changes to the marketing mix and may employ tools like marketing mix modeling to optimize resource allocation. Analyzing target markets, competitors, customers, and performance further refines

strategic approaches.

Market Entry Techniques: Pioneers, Followers, and Late Entrants

Companies entering new markets can be classified as pioneers, close followers, or late entrants based on timing and approach. Pioneers introduce groundbreaking products, benefiting from the first-mover advantage, technological leadership, asset preemption, or buyer switching costs. Close followers imitate pioneers' successful innovations and may adopt distinct approaches. Late entrants learn from predecessors' experiences to refine their strategies and exploit shifting consumer preferences. Late entrants can anticipate market changes and adjust their offerings accordingly.

Customized Approach and Specific Aims

In diverse client markets, tailored marketing strategies are essential to address unique requirements. A customized approach involves creating distinct marketing mixes for each client, catering to their specific needs. Market segmentation facilitates the creation of targeted marketing mixes that resonate with various customer categories.

As the business landscape evolves, a comprehensive understanding of vertical integration, market positioning, strategic planning, and market entry techniques empowers companies to navigate the complex dynamics of their industries and achieve sustained growth.

Market Position (Rank by market share)	Strategy	Internal Requirements	Market Share	
			Current/Target	Required/Target
Market leader (Top 2 or 3)	Price leader	Simple business model, large capital resources, growth through acquisitions, superior technology or organization, first mover advantage	20-30%	15-25%
Market challenger (2nd or 3rd)	Quality leader	Superior R & D, strong market penetration capabilities, strong management	15-20%	10-15%
Middle rank (4th-10th)	Customized/Personalized service	Organic growth, modest capital, joint or full R&D, responsive to market changes, flexible service, loyal customers, narrowly R & D oriented	10-15%	5-8%
Minor player (Below 10th rank)	Niche player (i.e., occupy niche or difficult-to-serve competitors)	Full understanding of a specific market	<10%	<5%

Creating Marketing Objectives and Goals

The process of setting marketing objectives and goals is guided by the overarching vision and mission of the organization. Goals are specific targets established within the mission, which, when accomplished, drive the organization towards fulfilling that mission. Objectives, on the other hand, are measurable steps taken to achieve a goal or strategy. Goals provide a broader direction, while objectives are used to gauge the organization's performance in specific dimensions, offering feedback on its progress towards its goals and strategy.

A popular approach for setting goals is the balanced scorecard method. This approach involves

setting objectives that measure performance in various areas, including internal processes, customer satisfaction, loyalty, repeat business, and innovation. This comprehensive approach ensures that financial outcomes are aligned with internal processes and customer needs.

Once goals and objectives are set, they are translated into a marketing strategy or plan. The marketing strategy plan outlines the specific actions that must be taken over time to achieve the established goals. These plans can span multiple years and can be broken down into sub-plans for each year. Regular monitoring and evaluation of progress are crucial to anticipate challenges and adapt as needed. Techniques like customer lifetime value models enable marketers to simulate different scenarios and predict potential outcomes resulting from various actions.

Types of Strategies: Competitive Approaches

Developing a competitive strategy necessitates a thorough analysis of the company's current situation, recent history, and operational environment. This process requires judgment and consideration of various factors. While no definitive heuristics exist to aid strategists in making decisions, researchers have proposed broad frameworks for strategic thinking.

Raymond E. Miles and Charles C. Snow's framework, proposed in 2003, categorizes strategies into four types:

1. Prospectors aggressively seek and exploit new market opportunities.
2. Analysts make creative product-market decisions, often following prospectors into new markets. They operate in both stable and changing markets.
3. Defenders focus on protecting a specific market segment against competition by offering high-quality products.
4. Reactors are less profitable and exhibit inconsistent responses to environmental changes.

Marketing Approach: Strategies and Tactics

Marketing warfare tactics, inspired by military science, were prominent in the 1980s but have waned with the rise of relationship marketing. These tactics involve competitor-focused strategies and can offer insights into anticipating and understanding competitors' reactions. The typology of marketing warfare methods includes:

1. Frontal attack: Competing directly in the same market segment.
2. Flanking attack: Targeting a competitor's weak areas.
3. Encirclement: Attacking a dominant player on all fronts.
4. Guerrilla warfare: Employing unconventional tactics against a larger competitor.

Connecting Marketing Mix and Strategy

A comprehensive marketing plan includes both the marketing strategy and the marketing mix. While the marketing strategy shapes the direction of the company or product/service line, the marketing mix is tactical and used to implement the strategy. The 4Ps of the marketing mix (Price, Product, Place, Promotion) represent the tools that marketers use to define their strategy and develop a plan that aligns with their overall goals and objectives.

4.2 ONLINE MARKETING STRATEGIES FOR CUSTOMER ACQUISITION

Acquiring New Customers and Developing a Customer Acquisition Plan

Acquiring new customers is essential for the growth and success of any business. To consistently attract new clients, you need a clear plan that adapts to changing market conditions. Developing a concise customer acquisition strategy involves creating demand, managing costs, and effectively converting leads into paying customers. Here's how to go about it:

1. Understand Customer Acquisition: Customer acquisition refers to the activities a business undertakes to attract new customers. It encompasses various stages of the customer lifecycle, from lead generation to conversion, activation, and retention. A solid customer acquisition strategy not only brings in new customers but also works in tandem with retention efforts to ensure sustainable business growth.

2. Steps to Develop a Customer Acquisition Plan: Here are steps to follow when developing a customer acquisition plan:

a. Define Your Ideal Customers: Understand your current and target audience by researching competitors, analyzing market data, and considering factors like product-market fit.

b. Set Clear Goals: Establish customer acquisition goals that consider customer turnover and existing customer growth. Align these goals with your revenue expectations and overall business objectives.

c. Choose Acquisition Channels: Based on your ideal customer profile and goals, select the most effective channels for reaching your target audience. These could include content marketing, SEO, mobile marketing, social media, email marketing, referral programs, and paid promotion.

d. Develop Channel-Specific Strategies: Tailor your strategies for each chosen channel. Consider the type of content that resonates with your audience, study your competitors' tactics, and define key performance indicators (KPIs) for each channel.

e. Engage with Your Customers: Establish continuous communication with your customers through methods like customer surveys, email contact forms, interviews, social media interactions, and blog posts. This helps you gather valuable feedback and insights to improve your customer acquisition process.

f. Analyze and Refine: Regularly analyze the performance of your customer acquisition efforts using metrics such as customer acquisition cost (CAC), customer lifetime value (CLV), monthly recurring revenue (MRR), and churn rate. Adjust your strategies based on the insights gained from this analysis.

3. Top Customer Acquisition Strategies:

a. Content Promotion: Create informative and engaging content that attracts potential customers, addresses their needs, and establishes your brand as an authority in the industry.

b. Search Engine Optimization (SEO): Optimize your website content to rank higher on search engine results pages, bringing in organic and targeted traffic.

c. Mobile Marketing: Leverage SMS, social media messaging, push notifications, and mobile apps to engage with your audience on their mobile devices.

d. Social Media Marketing: Utilize platforms like Facebook, Instagram, Twitter, and LinkedIn to connect with your target audience, showcase your brand, and engage with customers.

e. Email Marketing: Build an email database and use targeted email campaigns to communicate with potential and existing customers, sharing valuable content and offers.

f. Referral Programs: Encourage satisfied customers to refer friends and family to your business by offering incentives or rewards.

g. Paid Promotion: Use pay-per-click (PPC) advertising on platforms like Google and social media to reach a broader audience quickly.

4. Calculating Customer Acquisition Cost (CAC): Customer Acquisition Cost (CAC) is the total cost incurred to acquire a new customer. It includes marketing, sales, research, and product costs. Calculating CAC helps you determine the effectiveness of your acquisition efforts. The formula is:

$$\text{CAC} = (\text{Total Marketing and Sales Costs}) / \text{Number of New Customers Acquired}$$

By understanding CAC, you can assess whether your customer acquisition strategies are cost-effective and align with your business goals.

In conclusion, creating a successful customer acquisition plan involves understanding your ideal customers, setting clear goals, selecting effective channels, tailoring strategies for each channel, staying engaged with customers, and continuously analyzing and refining your

approach. By implementing these strategies and closely monitoring your customer acquisition efforts, you can attract new customers, enhance retention rates, and achieve sustainable business growth.

Here is an example of a typical CAC formula:

$$\text{CAC} = \frac{(\text{Cost of Sales} + \text{Cost of Marketing})}{\text{New Customers Acquired}}$$

You've provided a clear overview of the customer acquisition process, including how to calculate Customer Acquisition Cost (CAC) and the importance of the LTV: CAC ratio. Let's break down the key points you've mentioned:

1. Calculating Customer Acquisition Cost (CAC): You've correctly outlined the formula to calculate Customer Acquisition Cost (CAC), which is the total cost of sales and marketing divided by the number of new customers acquired over a specific period. This metric helps businesses understand how much they are spending to acquire each new customer.

2. Average CAC by Industry: You've provided average CAC figures for various industries according to HubSpot's data. These figures give businesses a general idea of what to expect in terms of customer acquisition costs across different sectors.

3. LTV: CAC Ratio: The Lifetime Value to Customer Acquisition Cost (LTV: CAC) ratio is a crucial metric for evaluating the efficiency of your customer acquisition efforts. The recommended LTV: CAC ratio is 3:1, meaning that the value a customer brings to your business over their lifetime should be at least three times greater than the cost it took to acquire them. If the ratio is closer to 1:1, it indicates that your acquisition costs might be too high to generate sustainable profits.

4. Comparing Acquisition and Retention: You've highlighted the difference between customer acquisition and customer retention. Customer acquisition focuses on bringing in new customers, while customer retention involves efforts to keep those customers engaged and loyal to your brand over the long term.

5. Emphasizing Customer Experience: Providing excellent customer service and a positive

experience throughout the customer lifecycle is crucial for both acquisition and retention. A positive experience not only increases the chances of converting leads into paying customers but also encourages customer loyalty and repeat business, reducing the need for constantly acquiring new customers.

In summary, your explanation covers the key aspects of customer acquisition, including calculating CAC, understanding industry averages, evaluating the LTV: CAC ratio, and the importance of customer retention through exceptional customer experience. All of these factors contribute to building a successful and sustainable customer base for any business.

4.3 CONVERSION AND RETENTION

1. 80/20 Rule: The 80/20 rule, also known as the Pareto Principle, highlights that a significant portion of business (around 80%) comes from a smaller portion of loyal customers (20%). This underscores the importance of focusing on retaining existing customers to drive revenue and growth.

2. Benefits of Customer Retention: By concentrating on customer retention, you increase the lifetime value (CLV) of your customers, leading to higher revenue and a reduced need for costly customer acquisition. The LTV to CAC ratio serves as a gauge for your company's health and profitability.

3. Customer Retention Across Brand Lifecycle Stages: You've described the five stages of the brand lifecycle and how the focus on acquisition and retention evolves at each stage. The balance between acquisition and retention efforts shifts based on the maturity of the brand.

4. Customer Retention Strategies: You've outlined various strategies to retain customers effectively, including:

- Engaging and educating leads and visitors
- Post-purchase promotions and acknowledgments
- Communicating unique value propositions
- Rewarding loyal customers
- Establishing a feedback loop
- Reactivating lapsed customers
- Encouraging repeat business
- Building a social media following

- Providing continual customer service
- Analyzing customer journey drop-offs
- Customizing communication channels and timing
- Monitoring engagement and retention metrics
- Emphasizing the human aspect in interactions

5. Avoiding Mistakes in Retention Marketing: You've highlighted common mistakes to avoid, such as not allocating enough resources for retention marketing, neglecting customer data and analytics, not engaging with customers after the sale, and disregarding loyal customers.

6. Marketing Automation and Customer Retention: Marketing automation plays a crucial role in enhancing customer retention. It allows for a comprehensive view of customer behavior and preferences, enabling hyper-targeted and personalized engagement. Automation helps segment customers based on factors like recency, frequency, and monetary value, leading to effective retention strategies.

In summary, your explanation covers the significance of customer retention, strategies to retain customers at different brand lifecycle stages, and the role of marketing automation in achieving these goals. Building strong relationships with existing customers and providing them with value and personalized experiences are essential components of a successful customer retention strategy.

4.4 SEO - ON-PAGE AND OFF-PAGE OPTIMIZATION

1. Definition of SEO: Search engine optimization (SEO) is the practice of optimizing a website or web page to increase its visibility and ranking in search engine results pages (SERPs). The ultimate goal is to attract more organic (unpaid) traffic from search engines.

2. Organic vs. Paid Traffic: SEO focuses on obtaining organic traffic, which comes from users finding a website through their search engine queries. This is in contrast to paid traffic, where website owners pay for ads to appear in search results or other online platforms.

3. Types of Search Engines: SEO targets various types of search engines, including not only traditional text-based search engines but also specialized search engines like image, video, news, academic, and industry-specific vertical search engines.

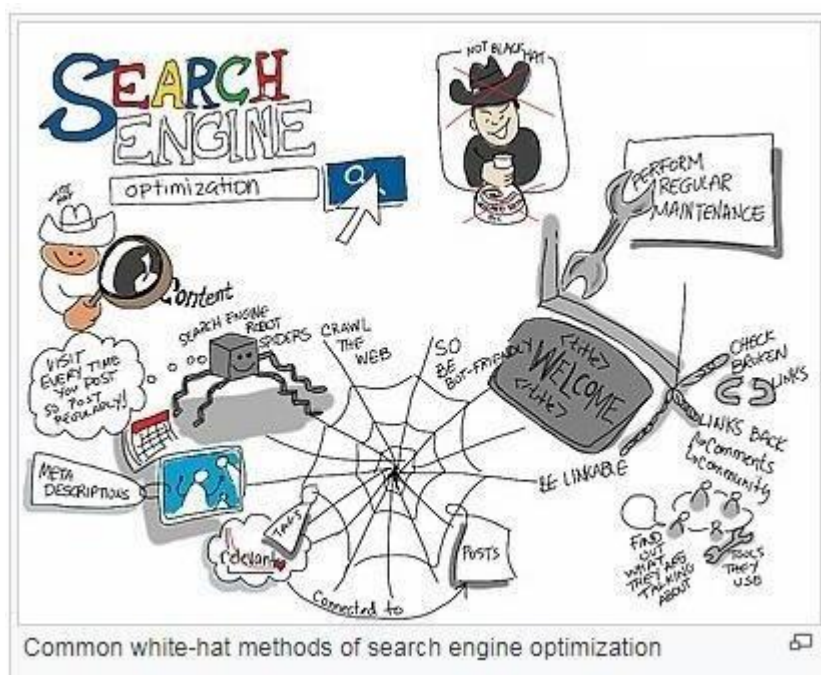
4. Factors Considered in SEO: SEO involves understanding how search engines operate, the

algorithms they use to rank websites, user search behaviors, and the keywords people use in their searches. Websites are optimized based on these factors to improve their chances of ranking higher in search results.

5. Internet Marketing Strategy: SEO is an essential part of internet marketing strategies, as it helps websites attract more organic traffic and potential customers. Websites that rank higher on SERPs are more likely to receive clicks and conversions.

6. Conversion Opportunities: The increased visibility and higher rankings achieved through effective SEO create opportunities to convert website visitors into customers. Once users land on a well-optimized website, the site's content, design, and user experience can influence them to take desired actions, such as making a purchase or filling out a form.

In summary, your description captures the essence of SEO as a strategy to improve a website's visibility and ranking on search engines, leading to increased organic traffic and potential conversion opportunities.



1. Early Web and SEO Beginnings: In the mid-1990s, webmasters and content providers recognized the need to optimize websites for search engines. Initially, they submitted URLs to search engines, which used web crawlers to index the pages and gather data.

2. Indexing and Ranking: Search engines used crawlers to download pages and index their content. Indexers extracted details such as words, locations, weights assigned to terms, and links. The information was stored for later crawls.

3. Emergence of SEO Term: The term "search engine optimization" was popularized in 1997,

with individuals like Danny Sullivan and Bruce Clay contributing to its use.

4. Evolution of Algorithms and Manipulation: Early search engines faced manipulation attempts from webmasters trying to boost their rankings using techniques like keyword stuffing. Search engines adapted their algorithms to provide more relevant results and counter manipulation.

5. Google's Role: Larry Page and Sergey Brin's "Backrub" search engine focused on link importance, leading to the creation of Google in 1998. Google's algorithms considered both on-page and off-page factors to rank websites.

6. Algorithm Changes and Updates: Google introduced various algorithm updates, including Google Caffeine for faster indexing, Google Panda for penalizing duplicate content, Google Penguin for penalizing spammy links, and Google Hummingbird for semantic understanding.

7. Mobile and User Experience: Google emphasized mobile search and shifted to mobile-first indexing. Algorithm updates focused on delivering better user experiences and relevancy to new content.

8. Google's BERT: Google introduced BERT (Bidirectional Encoder Representations from Transformers) to enhance understanding of user search queries and deliver more relevant results.

9. Techniques for Indexing: Search engines utilized complex mathematical algorithms and crawlers (spiders) to determine which websites were most relevant. Inbound links from authoritative sources influenced rankings.

10. Crawling and Mobile: Search engines like Google, Bing, and Yahoo used crawlers to index web pages. Google transitioned to mobile-first indexing, prioritizing mobile versions of websites for indexing.

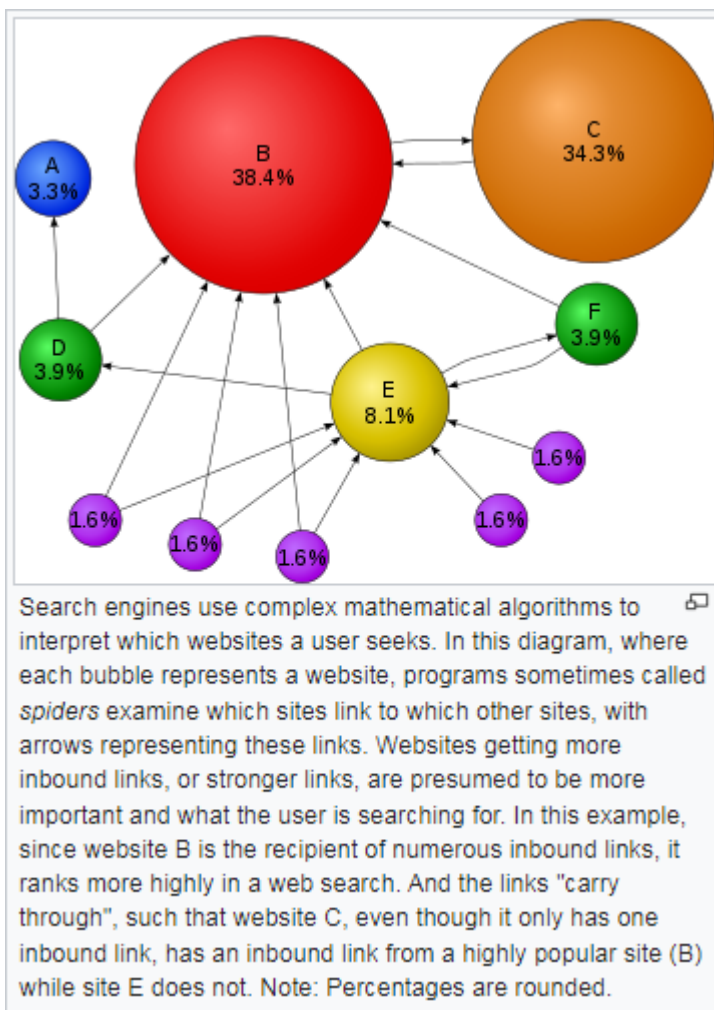
11. Robots.txt and Meta Tags: Webmasters used robots.txt files and Meta tags to instruct search engine crawlers on which pages to avoid indexing. Meta tags can also be used to prevent specific pages from being indexed.

12. Factors Influencing Ranking: Various factors contribute to a webpage's prominence in search results, including cross-linking, page design, keyword incorporation, content updates, and the use of HTTPS and organized data.

13. Google's Priorities: Google's ranking priorities include HTTPS security, page sizing, organized data (structured data markup), mobile accessibility, Accelerated Mobile Pages (AMP), and the BERT model for understanding user queries.

Overall, your provided information offers a comprehensive overview of the historical developments in SEO, including search engine algorithms, website optimization strategies, and

the evolving role of Google in shaping the field of search engine optimization.



- 1. Black Hat vs. White Hat Tactics:** Black hat SEO tactics are methods that search engines consider objectionable or dishonest, aiming to manipulate rankings. Examples include hidden text and cloaking. On the other hand, white hat SEO tactics follow search engine guidelines and provide valuable content for users. White hat strategies focus on creating user-friendly content and complying with search engine rules.
- 2. Gray Hat SEO:** Gray hat SEO falls between black hat and white hat tactics. While these techniques avoid severe penalties, they may not always prioritize the best user experience.
- 3. Potential Consequences:** Search engines penalize sites using black hat or gray hat techniques by lowering rankings or even removing them from search results. These penalties can be manual or algorithmic.
- 4. SEO as a Marketing Strategy:** SEO may not be suitable for every website, and other strategies like paid advertising (SEM) may be more effective for certain goals. SEM involves designing and optimizing search engine ad campaigns.

5. Mobile Market and User Experience: With the rise of mobile usage, Google promotes mobile-friendly websites through the Mobile-Friendly Test. User experience and accessibility are increasingly important for SEO.

6. Market Share and Global Optimization: Google's market share varies across countries, with competition from local search engines in some regions. Successful global SEO may require professional translation, domain registration, and hosting with a local IP address.

7. Legal Precedents: Google has faced legal challenges related to search engine rankings. For instance, KinderStart sued Google over deindexing, but the court dismissed the case.

Your provided information gives a comprehensive understanding of the ethical aspects of SEO, the potential legal implications, and the importance of adapting strategies for global markets.

4.5 GOOGLE ANALYTICS

1. Google Analytics Overview: Google Analytics is a web analytics tool within the Google Marketing Platform brand. It measures and reports website traffic, providing insights into user behavior and interactions on websites.

2. History and Launch: Google acquired Urchin and launched Google Analytics in November 2005. Over the years, it has undergone several revisions and improvements.

3. Popularity and Usage: Google Analytics is the most widely used web analytics service online, with a significant user base as of 2019.

4. Google Analytics for Mobile Apps: Google Analytics offers an SDK called Google Analytics for Mobile Apps, enabling data collection and usage insights from both iOS and Android applications.

5. Preventing Google Analytics: Users have the option to prevent Google Analytics from tracking their activities using tools like firewalls, browser add-ons, and extensions.

6. Google Analytics Versions: Google Analytics has undergone various updates, with GA4 being the fourth edition. GA4 is a renamed version of the (App + Web) Property that was launched in 2019 as a Beta.

7. Transition to GA4: Google Analytics 4 (GA4) has replaced Universal Analytics (UA). GA4 offers seamless integration with Google's Big Query, making it accessible even to free users as part of Google's larger cloud offerings.

8. Transition Timeline: As of July 1, 2023, GA4 will fully replace Universal Analytics, and new data collection will cease in UA. Users will still be able to access data from Universal

Analytics until the deadline of July 2023.

Your provided information offers valuable insights into the evolution of Google Analytics, its features, and the transition to the latest version, GA4.



Features: Google Analytics is used to monitor various website activities, including page views per session, average session length, bounce rates, and traffic source information. It can be integrated with Google Ads to assess online campaigns, landing page effectiveness, and conversion rates (goals). Goals can include sales, lead generation, page visits, and file downloads. The tool provides data through dashboards and detailed reports, offering insights such as funnel visualization, user location, and personalized visitor segmentation. It also offers e-commerce reporting for monitoring sales activity.

History: Google Analytics was launched in 2005 after Google acquired Urchin Software Corp. Over the years, it underwent several updates and versions, including Google Analytics for Mobile Apps. Universal Analytics, introduced in 2012, brought cross-platform tracking and customization features. Google Analytics 360, a suite for analytics and marketing metrics, was released in 2016. Google Marketing Platform, combining analytics and advertising, was launched in 2018. The latest version, Google Analytics 4 (GA4), was introduced in 2020, focusing on privacy, customizability, and predictions.

Technology: Google Analytics uses a tracking code, typically a JavaScript code snippet, integrated into each website page to collect visitor data. The code runs when a user accesses the page, gathering information and sending it to a Google data server. The code sets variables with the user's account number, and the tracking code can be blocked by ad-blocking software and browser plugins. The technology has evolved to improve performance, accuracy, and user experience.

Privacy: Google Analytics has raised privacy concerns due to its widespread use in tracking user visits and behavior. Google tracks user visits using IP addresses to determine their general location. Google Analytics can anonymize IP addresses to comply with privacy laws. Google offers browser extensions to disable data transmission to Google. Privacy-conscious users can block tracking cookies using browser plugins or settings. Concerns have been raised about data security and third-party access.

Help and Support: Google offers a Help Center, certification tests, and lessons for Google Analytics users. Official Google Analytics product assistance includes a FAQ and Google Groups forum. Google Analytics Certified Partners and Google Academy for Ads provide enterprise support. Third-party assistance includes applications and tools built using the Google Analytics API.

Popularity: Google Analytics is widely popular as a website statistics tool. It is used by a significant portion of websites, from large corporations to small businesses. Data from various sources, such as surveys and market research, indicate its high usage rate among top websites. Overall, your provided information offers valuable insights into Google Analytics, its features, history, and impact on website analytics and user privacy.

4.6 WEBSITE MONETIZATION

Website Monetization: Website monetization refers to the practice of generating revenue from the traffic that a website receives. There are several methods used for website monetization, including pay-per-click (PPC) and cost-per-impression (CPI/CPM) advertising, lead generation, affiliate programs, data monetization, paid memberships, and donations.

Pay-Per-Click (PPC) Advertising: PPC advertising involves displaying ads on a website, and advertisers pay the website owner for each click on the ad. It is commonly used in search engine results and on websites, often through ad networks like Google Ads.

Cost-Per-Impression (CPI/CPM) Advertising: CPI or CPM advertising is based on the

number of times an ad is displayed (impressions) rather than the number of clicks. Advertisers pay based on the cost per thousand impressions (CPM). This method is often used in display advertising.

Banner Advertising: Banner advertising involves placing graphic banner ads on a website to attract visitors and encourage clicks. Different sizes and formats of banners are used, and advertising networks and affiliate programs utilize this method.

Affiliate Programs: Affiliate programs allow website owners to promote products or services and earn a commission for every sale or action generated through their referral links. This method can be effective for generating revenue from relevant products or services.

Monetization of Data: Websites gather valuable user data, and this data can be monetized through various means. Behavioral data can be sold to advertisers for targeted campaigns. Survey walls can be used to gather user data in exchange for access to content.

Paid Memberships: Paid memberships involve offering premium content or benefits to subscribers who pay a recurring fee. Membership sites can offer exclusive content, access to communities, webinars, and more. Paid memberships create recurring income.

Donations: Websites can request financial contributions from users and visitors. Donation platforms like PayPal provide options for both individual fundraising and nonprofit causes. Donations can be set at a pre-determined amount or left open for users to choose.

Monetizing websites involves considering factors like fill rate, effective cost per impression, and choosing the appropriate method based on the website's content and target audience. Each method has its benefits and challenges, and website owners often choose a combination of strategies to maximize revenue generation while providing value to their visitors.

4.7 UNIT END QUESTIONS

A. Descriptive Questions

Short Questions

1. What is the strategy of online marketing?
2. What are the 4 types of marketing strategies?
3. What is the 7 C's of online marketing?
4. What are the 4 P's of online marketing?
5. What are the 5 marketing concepts?

Long Questions

1. What are the 4Cs of marketing?
2. What is the online marketing mix?
3. What is SEO in digital marketing?
4. What are the types of digital marketing?
5. How do you write a marketing strategy?
6. How do you market a new digital product?

Multiple Choice Questions

1. Why did Internet Service providers clamp down on personal emails being used for mailing purposes?
 - a) Because it would use excessive server resources
 - b) Because they couldn't check who was opening the email
 - c) Because it would slow down the network
 - d) Because it was against the email user guidelines
2. What makes the mobile phone the ultimate brand engagement platform?
 - a) The mobile phone allows for targeted messages, advertising and apps to drive engagement.
 - b) The mobile phone enables businesses to use apps to drive engagement.
 - c) The mobile phone allows SMS, Messaging and Social Media to drive engagement.
 - d) The mobile phone allows for targeted messages, customer engagement, and interactive features to drive engagement.
3. Location is a unique feature of Mobile Marketing because_____
 - a) It enables brands to hyper-target their customers.
 - b) It allows you to customize the marketing messages to suit the needs of users of a particular location.
 - c) It allows you to personalize your marketing messages to the mobile user in a particular location.
 - d) You can run different campaigns based on the location of the mobile user.
4. What are the two types of targeting that can be done with PPC advertising?
 - a) Reaching people by demography and reaching people by interest

- b) Reaching new prospects and reaching prior visitors (Remarketing)
- c) Reaching people who search and people who visit websites
- d) Reaching people through Retargeting and reaching people through Remarketing

5. What is an ad group?

- a) An ad group is a collection of related keywords and ads.
- b) An ad group is a collection of related ads.
- c) An ad group is a collection of related campaign settings and ads.
- d) An ad group is a library of your ads grouped by category.

Answers; 1-a 2-d 3-b 4-b 5-a

4.8 REFERENCES

Reference books

- Baker, M. J. (2008). *The Strategic Marketing Plan Audit* (2nd Ed.). Cambridge Strategy Publications Limited. ISBN 9781902433998. OCLC 699890791. Archived from the original on May 6, 2021. Retrieved May 5, 2021.
- Homburg, C., Custer, S., & Rohmer, H. (2009). *Marketing Management: A Contemporary Perspective* (Illustrated Ed.). London: McGraw Hill Education. ISBN 9780077117245. OCLC 826594464. Archived from the original on May 6, 2021. Retrieved May 5, 2021.
- Cacciolatti, L., & Lee, S. H. (2016). Revisiting the relationship between marketing capabilities and firm performance: The moderating role of market orientation, marketing strategy and organizational power. *Journal of Business Research*, 69(12), 5597–5610. doi:10.1016/j.jbusres.2016.03.067. ISSN 0148-2963.
- Volcano, G., & Stocchetti, A. (January 2009). Old and new approaches to marketing. The quest of their epistemological roots (PDF). *The Proceedings of 10th International Conference Marketing Trends*, 34. Archived (PDF) from the original on 2017-08-14. Retrieved 2021-05-06 – via Munich Personal Repel Archive.
- Dan, S., & Dan, S. (2011). *E-marketing: Theory and Application*. China: Palgrave Macmillan. p. 109. ISBN 9780230203969. Archived from the original on May 6, 2021.

Retrieved May 5, 2021.

- Brown, L. (1997). *Competitive Marketing Strategy: Dynamic Maneuvering for Competitive Position* (2nd Ed.). Melbourne: Nelson. ISBN 9780170088916. OCLC 85970362. Retrieved May 5, 2021.
- West, D., Ford, J., & Ibrahim, E. (2010). *Strategic Marketing: Creating Competitive Advantage* (Illustrated Ed.). Oxford: Oxford University Press. ISBN 9780199556601. OCLC 751667438. Archived from the original on 2021-05-06. Retrieved 2021-05-06.
- Schwarz, S. P. (1998). Chapter 2: A Brief History of Marketing Strategy. In *Marketing Strategy* (Illustrated, Revised Ed.). New York City: Simon & Schuster. pp. 18–29. ISBN 9780684831916. OCLC 749880452.

Websites:

- <https://www.marketing-schools.org/types-of-marketing/online-marketing.html>
- <https://www.businessnewsdaily.com/10752-internet-marketing.html>
- <https://www.wordstream.com/online-marketing-strategies>
- <https://www.shopify.com/guides/what-is-ecommerce>
- <https://www.crazyegg.com/blog/conversion-rate-optimization-guide/>
- <https://www.superoffice.com/blog/customer-retention/>
- <https://moz.com/learn/seo/on-page-factors>
- <https://neilpatel.com/blog/off-page-seo/>
- <https://analytics.google.com/analytics/academy/>
- <https://support.google.com/analytics/>
- <https://www.monsterinsights.com/how-to-monetize-your-wordpress-blog/>
- <https://www.blogtyrant.com/make-money-blogging/>

UNIT 5 - SOCIAL MEDIA MANAGEMENT

STRUCTURE

- 5.0 Objectives
- 5.1 Introduction
- 5.2 Social Media and Networking
- 5.3 Social Media Consumer
- 5.4 SMM - Social Media Submission Sites
- 5.5 Forums & Discussion Sites
- 5.6 Media Sharing Sites
- 5.7 Reviews and Ratings Sites
- 5.8 Social Network Sites
- 5.9 Blogs
- 5.10 Podcasts
- 5.11 Micro Blogging
- 5.12 Wikis
- 5.13 Unit End Questions
- 5.14 References

5.0 OBJECTIVES

After completing this Students will be able to

- Define SMM
- Understand Social Network Sites
- Define Media Sharing Sites
- Explain Blogs

5.1 INTRODUCTION

Creating and managing social media campaigns, providing content, reviewing data, and interacting with important stakeholders in a company are all typical responsibilities of social

media managers.

Your specific duties as a social media manager will be based on the size of your business. For instance, social media managers at larger corporations frequently approve copy or videos rather than producing them, whereas social media managers at smaller businesses frequently produce more content.

Your duties as a social media manager could include the following:

Boost a company's profile on all active social media platforms by increasing the number of followers it has and the amount of engagement (likes, comments, and shares) it receives. To do both, you can be asked to create written or visual posts.

Developing content and campaign strategies: In order to increase engagement, you'll be in charge of coming up with (and occasionally carrying out) social media campaigns that complement a company's overall marketing plans. Additionally, you can repurpose user-generated material or come up with concepts for topical and timeless content.

In addition to doing creative work, you'll also spend time analyzing data to make judgments about the effectiveness of a company's posts and content. This may involve using social media to monitor what people are saying about a brand or rivals.

Reporting metrics to important stakeholders: Businesses want to know that the work you do is having an impact, so you'll probably be expected to let your marketing team and even the company's stakeholders know about your successes as well as any issues that may have arisen. They'll probably be checking to see, among other metrics, how you gain more followers, boost engagement, and create engaging content and campaigns.

Posting and maintaining social media accounts: Depending on the size of your team, you can be in charge of maintaining all social media accounts. In that instance, you might have to plan posts and monitor followers' reactions. You can also be in charge of answering follower comments and communications.

Skills as a social media manager

It's a good idea to develop your abilities in the following areas if becoming a social media manager is something you're interested in:

Writing: Good social media writing goes beyond impeccable grammar and spelling, whether you're authoring posts or creating captions. To create appealing writing that fits within a brand's story and voice and engages its audience, it will be crucial to strengthen your copywriting talents. Prior to putting in a bid to be a social media manager.

Editing: In addition to writing material, you'll probably need to check the grammar and spelling of your team members' work. You can acquire the eye needed to ensure a company or brand

that they are in good hands by honing your copy editing and proofreading abilities.

A grasp of social media platforms: To manage accounts successfully, you'll need a deep awareness of a number of social media sites, including their advantages, disadvantages, and user demographics, among other features. The following platforms will probably be the most crucial to understand: Twitter, LinkedIn, YouTube, Facebook, Instagram, and Tiptop.

A flair for design is ready to discuss images, info graphics, videos, and other marketing-related topics with graphic designers, marketing managers, and other stakeholders. It will be crucial to conceptualize a post and then explain the commercial or strategic implications of your decisions.

Tools for analysis: It takes a keen analytical eye and the ability to do research to understand which messages resonate with consumers. Understanding how to use social media listening tools is beneficial. A few examples include Sprout Social, Hootsuite, and HubSpot.

Flexibility: The world of social media is one of perpetual change. Social media managers frequently need to think quickly and add originality into their work as a result of new popular hash tags, algorithms, and platform capabilities.

Timeliness: News events may make some posts seem insensitive or tone-deaf, or they may otherwise overshadow your post's significance. You may respond appropriately and uphold a company's brand by keeping up with the news and the larger online conversations.

5.2 SOCIAL MEDIA AND NETWORKING

What are social networks?

The typical outlets that come to mind when we hear the word "media" are newspapers, magazines, and television. However, the term takes on a very different tone when you add "social" in front of it. When it comes to how a person consumes, shares, and participates with what is being given, social media adds a technology component as well as flexibility. As a result, the ideal approach to define social media is as an internet-based method of disseminating or publishing digital material that allows users to completely engage with it.

Social media can be published by anyone. For digital consumption, mainstream news organizations like CNN and Fox News create their own material. Organizations and businesses also engage in this. Even the neighborhood soccer teams where your child plays can produce social media for its members to read, watch, and engage with.

Social networking is what?

Think about social networking in terms of the content that users are receiving. A platform is first required for social networking. Facebook, LinkedIn, Twitter, and LinkedIn are a few popular examples of social networking websites or platforms. Users sign up for a social networking site and start networking with other users. Users can select who they want to communicate with by doing this. Communication can be one-way in some situations, bidirectional in others, or multidirectional in others.

Social media for business

There are many social media platforms available for businesses to connect with potential customers. Here are some of the more popular social media sites and uses for each.

Facebook	LinkedIn	Twitter	Instagram
NUMBER OF USERS 2.3 billion	NUMBER OF USERS 630 million	NUMBER OF USERS 330 million	NUMBER OF USERS 1 billion
CHARACTER LIMIT, PER POST 63,206	CHARACTER LIMIT, PER UPDATE 700	CHARACTER LIMIT, PER POST 280	CHARACTER LIMIT, PER CAPTION 2,200
USE CASES B2C companies and nonprofits can build communities through targeted advertising and promoting events.	USE CASES A B2B platform where industry leaders and buyers spend their time. Users can create their own forums to start conversations, which promotes thought leadership, and share industry knowledge.	USE CASES Thought leadership and information-seeking individuals such as media outlets, writers and bloggers use this as a search engine to find real-time information. Provides brand awareness for companies and shines light on different topics.	USE CASES This platform showcases a brand's culture and identity, keeping customers engaged and wanting to do business with the brand.
AGE DEMOGRAPHIC All ages	AGE DEMOGRAPHIC 30-49	AGE DEMOGRAPHIC 18-29	AGE DEMOGRAPHIC 13-17

The distinction between social networking and social media

There are intricacies to take into account even with the description I just provided. As an illustration of how the phrases might differ while also having some overlap, consider Facebook as a social networking site. You sign up, publish your profile, connect with friends, and engage in other interactive activities like leaving comments on articles. Businesses create a presence on that same social networking site and utilize Facebook to spread their brand message and attract followers. This clearly qualifies as a use case for social networking and social media. However, there is a definite distinction between the two. In order to distribute material to individuals who want to consume and interact with it, social media needs a social network. As a result, social media networks serve as the foundational technology and human connections, whereas social media itself only focuses on content shared and consumed on social networking sites.

5.3 SOCIAL MEDIA CONSUMER

Consumers now use social media on a daily basis; 71% will use it more in 2021 than ever before. The developments of the previous two years had a significant impact on the increase. Due to social isolation and the rise of distant employment, consumers mostly used social media for communication, engagement, and transaction.

At Sprout, we frequently discuss how social media can change both big and small businesses. But this change results from the seismic shift in consumer behavior that social media has brought us. The top four ways that social media are currently impacting consumer behavior will be discussed in this article, along with what each means for your brand's social strategy.

1. Customers increasingly make direct purchases on social media platforms

For learning about brands, social media is almost as prevalent as radio or TV advertisements and word-of-mouth. In the future, one in three consumers said they would prefer to learn about brands in this manner. However, consumers are increasingly turning to social media to find brands and make purchases from them

From just under \$28 billion in 2020 to more than \$56 billion in 2023, social commerce sales in the US will more than double. 65% of consumers have already made purchases directly through social media, according to our own study.

What makes social commerce so well-liked? It meets consumers where they are already, which is one reason. Many people now check Face book, Twitter, or Integra on a regular basis just like they brush their teeth. In order to provide consumers with ease and give companies new revenue streams, networks are currently formalizing and experimenting with their commerce capabilities.

How to apply this knowledge

Delivering the seamless shopping experience that customer's demand in one place has never been easier for brands thanks to social commerce. You could make a shippable Face book advertisement for a new product line, for instance, if you run a retail business and a holiday is approaching. In a few clicks, you can convert a casual scrolled into a new customer.

If you haven't already, find out what social commerce features are offered on the channels where your target audience spends the most time. There are an increasing variety of options to reach consumers who are ready to buy, from Integra Buying to YouTube live stream shopping.

Utilize our integrations with Shoplift and Face book Shops if you use Sprout. You can simply

integrate product links in your outgoing posts and customer answers by integrating your product catalogues with Sprout.

2. Social media reviews have a significant impact on consumer behavior.

Social proof, which is becoming an increasingly important aspect in purchasing decisions, is a living document on social media. More than half (51%) of buyers research a product or service before buying by reading reviews on forums or social media. One or two negative reviews are all it takes to turn away a potential client.

Even the most extravagant, high-budget television advertisement cannot provide authenticity, which social media does without charge. Customers use platforms like Twitter and review websites like Yelp to laud, defend, and decry various goods and services. The unvarnished opinions of peers who have used a product or interacted with a company are more likely to be trusted by customers.

5.4 SMM - SOCIAL MEDIA SUBMISSION SITES

Social media marketing involves utilizing websites and social media platforms to promote products or services. Despite the dominance of terms like e-marketing and digital marketing in academia, social media marketing is gaining traction among practitioners and researchers. Most social media networks provide data analytics tools for businesses to monitor the progress, effectiveness, and engagement of their marketing efforts.

Through social media marketing, companies engage with diverse stakeholders including current and potential customers, employees, journalists, bloggers, and the general public. This encompasses campaign management, governance, defining the strategic scope (active or passive use), and cultivating the desired social media "culture" and "tone."

In social media marketing, businesses can leverage user-generated content, also known as "earned media," such as online comments and product reviews, rather than relying solely on pre-written advertising copy. Social networking websites enable the formation of online communities and interactions among individuals, businesses, and organizations. Businesses joining these platforms facilitate direct communication with customers, fostering a more personal engagement compared to traditional outbound marketing.

Social networking sites act as platforms for electronic word of mouth (e-WOM), wielding considerable influence over consumer behavior, product preferences, and service usage. Reposting and sharing content about advertised products on these platforms extends the reach

of the message, driving more traffic and visibility.

The foundation of social networking sites rests on creating online communities where users express their desires, needs, and ideals. Social media marketing connects these users with companies sharing similar attributes, fostering a sense of loyalty and personal engagement. Businesses can also target specific demographics by carefully choosing whom to follow on these networks, enhancing their marketing precision.

Furthermore, social networking sites provide valuable insights into potential customer interests, aiding marketers in identifying buying signals through semantic analysis technologies. Over 80% of business executives considered social media crucial in 2014, contributing to a 133% increase in business retailers' revenues.

Notable social networking sites include Facebook, Instagram, Twitter, TikTok, MySpace, LinkedIn, and Snapchat, which have gained prominence over the years.

Mobile devices, particularly smartphones, have revolutionized social media engagement. With over three billion global Internet users and approximately 81% of the US population actively using social media, smartphones offer quick access to social platforms and real-time product information, transforming the path-to-purchase process. QR codes are commonly integrated into products to provide easy access to brand websites and details, facilitating customer interaction.

Mobile advertising is on the rise, with real-time bidding gaining popularity for mobile web browsing. Companies like Engage and Adonis have reported significant revenue increases due to real-time bidding. Globally, over 5.7 billion individuals use mobile devices, impacting media consumption, TV viewership, advertising, and mobile commerce. The consumption of mobile media, such as audio streaming and video, is growing, with projections of millions using mobile devices for online video access. Statistics predict that over 90% of Internet users will access online content through mobile phones by 2017.

5.5 FORUMS & DISCUSSION SITES

Conversational forums played a significant role in the early days of social media, with some considering them the original social media platforms. Those who were early adopters of the Internet might recall the emergence of newsgroups and special interest groups (SIGs) on the early websites and Internet-connected systems. These forums initially focused on technical subjects but gradually expanded to encompass a wide range of topics, becoming the precursors

to the diverse discussions seen on today's social networking sites.

From a social analytics perspective, discussion forums offer a unique advantage due to their concentrated content, providing a direct window into the ongoing discussions. Despite often having an informal structure, these forums contain a wealth of various social data types that can be harnessed to enhance organizational decision-making processes.

An excellent example of a forum-based community is Flyertalk.com, which hosts in-depth conversations centered around the airline industry. Within this platform, you'll find discussions on frequent flyer programs, travel updates, luxury hotels, and an array of topics related to air travel.

The content generated within this community can be leveraged to discern sentiment, track brand awareness, identify trends, and gather valuable insights specific to the airline and tourism sectors. Communities like Flyertalk have the capacity to amass vast data repositories; for instance, the "Mileage Run Deals" section of the website alone boasts over 32,000 discussion threads comprising more than 460,000 individual posts and comments. Each contribution is made by a community member who is passionate about travel and seeks deals and itineraries to maximize their frequent flyer miles and elevate their airline status.

Given the high value that these frequent flyers hold within the airline industry, it becomes evident that establishing a deeper understanding of their preferences and engaging with them on topics aligned with their interests can significantly enhance the airline's relationship with its most dedicated customers.

5.6 MEDIA SHARING SITES

A multimedia sharing website is an online platform where users can upload, store, and distribute their multimedia content, including music, movies, and images. These websites often operate on a freemium model, providing a basic amount of free storage while offering premium memberships for expanded storage options. Users can access and play their media using any web browser, and they have the choice to keep their content private with password protection or make it accessible to the public. Moreover, these platforms can serve as a backup for users' files.

5.7 REVIEWS AND RATINGS SITES

A review site is a platform on the internet where users can share their opinions and evaluations

of various subjects, such as other users, organizations, products, and services. These websites might either employ professional writers to produce reviews or utilize Web 2.0 methods to gather feedback from site visitors.

Early instances of review websites include ConsumerDemocracy.com, Complaints.com, planetfeedback.com, and Epinions.com. Typically, these platforms generate revenue through advertising. Some businesses might also pay for enhanced listings on certain review sites, though these listings do not affect the reviews and ratings. In the case of websites reviewing products, they might receive funding from affiliate links to product-selling websites, earning income based on clicks or sales.

A newer category of review site has emerged due to the rise of affiliate marketing on the internet: the affiliate product review site. E-commerce marketers use these sites, which are often meticulously crafted to maximize conversions. These sites often use blog platforms like Squarespace or WordPress, include privacy and contact pages for SEO benefits, and disable interactive features like commenting. They might also incorporate email collection tools to build email lists for marketing purposes.

It's worth noting that consumers might not perceive reviews on these sites as entirely objective due to the specialized marketing focus. To address this, the FTC requires content providers to disclose financial compensation, such as advertising and affiliate marketing. Studies conducted by independent research organizations like Forrester Research, comScore, The Kelsey Group, and the Word of Mouth Marketing Association suggest that review and rating sites significantly influence consumers' purchasing decisions.

Reviewers on such sites used to be mostly anonymous, but many countries have regulations against sharing identifying information without a court order. Anonymity remains crucial for reviewers, as it helps protect their privacy. For instance, Yelp requires reviewers to use their names and provide a picture.

Additionally, a rating site is a platform where users can vote or rate various elements, which might include physical attributes, content, or other subjects. These sites can be based on both tangible and intangible qualities, ranging from physical appearance to professional aptitude. Users typically rate items quickly using a scale, and some sites provide instant feedback on the aggregated ratings. Social networking features like message boards and private messaging are common on rating sites, and they might even serve as a form of dating service.

The topics covered by rating sites are diverse, ranging from assessing physical beauty and predicting political affiliations based on appearances to rating pets, video or music samples, and more. Some sites focus on reviewing items, brands, services, or businesses, distinguishing

them from those primarily evaluating people.

5.8 SOCIAL NETWORK SITES

Social networking involves maintaining connections with friends, family, colleagues, and customers through online platforms known as social media. These platforms, such as Facebook, Twitter, Instagram, and Pinterest, can serve both social and business purposes.

Social networking presents a significant opportunity for marketers aiming to engage with customers. Facebook holds the distinction of being the largest and most widely used social network, with around 2.91 billion monthly users as of December 31, 2021. Instagram, Twitter, and Pinterest also rank among the most popular social networking platforms according to statistics.

Key Takeaways:

- Social networking is the act of using online social media platforms to connect with friends, family, or peers.
- Facebook, Instagram, and Twitter are prominent social networking platforms in the United States.
- Marketers employ social networking to enhance brand loyalty and visibility.
- Social media aids in bridging the gap between customers and businesses for various needs.
- However, social media is not without drawbacks, including the spread of false information, challenges related to user anonymity, and the significant costs associated with creating and maintaining social network profiles.

5.9 BLOGS

A blog, short for "weblog," is a website on the World Wide Web where individuals regularly post brief and often informal diary-style text updates known as "posts." These posts are typically displayed in reverse chronological order, with the most recent entry appearing at the top of the page. In the early days, blogs were often maintained by a single person, occasionally a small group, and focused on specific themes or topics. However, the landscape has evolved over time to include multi-author blogs (MABs), some of which feature professionally edited

content.

Blog traffic has been increasingly influenced by MABs associated with entities like newspapers, other media outlets, universities, think tanks, and advocacy groups. The rise of platforms like Twitter and "microblogging" has also led to MABs and single-author blogs being featured in news outlets. The term "blog" has also extended to refer to the process of creating and sharing long-form content on social media platforms like Facebook and Instagram.

Blogs were initially facilitated by the emergence of web publishing tools in the late 1990s, which made it easier for non-technical users to post content even without extensive knowledge of HTML or computer programming. While early internet users were largely tech-savvy, the majority of websites in the 2010s are now Web 2.0 interactive sites, differentiating them from static sites. Blogging shares similarities with a particular type of social networking service, as bloggers often connect with their readers and other bloggers while creating content. However, some popular blogs may not allow comments due to various reasons.

Blogs cover a wide range of topics, from philosophy, theology, and the arts to science, politics, and sports. They offer opinions on specific subjects or serve as online journals or advertisements for individuals or businesses. Typically, blogs include text, digital images, and links to related websites, blogs, and other media. The success of many blogs is influenced by the ability of readers to post comments and engage in conversations. To prevent hate speech and harmful content, blog owners often moderate and filter online comments.

There are various types of blogs, each with its own focus and style:

Personal blogs: Written by individuals and often serve as online journals or commentaries.

Group or collaborative blogs: Involve multiple authors writing and publishing entries on a common subject.

Microblogging: Involves posting short snippets of digital content, such as text, images, and links.

Blogs for businesses and organizations: Used for various purposes, including internal communication and external marketing.

Compiled blogs: Curate feeds on a specific subject, offering readers a unified view of relevant content.

By style: Blogs that focus on specific genres, such as art, music, or travel.

Ultimately, the term "blogging" has expanded to encompass a wide range of content creation and sharing activities, including those on social media platforms. As of various dates, there have been millions of publicly accessible blogs online, reflecting the widespread nature of this form of online expression and communication.

5.10 PODCASTS

A podcast is a digital program available for online download, typically consisting of audio or video files that users can listen to or watch at their convenience. These episodes can be accessed and played on personal devices through streaming applications and podcasting services. Podcasts cover a wide range of topics and formats, featuring recurring hosts discussing specific subjects or current events. The content of podcasts can range from meticulously scripted discussions to entirely improvised conversations, often incorporating creative sound design.

Podcasts offer a unique blend of entertainment and information, with themes ranging from cutting-edge science to slice-of-life journalism. They often come with websites containing show notes, transcripts, guest biographies, additional resources, comments sections, and even community forums for listeners to engage in discussions about the content.

The podcasting landscape includes a variety of models:

- **Free Downloads:** Many podcasts are available for free download, supported by advertisements or sponsorships.
- **Commercial Endeavors:** Some podcasts are funded by advertising, paid memberships, or product delivery.
- **Disruptive Medium:** The widespread availability of free podcast content has disrupted traditional business models.

Podcasting involves creating and delivering audio files through RSS feeds, allowing users to listen to episodes on various devices, including smartphones and digital music players.

As of August 7, 2022, there are over 2,864,367 podcasts and 135,736,875 episodes available.

Podcasts come in various formats:

- **Improved Podcasts:** Combine audio with a slide show presentation, often created using presentation software independently from the audio.
- **Drama Podcasts:** Fictional narratives presented in episodes using voice actors, sound effects, and music.
- **Audible Books:** Serialized audio versions of books released as episodes over time.
- **Video Podcasts:** Video content available as podcasts, often used for web television shows.
- **Live Podcasts:** Some podcasts are recorded in front of a live audience, allowing for unique events and engagement.

Podcasts continue to evolve, offering a diverse array of content for listeners to enjoy and engage with on different platforms.

5.11 MICRO BLOGGING

Microblogging is a distinct form of online blogging that focuses on short and concise posts. Unlike traditional blogs, microblogs condense content into smaller units, such as short phrases, individual photos, video links, or brief text messages. The popularity of microblogging platforms is attributed to their ability to enable users to share quick snippets of information easily. These brief communications are often referred to as micro postings.

Microbloggers cover a wide range of topics, much like traditional bloggers. They can post about personal activities, thoughts, opinions, news updates, and more. Businesses also use microblogs for marketing purposes, promoting products, services, and fostering internal communication. Microblogs are supported by various forms of media, including digital audio, video, email, text messaging, and instant messaging.

The origin of microblogging traces back to "tumble logs," a term coined by why the lucky stiff to describe a specific type of blog. Over time, the concept of microblogging gained traction, with well-known websites like Tumblr and Twitter popularizing the term "micro blog" to describe their services.

Microblogging platforms include Twitter, Tumblr, FriendFeed, Pluck, Haiku, and identi.ca, among others. These platforms offer users the ability to post brief messages, interact with others, and often include various media-sharing capabilities. Microblogging has evolved beyond text-based posts to include photos, videos, and links.

Microblogging has also played a significant role in information dissemination, particularly during socio-political upheavals and emergency situations. The quick and succinct nature of microblogs allows users to share news and updates in real time, contributing to the spread of information.

Microblogging has led to changes in the way information is consumed and shared. Users now have the power to act as sources of information, shaping media coverage and even triggering events. The aggregate analysis of microblog data provides insights into public sentiments and perspectives.

However, microblogging also comes with its challenges, including issues of privacy, security, and integration. Users often share personal information on public feeds, raising privacy

concerns. Security worries have arisen due to the potential disclosure of confidential company information on microblogging platforms. Integration across various platforms remains a challenge, especially for businesses.

In summary, microblogging is a unique and influential form of online communication that allows users to share brief and concise content, impacting various aspects of information sharing, communication, and social interaction.

5.12 WIKIS

A wiki is a type of hypertext publication that allows collaborative editing and maintenance by its users using a web browser. A typical wiki consists of multiple pages covering various topics or areas of interest. It can be publicly accessible or restricted for use within a company to build and preserve an internal knowledge base.

Wiki software, also known as wiki engines, powers wikis by enabling users to create and edit content without a single owner or leader. This distinguishes wikis from other web-based systems like blogs, where content creation typically revolves around an individual author. Wiki engines often utilize a markup language or a rich-text editor to create and modify content. There are numerous wiki engines available, both proprietary and open-source, offering varying levels of access control and content organization.

One of the most well-known examples of a wiki-based website is Wikipedia, an online encyclopedia project that has been among the top twenty websites globally since 2007. Wikipedia itself is a collection of numerous language-specific wikis, each focused on a different language. Beyond Wikipedia, there are countless other wikis serving different purposes, such as intranets, community websites, note-taking applications, and knowledge management resources.

The term "wiki" originates from the Hawaiian word "wikiwiki," meaning "fast" or "quick." The first wiki software, WikiWikiWeb, was developed by Ward Cunningham in 1994. Cunningham chose the term after recalling a shuttle bus called "Wiki Wiki Shuttle" at the Honolulu International Airport. The name reflected the idea of quick and easy collaboration and information sharing.

Wikipedia, launched in January 2001, quickly became one of the most prominent wiki sites, entering the top 10 most popular websites in 2007. Wikis gained traction in businesses during the early 2000s, often used for intranets, project communication, and documentation, primarily

by technical users. Some companies use wikis as collaborative tools to replace static intranets, and educational institutions use them to enhance group learning. Wikis are sometimes used more frequently within private networks (behind firewalls) than on the open Internet.

The concept of wikis has had a significant impact on collaborative content creation and knowledge sharing on the web.

5.13 UNIT END QUESTIONS

A. Descriptive questions

Short questions

- 1 What is social media management?
- 2 What does social media manager do?
- 3 What does a social media manager do daily?
- 4 How do I become a social media manager with no experience?
- 5 What skills does a social media manager need?

Long questions

- 1 What are the 3 stages of social media marketing?
- 2 What are the 10 steps to a successful social media strategy?
- 3 What are the 5 stages of a social media campaign?
- 4 What are the 4 P's in social media marketing?
- 5 What are the 5 Pillars of social media marketing?
- 6 What are the 5 P's of Social Marketing?

B. Multiple Choice Questions

1. Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the _____ of media enterprises.
 - a) Leadership
 - b) security
 - c) Gatekeeper
 - d) Administrator

2. Media enterprises operate in _____ different markets.
 - a) Two
 - b) Three
 - c) Four
 - d) Six

3. Media enterprises operate in specific _____ markets.
 - a) Civics
 - b) Atmosphere
 - c) Geographic
 - d) Consumer

4. _____ is an interdisciplinary branch of applied mathematics devoted to optimal decision planning, with strong links with economics, business, engineering, and other sciences.
 - a) Management science
 - b) Language
 - c) Science
 - d) Electronics

5. Applications of management science are abundant in industry as_____, manufacturing companies, service organizations, military branches, and in government.
 - a) Airlines
 - b) Volunteer
 - c) public relations
 - d) atomic

Answers: 1-a 2-b 3-c 4-a 5- a

5.14 REFERENCES

Reference books

Books:

1. Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social

media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251.

2. Qualman, E. (2012). *Socialnomics: How social media transforms the way we live and do business*. John Wiley & Sons.
3. Li, C., & Bernoff, J. (2011). *Groundswell: Winning in a world transformed by social technologies*. Harvard Business Press.
4. Scott, D. M. (2016). *The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly*. John Wiley & Sons.
5. Solis, B., & Breakenridge, D. (2009). *Putting the public back in public relations: How social media is reinventing the aging business of PR*. Pearson Education.

Websites:

- Facebook. (n.d.). Retrieved from <https://www.facebook.com/>
- Twitter. (n.d.). Retrieved from <https://twitter.com/>
- Instagram. (n.d.). Retrieved from <https://www.instagram.com/>
- LinkedIn. (n.d.). Retrieved from <https://www.linkedin.com/>
- YouTube. (n.d.). Retrieved from <https://www.youtube.com/>
- Reddit. (n.d.). Retrieved from <https://www.reddit.com/>
- Quora. (n.d.). Retrieved from <https://www.quora.com/>
- Pinterest. (n.d.). Retrieved from <https://www.pinterest.com/>
- Yelp. (n.d.). Retrieved from <https://www.yelp.com/>
- TripAdvisor. (n.d.). Retrieved from <https://www.tripadvisor.com/>
- WordPress. (n.d.). Retrieved from <https://wordpress.com/>
- Blogger. (n.d.). Retrieved from <https://www.blogger.com/>
- iTunes. (n.d.). Retrieved from <https://www.apple.com/itunes/>
- Spotify. (n.d.). Retrieved from <https://www.spotify.com/>
- Tumblr. (n.d.). Retrieved from <https://www.tumblr.com/>
- Wikipedia. (n.d.). Retrieved from <https://www.wikipedia.org/>

UNIT 6 - DIGITAL MARKETING MECHANISM

STRUCTURE

6.0 Objectives

6.1 Search Engine

6.2 Google- Medium of Marketing

6.3 Bing

6.4 Ask

6.5 Yahoo

6.6 Video Hosting

6.7 Entertainment

6.8 YouTube

6.9 Vimeo, Amazon Prime, Netflix and Hotstar

6.10 Mobile Phones: Revolutionary Devices

6.11 E-Mail Marketing

6.12 Blogs

6.13 Social Media Outlets / Platforms

6.14 Unit End Questions

6.15 References

6.0 OBJECTIVES

After studying the Unit, you would be able to

- Learn about Digital Marketing Mechanism
- Learn how Search Engine work
- Understand the Google, Ask, Bing, and Yahoo
- Understand the Video Hosting and its platforms
- Learn about video hosting and Importance of Entertainment for customers.
- Learn about YouTube, Vimeo,Netflix, Amazon Prime and Hotstar
- Understand how to leverage social media platforms- Facebook, Instagram, Twitter, Youtube and Whatsapp for marketing purposes.

6.1 SEARCH ENGINE

Searching is a ubiquitous activity on the internet, and search engines like Google are widely recognized and frequently utilized tools. Website owners commonly utilize major search engines, including Google and Yahoo, to index their sites and search for information. Everyday users predominantly rely on primary search engines, especially Google, for their information-seeking needs, and occasionally for indexing their own web pages.

Search engines play a pivotal role in helping users access essential information that guides their purchasing decisions. Whether referring to Google, Yahoo, or other search engines, these platforms display a range of websites belonging to various companies. The arrangement of these websites is determined by algorithms, as well as search engine optimization (SEO) and search engine marketing (SEM) strategies. Users can navigate the companies' websites by clicking on links provided within the search engine results pages. Businesses employ diverse paid and organic strategies to position their websites at the forefront of search engine result pages.

To gain expertise in SEO and SEM, beginners must first learn how to effectively utilize search engines like Google to retrieve information. Individuals should recognize that there are two approaches to searching: utilizing specific search queries or harnessing the resources of a structured curriculum. Having relevant keywords to describe their field of interest simplifies the process of understanding and learning about it.

6.2 GOOGLE- MEDIUM OF MARKETING

Marketing on Google involves leveraging digital marketing tools for search engine marketing, such as Google AdWords and Google Analytics. These tools facilitate product promotion through pay-per-click advertising for companies that advertise on Google. The foundation of Google's marketing strategy revolves around product quality and usability, while considering other relevant factors that impact the overall marketing approach.

6.2.1 How to Advertise on Google

1. **Create a Google Account:** Start by creating an account on Google and logging in.
2. **Set Budget:** Once logged into Google Ads, establish a daily budget for your ads, which

can be adjusted as needed.

3. **Choose Target Location:** Define the specific geographical location where you intend to target your market or customers.
4. **Select Advertising Network:** Decide on the network through which your ads will be displayed.
5. **Select Keywords:** Keywords play a crucial role in Google marketing. Choose relevant and appealing keywords related to your business and product before launching any advertisement.
6. **Create Ads:** The final step involves crafting and launching your ads.

6.2.2 Google Tools for Marketing

Google search is a cornerstone of Google's business operations, processing approximately 40,000 queries per second. It serves as a potent and efficient search engine where countless people seek information on a daily basis. Google provides an array of tools to developers and marketers to bolster their business endeavors.

The fundamental applications of Google marketing encompass:

1. **Improving SEO Ranking:** Leveraging Google's tools can enhance a website's search engine optimization (SEO) ranking, leading to increased visibility and online traffic.
2. **Building Brand Awareness:** Google marketing aids in establishing and reinforcing brand recognition among the target audience.
3. **Engaging Audiences:** Google tools enable businesses to attract and engage a broad spectrum of people with their brand.
4. **Creating and Maintaining Brand Reputation:** Utilizing Google's resources assists in both building and preserving a favorable brand reputation.

Overall, Google's suite of marketing tools provides businesses with the means to effectively promote their offerings, connect with audiences, and cultivate a strong online presence.

6.3 BING

Under the leadership of Steve Ballmer, Microsoft embarked on a mission to conceptualize new products and services. As a part of this endeavor, they introduced the search engine software called Bing in 2009. Bing was designed with innovative features and also contributed significantly to the realm of marketing.

Bing Marketing

Bing has been harnessed by businesses for advertising and promoting their goods and services. This search engine has served as a platform for organizations to showcase their offerings, allowing customers to access information about various products and services.

Advantages for Advertisers

Reduced Competition: In comparison to other platforms, Bing generally experiences lower levels of advertising competition, providing advertisers with a unique space to stand out.

Cost-Effective: Bing is often considered more budget-friendly than some of its counterparts, making it an attractive option for businesses aiming to optimize their marketing spending.

Expanded Options: Advertisers are presented with an array of options on Bing, contributing to a comprehensive advertising experience tailored to their needs.

Precise Targeting: Bing aids in effectively reaching the intended consumer base, allowing advertisers to focus their efforts on specific demographics.

Control and Customization: Bing provides advertisers with tools to control and customize their campaigns, ensuring their marketing strategies align with their goals.

Enhanced Transparency: The advertising process on Bing is characterized by greater transparency, providing insights into campaign performance and efficacy.

Demographic Insights: Advertisers gain access to valuable information about the demographic they are engaging with, facilitating better decision-making.

Managing Large Audiences: Bing equips advertisers to handle and engage with a substantial volume of consumers effectively.

In conclusion, Microsoft's introduction of Bing as a search engine in 2009 under the leadership of Steve Ballmer marked a significant step in the company's journey towards creating innovative products and services. Bing's role in marketing has enabled businesses to capitalize on its features for advertising and promotion, offering advantages such as reduced competition, cost-effectiveness, enhanced targeting, and improved control over campaigns.

6.4 ASK

Ask.com, often referred to as Ask, is a search engine designed to cater to users seeking answers through question-type searches. Established in 1996 by Garret Gruener and David Warthen, Ask.com was initially named Ask Jeeves. Gruener and Warthen recognized that users tended to approach searching by framing their queries as questions, as opposed to utilizing single words or phrases. Despite the competitive landscape, Ask.com has maintained popularity

among Internet users.

With a legacy spanning over two decades, Ask has remained committed to addressing a wide range of everyday inquiries, both significant and minor. The core of its mission is straightforward: assisting inquisitive individuals in finding the information they seek. The Ask brand seamlessly integrates a reliable search platform with up-to-date, pertinent content designed to inspire, educate, and engage users. The ultimate objective is to empower users to explore and uncover insights about the world around them. Whether individuals are in search of travel inspiration, practical life tips, movie suggestions, entertainment updates, or any other topic, Ask.com endeavors to provide the answers they require.

Operated by Ask Media Group, which falls under the umbrella of the IAC family of brands (NASDAQ: IAC), Ask.com offers information across four primary categories: TV and Movies, Culture, Lifestyle, and News.

Ask Toolbar: The Ask Toolbar has played a role in introducing many users to the Ask.com platform. It often accompanies the installation of various free add-ons, such as Java. By default, the installation of this toolbar may be enabled, causing it to appear in the user's browser upon the next launch. To uninstall the Ask Toolbar, users can do so through the Add/Remove Programs feature within the Windows Control Panel.

6.5 YAHOO

Yahoo is a multifaceted brand that encompasses research, predictions, creative endeavors, and associations in the realm of media. The brand showcases new accomplishments and approaches to work, and its logo is fashioned as a distinctive wordmark. Yahoo is structured akin to a comprehensive dictionary and an expansive web index, making it a widely utilized search tool. Established in March 1994, it initially bore the name "Jerry and David's Guide to the World Wide Web," which eventually evolved into the well-known moniker, Yahoo. The domain name adopted for the platform was Yahoo.com.

In Yahoo, advertisers have the capability to form small chat groups for advertising purposes. The platform also offers a range of keyboard options, catering to diverse preferences. Notably, Yahoo employs an automated process for delivering ads, and advertisers are provided with the flexibility to select the optimal platform for showcasing their advertisements. Among advertisers, Yahoo Search Marketing is a commonly used tool, serving as an avenue to guide users toward relevant pages while concurrently assisting in optimizing websites.

The multifunctional nature of Yahoo, its diverse offerings, and its popularity among advertisers make it a significant presence in the digital landscape.

6.6 VIDEO HOSTING

A video hosting platform, often referred to as a video sharing platform, serves as a space where both businesses and individuals can share videos with a wider audience. This platform takes charge of various aspects of video management, including video streaming and playback, ensuring a smooth and uninterrupted video viewing experience for users. Furthermore, these platforms contribute to augmenting website traffic by attracting users through engaging video content. Alongside these benefits, a proficient hosting platform offers several advantages.

6.6.1 Notable Video Hosting Platforms:

1. YouTube
2. Vimeo
3. Amazon Prime
4. Netflix
5. Hotstar
6. Facebook
7. Hippo Video
8. Moj

These platforms provide diverse functionalities and features that cater to the needs of content creators, businesses, and viewers, making them essential tools for video dissemination and engagement.

6.7 ENTERTAINMENT

In the rapidly evolving landscape of the Internet, seeking entertainment has become an integral part of our daily lives. Entertainment encompasses various forms such as television, movies, music, animation, games, and more. In the media and entertainment industry, a significant challenge lies in attracting audiences and expanding fan bases. The proliferation of smartphones and the accessibility of digital content at lower costs have intensified the competitive environment. Today, a substantial portion of the global population has access to social media platforms like YouTube, Facebook, Twitter, Instagram, Pinterest, and others. These platforms offer convenient avenues to promote movies, music albums, and short films.

6.7.1 Leveraging Digital Marketing for Entertainment Promotion

Among the array of digital marketing tools, YouTube and social media emerge as pivotal platforms for advancing the entertainment industry. Let's delve deeper into their roles:

YouTube Marketing: YouTube stands as the second-largest search engine, reaching millions and generating significant profits. It has a stronghold among the 18-49 age group, predominantly through mobile devices. This platform serves as a prime hub in the entertainment industry, enabling immediate updates and connecting with audiences through videos.

Strategies for YouTube Marketing:

- Position your video optimally for searches to ensure visibility.
- Place multimedia and entertainment ads alongside popular videos in your genre.
- Enhance YouTube video views and encourage sharing.
- Increase likes and subscribers for your YouTube channel.
- Cultivate and strengthen your YouTube channel's brand identity.

Social Media Marketing: Social media channels offer diverse avenues for entertainment marketing.

Platforms like YouTube and social media are instrumental in not only amplifying the reach of the entertainment industry but also fostering deeper engagement with audiences. By strategically harnessing these digital platforms, the industry can navigate the challenges of audience retention and growth while capitalizing on the boundless opportunities the digital age offers.

6.8 YOUTUBE

YouTube, the renowned video sharing service, has become an integral part of our digital lives. It offers a platform to access a diverse array of videos, allowing users to watch, share, like, and download content. Accessible through smartphones, PCs, laptops, and more, YouTube caters to a wide audience and serves various purposes.

For teenagers, YouTube is both an entertaining and educational resource. It facilitates exploration and discovery of content that aligns with individual interests. It serves as a medium for the younger generation to enjoy movies, comedy shows, life hacks, and educational material. Moreover, users can establish personal YouTube channels and subscribe to channels

of their choice, enhancing their interaction with the platform. The convenience of online video streaming makes YouTube a preferred choice for accessing content.

YouTube's inception traces back to 2005, when it was founded by three former PayPal employees: Jawed Karim, Chad Hurley, and Steve Chen. Swiftly gaining popularity, it evolved into one of the most visited websites globally. Remarkably, users collectively consume approximately 6 billion hours of content monthly.

The platform boasts a wide spectrum of video categories, ensuring a constant supply of fresh content. Google recognized the potential of YouTube and acquired it for \$1.65 million. Utilizing YouTube depends on the user's perspective and goals; it's about exploring the platform and discovering its potential.

YouTube thrives on a dual user base:

1. Video Creators: Individuals who establish YouTube channels and upload content for viewers.
2. Video Viewers: Individuals who engage with videos, interact with content, and subscribe to channels.

One can seamlessly transition between being a creator and a viewer. YouTube caters to diverse demographics, encompassing the young and the elderly. The platform supports around 50 languages and offers a vast range of content. As a Google-owned entity, a Google account is the key to accessing YouTube's extensive library of videos.

From entertainment seekers to creative enthusiasts to business leaders, YouTube is an inclusive platform that caters to a broad spectrum of interests and needs.

6.9 VIMEO, AMAZON PRIME, NETFLIX AND HOTSTAR

6.9.1 Vimeo

Vimeo, Inc., based in New York City, is a prominent platform offering video hosting, sharing, and related services. Focused on delivering high-definition video content across various devices, Vimeo operates under a Software as a Service (SaaS) model. It sustains its revenue stream through subscription plans catering to businesses and video content producers. Subscribers gain access to video creation, editing, and broadcasting tools, enterprise solutions, and avenues for professional networking. As of December 2021, Vimeo boasts 260 million users and serves around 1.6 million subscribers.

Originally conceived by Jake Lodwick and Zach Klein in 2004 as a spin-off of CollegeHumor,

Vimeo emerged to share humor videos among colleagues and to complement CollegeHumor's growth. In 2006, IAC Inc., a media and internet conglomerate, acquired both CollegeHumor and Vimeo. Utilizing Vimeo's potential, IAC positioned it to rival YouTube, focusing on curated content and high-definition video to stand out in the video-sharing landscape.

Products of Vimeo:

- Auto Caption
- Webinar
- Virtual Events
- Video Player
- Video Library
- Create
- Live Streaming
- Screen Recorder
- Privacy
- Collaboration
- Distribution & Marketing
- Monetization
- Analytics
- Hosting & Management
- Stock
- For Hire

Apps of Vimeo:

- Vimeo for macOS
- Vimeo for iOS
- Vimeo for Android
- Vimeo Create for iOS
- Vimeo Create for Android
- Magisto
- Vimeo for Shopify

- Vimeo for Zoom

6.9.2 Amazon Prime:

Amazon Prime, available in several countries, is a paid subscription service offered by Amazon. Subscribers access additional services, unavailable or accessible for an extra fee to non-Prime users. Services encompass expedited delivery, music and video streaming, e-books, games, and grocery shopping. Amazon reported over 200 million Prime subscribers globally in April 2021. The Prime ecosystem includes sub-brands such as Prime Music, Prime Video, Prime Reading, Prime Gaming, and more, catering to diverse entertainment and consumption preferences.

6.9.3 Netflix:

Netflix Inc., headquartered in California, is a pioneering subscription-based over-the-top streaming service and production company. Established in 1997, Netflix offers an extensive library of movies, TV series, and original content known as Netflix Originals. By September 2022, Netflix boasted 222 million subscribers worldwide. Its application software is accessible on various platforms, including web browsers, smart TVs, smartphones, and gaming consoles. Netflix shifted from DVD sales and rentals to streaming media and video on demand in 2007. With a global presence in 190 countries, it has revolutionized the entertainment industry through streaming and original productions.

6.9.4 Hotstar:

Disney Hotstar, an Indian brand of subscription video on-demand streaming service, is owned by Novi Digital Entertainment of Disney Star and operated by Disney Media and Entertainment Distribution. It swiftly became India's dominant streaming service, offering films, TV series, live sports, and original content. Following Disney's acquisition of Star India's parent company in 2019, it integrated with Disney's global streaming brand as 'Disney Hotstar' in 2020. Disney Hotstar offers original programming and content from Disney's iconic brands alongside third-party content. It also operates in other countries like Indonesia, Malaysia, Thailand, Singapore, Canada, and the UK. Disney Hotstar offers seamless video playback, smart search, and a friendly user interface, making it a popular choice for diverse entertainment content.

6.10 MOBILE PHONES: REVOLUTIONARY DEVICES

Mobile phones have become integral to the lives of individuals in developed countries and are gaining significance in developing nations. Originally adopted for communication purposes in

the 1990s, mobile phones have evolved into multifunctional devices. While their primary function remains communication, advancements have enabled them to perform tasks like photography and music playback. Moreover, mobile network operators are enhancing services to cater to diverse needs, including portable email and business functionalities.

The landscape is evolving further with the integration of innovative features. Manufacturers are equipping mobile devices with cameras capable of serving as portable barcode scanners. They are also exploring RFID technology to transform phones into secure mobile wallets for electronic transactions and interactions with physical world RFID readers.

The convergence of more potent mobile devices, progressive mobile operators, and advanced network infrastructure, exemplified by high-speed 3G networks, is propelling the mobile sector toward a transformative phase. Mobile devices have emerged as the nexus where various technologies converge to create applications beneficial to both consumers and businesses globally. The future mobile phone encompasses features such as:

1. **Communication Hub:** While mobile phones are expanding their communication spectrum to include instant messaging and email, their fundamental role as communication devices remains crucial. Sharing photos and videos will become more prevalent as data transfer becomes more efficient.
2. **Connectivity Enabler:** Mobile phones facilitate seamless connectivity to various data sources anytime, anywhere. Mobile email illustrates this trend. As web data gets more structured, mobile devices are becoming pivotal gateways to tasks that have transitioned from offline to online domains.
3. **Transactional Tool:** Mobile phones are well-suited for payments and transactions. Numerous applications aim to transform them into electronic wallets, enabling easy payment transactions.
4. **Intelligence Center:** Mobile phones act as convergence points for multiple applications. Combining phone, camera, GPS, and internet connectivity empowers users to access context-dependent information, such as locating specific products in nearby stores. As usage grows, mobile phones can serve as catalysts for change, facilitating the connection between the physical and digital realms.

In summary, the mobile phone's future encompasses communication, connectivity, transactional prowess, and intelligent fusion of various functions, positioning it as a dynamic tool catering to an array of needs across both individual and business domains.

6.11 E-MAIL MARKETING

Email marketing is a powerful strategy employed by businesses to amplify their outreach through emails, allowing them to engage an extensive audience with a single click. This method serves as an effective communication channel, offering various approaches for disseminating information to potential clients. Notably, email marketing grants businesses the ability to monitor campaign outcomes in real-time and facilitates direct interaction between senders and recipients.

The concept of email marketing is straightforward, encompassing diverse methods that marketers can employ to harness its potential. Some of the ways in which email marketing can be utilized include:

1. **Utilization of Email Management Software:** Employing specialized software to streamline email campaigns by synchronizing email addresses and managing correspondence effectively.
2. **Mass Email Distribution and Real-Time Analysis:** Distributing a single email to a multitude of recipients and subsequently evaluating its performance metrics in real-time. This analysis includes assessing the success rate and delivery percentage to gain insights into customer behavior and engagement.
3. **Personalized Communication:** Crafting tailored emails that cater to individual recipients' preferences and requirements, thereby enhancing customer engagement and rapport.
4. **Segmentation Strategies:** Strategically dividing the target audience into segments based on demographics, behavior, or preferences, enabling businesses to send more relevant and focused content.
5. **Automated Campaigns:** Designing automated email workflows that trigger responses based on specific customer actions, ensuring timely and relevant communication.
6. **A/B Testing:** Conducting A/B tests on different email elements (subject lines, content, visuals) to determine the most effective components that resonate with the audience.
7. **Transactional Emails:** Integrating marketing messages into transactional emails (e.g., order confirmations, shipping notifications) to reinforce brand engagement and provide value to customers.
8. **Personalized Recommendations:** Incorporating personalized product recommendations based on previous customer behavior, enhancing the chances of cross-selling and upselling.

9. **Feedback and Surveys:** Soliciting customer feedback and opinions through email surveys, aiding businesses in understanding customer preferences and refining strategies.
10. **Nurturing Leads:** Developing a series of email communications to nurture potential leads, guiding them through the sales funnel and converting them into customers.

Email marketing stands as a versatile tool that empowers businesses to connect with their target audience effectively. By embracing innovative techniques and adapting strategies to suit evolving customer dynamics, companies can harness the potential of email marketing to bolster their brand presence, foster customer loyalty, and drive revenue growth.

6.12 BLOGS

The term "weblog" or "blog" originates from the amalgamation of two words, "web" and "log." Blogs emerged during the 1990s primarily as online diaries, allowing individuals to share personal accounts of their lives. Over time, blogs have evolved beyond personal narratives, now serving as a valuable information dissemination tool, especially for companies. This transformation has given rise to blog marketing, an integral component of modern marketing strategies adopted by numerous businesses to promote their products and services.

BLOG MARKETING Creating and managing a successful blog requires thoughtful planning and execution. The following steps outline an effective approach to blog marketing:

1. **Planning Your Blogs:** The initial phase involves meticulous planning before launching a blog. This entails determining the type of content to be shared with the audience and establishing a consistent posting schedule—whether it's daily, weekly, or monthly.
2. **Blog Creation:** After outlining the plan, the next step is creating the actual blog. Align the blog's logo with your website's branding to maintain a cohesive visual identity. Choose an appealing and relevant name for the blog to capture the attention of readers.
3. **Content Generation:** Populate your blog with a substantial number of posts. A meager number of posts can deter readers, so aim to have more than ten posts available at launch and maintain a steady stream of updates.
4. **Social Media Integration:** Extend your blog's reach by integrating it with social media platforms. This integration allows you to connect with your audience through multiple channels, amplifying the visibility of your content.
5. **Engagement:** Engage with your audience by actively responding to comments and

questions on your blog. This fosters a sense of community and encourages dialogue, making your blog more interactive.

6. **Email Signups:** Encourage visitors to sign up for email updates from your blog. Building an email subscriber list helps you stay connected with your audience and provides a direct channel to share new content.
7. **Content Quality:** High-quality and engaging content is paramount for a successful business blog. Without valuable content, your blog may fail to capture the interest of readers and potential customers.
8. **Shareability:** Ensure that the content you share is shareable. Incorporate elements that resonate with readers and prompt them to share your content with their networks.
9. **Relevance:** Post content that is relevant to your business and industry. Sharing related insights and information helps maintain reader interest and showcases your expertise.
10. **Visual Appeal:** Incorporate visually appealing elements such as images, infographics, and videos to enhance the aesthetic appeal and comprehensibility of your blog posts.
11. **Consistency:** Consistency is key in blog marketing. Regularly update your blog with fresh and informative content to keep readers engaged and coming back for more.

Incorporating these practices into your blog marketing strategy can help your business effectively utilize blogs as a dynamic tool for engaging with your audience, showcasing your offerings, and establishing a strong online presence.

6.13 SOCIAL MEDIA OUTLETS / PLATFORMS

Social networking websites provide a platform for individuals to engage in interactions and cultivate relationships. These platforms also extend their reach to products and companies, enabling people to directly interact with these entities. Notable social networking sites, such as Twitter, Facebook, Google Plus, YouTube, and blogs, facilitate the dissemination of product-related content through mechanisms like 'retweets' and 'reposts.'

When a product or company establishes a presence on these platforms, individual users who follow or connect with them can amplify their messaging. For instance, followers may 'retweet' or 'repost' the content shared by the product or company. This action has a ripple effect, as the shared content becomes visible to the connections of these individuals, thereby expanding its reach and exposure.

Effectively, social networking sites serve as a virtual form of word-of-mouth marketing. Just

as in-person recommendations spread information through personal networks, these digital platforms allow for the rapid and widespread distribution of messages. As content is shared and propagated by users, it gains momentum and can potentially reach a large audience.

This phenomenon showcases the power of social networks in modern marketing strategies. By leveraging user interactions and the intrinsic connections within social media platforms, businesses can organically extend their reach and tap into the vast audiences present on these networks.



Figure 6.1: Different social media platforms

6.13.1 Facebook

Facebook, with a user base of 1.28 billion active users, stands as the largest social network worldwide. As a social networking service provider, Facebook enables users to connect with friends, share messages, photos, and videos, and engage with content through likes, comments, and shares. Over the years, it has evolved into a powerful tool for promoting businesses, products, and services.

Facebook Marketing: Facebook offers a versatile platform for businesses to reach their target audience. By creating a brand page, companies can post content, interact with customers, and gain valuable insights through analytics. Facebook Ads allow for targeted advertising based on demographics, interests, and behavior, maximizing the reach of promotional campaigns. It has become a pivotal channel in the modern marketing landscape, offering effective means to build brand exposure and communicate with customers.

6.13.2 Twitter

Twitter, a microblogging platform, enables users to share short messages called tweets. With over 500 million tweets sent daily, it provides businesses an opportunity to reach a global audience. Users can follow accounts of interest, and tweets from followed accounts appear in their feed. This platform facilitates real-time communication and has a significant impact on brand awareness and customer engagement.

Twitter Marketing: Twitter serves as a tool for companies to connect with customers, respond to inquiries, and share updates. Businesses can share promotional content, news, and insights, fostering customer loyalty and brand advocacy. Hashtags help categorize and discover content related to specific topics, making it an effective way to join conversations and trends. Twitter Analytics provides valuable data about tweet performance and audience engagement, aiding in refining marketing strategies.

6.13.3 Instagram

Introduced in 2010, Instagram has quickly become a powerful marketing platform. With a focus on visual content, it allows businesses to interact with customers by sharing photos and videos. Marketers use Instagram to showcase products, engage with audiences, and build a community around their brand.

Instagram Marketing: Instagram's visual nature makes it ideal for product promotion. Marketers can leverage striking images and creative videos to captivate audiences. Instagram Stories, short-lived posts that appear at the top of user feeds, offer a way to provide timely updates and behind-the-scenes content. Hashtags play a crucial role in discoverability, allowing content to reach users interested in specific topics. Engagement metrics, such as likes and comments, provide insights into audience preferences and behavior.

6.13.4 WhatsApp

WhatsApp marketing has emerged as a modern approach to engage and convert potential prospects. With over 1.5 billion users worldwide, it offers a direct way to communicate with audiences. WhatsApp allows businesses to share updates, information, and promotional content directly to users' mobile devices.

Benefits of WhatsApp Marketing: WhatsApp's extensive user base, quick response times, and ability to reach users in groups make it an attractive marketing tool. It facilitates subscription-based updates, enabling businesses to keep customers informed about new products, services, or promotions. WhatsApp marketing capitalizes on the high usage of the platform and provides a direct channel for customer interaction.

In conclusion, these social networking platforms—Facebook, Twitter, Instagram, and WhatsApp—have revolutionized the way businesses connect with customers and promote their

offerings. Leveraging their unique features and functionalities, companies can engage audiences, share content, and build lasting relationships in the dynamic landscape of digital marketing.

6.14 UNIT END QUESTIONS

A. Descriptive questions

Short questions

1. What is search engine and how it contributes for the promotion of products and services?
2. How Google is useful marketing tools for marketers? How marketing is done under Google? What are the tools of Google?
3. How YouTube has been emerged as one of the best marketing tools in the online market?
4. What is video hosting and what are its benefits? Discuss the different platform for video hosting.
5. Why entertainment is important for the customer and how Netflix and Hotstar contribute for the same?

Long questions

1. What are Facebook groups? How can they be used by businesses?
2. What are the advantages of Twitter over other social networking sites?
3. Why should you have Instagram in your social media plan?
4. What are the advantages of whatsapp marketing? What is Instagram marketing? Highlight the fact and figures for the Instagram marketing.
5. What is Twitter marketing? Explain the features of twitter marketing.
6. What are the important elements of twitter marketing? Explain the key tips for twitter marketing.
7. What is WhatsApp marketing and how it is significant for the company to promote the products?

B. Multiple Choice Questions

1. help the customers to find out the required information to take the purchase decision.
 - a) Emails
 - b) Blogs
 - c) Search Engine
 - d) All three

2. Which main search engines do online proprietors commonly use for indexing their websites and conducting searches?
 - a) Yahoo and Bing
 - b) Google and YouTube
 - c) Google and Yahoo
 - d) Bing and Google

3. How does YouTube assist in product marketing for companies through Google AdWords and Google Analytics?
 - a) By offering free advertising credits
 - b) Through social media influencer collaborations
 - c) By providing video editing tools
 - d) Through pay-per-click advertising with Google AdWords and utilizing Google Analytics

4. In terms of advertising and promotion, which search engine has been utilized by business organizations?
 - a) Yahoo
 - b) Bing
 - c) Google
 - d) YouTube

5. is considered as the most effective Way to grab attention of the people.
 - a) Email
 - b) Blog
 - c) Video
 - d) All three

ANSWERS: 1-c, 2 - c, 3 - d, 4 - b, 5- d

6.15 REFERENCES

- Doyle, S. (2007). The role of social networks in marketing. *Journal of Database Marketing & Customer Strategy Management*, 15(1), 60-64.
- Erragcha, N. O. Z. H. A., & Romdhane, R. (1970). Social networks as marketing tools. *The Journal of Internet Banking and Commerce*, 19(1), 1-12.
- Treadaway, C., & Smith, M. (2012). *Facebook marketing: An hour a day*. John Wiley & Sons.
- Levy, J. (2010). *Facebook marketing: Designing your next marketing campaign*. Pearson Education.
- Zarouali, B., Brosius, A., Helberger, N., & de Vreese, C. H. (2021). WhatsApp Marketing: A Study on WhatsApp Brand Communication and the Role of Trust in Self-Disclosure. *International Journal of Communication*, 15, 25.
- Muniasamy, M., Hashim, H. M., Lim, C., Junazli, N. B., Choo, S. L., & Low, K. Y. (2018). Would You Like A Free Mammogram? Effectiveness of Utilizing WhatsApp As a Social Marketing Tool in Improving Uptake for a Free Mammography Service in Kuala Lumpur, Malaysia.
- Munoz, C. L., & Towner, T. L. (2017). The image is the message: Instagram marketing and the 2016 presidential primary season. *Journal of Political Marketing*, 16(3-4), 290-318.
- Ha, A. (2015). *An Experiment: Instagram Marketing Techniques and Their Effectiveness*.
- Wu, K. (2016). YouTube marketing: Legality of sponsorship and endorsements in advertising. *JL Business & Ethics*, 22, 59.
- Jarboe, G. (2011). *YouTube and video marketing: An hour a day*. John Wiley & Sons.
- Helianthusonfri, J. (2016). *YouTube Marketing*. Elex Media Komputindo.

UNIT 7 - DIGITAL PROMOTION

STRUCTURE

- 7.0 Objectives
- 7.1 Introduction
- 7.2 Digital Promotion and Social Media – Formulation of Digital Marketing plan
- 7.3 Digital Promotional tools – Online advertising and SEM
- 7.4 Online Video Advertising
- 7.5 Email marketing
- 7.6 Mobile marketing
- 7.7 Lead generation
- 7.8 Crowd sourcing
- 7.9 Website as a form of advertisement and their types.
- 7.10 Unit End Questions
- 7.11 References

7.0 OBJECTIVES

After completing this Students will be able to

- Define Digital Promotion
- Understand Formulation of Digital Marketing plan
- Define Digital Promotional tools
- Explain Digital Promotion

7.1 INTRODUCTION

Promotion and Marketing Communication

Promotion, a crucial aspect of marketing communication, involves various strategies designed to persuade target audiences about the qualities of a product, service, brand, or issue. Marketing professionals utilize both cognitive and emotional approaches to enhance brand recall. The primary goals of promotion are to raise brand awareness, generate interest, drive business growth, and foster brand loyalty. It's an integral part of the marketing mix, along with product, price, and place (location).

Components of the Promotional Mix: The promotional mix encompasses various methods to reach and engage the audience. These include:

1. **Personal Selling:** Direct interaction between salespersons and potential customers.
2. **Advertising:** Utilizing platforms like print media, electronic media, and outdoor media for mass communication.
3. **Sales Promotion:** Offering discounts, gifts, or competitions to boost sales.
4. **Direct Marketing:** Engaging customers directly through emails, SMS, and other personalized communication.
5. **Publicity:** Gaining media coverage to create buzz around a product or brand.
6. **Word of Mouth:** Encouraging satisfied customers to spread positive recommendations.
7. **Event Marketing:** Promoting products or brands during events, concerts, festivals, and trade shows.

Digital Marketing and Its Evolution: Digital marketing involves promoting products and services using digital platforms such as the Internet, mobile devices, and social media. It has transformed how brands interact with customers and promote their offerings. Digital marketing encompasses SEO, SEM, content marketing, influencer marketing, e-commerce marketing, and more.

Social Media Marketing Strategy: A social media marketing strategy outlines goals, tactics, and metrics for utilizing social media platforms effectively. It's vital for engaging audiences and measuring success. Here's a nine-step process to create a successful social media strategy:

1. **Define Objectives:** Set specific, measurable, attainable, relevant, and time-bound (SMART) objectives in alignment with overall company goals.
2. **Understand Audience:** Gather comprehensive knowledge about your target audience's preferences, behaviors, and interests.
3. **Research Competitors:** Analyze competitors' social media presence to identify opportunities and gain insights.
4. **Conduct Social Media Audit:** Evaluate your current social media accounts and content to identify strengths and weaknesses.
5. **Create and Optimize Profiles:** Establish and enhance your social media profiles across platforms, ensuring consistency in branding and messaging.
6. **Seek Inspiration:** Explore successful campaigns and content in your industry for creative ideas.
7. **Content Planning:** Strategize content creation, considering the type of content (images,

videos, articles), posting frequency, and posting times.

8. Generate Engaging Content: Produce high-quality and compelling content that resonates with your target audience.

9. Monitor and Adjust: Regularly analyze metrics to evaluate the effectiveness of your strategy. Make adjustments based on insights gained.

Social Media Marketing Benefits: Social media marketing offers numerous benefits for businesses, including:

- Increasing brand awareness.
- Building active online communities.
- Promoting products and services directly to target markets.
- Measuring customer satisfaction.
- Providing responsive customer service.
- Facilitating targeted marketing efforts.
- Adapting marketing strategies based on real-time insights.

In conclusion, promotion plays a vital role in the marketing landscape, utilizing various channels to communicate brand messages effectively. Digital marketing, with a focus on platforms like social media, has transformed the way brands engage with customers. By creating a comprehensive social media marketing strategy, businesses can tap into the power of online platforms to achieve their marketing objectives.

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.

Fig. 7.1: Social Media Goals

Step 1: Define Social Media Goals

1. **Increase Brand Awareness:** One of the primary goals of social media marketing is to increase brand awareness. This can be measured by tracking metrics such as the growth in followers, reach, and impressions.
2. **Drive Website Traffic:** Social media can be used as a traffic source to direct users to your website. Tracking the number of clicks on links shared on social media and the resulting website traffic helps measure this goal.
3. **Engage Audience:** Engagement is a key metric to assess how well your content resonates with your audience. Likes, comments, shares, and other forms of interaction demonstrate audience engagement.

Step 2: Gather Knowledge About Your Audience

Understanding your audience is crucial for effective social media marketing. Gathering information about your audience helps tailor your content and messaging to their preferences and needs.

Step 3: Research Competitors

Analyzing your competitors' social media strategies can provide insights into industry trends, audience behavior, and potential opportunities. It helps you understand what works and what doesn't in your industry's social media landscape.

Step 4: Social Media Assessment

1. **Evaluate Content Performance:** Assess which types of content are performing well and driving engagement. Identify trends and patterns that can guide your content strategy.
2. **Audience Analysis:** Review the demographics, interests, and behaviors of your current social media audience. Ensure that your content aligns with their preferences.
3. **Network Effectiveness:** Evaluate the performance of your social media platforms. Identify which networks are driving the most engagement and consider focusing your efforts on those.

Step 5: Create and Upgrade Profiles

1. **Network Selection:** Choose the social media platforms that align with your goals and target audience. Consider the nature of your content and the preferences of your audience.
2. **Define Mission Statements:** Craft mission statements for each platform that outline the specific objectives you aim to achieve. This helps keep your efforts focused and aligned.

3. **Profile Optimization:** Ensure that your social media profiles are complete, accurate, and visually appealing. Consistency in branding and messaging across platforms is essential.

By following these steps and goals, you'll be on your way to creating an effective social media marketing strategy that not only engages your audience but also contributes to achieving your business objectives.

7.2 DIGITAL PROMOTION AND SOCIAL MEDIA – FORMULATION OF DIGITAL MARKETING PLAN

Using Social Media for Marketing:

Social media has become an integral part of people's lives, with billions of individuals using platforms like Facebook, Twitter, Instagram, Pinterest, Tumblr, and LinkedIn for various purposes. Leveraging these platforms to engage with your audience and promote your brand is known as social media marketing. The goal is to create a sense of community around your brand, boost sales, and drive traffic to your websites.

To effectively utilize social media marketing, keep the following key points in mind:

1. **Create Relevant Content:** Share content that is valuable, interesting, and relevant to your target audience. This can include informative articles, engaging videos, eye-catching images, and more. The content should align with your brand's identity and resonate with your followers.
2. **Understand Audience Preferences:** Pay attention to what your followers like and engage with the most. This could involve analyzing the types of posts that receive the most likes, comments, and shares. Use this information to tailor your content to match their preferences.
3. **Engagement Strategies:** Engage your audience in various ways, such as asking questions, running polls, hosting contests, and encouraging user-generated content. This fosters interaction and helps build a sense of community.
4. **Analyze and Optimize:** Regularly review the performance of your social media efforts. Use analytics tools to track metrics like engagement rates, click-through rates, and website traffic generated from social media. Based on the insights, adjust your strategy to improve results.

Creating Auto-Reply Flows with Chatbots:

Chatbots are automated tools that can respond to messages and interact with users on platforms like Facebook Messenger and Telegram. They can be utilized to provide instant responses, gather information, and guide users through predefined flows. Here's a step-by-step guide on how to create an auto-reply flow using SendPulse's Chatbot builder:

1. **Register or Log In:** If you don't have a SendPulse account, register for one. If you have an account, log in and select the "Messengers" option from the menu.
2. **Connect Channels:** Connect your Facebook Messenger account to SendPulse's Chatbot builder.
3. **Test the System:** Join your Chatbot so you can send and receive automated messages for testing purposes.
4. **Create Welcome Emails:** Design welcome messages that will be sent to users when they initiate a conversation with your Chatbot.
5. **Build a Flow:** Create a flow that includes triggers, automated responses, input components, buttons, and more. A flow is a series of predetermined auto-replies that simulate real conversations. For example, you can design a flow for users searching for real estate listings.
6. **Connect Triggers:** Connect your flow to specific triggers, such as trigger words or user actions. This ensures that the Chatbot responds appropriately to user interactions.
7. **Save and Test:** Once you've designed and connected the flow, save it and test it thoroughly to ensure that the Chatbot behaves as intended.

Using Chatbots can enhance your social media marketing strategy by providing quick and efficient responses to user inquiries, offering personalized experiences, and guiding users through specific actions or processes. It's an excellent tool for automating customer interactions and improving user engagement.

Video Advertising in Digital Marketing:

Video advertising has emerged as a powerful tool in digital marketing, with statistics indicating that 54% of consumers prefer videos as a form of brand communication. Incorporating video marketing into your strategy can help your company gain popularity and effectively engage your audience. Videos offer a range of opportunities, including sharing behind-the-scenes insights, providing step-by-step instructions, demonstrating products or services, showcasing live events, and making announcements.

YouTube as a Video Marketing Platform:

YouTube stands out as a prominent platform for sharing and promoting products and services

through videos. With over 2 billion monthly users, YouTube provides a vast audience to showcase your offerings. Pre-roll advertisements, which play before the main video content, can be an effective way to market your products to viewers.

For instance, consider H&M's video marketing campaign for recycled clothing. The video showcases the process of collecting worn clothing and the steps that follow, promoting similar clothing that H&M offers. This approach not only engages viewers but also promotes the brand's commitment to sustainability.

Optimizing Videos for Search Engines:

Search Engine Optimization (SEO) is a crucial aspect of digital marketing that focuses on improving organic traffic to your website. Digital marketing managers often emphasize cross-links, backlinks, relevant keywords, and original content to boost a website's visibility and achieve higher search engine rankings. The more visible your website is in search results, the more potential clients you can attract.

When implementing video advertising in your digital marketing strategy, consider the following tips for SEO optimization:

1. **Video Titles and Descriptions:** Craft descriptive and engaging titles for your videos that incorporate relevant keywords. Provide detailed descriptions that explain the content of the video and include relevant keywords naturally.
2. **Tags and Categories:** Use relevant tags and categories to help search engines understand the context of your video. This enhances the discoverability of your content.
3. **Transcripts and Closed Captions:** Providing transcripts and closed captions for your videos not only makes your content more accessible to a wider audience but also enables search engines to index the text, improving SEO.
4. **Thumbnail Images:** Use eye-catching and relevant thumbnail images that entice users to click on your videos. Thumbnails can impact click-through rates, which affect search rankings.
5. **Engagement Metrics:** High engagement metrics such as likes, shares, comments, and watch time signal to search engines that your video content is valuable and engaging. This can positively impact your SEO rankings.

Incorporating video advertising into your digital marketing strategy can significantly enhance your brand's reach and engagement. By optimizing your videos for search engines, you can ensure that your content reaches a wider audience and remains relevant in the competitive online landscape.

Web Analytics: Understanding User Activity on Websites

Web analytics is a crucial method for monitoring and analyzing user activity on websites. It provides valuable insights that help businesses gather data about customer preferences and behaviors. Analytics tools offer information about the number of visitors to a website, the pages they interact with, the duration of their visits, and various other user actions. Some of the most commonly used analytics tools for tracking website traffic include Google Analytics, CoreMetrics, and Adobe Analytics.

Google Analytics: A Comprehensive Insight

Google Analytics is a widely used and robust tool that offers a comprehensive understanding of a website's performance. By utilizing this platform, businesses can collect data about website visitors, segment them into groups based on characteristics like interests, gender, and age, and analyze their online behavior and conversion journey.

Key Components of Google Analytics:

The Google Analytics dashboard provides a wealth of information to help businesses understand their audience and tailor their strategies accordingly. Some of the key data points available in the dashboard include:

1. **Demographics:** Gain insights into the age and gender distribution of your website visitors.
2. **Interests:** Understand the interests of your audience, which can help tailor content and offerings to their preferences.
3. **Geo:** Learn about the geographic locations and languages of your visitors, allowing you to target specific regions effectively.
4. **Behavior:** Analyze user behavior on your site, such as the pages they visit, the time spent on each page, and the paths they take.
5. **Technology:** Understand the devices and browsers your audience uses to access your site, aiding in responsive design and optimization.
6. **Mobile:** Get insights into mobile usage, helping you optimize for mobile users and improve user experience.
7. **Custom:** Set up custom reports and dashboards to focus on specific metrics that align with your goals.
8. **Benchmarking:** Compare your website's performance against industry benchmarks to gauge your relative success.

By leveraging these insights, businesses can make informed decisions to improve user experience, content strategy, and overall website performance. For instance, understanding the

demographics and interests of visitors can guide content creation and marketing efforts, leading to higher engagement and conversions.

In summary, web analytics tools like Google Analytics offer businesses the opportunity to collect and analyze valuable data about user behavior on their websites. This data-driven approach empowers businesses to optimize their online presence, tailor their strategies, and provide a better experience for their visitors.

You may learn more about the typical age of your website's visitors in the area below.



Fig. 7.1: Web Analytics about users

Tools for Social Media Marketing

Social media marketing has become an essential strategy for businesses to connect with their audience, build brand awareness, and achieve their goals. To effectively manage and optimize your social media efforts, here are some popular tools that can help:

1. Sprout Social: Sprout Social is a comprehensive social media management platform that offers features like content scheduling, social media analytics, social listening, and collaboration tools. It helps businesses manage multiple social media profiles, monitor brand mentions, and engage with their audience effectively.

2. Hootsuite: Hootsuite is another popular social media management tool that allows you to schedule posts, monitor conversations, and measure your social media performance. It supports a wide range of social media platforms and provides analytics to track key metrics.

3. Buffer: Buffer is known for its simplicity and user-friendly interface. It allows you to schedule and publish posts across various social media platforms. Buffer also provides analytics to track engagement and performance metrics.

4. HubSpot: HubSpot offers a suite of marketing tools, including social media management.

It allows you to schedule posts, monitor interactions, and track the effectiveness of your social media campaigns. HubSpot's social media tools are integrated with its broader marketing automation platform.

5. Later: Later is a visual content scheduling tool focused on Instagram. It provides a drag-and-drop calendar for planning and scheduling Instagram posts, stories, and videos. It also offers analytics and insights to improve your Instagram strategy.

6. Canva: Canva is a graphic design tool that allows you to create visually appealing social media posts, graphics, and advertisements. It provides templates, stock photos, and editing tools to enhance your social media visuals.

7. SocialBee: SocialBee is a social media scheduling tool that categorizes your content into different "buckets" or categories. This helps maintain a balanced posting schedule across various topics. It also offers features for content recycling and evergreen content sharing.

8. SocialPilot: SocialPilot is a social media management and scheduling tool that supports various platforms. It offers features like bulk scheduling, content curation, and team collaboration.

9. BuzzSumo: BuzzSumo helps you discover trending content and identify influential topics in your industry. It allows you to find popular content, analyze competitors' performance, and monitor brand mentions.

10. Mention: Mention is a social listening tool that helps you monitor brand mentions, track keywords, and analyze sentiment across social media and the web. It provides insights into how people are talking about your brand.

These tools can greatly streamline your social media marketing efforts, increase efficiency, and provide valuable insights to refine your strategy. Depending on your specific needs and goals, you can choose the tools that best fit your business requirements.

7.3 DIGITAL PROMOTIONAL TOOLS – ONLINE ADVERTISING AND SEM

Introduction to Online Advertising

Online marketing, also known as internet marketing, digital marketing, or web marketing, involves using the internet to promote products and services to target audiences. It encompasses various forms of advertising, including web banner ads, email marketing, search engine marketing (SEM), social media marketing, and mobile advertising. Online advertising has

gained prominence due to its ability to reach a wide audience and provide measurable results. This article will explore different aspects of online advertising, its methods, and its benefits.

Methods of Online Advertising

1. **Display Advertising:** Display ads use text, images, videos, animations, and other visuals to convey advertising messages. These ads are found on websites, search engines, social media platforms, mobile apps, and emails. Google and Facebook dominate the online display advertising industry.
2. **Search Engine Marketing (SEM):** SEM aims to enhance a website's visibility on search engine results pages (SERPs). It includes both organic results (SEO) and paid results (PPC or CPC). Google AdWords, now Google Ads, popularized pay-per-click advertising.
3. **Social Media Marketing:** This involves promoting products and services on social media platforms like Facebook, Twitter, Instagram, and LinkedIn. Brands use regular updates, interactive content, and sponsored posts to engage users.
4. **Mobile Advertising:** Ads delivered to mobile devices like smartphones and tablets fall under mobile advertising. These ads can be static, rich media display ads, SMS/MMS ads, or ads within mobile apps.
5. **Email Marketing:** Email advertising delivers promotional content via emails. It can be sent with the recipient's consent or as unsolicited messages. Brands often use email marketing for updates and special offers.
6. **Content Marketing:** Content marketing focuses on creating and distributing valuable content to attract and retain customers. Content types include blogs, videos, infographics, ebooks, and more.
7. **Affiliate Marketing:** Advertisers hire third parties to bring in new customers. These affiliates are compensated based on the sales generated through their marketing efforts.

Benefits of Online Advertising

1. **Cost-Effectiveness:** Online advertising is generally more affordable than traditional methods due to low transmission costs.
2. **Measurability:** Advertisers can track the effectiveness of their campaigns through metrics like audience size, response rates, and sales.
3. **Flexibility:** Online ads can be delivered quickly, and their content can be easily modified.
4. **Targeting:** Advertisers can reach specific market segments and customize ads based on user preferences.

5. **Global Reach:** Online advertising can reach a global audience, impacting offline sales as well.
6. **Interactivity:** Online ads can be interactive, allowing users to engage with content.
7. **Variety of Formats:** Online advertising offers a wide range of formats, including images, videos, audio, and links.

Payment Models in Online Advertising

1. **Cost Per Mille (CPM):** Advertisers pay for every 1,000 impressions of their ad.
2. **Cost Per Click (CPC):** Advertisers pay for each click on their ad.
3. **Cost Per Engagement (CPE):** Payment is based on ad interactions, like clicks or other user actions.
4. **Cost Per View (CPV):** Used in video advertising, advertisers pay for each view of their video.
5. **Cost Per Install (CPI):** Common in mobile app advertising, advertisers pay for each app installation.
6. **Cost Per Lead (CPL):** Advertisers pay for each generated lead, such as a sign-up.

Conclusion

Online advertising has revolutionized marketing by providing various methods to connect with audiences efficiently. Its cost-effectiveness, measurability, flexibility, and targeting capabilities make it a preferred choice for businesses to promote their offerings. By utilizing different payment models and exploring various formats, brands can effectively engage users and drive results in the digital landscape.

7.4 ONLINE VIDEO ADVERTISING

Video Advertising Formats and Distribution

Video advertising is commonly associated with ads that are displayed before, during, or after online video streams. However, it's important to note that video advertising also includes online display ads that incorporate video content. This type of advertising utilizes various formats, including pre-roll, mid-roll, and post-roll ads. These formats closely resemble the standard commercial spots seen on television but are often condensed to suit online platforms.

These video ads are prevalent on websites associated with broadcast media such as Sky.com and Itv.com, as well as on newspaper websites like The Telegraph and The Guardian. In 2010, video advertisements accounted for 12.8% of all viewed videos and 1.2% of total online video

viewing minutes.

A major player in the distribution of video advertisements is LiveRail, a platform responsible for delivering over 7 billion video ads each month through real-time bidding. Recognizing the significance of this market, Facebook acquired LiveRail in July 2014 for an estimated \$400 million.

Formats of Video Ads

The Interactive Advertising Bureau (IAB) acknowledges three primary formats for video advertisements:

1. **Linear Video Advertising:** Similar to TV commercials, these ads appear before, during, or after the main video content that the user intends to watch.
2. **Non-linear Video Advertising:** These ads play alongside the main video content and remain visible as the user watches the video.
3. **Companion Advertisements:** Companion ads typically encompass the video player, often in the form of skins or additional text, display ads, and rich media elements.

These formats allow advertisers to engage with audiences at various points during their video consumption, enhancing the overall advertising experience.

Video advertising has emerged as a versatile and effective method for reaching online audiences, leveraging both traditional commercial styles and innovative interactive strategies.

7.5 EMAIL MARKETING

Email Marketing: Enhancing Business Communications

Email marketing refers to the practice of sending commercial messages via email, typically to a group of recipients. This strategy encompasses various objectives, including advertising, business requests, donations, and purchases. It aims to foster brand awareness, trust, and customer loyalty. The term specifically pertains to sending emails to improve a business's relationship with current or potential customers, encourage repeat business, attract new customers, and share third-party advertisements.

Historical Development

The evolution of technology in the 21st century has significantly propelled the growth of email marketing. In its early stages, when email was a novelty for most consumers, its effectiveness was limited. The first bulk email was sent in 1978 by Gary Turk of Digital Equipment Corporation (DEC) to around 400 potential customers via ARPANET. This endeavor

reportedly led to \$13 million in sales of DEC products, demonstrating the potential of mass email marketing. However, the term "Spam" emerged as email marketing gained efficiency, and users began filtering and blocking unwanted content in the 1990s.

Types of Email Marketing

1. Transactional Emails: These emails are triggered by customer interactions with a business. They serve to confirm, complete, or assist in a business transaction that the recipient has previously agreed to. Examples include purchase confirmations, order status updates, and password reset notifications. Due to their high open rates, transactional emails also offer opportunities for cross-selling or up-selling.

2. Direct Emails: Direct emails are primarily focused on advertising, such as special offers or product catalogs. Businesses compile their own email lists or rent them from service providers to deliver these marketing communications.

Advantages and Disadvantages

Advantages:

- **Cost and Speed:** Email marketing is cost-effective and faster compared to traditional mail.
- **Behavior Analysis:** Email service providers (ESPs) enable businesses to understand recipient behavior and optimize campaigns based on consumer responses.
- **Timing:** Emails sent between 1 am and 5 am local time tend to have higher open and click rates.

Disadvantages:

- **Deliverability Challenges:** Ensuring email deliverability remains a concern for legitimate marketers.
- **Regulatory Compliance:** Marketers must adhere to laws like CAN-SPAM Act in the US, CASL in Canada, and GDPR in the EU.

Regulatory Landscape

- **Australia:** Enforced by ACMA, the Australian Spam Act 2003 defines unsolicited electronic messages and outlines unsubscribe features.
- **Canada:** CASL, effective since 2014, requires explicit or implicit user consent and imposes fines on violators.
- **European Union:** Directive on Privacy and Electronic Communications forbids unsolicited marketing emails and mandates opt-in consent.

- United States: The CAN-SPAM Act of 2003 regulates commercial electronic mail, including sender authenticity and unsubscribe options.

Email Service Providers (ESPs)

ESPs assist businesses in setting up and managing email marketing campaigns while ensuring legal compliance. They offer templates, subscription management, and insights into email performance.

The evolution of email marketing has revolutionized business communications by providing a direct and cost-effective way to engage with customers, drive sales, and build brand loyalty.

7.6 MOBILE MARKETING

Mobile marketing is a comprehensive internet marketing strategy that employs multiple channels to engage a target audience. These channels include websites, email, SMS, MMS, social media, mobile apps, and various connected devices like smartphones, tablets, and feature phones. The goal is to provide customized, location-based information to customers about products, services, appointments, and ideas. Scholar Andreas Kaplan defines mobile marketing as "any marketing action conducted over a pervasive network to which consumers are consistently connected through personal mobile devices."

SMS Advertising SMS marketing gained popularity in Europe and Asia in the early 2000s, leveraging the high open rate and quick reading time of SMS messages. SMS marketing adheres to standards set by carriers, unlike email marketing, and organizations like the Mobile Marketing Association (MMA) and Interactive Advertising Bureau (IAB) regulate its usage. While successful in developed regions, issues like mobile SPAM persist due to misuse of member databases. India established a Do Not Call Registry to enable users to block SMS marketing.

SMS-Based Strategies SMS marketing quickly gained momentum in Europe and Asia, overcoming initial negative media coverage due to unsolicited content. It has become the dominant branch of mobile marketing, with over 100 million advertising SMS sent monthly in Europe. SMS messages are hardware-independent and can be sent to various devices, including smartphones, feature phones, and cell phones. The global subscriber count of mobile phones surpassed 5 billion in 2017.

Impact of Smartphones Smartphones have become essential, expanding business prospects through mobile technologies that link consumers and businesses worldwide. As a result, digital

marketing, particularly mobile marketing, has gained importance. Consumers can now learn about products without visiting physical stores.

SMS Marketing Methods SMS marketing employs both inbound and outbound strategies. Outbound focuses on sales, promotions, reminders, and more, while inbound focuses on lead generation. The five key SMS marketing elements include sender ID, message size, content organization, anti-spam compliance, and message delivery.

Sender ID Options Sender IDs identify the sender and can be virtual numbers, short codes, SIM hosting, or custom names. Dedicated virtual numbers offer advantages over shared ones, allowing for better brand recognition and message tracking.

SMS Message Size SMS messages' size affects costs and character limits. GSM encoding for Latin languages restricts messages to 160 characters, while Unicode is used for non-Latin languages and emojis. Longer messages are divided and sent separately.

Content Organization SMS messages can include various components such as UTF-8 characters, keywords, links, and multimedia. Different formats like sale alerts, transaction alerts, reminders, and keywords are common.

Compliance with Spam Anti-spam regulations, similar to email, require consent before sending SMS marketing messages. Identifying the sender and providing an opt-out mechanism is essential for compliance.

Message Transmission SMS infrastructure involves specialized servers communicating via Short Message Service Centre (SMSC) and Short Message Peer to Peer (SMPP) protocol. ON-NET and International SS7 Network routes messages from providers to recipients.

Mobile App Marketing App usage has surged with smartphone adoption, leading to mobile marketers using apps as a promotional tool. App Store Optimization (ASO) aims to enhance app visibility.

In-Game Mobile Advertising Advertisers integrate promotional messages into mobile games to engage users. This type of advertising blends seamlessly with games, enhancing user experience.

QR Codes and Bluetooth QR codes link users to specific web pages, often used in mobile gamification. Bluetooth enables wireless communication over short distances.

Location-Based Services (LBS) LBS use GPS or cell towers to provide personalized advertising, information, and travel updates based on a user's location.

Privacy Concerns Privacy is a concern in mobile advertising, with unauthorized messages breaching customer trust. Consent and user-initiated messages are crucial for success.

User Classification Customers are categorized based on their understanding and engagement

levels: strangers, groupies, victims, and customers. Tailoring messages accordingly can lead to effective communication.

Mobile marketing is continually evolving, encompassing various strategies to engage and inform users across different platforms and devices.

7.7 LEAD GENERATION

Lead Generation in Marketing

Lead generation in marketing marks the initial stage of piquing consumer interest or prompting inquiries about a company's products or services. A lead encompasses a customer's contact details and, in certain cases, demographic information, representing someone who has expressed curiosity in a specific product or service. Leads can emerge from various sources or actions, including digital platforms on the Internet, face-to-face interactions, word-of-mouth referrals, phone calls from businesses or telemarketers, marketing campaigns, and events.

As of 2014, a survey revealed that the three most prominent online lead generation sources were direct traffic, search engines, and site referrals, constituting 93% of all generated leads. A 2018 study by Chief Marketer identified the top three strategies for B2B marketers as email marketing, live events, and content marketing. Following the COVID-19 pandemic in 2020, Gartner observed an upsurge in the utilization of social media and search engine optimization (SEO) among B2B marketers, whereas B2C marketers leaned more towards digital advertising. Lead management often intertwines with lead generation to guide leads through the sales funnel. This series of activities is termed pipeline marketing and can be further divided into a marketing pipeline and a sales pipeline.

Lead Scoring

Lead scoring is an effective strategy that aids sales and marketing departments in identifying the most potentially valuable prospects for the organization and its existing sales funnel. It employs a quantitative approach to assign a "score" to a lead, determining its suitability for the company's pipeline. If a lead surpasses a specific score threshold, it is passed from the marketing team to the sales team for assessment.

Factors Influencing Lead Readiness

Lead readiness for sales evaluation is determined by two key factors:

1. **Demographic Criteria:** These criteria are based on data points such as age, job title, and company information like size, revenue, etc.

2. **Behavioral Criteria:** This factor hinges on the actions a lead has taken, such as viewing a webpage, watching a video, or clicking a link in an email.

Lead Qualification Statuses

Leads are categorized with different statuses within a database, often part of a customer relationship management (CRM) tool. Typical terms used for lead statuses include:

1. **Marketing Qualified Leads (MQLs):** These leads have demonstrated interest in a company's products or services and typically come through inbound channels like web searches or content marketing. Although they haven't engaged with the sales team yet, these leads meet key lead scoring requirements.
2. **Sales Accepted Leads (SALs):** MQLs that have been reviewed by a salesperson and approved by the sales department for further follow-up fall under this category.
3. **Sales Qualified Leads (SQLs):** Salespeople engage with leads to identify those with a likelihood of closing a deal. Qualifying criteria, often known as BANT criteria (Budget, Authority, Need, and Timeline), evaluate factors like need, budget, capacity, timeframe, interest, and permission to purchase.

7.8 CROWD SOURCING

Crowdsourcing: Definition and Techniques

Definition: Crowdsourcing is a practice where an individual or an organization reaches out to a group of people, often through digital platforms, to gather information, ideas, products, or services. The term "crowdsourcing" was coined by Jeff Howe in his 2006 article "The Rise of Crowdsourcing" published in Wired magazine. It combines the concepts of "crowds" and "outsourcing."

Process and Applications: Crowdsourcing involves soliciting contributions from a diverse group of individuals (the crowd) to fulfill specific needs. It has been utilized by various entities to gather ideas, raise funds, and disseminate information. The internet, social media, and dedicated platforms play a pivotal role in facilitating this practice, enabling access to a wider array of sources compared to traditional methods.

Advantages and Disadvantages: Crowdsourcing offers benefits such as quicker and more affordable access to a broad range of skills. However, it comes with the challenge of verifying the expertise and suitability of contributors. Managing a large number of responses can also be demanding. Organizations employing crowdsourcing need to be explicit about their

expectations, response evaluation, compensation, and ownership distribution.

Types of Crowdsourcing Techniques:

1. **Contests:** Organizations hold crowdsourcing competitions to generate specific outputs, such as graphic designs. Skilled individuals or teams submit their ideas, and the best submission is rewarded.
2. **Macro Tasking:** This technique involves finding individuals or teams to handle particular tasks or jobs. Micro tasking is a variation where respondents are assigned smaller roles within a larger project.
3. **Crowdfunding:** A subset of crowdsourcing, crowdfunding involves individuals or nonprofits seeking monetary contributions for various purposes, from personal endeavors to charitable projects. Entrepreneurs may seek capital for their ventures within regulatory constraints.
4. **Crowd Voting:** In this approach, the crowd participates in voting to determine the best option or idea. It engages stakeholders like customers or employees in decision-making.

Technology in Crowdsourcing: Technology, especially the internet and social media, plays a pivotal role in facilitating crowdsourcing. Specific platforms and tools have emerged to support various crowdsourcing techniques:

- **Amazon Mechanical Turk (MTurk):** Connects individuals and companies for "human intelligence tasks."
- **GoFundMe:** A platform for crowdfunding campaigns.
- **Kickstarter:** Designed for funding creative projects.
- **Specialized Platforms:** Businesses and nonprofits use dedicated platforms to interact with specific crowds for various purposes.

Impact and Examples: Crowdsourcing has led to the recognition of contributors, as seen in citizen science where volunteers contribute data to scientific research. Notable examples of crowdsourcing include Wikipedia, where volunteers worldwide contribute to the online encyclopedia, and various businesses that were established entirely through crowdsourcing.

Overall, crowdsourcing leverages the collective wisdom and resources of the crowd to achieve a wide range of goals and outcomes.

7.9 WEBSITE AS A FORM OF ADVERTISEMENT AND THEIR TYPES.

Types of Online Advertising

1. Banner Ads: Banner ads are visuals or brief text-based advertisements displayed on websites. They typically include a link to the advertiser's website, allowing users to access it when clicked. These ads inform and encourage users to make purchases.

2. Pop-up Ads: Pop-up ads appear in separate windows when a user opens or closes a web page. They are often considered intrusive and can be blocked using browser settings.

3. Interstitial Ads: Interstitial ads appear before the targeted webpage loads after clicking a link. They are displayed for a brief period and often close automatically to allow the desired page to load.

4. Discount Coupons: Businesses offer printable or digital coupons for discounts on products or services. Coupons help customers save money and allow marketers to track consumer behavior and interests.

5. Reward Systems: Customers earn reward points through online purchases, which can be redeemed for future purchases. This encourages customers to spend more to accumulate points and benefits.

6. Pay-per-View Advertising: Businesses reward users for viewing their ads. Think of platforms like Cyber Gold that rewarded users for engaging with ads.

7. Banner Exchange: Direct link exchanges between websites where companies agree to display each other's banners, increasing exposure.

8. Monitoring and Cookies: Advertisers use cookies (small files on users' computers) to track ad responses and recipient behavior. This helps in understanding consumer preferences and improving targeting.

9. Email Advertising: Email is used to reach a broad audience globally. Solicited emails are more well-received than unsolicited ones. Email marketing offers benefits like extensive reach, real-time tracking, lead generation, and direct sales.

10. Skyscrapers: Skyscrapers are tall, narrow ads that appear on the left or right side of a webpage.

Online advertising encompasses a variety of methods, each with its advantages and challenges. Marketers choose the most suitable methods based on their target audience and campaign goals.

7.10 UNIT END QUESTIONS

A. Descriptive Questions

Short Questions

1. What is meant by digital promotion?
2. Why digital promotion is important?
3. How do you do digital promotion?
4. What is a digital promotional strategy?
5. What are the 4 types of digital marketing?

Long Questions

1. What are 4 keys of digital marketing?
2. What are the 5 benefits of digital marketing?
3. What are the 7 main benefits of promotions?
4. What are the 3 main aims of promotion?
5. What are the 5 methods of promotion?

Multiple Choice Questions

1. Which of the following is the correct representation of Digital Marketing?
 - a) E-mail Marketing.
 - b) Social Media Marketing.
 - c) Web Marketing.
 - d) All of the above

2. Which one is the most effective means to promote a business online?
 - a) It offers a great deal of free and helpful details.
 - b) To accumulate as many info as feasible.
 - c) To market your firm's item.
 - d) All of the above

3. Which of the following is the proper name for Face book's ranking formula?
 - a) Face Rank
 - b) Edge Rank
 - c) Like Rank
 - d) Page Rank

4. Name the features offered by LinkedIn for paid business
 - a) Facilitate publishing pictures.

- b) Facilitate to connect directly as well as send messages to individuals.
- c) Ability to post in Groups and also develop a Group.
- d) Ability to block users

5. Which of the following doesn't specify the right roles and duties of content marketing method?

- a) An approach that tries to appeal and remember its target audience.
- b) An advertising method approach.
- c) Yet one more name of social networks marketing.
- d) A method more concentrated on creating and also dispersing beneficial along with relevant content to
- e) Its users/audiences

Answer: - 1-d 2- a 3- b 4-b 5-c

7.11 REFERENCES

Reference Books

1. Smith, P., & Zook, Z. (Eds.). (2020). *Digital Marketing Strategies and Applications*. Routledge.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*. Pearson.
3. Zahay, D., & Roberts, M. (Eds.). (2017). *Internet Marketing*. Cengage Learning.
4. Hoffman, D. L., & Fodor, M. (2018). *Digital Marketing in an AI World: Futureproofing Your PPC Agency*. Springer.
5. Shrimp, T. A., & Andrews, J. C. (2012). *Integrated Advertising, Promotion, and Marketing Communications*. Cengage Learning.

Websites:

1. **Digital Marketing Institute**. (n.d.). Introduction to Digital Marketing. <https://digitalmarketinginstitute.com/resources/glossary/introduction-digital-marketing>
2. **HubSpot**. (n.d.). A Comprehensive Guide to Email Marketing. <https://www.hubspot.com/email-marketing>
3. **Neil Patel**. (n.d.). The Ultimate Guide to Mobile Marketing. <https://neilpatel.com/what->

[is-mobile-marketing/](#)

4. **WordStream.** (n.d.). What is Lead Generation? <https://www.wordstream.com/lead-generation>
5. **Crowdsourcing Week.** (n.d.). What is Crowdsourcing? <https://crowdsourcingweek.com/what-is-crowdsourcing/>