

# Digital and Social Media Marketing

## Unit 1

**Introduction to Digital Marketing: Concept – Components – Need and Scope – Benefits – Digital Marketing Platforms and Strategies – Comparison of Marketing and Digital Marketing – Digital Marketing Trends**

### **Digital Marketing Concept:**

Digital Marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

If a marketing campaign involves digital communication, it's digital marketing.

### **Components of digital marketing**

#### **A) Advertising**

Online advertising involves bidding and buying relevant ad units on third-party sites, such as display ads on blogs, forums, and other relevant websites. Types of ads include images, text, pop-ups, banners, and video. Retargeting is an important aspect of online advertising. Retargeting requires code that adds an anonymous browser cookie to track new visitors to your site. Then, as that visitor goes to other sites, you can serve them ads for your product or service. This focuses your advertising efforts on people who have already shown interest in your company.

#### **B) Content marketing**

Content marketing is an important strategy for attracting potential customers. Publishing a regular cadence of high-quality, relevant content online will help establish thought leadership. It can educate target customers about the problems your product can help them resolve, as well as boost SEO rankings. Content can include blog posts, case studies, whitepapers, and other materials that provide value to your target audience. These digital content assets can then be used to acquire customers through organic and paid efforts.

#### **C) Email marketing**

Email is a direct marketing method that involves sending promotional messages to a segmented group of prospects or customers. Email marketing continues to be an effective

approach for sending personalized messages that target customers' needs and interests. It is most popular for e-commerce business as a way of staying top of mind for consumers.

#### **D) Mobile marketing**

Mobile marketing is the promotion of products or services specifically via mobile phones and devices. This includes mobile advertising through text messages or advertising in downloaded apps. However, a comprehensive mobile marketing approach also includes optimizing websites, landing pages, emails, and content for an optimal experience on mobile devices.

#### **E) Paid search**

Paid search increases search engine visibility by allowing companies to bid for certain keywords and purchase advertising space in the search engine results. Ads are only shown to users who are actively searching for the keywords you have selected. There are two main types of paid search advertising — pay per click (PPC) and cost per mile (CPM). With PPC, you only pay when someone clicks on your Ad. With CPM, you pay based on the number of impressions. Google Adwords is the most widely used paid search advertising platform; however, other search engines like Bing also have paid programs.

#### **F) Programmatic advertising**

Programmatic advertising is an automated way of bidding for digital advertising. Each time someone visits a web page, profile data is used to auction the ad impression to competing advertisers. Programmatic advertising provides greater control over what sites your advertisements are displayed on and who is seeing them so you can better target your campaigns.

#### **G) Reputation marketing**

Reputation marketing focuses on gathering and promoting positive online reviews. Reading online reviews can influence customer buying decisions and is an important component of your overall brand and product reputation. An online reputation marketing strategy encourages customers to leave positive reviews on sites where potential customers search for

reviews. Many of these review sites also offer native advertising that allows companies to place ads on competitor profiles.

#### **H) Search engine optimization**

Search engine optimization (SEO) focuses on improving organic traffic to your website. SEO activities encompass technical and creative tactics to improve rankings and increase awareness in search engines. The most widely used search engines include Google, Bing, and Yahoo. Digital marketing managers focus on optimizing levers — such as keywords, cross links, back links, and original content — to maintain a strong ranking.

#### **I) Social media marketing**

Social media marketing is a key component of digital marketing. Platforms such as Facebook, Twitter, Pinterest, Instagram, Tumblr, LinkedIn, and even YouTube provide digital marketing managers with paid opportunities to reach and interact with potential customers. Digital marketing campaigns often combine organic efforts with sponsored content and paid advertising promotions on key social media channels to reach a larger audience and increase brand lift.

#### **J) Video marketing**

Video marketing enables companies to connect with customers in a more visually engaging and interactive way. You can showcase product launches, events, and special announcements, as well as provide educational content and testimonies. YouTube and Vimeo are the most commonly used platforms for sharing and advertising videos. Pre-roll ads (which are shown for the first 5–10 seconds before a video) are another way digital marketing managers can reach audiences on video platforms.

#### **K) Web analytics**

Analytics allow marketing managers to track online user activity. Capturing and analyzing this data is foundational to digital marketing because it gives companies insights into online customer behavior and their preferences. The most widely used tool for analyzing website traffic is Google Analytics, however other tools include Adobe Analytics, Coremetrics, Crazy Egg, and more.

#### **L) Webinars**

Webinars are virtual events that allow companies to interact with potential and existing customers no matter where they are located. Webinars are an effective way to present relevant content — such as a product demonstration or seminar — to a targeted audience in real time. Engaging directly with your audience in this way gives your company an opportunity to demonstrate deep subject matter expertise. Many companies leverage attendee lists in other marketing programs (email and retargeting advertisements) to generate new leads and strengthen existing relationships.

### **Need and Scope of Digital Marketing:**

#### Need:

Digital marketing plays a valuable role in shaping consumer behavior in today's world. Using this marketing strategy we can increase speed of buying and selling. We can spread out maximum viewers or customer with the help of digital marketing and the same can be performed in an easy way. It certainly plays an important part in the current commerce system. This method makes our business more fast and accurate. Digital marketing is extremely more reasonable than traditional offline marketing approaches. But one of the main advantages of digital marketing is the ease with which results can be traced and observed.

#### Scope:

The scope of Digital Marketing provides some of the most powerful techniques of marketing where traditional modes of marketing fail.

As the scope of digital marketing technologies evolves, companies are staying current by adding online components to their brick-and-mortar stores or combining various digital marketing strategies to create an internet presence.

Because most consumers use smart phones and research products online before buying, digital marketing strategies are crucial to businesses. But companies across the globe also employ digital marketing to more easily target their audiences online and via mobile devices — and many are seeing a significant return on investment (ROI) because of these efforts.

Digital marketing is not a new word for all those who are active on the internet. It has changed the way people who view the advertisements. It has taken the world of marketing by a storm

and going by the analytics, there doesn't seem to be any stoppage for this shortly. In digital marketing, we have many different types of specialization jobs for start your career in different options like SEO executive, Web Analyst, Social Media specialist and many other posts.

### **Benefits of Digital Marketing:**

- Global online reach and visibility
- Effective targeting
- Increases results of offline marketing tactics
- Cost
- Variety in digital marketing strategies
- Multiple content types
- Increased engagement
- Speed
- Analytics and optimization
- Easy to start

### **Digital marketing platforms and strategies**

Platforms are tools that provide multiple business or technology capabilities. While there are tools to address specific functions within one business need, such as a single tool to schedule social media updates alone, platforms support multiple functions across these needs. Platforms typically enable a more extensive set of functions with APIs, integrations, and partnerships with other applications or data sources.

8 common platforms for digital marketing include social media, influencer marketing, content marketing, email, search engine optimization (SEO), pay-per-click (PPC), affiliate, and mobile.

Digital marketing strategy involves an assessment of specific goals that are achievable through online channels.

## Comparison of Digital Marketing and Traditional Marketing

**Traditional Marketing:** Traditional marketing is the old way of marketing Technique. It refers kind of promotion, advertisement, includes flyers, billboards, TV ads, radio ads, print advertisements, newspaper ads, etc. in which companies used to market their products. The four phases of Traditional Marketing are Interest, Awareness, Desire, and Decision.

**Digital Marketing:** Digital Marketing is modern way of marketing Technique in which we promote, sell products and services by online marketing. It also refers to the Marketing of any kind of business through digital media and through social media platforms such as, Facebook, Instagram, YouTube etc. the four phases of Digital Marketing are Planning, Conversation, Content, and Sequels.

<b>Traditional Marketing</b>	<b>Digital Marketing</b>
The promotion of product and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship, etc	The promotion of product and services through digital media or electronic medium like SEO, PPC, etc.
Traditional Marketing is not cost effective.	Digital Marketing is more cost effective.
It is not so efficient for Brand building.	It is efficient and fast for brand building.
Traditional Marketing is difficult to Measure.	Digital Marketing is easy to Measure with the help of analytics tools.

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## **Digital Marketing Trends**

1. Short, DIY videos
2. Tell a real story
3. Focus on your audience
4. Privacy, transparency and trust-building
5. Personalization
6. Content segmentation
7. Conversational marketing and quality interactions
8. Artificial intelligence in digital marketing
9. NFTs and crypto in social media ecommerce

## **UNIT-2**

### **Marketing in the digital era**

**Segmentation: Importance of Audience Segmentation- How different segments use Digital Media- Organizational Characteristics- Purchasing Characteristics- Using Digital Media to Reach- Acquisition and Retention of new customers- Digital Media for customer loyalty**

## **Segmentation:**

Market segmentation consists of sectioning the target market into smaller groups that share similar characteristics, such as age, income, personality traits, behavior, interests, needs or location.

### **Types of Market Segmentation**

There are 4 types of market segmentation. Below, we describe each of them:

#### **Geographic segmentation**

Geographic segmentation consists of creating different groups of customers based on geographic boundaries.

The needs and interests of potential customers vary according to their geographic location, climate and region, and understanding this allows you to determine where to sell and advertise a brand, as well as where to expand a business.

#### **Demographic segmentation**

Demographic segmentation consists of dividing the market through different variables such as age, gender, nationality, education level, family size, occupation, income, etc.

#### **Psychographic segmentation**

Psychographic segmentation consists of grouping the target audience based on their behavior, lifestyle, attitudes and interests.

#### **Behavioral segmentation**

Behavioral segmentation focuses on specific reactions, i.e. the consumer behaviors, patterns and the way customers go through their decision-making and purchasing processes

#### **Audience Segmentation**



- When you segment your audience, you divide them into groups based on certain criteria. For example, you might divide them according to their age and how they use social media.
- Segmenting your audience is vital in the digital marketing space because customers are making purchasing decisions faster than ever and they will react quickly to the offers that you send them. This is why it is vital to send them offers that will appeal to them.
- Customers also have more information at their disposal, and they don't want to receive irrelevant digital marketing messages. Businesses need to ensure they know what customers are thinking and why they act the way they do. Otherwise, they will either place them in the wrong audience segment or miss the customer's buying process completely.

### **Audience segmentation Importance**

- Segmenting your audience helps to create a more effective digital strategy to target the right people.
- Segmenting your audience allows businesses to offer their customers one-of-a-kind experiences
- Segmenting your audience builds customer relationships

### **Types of audience segmentation**

- **Demographics**

This is the most common method of audience segmentation—and usually the easiest one. Age, income level, job type, and geographic location are all demographics you can use to sort your audience. This method is popular for a reason: It works.

One type of location-based segmentation strategy is to approach customers during the time of year they're most likely to need your product. A farming company might be more apt to purchase equipment during harvesting season, for example. In the American South, that could be almost year round, but in other areas of the country, that might be during the summer or fall.

#### • **Behaviorist Segmentation**

- This strategy goes a bit deeper than demographic separation. Analyzing behavior means looking at what people buy, how often they make a purchase, and why they buy the product or service.
- Someone who makes small purchases on a regular basis, for example, needs different messaging than someone who only makes a major purchase every once in a while. That's because those people are looking for different things and likely buying for different reasons.
- With behavioral segmentation, your message is tailored to reach customers when they're more likely to convert. Some examples of these groups include prospective buyers, first-time buyers, regular customers, and defectors who have switched to another brand.

#### **Buyer's journey progress**

- When you use this strategy, you tailor your messages based on where your customer is in their buyer's journey.
- If you're not familiar with the term, the 3 basic stages of the buyer's journey are awareness, consideration, and decision.
- A buyer at the beginning of their journey could just be finding out they have an issue to solve. One near the end, however, already knows what to buy and is ready to make

a choice. Instead of sending them the same message, segmentation can help you tend to each buyer's different needs and answer questions they may have.

### **Level of engagement**

- Regular customers require different marketing than infrequent ones. If you can tell that someone is interested in your business—they signed up for your newsletter, for example—they're more likely to be open to your message than someone who occasionally buys something.
- This doesn't mean you should ignore or de-prioritize users with low levels of engagement. You can send these users their own tailored campaign. Many brands target these customers with "win-back" offers.

### **What device they're using?**

- Not all of your users will browse your website in the same way. These days there's a good chance that half will be viewing it with their mobile devices.
- People use desktop and mobile devices differently, and your website needs to accommodate both. Some of the changes you need to make are obvious, like formatting the mobile version of your site for smaller screens.
- When you optimize a particular message for mobile and structure it so that users can easily tap through a survey or like an image, you increase the chances of retaining your customers' interest. You can also use this method to let them use their phone to contact you or place an order more efficiently.

### **Combining strategies**

- You can use 2 or more of these methods together to expand your reach even further. An example of this is sending an email notification in the summer to a Midwestern farmer (demographics) who buys tractor parts from you on a regular basis (behavior).
- Sometimes audience segments can intersect in interesting and unexpected ways. Between 25 and 30% of millennial are mobile-only internet users who use their tablets and smart phones the way other people use their laptops and desktop computers. As mentioned, in

general, mobile users are more likely to view your website on the go. But this pattern doesn't necessarily hold true for mobile-only users. That means that your millennial customers might be interested in reading long-form content.

### **Audience segmentation tips**

- **Keep your segments more widely defined.**

Although the point of audience segmentation is to aim for specificity, it's possible to segment your audience too far. It's essential to have a smaller market with a defined need. If your market is so narrowly defined that it barely contains anyone, however, that's a problem. You'll either reach too few people, or you'll end up spending time and energy writing messages for too many different audiences.

- **Aim for constant improvement.**

If the combination of audience segmentation strategies you used didn't work, experiment with another mix until you find the most effective way to reach your potential customers. Measure the data to see where people are landing on your site, how long they're staying, and what's making them leave. Then incorporate that data into your next effort and into the day-to-day operations of your marketing.

- **Set goals, and then measure them.**

Marketing goals are important. If your objective is to "reach more people," for example, define what you're looking to see from each of your segments. That can include adding 500 more subscribers to your email newsletter, increasing the total number of products you sell by 20%, or doubling your email campaign's click-through rate.

- You should also make sure that your goals for each segment and your company's overall goals are in sync with each other. Once you've set those goals, track them. If you met them, great!
- **Use different channels.**
- Reach out to your customers with posts on social media on the platforms you know they're most likely to use. Does your company sell ethically made makeup products? See

about working with a beauty influencer on Instagram. Try building a strong presence on Twitter and LinkedIn.

- You can also reach and provide value to your audiences through blogging, whether it's through your own site or someone else's. Write an article that details something useful and position yourself as an authority on your product. If you're selling cameras, for example, a guest post on a review site or an article on how to clean your own camera sensor could get your company in front of the right eyes.
- If you've got the skills or budget for it, try creating YouTube videos that are relevant to your target audience. Include links in the videos' descriptions to get more subscribers to your email list or blog.

### **Level of engagement**

- Regular customers require different marketing than infrequent ones. If you can tell that someone is interested in your business—they signed up for your newsletter, for example—they're more likely to be open to your message than someone who occasionally buys something.
- This doesn't mean you should ignore or de-prioritize users with low levels of engagement. You can send these users their own tailored campaign. Many brands target these customers with "win-back" offers.

### **Organization characteristics in digital era**

The digital era is changing consistently the previous marketing scenarios and actual issues have to be addressed in order to close the capabilities gap created by digital innovations.

1. Operational excellence
2. Digital proficiency
3. Innovativeness
4. Customer-centric

5. Adaptability

6. Flexibility

7. Speed

### **Purchasing characteristics in digital era**

- More informed

The digital consumer searches before buying. For that reason, companies must provide information about the products/services clearly and in a transparent way. Moreover, when searching a solution, the customer usually looks for other people's opinions, who have bought the product/service.

- More connected

The digital consumer is connected at any time and any place, mainly because of the growing use of mobile device

- Less impulsive

The digital consumer is sensitive to price and the consume practices are more thoughtful and conscious.

- More exigent

Digital consumers want the company to "talk" with them and clarify doubts as quick as possible, even at the same time the doubts are presented.

- More participative

Digital consumer usually shares opinions and experiences: if the product is good or not, if there was any problem related to customer service, etc. Companies may think this habit is disruptive, but no; on the contrary! By knowing different opinions, negative or positive,

companies will know if they are providing a good service, if the product matches what customers want or if it needs improvement.

## **Using Digital Media to reach**

Through digital marketing, you can reach out to more consumers in your target market. Through tailored blog content, relevant social media platforms, and search engine marketing, you are able to reach those consumers who may have missed your initial ad or need a bit more engagement before making a purchase.

Following are four ways you can identify and engage the right audience with digital marketing.

### 1. Learn what's Important to Your Audience

- As marketers and business operators, we have near limitless amounts of data at our fingertips. Google Analytics and Search Console can tell us how people find our store and what they do upon arriving. Facebook Insights and Ad Manager can tell us the age, location, relationship status, interests and behaviors of our fans and customers. Social media listening tools can tell us what customers think about our company and products, and what other topics are interesting to them.
- Use these tools to unearth insights about your audience's demographic and psychographic profiles to gain a better understanding of what is most important and interesting. There are multiple tools that easily integrate with the Bigcommerce backend that can help out in this arena. These tools use your store data as well as data from connected accounts (Facebook Power Editor, for instance) and then retarget or push ads out to pull additional clients back to your site.
- **Kit** : This integration works best if you already have [Yotpo](#) installed. When a customer positively reviews your item, Kit will send you a text asking if you want to turn the review into a product ad on Facebook. Social proof or user-generated content (UGC) ads have been proven to increase ad click-through by 300% and reduce both cost per click and cost per acquisition by 50%. Combine this with data regarding your target audience, and the potential returns are monumental.

- **Sokarti Shops, Instagrams:** This integration works similarly to the one above, using an algorithm to determine which products on your site will perform best on Instagram. It also calculates ROI for you, repositioning ads or product groupings based on click-through rate to ensure the most possible traffic is pushed back to your site from the ad.

- **2. Speak Your Audience's Language**

To relate to and connect with your audience, you need to speak their language. That means not only using the appropriate voice and tone, but also peppering in actual words and phrases they use.

- **3. Know Your Organic Keywords**

Organic search is typically the largest source of traffic for any website. It's important to understand not only what terms are bringing folks to your store, but why those terms are being used and what stage those audience members are in. Keywords typically fall into three main categories:

**Informational , Navigational, and Transactional**

- **Informational Keywords:** Used to find broader topics or items. The user probably doesn't know what they want or need just yet. They're still researching. This is your opportunity to be helpful and/or interesting, increasing likelihood that you'll be considered when they are ready to purchase.
- **Navigational Keywords:** Used to find a specific website or product. For example, they may be searching for your brand name, or a specific product you carry. These users have likely already done their research or know exactly what they want, but may not be ready to purchase just yet. Or, they may be existing customers coming back for a repeat purchase.
- **Transactional Keywords:** Used to find a product to purchase. For example, "buy bicycle tires." The user is either ready to purchase immediately or well on their way.

- **4. Stay Top of Mind with Retargeting**

Website visitors re-targeted with display ads are 70% more likely to convert.

## **Digital media for Customer Loyalty**



Customer loyalty can be defined as the likeliness of a customer to do repeat business with a brand or a company. In other words, it is an ongoing positive relationship between a customer and a business. Customer loyalty is the drive behind repeat purchases and what prompts your customers to use and advocate your brand over hundreds of other competitors who are offering similar benefits.

Nowadays, social media is a great platform for building awareness, trust, and loyalty with your customers. By building a brand value on social media will attract more people and provide high-quality referrals.

#### **01) Introduce a loyalty program Reward for your loyal customers**

In today's highly competitive marketplace, customers have a lot of options to choose from. Therefore, just because your business has a lot of customers today, you shouldn't assume that they are going to stick with your brand forever. They can always shift to another brand. Therefore, it is important to give your customers a reason to keep coming back to your brand.

#### **02) Make customer service a business priority**

Customer service and repeat businesses go hand in hand. Without exceptional customer service, you cannot expect customers to keep coming back to your business. Customer service is not only about handling customer problems and complaints. It is also about ensuring that your customers enjoy a positive experience and that you leave a lasting impression on customers.

#### **03) Boost your customer experience by introducing VIP deals**

By adding VIP tiers for the most loyal customers your company can boost loyalty among existing customers and entice new and less engaged customers to interact more with the brand. For that, you can start with smaller rewards for all customers who are in the program, then encourage repeat purchases by increasing the rewards for each step up the loyalty ladder.

#### **04) Encourage your customers to give feedback and act on it**

Customer feedback is an essential component in any successful business operation. Before you try to retain your customers or to increase returning customers you should clearly understand the reasons why some customers are leaving your business and the reasons why others are staying loyal to your business.

A couple of years ago, getting this feedback from customers was a challenging task. Businesses had to conduct physical interviews and surveys spending a significant amount of

money, time and effort. But today with digital marketing, businesses have multiple channels to obtain feedback directly from customers without spending much effort and time. Google reviews, Google My Business reviews, comments, shares on social media platforms are some of the most commonly used social listening tools by businesses.

Nike brand is a great example for prioritizing and handling customer feedback on social media platforms, especially on Twitter.

#### **05) Celebrate your loyal customers**

It is important to make your loyal customers feel special. For this, businesses first need to identify their loyal customers and what they say about the brand/business. Social media platforms like Facebook, Instagram and Twitter allow businesses to easily identify what their customers are posting about them using hashtags.

Customer loyalty is essential for the long-term success of any type of business or brand. If you aren't already prioritizing customer loyalty management as one of the main business function, this is the ideal time to start. Use all your digital marketing platforms and tools to improve customer loyalty. Don't forget to add improving customer loyalty as one of the main objectives of your digital marketing strategy.

## **UNIT-3**

### **SEM and Online Advertising**

#### **Search Engine Marketing**

Search engine marketing (SEM) is an online marketing strategy that aims to increase the online visibility of a website in the search engine results pages (SERPs). SEM intersects with search engine optimization (SEO), as it can include strategies like rewriting the content

of a website and its architecture to achieve higher rankings. However, search engine marketing generally refers to paid search or pay-per-click (PPC).

## **Importance of Search Engine Marketing**

### **1. Generates Brand Recognition & Revenues Quickly**

With the right ad copy and strategies in place, see recognition & sales coming in the same day. It doesn't need time to rev up. It's easy to get started with something like Ads.

### **2. Grows with Your Business**

SEM is incredibly scalable. Test things out. See what works. Keep costs low if you have a very limited budget.

Then as revenues go up, increase the number of ads. Remove ads that aren't working. Refine your campaigns. And increase your daily ad spend. In Ads and most other PPC platforms, you can set a daily budget as low as \$10. This way you never get surprised by a really high bill for advertising.

### **3. Reaches People in the Right Place & Time**

Nearly half of the world's population is now online. Over 93% of online experiences start with a search engine. People use search engines because they're looking for something. Being the one to deliver it, helps you build a trust bank account with that person. Even if that click doesn't turn into an immediate sale, it's a touchpoint that furthers the person's journey toward becoming a paying customer.

### **4. Reinforces Name Recognition**

When you get a new customer, you may think that the person just found you and made a purchase. But chances are that journey started days, weeks, or even months ago. The way you consistently and repeatedly presented your brand during that time helps turn a prospect into a paying customer.

Recognition becomes familiarity. People notice brands they're familiar with over brands they aren't. Most people would rather spend a little more with a brand they know than a no-name brand.

## **5. Reaches Your Prime Target**

Search engine marketing allows you to get really focused on your target customers in a way you never could with traditional marketing. Why? Because it would be insanely expensive the traditional route.

An ad in search engine marketing doesn't cost you anything until someone clicks it. You can create 10. Or create 100.

## **6. Gives You a Competitive Advantage**

Through exceptional SEO, does your competitor already have a coveted top spot in the organic search results? You can appear above them with paid ads; swipe a click that would have been theirs.

With strong **SEM optimization**, strategy and compelling copy of your own, you'll have the advantage over the less savvy competition. Have a smart competitor? The right strategies can also outsmart them to increase their own market share.

## **Web Search**

A Web Search is a search for information, images, etc., on the web; especially a search using a particular string of words or characters entered into a search engine.

### **Popular Search Engines**

#### **1. Google**

With over 70% of the search market share, Google is undoubtedly the most popular search engine. Additionally, Google captures almost 85% of mobile traffic. The large traffic potential makes Google a viable option when aiming to capture organic or paid search -- the downside, of course, is almost everyone is competing for the same traffic.

## **2. Bing**

Bing, Google's biggest contender, rakes in **33% of U.S. searches** and also powers Yahoo, the U.S.'s third biggest search engine. Bing's search pages look remarkably similar to Google's, with the same categories and a similar white background, with blue links and green URLs. However, Bing additionally offers "Rewards", a program that gives you points when you search or shop on the engine, and then allows you to redeem those points for gift cards, nonprofit donations, and more.

## **3. Baidu**

Baidu is China's largest search engine, capturing over **75% of China's search market**. The search engine looks similar to Google (besides being in Mandarin), with a white background, blue links, and green URLs. Like Google, Baidu aims to incorporate more **rich features in the SERPs**.

- If you have an interest in appealing to the Asian market, Baidu is a good option to consider. However, the search engine censors certain images and blocks pro-democracy websites, so if you're comparing search results, you'll find a more comprehensive results list on Google.

## **4. Yahoo!**

Admittedly not the sleekest search engine interface, Yahoo still manages to capture fourth place in our list, with a little over **3% of the worldwide market share**. Yahoo is **powered by Bing**, so search results are incredibly similar between the two search engines. However, it's still an important search engine in its own right, with over **600 million monthly users on mobile** and **one billion total users**.

## 5. Yandex

If you're aiming to capture Russian traffic, Yandex is your best bet, with **65% of total Russian search traffic**. Yandex is also popular in Ukraine, Kazakhstan, Turkey, and Belarus. The search engine is available in two languages, English and Cyrillic. Plus, it offers a cloud storage service, so users can search for their files from Yandex's search bar.

## 6. Ask.com

With **.35% of search traffic**, Ask.com is certainly a more modest option compared to the likes of Bing and Yahoo!. Nonetheless, Ask.com, formerly Ask Jeeves, is unique due to its question and answer format.

While most of Ask.com's **sponsored search results** are powered by Google, Ask has an original **algorithm that favors expertise** on a topic over popularity. Additionally, Ask.com provides some unique features, like "smart answers", which use natural language to answer someone's search query.

## 7. DuckDuckGo

If you're uneasy about targeted ads or don't want your search data stored, you might want to try DuckDuckGo, which touts itself as "The search engine that doesn't track you". It doesn't track, collect, or store any information, so you're safe to search for shoes without feeling bombarded by subsequent Macy's Shoes ads. It's worth noting there are still ads on DuckDuckGo -- just not personalized ones.

- Additionally, DuckDuckGo has a clean interface and only one search page, making it easier to navigate than other search engines. With an average **26,754,932 daily direct searches** as of September 2018, it's slowly gaining steam in the search market.

### Key words in web search

- Keyword research is the process of finding and analyzing search terms that people enter into search engines with the goal of using that data for a specific purpose, often for search engine optimization (SEO) or general marketing.

Conducting keyword research has many benefits, the most popular reasons being:

- **Marketing Trend Insight**

Conducting effective keyword research can provide you with insights into current marketing trends, and help you center your content on relevant topics and keywords your audience is in search of.

- **Traffic Growth**

When you identify the best fitting keywords for the content you publish, the higher you'll rank in search engine results — the more traffic you'll attract to your website.

- **Customer Acquisition**

If your business has content that other business professionals are looking for, you can meet their need and provide them with a call to action that will lead them into the buyer journey from the awareness stage to the point of purchase.

### **Elements of Keyword Research**

There are three main elements to pay attention to when conducting keyword research.

- **1. Relevance**

Google ranks content for relevance. This is where the concept of search intent comes in. Your content will only rank for a keyword if it meets the searchers' needs. In addition, your content must be the best resource out there for the query. After all, why would Google rank your content higher if it provides less value than other content that exists on the web?

- **2. Authority**

Google will provide more weight to sources it deems authoritative. That means you must do all you can to become an authoritative source by enriching your site with helpful, information content and promoting that content to earn social signals and back links. If you're not seen as authoritative in the space, or if a keyword's SERPs are loaded with heavy sources you can't compete with (like Forbes or The Mayo Clinic), you have a lower chance of ranking unless your content is exceptional.

- **3. Volume**

You may end up ranking on the first page for a specific keyword, but if no one ever searches for it, it will not result in traffic to your site. Kind of like setting up shop in a ghost town.

Volume is measured by MSV (monthly search volume), which means the number of times the keyword is searched per month across all audiences.

### **HTML tags**

HTML tags are code elements with the back-end of all web pages, but there are also specific HTML code types which provide search engines with key info for SERP display. Essentially, these elements highlight parts of your content that are relevant for search, and they describe those elements for search crawlers.

#### **Title tag**

Title tags are used to set up those clickable headlines that you see in the SERP.

- Usually Google to create a SERP headline for your page, and it could use any of the section headings from within the page - or it may even create a new headline altogether.
- But the first place Google is going to check for headline ideas is the title tag, and where a title tag is present, Google will very likely make it the main headline in the relevant



listing. As such, optimizing the title tag gives you some control over the way your page is represented in the SERP.

## **Inbound links**

An inbound link is a link coming from another site to your own website. "Inbound" is generally used by the person receiving the link.

### **Need for Inbound Links**

#### **1. Search Engine Optimization (SEO)**

**Websites that receive many inbound links can be more likely to rank higher in search engines.** Basically, inbound links tell site crawlers that your website is an authority on a certain subject -- so the more inbound links you have from high quality, high authority sites, the better your website can rank in search engine results pages (SERPs).

#### **2. Referral Traffic**

- If someone posts an inbound link on their website or blog, people who see that link might click on it, and you'll benefit from that referral traffic. For example, many of you who clicked the link to a particular blog up there may not have visited his blog otherwise.
- The volume of traffic you get from referral traffic depends, of course, on how much traffic that blog or website receives in the first place.

## **ONLINE ADVERTISING**

Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications.

Since the early 1990s there has been an exponential increase in the growth of online advertising, which has evolved into a standard for small and large organizations.

Online advertising is also known as Internet advertising or Digital Advertising.

### **Online advertising vs Traditional advertising**

Online advertising, also known as "digital marketing", consists of online display ads, pop ads, digital ads, email marketing, using social media as a marketing tool and any other advertising done digitally. Online advertising has become more and more popular due to the growth of digital platforms and the new ways marketers can target their audience and effortlessly measure analytics through internet-based channels.

Traditional advertising also known as "offline advertising" or "offline marketing" involves marketing channels like television, radio, billboards and the use of printed marketing materials like catalogs, direct mail, brochures, flyers, postcards and more to deliver your message. It is important to note that "traditional" doesn't mean old fashioned. Although these types of advertising strategies have been around much longer than online advertising, technology and modern updates have made traditional advertising extremely relevant and successful in today's world.

### **Problems with Traditional Advertising**

For starters, traditional advertising costs much more than digital advertising. When you go the traditional route, you have to pay for the materials like the paper you print your flyers on. After that, you have to pay for their distribution of your materials.

Your prospects also have little to no interaction with your materials. Traditional advertising is more geared towards delivering information to your prospect rather than encouraging engagement. They can't "like" your advertisement or share it with their friends easily.

Finally, you can't measure the effects of your traditional advertising campaign. Which customers purchased from you after seeing your advertisement? Were they delivered to the right people? Were they delivered at all? With traditional advertising, you have no perfect way of tracking the success of your campaign. All you can do is look at your sales numbers and hope that it was your campaign that boosted the sales and not other external factors.

## **The Benefits of Digital Advertising**

Digital advertising is quickly becoming the top choice for many small businesses, especially those with limited marketing budgets. With digital advertising on social media and search engines, you can get started for only a few hundred dollars and drive thousands of dollars in sales to your business.

For example, if you wanted to run a commercial on local TV, you'd have to invest thousands to secure the best placement so it's seen by your target audience. If you were to do it yourself or hire a digital marketing company, you could upload it as a YouTube ad and spend a fraction of the money.

>With social media posts or search engine ads, you only pay when someone clicks your ad and visits your website. Depending on your strategy, reaching more people can cost significantly less than traditional advertising campaigns.

## **You Can Track Success**

Unlike traditional advertising, when you run a campaign on Google or social media, you can easily see how well you're doing in real-time. Powerful tools like Google Analytics or social media analytic tools will allow you to see what is working and what isn't working. Controlling your budget and targeting your ads is only a couple of clicks away with digital advertising.

## **Share-ability**

When you send out a flyer if the prospect chooses to hold onto it, how likely are they to instantly share it with all of their family and friends? The answer is not that likely, however with digital advertising, sharing your advertisement with sometimes thousands of people is a click away. If you have a compelling and engaging ad also, the chances of your prospects sharing rise significantly.

## **Develop Your Brand**

If you keep your website and social media profiles up to date with high-quality content, you'll add more value to your audience and help build your brand. This will lead to better lead generation opportunities, and with this increased awareness for your business, you could potentially reduce your marketing efforts in the future.

### **A More Level Playing Field**

When you're competing with large, nationwide chains, it can be hard to get a leg up on them with traditional advertising. You don't have nearly the resources they have to spend on commercials, direct mail campaigns, and radio ads. With a well-structured digital advertising campaign, however, competing with the big players is much easier, especially if you have a solid team of digital marketing experts behind your campaigns.

### **Problems of Online Advertising**

#### **Customers Ignore Ads**

Consumers are so used to seeing advertising on television, hearing radio commercials and flipping through advertisements in magazines, they've developed an aversion to all forms of advertising. This is also the case with online advertising, where consumers can avoid clicking banner advertisements, bypass ads in online videos they watch and close pop-up advertisements as soon as they come up on their screens. Customers are in control of which advertising messages they want to click and respond to.

#### **Technical Viewing Problems**

Website downtime, lags in website or video loading and browser complications can reduce the number of times consumers see online advertisements and how well they see them. When technical issues occur, companies lose the opportunity to broadcast advertisements for their products and services and may lose potential sales. Viewing problems can occur because of problems with a website or if a consumer is using a smart phone or other mobile device to view a website, has a slow connection speed or does not have the correct applications and programs installed on his computers for proper viewing.

## **Expensive Ad Prices**

Pricing for advertising online can range from inexpensive – \$20-a-month placements on local parenting blogs – to thousands of dollars on popular sites such as the New York Times. The cost for banner, text and video ads vary depending on the amount of traffic and the type of readership a website or blog receives. Online advertising through pay-per-click campaigns and social media sites can also wreak havoc on a company's marketing budget, potentially yielding little to no return on investment.

## **Consumers Get Distracted**

When customers visit a website, they typically have a goal in mind, whether it's to catch up on the latest celebrity gossip, read the news, chat with friends, download music or shop for a specific item. Websites present customers with various options that can easily distract them and pull their attention from your online advertisements.

## **Too Many Options**

The Internet offers a wide range of websites on which companies can place advertisements. This can be overwhelming, especially for small business owners. With so many options, it's difficult to narrow down the choices to the websites that will attract the most potential customers and sales.

Once a company selects a website, it is then presented with a variety of ways it can advertise its products or services on the site, such as through banner advertisements, video marketing or by sponsoring a post. Companies have to determine which type of advertisement yields the best response from their target markets.

## **PAYMENT METHODS OF ONLINE ADVERTISING**

### **PPC**

PPC stand for "Pay Per Click".(CPC)

From the advertisers point of view this is called CPC "Cost Per Click", as he sees it as an expense. As the abbreviation PPC indicates, this is an amount of money you will receive every time a visitor clicks one of your adverts on your site. The amount highly depends on what the advert is about and what affiliate network you are using.

### **PPA**

PPA stands for "Pay Per Action/Acquisition".

As the abbreviation PPA indicates this is an amount of money that you will receive every time an advert on your site leads to a purchase or other action at the advertisers end. Put more simply, if a visitor clicks your advert and hereafter buys something from the advertiser, then you will get paid as well. The size of these payments are substantially larger than what you earn on PPC, but they are also that more infrequent. The payment is often measured as percentage of the total sale. On the other hand PPA is called CPA "Cost Per Action", if you are an advertiser.

### **PPM(CPM)**

PPM stands for "Pay Per thousand impressions" . The M originates from the roman numeral M, which means 1000.

This means that every time an advert has been displayed a thousand times you will get paid. Notice that this is impressions and not clicks, which means that your visitors do not have to click before any payments will be coming your way. The size of the payment is a cross between PPC and PPA. As always the size of the payment you will receive depends on the advertiser, the industry you are in and the affiliate network that you are using.

PPM can be beneficial if your users are not willing to click your adverts. PPM is especially good when you have a high number of visitors who come and go often, without looking to much into your content. Unfortunately there are very few affiliate networks that offer PPM.

## **DISPLAY ADS**

### **Display Ads:**

A type of online advertisement that combines text, images, and a URL that links to a website where a customer can learn more about or buy products. There are many ad formats. These ads can be static with an image or animated with multiple images, video, or changing text (also called rich media ads).

Display advertising is one of the best ways to raise awareness of your brand, product or service. Types of display ads include responsive ads, retargeting (or remarketing) ads, native ads and social ads. There are also many options for display targeting, such as interest targeting, contextual targeting and topic targeting.

### **It has the following attributes:**

- It is an image or is image-based (static or animated).
- Ad placement is brokered directly or through a display network such as the Google Display Network.
- The advertising is being used to promote a brand, service, product or offering.
- It is not a search ad. (Keep reading to learn more about this.)

### **Types of Display Advertising**

There are different types, forms, and formats of display ads. To choose the most effective one, check them out below.

Based on the type of targeting, these are the following display ads:

- demographic (based on users' general interests, marketers create personalized ads for specific websites);
- geographic (based on users' location);

- contextual (based on the theme of a website, keywords, and the ad's topic)
- retargeting (based on previous users' actions, for example, they viewed your product but didn't buy).

### **Choosing a display ad format**

There are several Google ad formats, including:

- Text ads
- Image ads
- Video ads
- Responsive ads
- Product Shopping ads
- Showcase Shopping ads
- Call-only ads
- App promotion ads

(\*\*\*Explain above all in 2 to 3 lines)

### **Landing Page and It's Importance**

A landing page is usually a web page that exists apart from your main website.

The purpose of a landing page is to convince visitors to take the desired action.

**What does a landing page mean?** The user 'lands' on it after clicking through from an email, ad, or marketing promotion and it is very often a follow up to what you have offered and communicated, taking the visitor to the next step towards becoming a customer.

Landing pages offer high conversion rates as compared to a regular webpage on your website, as they receive highly targeted traffic from social media campaign ads, emails, and other digital locations. Landing pages are also sometimes referred to as destination pages or lead-capturing pages.



## **Why Use A Landing Page?**

Having a landing page is a great way to drive traffic, improve your SEO and build your brand. Approximately 68% of B2B businesses use strategic landing pages to generate leads for future conversions, making them an integral part of a digital marketing campaign.

A landing page puts you in control by allowing you to lead the reader towards a specific action.

It focuses on specific, short-term goals with high yield results.

They lead customers to a specific product, service or offer and encourage them to take action.

It boosts your credibility, showing your customer that you have their best interests in mind, with simple messaging and an element of social proof.

Landing pages help to reinforce your brand, with a consistent appearance, tone, style, and copy, so that even when visitors don't convert, they can recall you in the future.

## UNIT-4

### **Introduction to Social Media Marketing**

#### **Social Media Marketing**

Social media marketing is the use of social media platforms and websites to promote a product or service.

It is the marketing that targets social platforms like Facebook, Instagram, TikTok for brand promotion, target audience growth, driving website traffic, and increasing sales.

#### **Role of Social Media Marketing**

Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts.

Social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising your brand and your products.

Social media's power is commendable as you get to reach a large number of people within seconds of posting an ad, helping you reduce your costs, and making your ads reach out to your potential audience through these social media advertisements.

With the huge number of online users, which is almost 59% of the world's population, marketers must not miss out on their chance of marketing on these digital forums where they can reach all the maximum number of potential buyers compared with print or television media marketing.

Social media sites let you know what is popular. They also provide a platform for people to talk about pertinent issues and what they prefer. Social media was initially personal but has

extended to the business realm. It plays an essential role in marketing strategies by increasing traffic and serving as a part of your SEO strategy.

Businesses need to work on their social skills and how they interact with their customers online for the best results. Success in social media marketing involves being strategic and innovative. Social media drives traffic with referrals and the additional advantage of taking up a considerable amount of time spent online. Marketers are becoming increasingly aware of the need to allocate time and resources to social media sites.

**The benefits of SMM include:**

- Increase brand awareness
- Boost website traffic
- Faster and easier content distribution
- Regular interaction with the target audience
- Industry, marketplace and competitor insights

**Goals and Strategies of SMM**

- Set goals that make sense for your business
- Take time to research your target audience
- Establish your most important metrics and KPIs
- Create engaging social content
- Make your social presence as timely as possible
- Assess what's working, what isn't and how to keep improving
- Start using platforms like chatbots

**Identifying Target Audiences in SMM**

1. Identify or create buyer personas.
2. Find out where your audience is most active.
3. Look at your competitors.
4. Survey your customers.

5. Research which social channels your audience uses.

### **Social Media Platforms**

- It is a system for disseminating information over the Internet to a selected group of followers.
- Social media platforms are used by people to publish their daily activities, comments and photos as well as re-publish information posted by others.
- Examples of Social Media Platforms are: Facebook, Instagram, Twitter, TikTok, Pinterest, LinkedIn etc.

### **Social Network Sites**

Social networking sites (SNSs) are virtual communities where users can create individual public profiles, interact with real-life friends, and meet other people based on shared interests.

Example: Snapchat, TikTok, and YouTube, LinkedIn

LinkedIn is a popular site, which helps connect professionals with coworkers, business contacts, and employers. ( \*\*\*Read about all social networking sites and observe their functionality)

\*\*\* You may be asked to write about a particular social networking site in detail.

### **Microblogging**

Microblogging is a combination of instant messaging and content production.

Microblogging refers to the act of creating concise posts for short audience interactions, often on common microblogging platforms such as Twitter and Tumblr. In addition to text, a post on a microblog can include links, audio, images, and even video.

With a microblog, you share short messages with an online audience to improve engagement. Social channels like Twitter, Instagram, Facebook and Pinterest offer popular platforms for microblogging.

This form is best used when:

- The topic or post has low search intent but high potential for virality.

- You want to take advantage of the communities on common microblogging platforms.
- You're covering a live event or providing timely updates.
- You're using your microblog as a vehicle for delivering multimedia content without a lot of accompanying text.

## **Video Marketing**

Video marketing is using videos to promote and market your product or service, increase engagement on your digital and social channels, educate your consumers and customers, and reach your audience with a new medium. Various steps of creating videos for social Media Marketing are:

- Set goals for video marketing
- Decide on your platform(s)
- Select your video types
- Plan content production
- Know what post-production entails
- Schedule & promote the videos
- Understand & analyze metrics

## **Content Marketing**

- Content marketing is an integral part of social media marketing. It is a method for companies to educate, inform, entertain and inspire the action of existing and potential customers. Content marketing promotes the product or service by raising brand awareness and by shaping the consumer perception.
- Content marketing is the marketing strategy which is used by the marketers to establish credibility, trust, and loyalty among customers.
- Content marketing includes collaterals such as blog posts, videos, and web pages. These pieces of collateral help organizations to educate and entertain their target audiences.

## **Mobile Marketing on Social Networks**

Mobile social media marketing is a technique of marketing via social media on mobile devices. It is researched that nearly 71% users access social media on mobile devices.

Mobile devices are over taking desktops/laptops as they come handy to users; thus, making them a great channel for advertising and so are the social media get influenced by them. Advertisers find mobile devices more convincing ground than web and consider it as the perfect medium for marketing.

### **Tools for Managing the Social Marketing Effort**

Social media management tools are software marketers use to better monitor and manage social media channels. They often help marketers plan, draft and schedule content more efficiently. The tools which will be used regularly are as follows.

- Customer Relationship Management (CRM)
- Online Advertising.
- Social Media.
- Search Engine Optimization (SEO)
- Content Creation and Design.
- Video Marketing.
- Event Marketing.
- Lead Capture and Conversion.

## **UNIT-5**

### **Application of Social Media Marketing**

#### **Social Networking with Facebook, LinkedIn, Blogging as a social medium**

#### **Facebook**

**Facebook** is a powerful social networking platform that allows users to connect with friends, family, businesses, and organizations. Here are some key features and steps for effective social networking on Facebook:

1. **Create an Account:**

- Visit the Facebook sign-up page and create a new account by providing your details.
- Set up your profile picture, cover photo, and add relevant information about yourself.

2. **Connect with Friends and Family:**

- Search for friends using their names or email addresses.
- Send friend requests to connect with people you know.
- Accept friend requests from others who want to connect with you.

3. **News Feed:**

- The **News Feed** is where you'll see updates from your friends, pages you follow, and groups you're part of.
- Interact with posts by liking, commenting, or sharing them.

4. **Messenger:**

- Use **Facebook Messenger** to chat with friends privately.
- You can send text messages, voice messages, and even make video calls.

5. **Timeline and Wall:**

- Your **Timeline** is your personal profile page where you can share your own content.
- The **Wall** is where your friends can post messages, photos, and videos on your profile.

6. **Events:**

- Check out **Events** to see upcoming birthdays, parties, gatherings, and other social events.
- You can create your own events and invite friends.

7. **Groups and Pages:**

- Join **Groups** related to your interests (e.g., hobbies, communities, fan clubs).

- Follow **Pages** of brands, celebrities, or organizations to stay updated.

#### 8. **Privacy Settings:**

- Customize your privacy settings to control who can see your posts, photos, and personal information.
- Decide who can send you friend requests and who can see your friend list.

#### 9. **Explore Features:**

- Facebook offers various features like live streaming, photo albums, reactions (like, love, etc.), and more.
- Stay informed about new features and updates by exploring the platform regularly.

Remember to engage genuinely, respect privacy, and enjoy connecting with people on Facebook!

□□□

### **Blogging as a social medium**

Social blogging, also sometimes called micro blogging, is a division of blogging that typically has posts with shorter word counts and may focus more heavily or include more additional media. Hallmarks of social blogs may include: Short sentences. Single image Links.

Hallmarks of social blogs may include:

- Short sentences
- Single images
- Links
- Videos
- Infographics
- GIFs
- Audio clips



Because of the changing attention spans in humans, social blogging content has become shorter. Different studies from the last few years have claimed that our attention spans have dropped from 12 seconds in 2000 to 8 seconds today.

## **SOCIAL MEDIA FOR CUSTOMER REACH**

- Choose the right channels for your brand.
- Take advantage of hashtag research on Instagram and Twitter.
- Discounts, promotions, freebies, useful advice—help out your customers.
- Join groups and communities (and follow your target audience) to share your content.
- Share your story & showcase your customers on social media channels.
- Take advantage of friend referrals to drive traffic to your accounts.

## **YouTube**

**YouTube** offers a plethora of unique features and video-sharing capabilities that make it a powerful platform for content creators and viewers alike. Here are some notable ones:

### **1. Closed Captions and Transcripts:**

- While closed captions appear in real-time during video playback, you can also access the full transcript. This feature is handy for reading captions at your own pace, copying text, or searching for specific words spoken in a video

### **2. Viewing Your Comment History:**

- If you're an active commenter on YouTube, your comments are scattered across various videos. However, you can find all your comments in one place by visiting

the Google “My Activity” portal, where your YouTube comment history is saved chronologically

**3. Watch Later Playlist:**

- When you come across an interesting video but don’t have time to watch it immediately, use the “Watch Later” feature. It acts as a playlist where you can save videos for later viewing. This feature works across all YouTube platforms

**4. Optimizing Video Display on Mobile:**

- YouTube videos may have different aspect ratios than your phone’s display. To ensure videos always fill your phone’s screen, adjust the settings to avoid manual zooming each time

**5. Double Tap to Skip Forward and Back:**

- Instead of using the seek bar, double-tap the left or right side of a video on the YouTube mobile app to skip forward or backward. It’s a time-saving shortcut

**6. Sharing Options:**

- YouTube allows you to share videos via various channels:
  - **Embedding:** Embed videos on your website to attract visitors.
  - **Social Media:** Share videos directly on platforms like Facebook, Twitter, and more

**7. YouTube Premium Subscription:**

- With YouTube Premium, users enjoy an ad-free experience, offline downloads, and access to YouTube Music. It’s a value-packed subscription service

## **Measurement of Digital Media**

To measure the reach of your posts, impressions, mentions and your community, you can use social media tools such as Facebook Insights, Instagram Insights and Twitter Analytics.

Social media ROI is one of the most important key performance indicators (KPIs) in marketing. It is often expressed as a percentage. KPIs allow you to compare and contrast different marketing channels to determine the effectiveness and efficiency of each channel.

Unlike measurements such as likes or shares, which are specific to social media, you can easily compare the ROI of all your social networks to that of your search engine advertising or email campaigns. This is because analyzing your ROI across various channels allows you to rationalize the impact of all your marketing efforts with one clear concise single measurement. This analysis helps you identify immediately which social networks are most profitable as well as cost-effective for your business.

### **Analyzing digital media performance**

As a marketer, analyzing digital marketing data is the best way to see if your digital marketing tactics are working and where you can improve.

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1. Sales Revenue. ...
2. Customer Retention Rate. ...
3. Social Media Engagement. ...
4. Cost Per Click (CPC) ...
5. Site Traffic. ...
6. Return on Advertising Spend (ROAS) ...
7. Conversion Rates.

### **Analyzing website performance**

If you want to make sure your company website is up to snuff, here are some tools you can use to test and analyze website performance.

- Analytics. ...
- Heat Mapping. ...
- Speed Test. ...
- Readability Test. ...
- Usability Test. ...
- A/B Split Testing. ...
- Mobile Website Test. ...
- SEO Reports.

### **Analyzing advertizing performance**

Advertising campaigns have three goals: inform, persuade, and remind consumers about your product. The best way to determine whether your ads are achieving these objectives is to tie them to relevant metrics.

The most common ad metrics are:

- Brand Recognition: can your audience identify yours among others?
- Brand Awareness: are you a top-of-mind association?
- Brand Consideration: are they interested in purchasing your products?

These provide a baseline understanding of consumer preferences, awareness, and intention to purchase. But collecting brand data without a brand tracker is challenging.

Thus, marketers that don't have such a tool in place leverage online advertising metrics — which are proxy and/or complementary to the above, such as:

- Impressions (ad views): the number of times your ad is shown to the viewer.
- Click-through-rate (CTR): the percentage of times your ad gets clicked when on display.
- Cost per click (CPC): the monetary value you are paying for each click or another type of action (e.g. conversion, sale, etc).

- Conversion rate: the percentage of times your ads leads to a desired action (e.g. a sale or a subscription)
- Return on ad spend (ROAS): the amount of revenue you earn for each dollar spent on ads.
- Social media sentiment: the attitude and feelings people bring up on social networks.
- Earned mentions: the number of brand mentions and links, organically acquired from online publishers.

Together, these 10 metrics can help you analyze your ads' performance across channels and baselines.

