



An Internship report

On

**UNFOLDING THE WORKING PROCESSES OF DIGITAL
MARKETING IN METACONNECT**





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Unfolding the Working Processes of Digital Marketing in METACONNECT

Submitted To:

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Submitted By:

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Date of submission: 05.11.2018

Declaration Letter

This is to certify that the internship report on ‘Unfolding the Working Processes of Digital Marketing in METACONNECT’ has been submitted by Md Mashruf (ID: 14264007) as an impartial fulfillment of the requirement for the degree of Master of Business Administration from BRAC University with the major in Marketing under my supervision.

I wish her every success in life.

Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

Student's Declaration

I do hereby declare that the work presented in this internship report titled “**Unfolding the Working Processes of Digital Marketing in METACONNECT**” is an original work done by me under the supervision of **Shamim Ehsanul Haque**, Assistant Professor, of BRAC Business School, BRAC University.

No part of this report has been previously submitted for any academic certificate or Degree. The work I have presented also does not breach any existing copyright and any portion of this report is not copied from any work done by anyone and the organization where I worked has no objection on the content of this report.

.....

Md Mashruf

ID No: 14264007

Program: MBA

Major: Marketing

BRAC University

Letter of Transmittal

5th November, 2018

Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of report on “Unfolding the Working Processes of Digital Marketing in METACONNECT.”

Dear Sir,

With due respect & honor, I, the student of MBA Department, BRAC University, am submitting the report on **“Unfolding the Working Processes of Digital Marketing in METACONNECT”**. I am pleased to inform you that I have successfully completed the intern report under your kind supervision. Now I am placing this report for your approval. Hope that my report will fulfill your expectation.

Sincerely yours,

Md Mashruf

ID No.: 14264007

BRAC University

Acknowledgement

At the very beginning I would like to express my deepest gratitude to the almighty Allah for giving me the strength and the composure to finish the task within the scheduled time. Internship report is an essential part of MBA program as one can gather practical knowledge by observing and doing the daily works in the chosen organization. I have done my internship at **METACONNECT**.

I would like to thank my honorable internship supervisor from BRAC University, School of Business (MBA), **Shamim Ehsanul Haque** for providing me such an opportunity to prepare an Internship Report on "**Unfolding the Working Processes of Digital Marketing in METACONNECT**". Without his helpful guidance, the completion of this project was unthinkable.

I would like to place my gratitude to my supervisor at **METACONNECT**, Mohammad Tarik Siddiki, Chief Marketing Officer, for his continuous guidance and valuable suggestion from time to time.

I am also indebted to all of the officers and employees of the **METACONNECT**, who extended their wholehearted cooperation to me despite of their huge workload during this period. At last I must mention the wonderful working environment that has enabled me a lot deal to do and observe the activities during my internship period.

Executive Summary

The title of this report is Unfolding the Working Processes of Digital Marketing in METACONNECT. To unfold the working process, two types of objectives have been defined here. The primary objective is- Describing the context of Digital Marketing and how to embrace this concept in our Marketing process.

There are also other three objectives- Presenting Overview of Digital Marketing, Determining the role of Digital Marketing in Business and Implementing the Concept of Digital Marketing which are secondary objectives set for supporting the primary objective.

To define the 1st secondary objective known as **Overview of Digital Marketing**, Definition Of Marketing, Marketing Strategy, Importance Of Digital Marketing, Importance Of Digital Marketing For Us, Digital Marketing Domains, Branding Strategy In The Age Of Digital Marketing, Business- Branding-Marketing- Creating Customer, The Core Of Brand Strategy, Value Creation, Wow Marketing, Think-Feel-Do Model, Innovation And Creation, Permission Marketing, The 5 Permission Levels, Ethics In Digital Communication, Ethical Issue In Marketing Communication, Digital Advertising In Bangladesh _ Display & , Internet Users & Mobile Internet Users In Bangladesh, Facebook User Growth In Bangladesh, City Wise Internet Traffic & Web Traffic By Device (Source: G&R &Statcounter), Device Page Traffic On A Typical Day And Desire Creative (Source: G&R &Statcounter) are described here.

To describe the 2nd secondary objective titled as **Determining the role of Digital Marketing in Business**, Role Of Digital Marketing In Business, Brand Presence And Reach, Customer Acquisition, Customer Acquisition: Sales Funnel Approach, Customer Acquisition: Product Adoption Model, Customer Acquisition And Product (Lean Start Up), Customer Behavior Analysis, Customer Touch Points, Media Mix And Customer Acquisition, Customer Loyalty are stated here.

To describe the 3rd secondary objective titled as **Implementing the Concept of Digital Marketing**, different Digital Marketing domains' concepts like Search Engine Optimization, Web Analytics, Google Adwords, Conversion Optimization, Email Marketing, Content Marketing, Social Media are illustrated here.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE ORGANIZATION

METACONNECT is digital marketing agency located in Dhaka where a group of group of experienced designers and marketers work. They empower the brand to be the best.

Loyalty and Honesty are their brand core values. They establish lifelong relation with their customers by cherishing their values.

In the course of 4 years, METACONNECT turns to be one of the renown digital marketing agencies across the country. They offer six valuable services which are- Creative Design, Digital Channel, Web Development, Apps Development, Social Media and Optimization.

Under Creative Design & Digital Channel, they give focus on Brand Logo Design, Illustration Design, Infographics, Corporate AV, Content development, Photography, Videography and YouTube Management.

Under Digital & Web Development, they give focus on Responsive and Dynamic web Design, Hosting service, iOS& Android apps development, App content management support & maintenance.

Under Social Media and Optimization, they give focus on Social Media Strategy & Management, Content Development & Insight Analysis, Search Engine Optimization, Digital media buying and Content marketing analysis and Tracking.

Throughout the period they have completed number of successful projects and of them FINLAY Tea's packet design, NRB Bank's Paper ad , Cross world logo animation, Pepsi and REGALO restaurant's AV are flagship projects.

1.2 ORIGIN OF REPORT

Internship Program of BRAC University is a post-graduation requirement for the MBA students. The main purpose of the internship program is to get the student exposed to the job world. Being an intern the main challenge was to translate the theoretical concepts into real life experience. An internship is like a glimpse of the real job.

The Real Purposes of the Internship Program are:

- Practical knowledge about the job responsibility.
- To experience the real corporate world.
- To compare the real situation with the lessons learned in the Academy
- To fulfill the requirement of MBA Program.

This report is the result of three months long internship program conducted in METACONNECT and is prepared as a requirement for the completion of the MBA program of BRAC Business School. As a

result, I need to submit this report based on the “**Unfolding the Working Processes of Digital Marketing in METACONNECT.**” This report also includes Overview and Role of Digital Marketing.

1.3 OBJECTIVE OF THE REPORT

There are two objectives of this report which are stated below-

1.3.1 PRIMARY OBJECTIVE

The primary objective of this report is “**Describing the context of Digital Marketing and how to embrace this concept in our marketing process.**”

1.3.2 SECONDARY OBJECTIVES

The objectives of this report are stated below-

SL NO	NAME OF THE OBJECTIVES
1	Presenting overview of Digital Marketing
2	Determining the role of Digital Marketing in Business
3	Implementing the Concept of Digital Marketing

1.4 METHODOLOGY

The study is conducted in a systematic procedure starting from selection of the topic to final report preparation. The integral part was to identify and collect data; they were classified, analyzed, interpreted and presented in a systematic manner to find the vital points. The overall process of the methodology followed in the study is explained further.

1.4.1 SOURCES OF DATA

Data are collected from both primary and secondary sources -

- **Primary Sources**
 - Observation of the organization.
 - Discussion with officials and concerned experts.
- **Secondary Sources**
 - Go through the different websites and blogs.
 - Different whitepapers, journals and reports.

1.5 LIMITATIONS OF THE STUDY

To make a report different viewpoints and encounters are required. In any case, I have confronted a few obstructions for making a complete and immaculate report. These boundaries or restrictions, which postpone my work, are as per the following:

- Struggle in getting to information on its inward operations.
- Non-availability of some former and most recent information.
- Some data were withheld to hold the classification of the association.

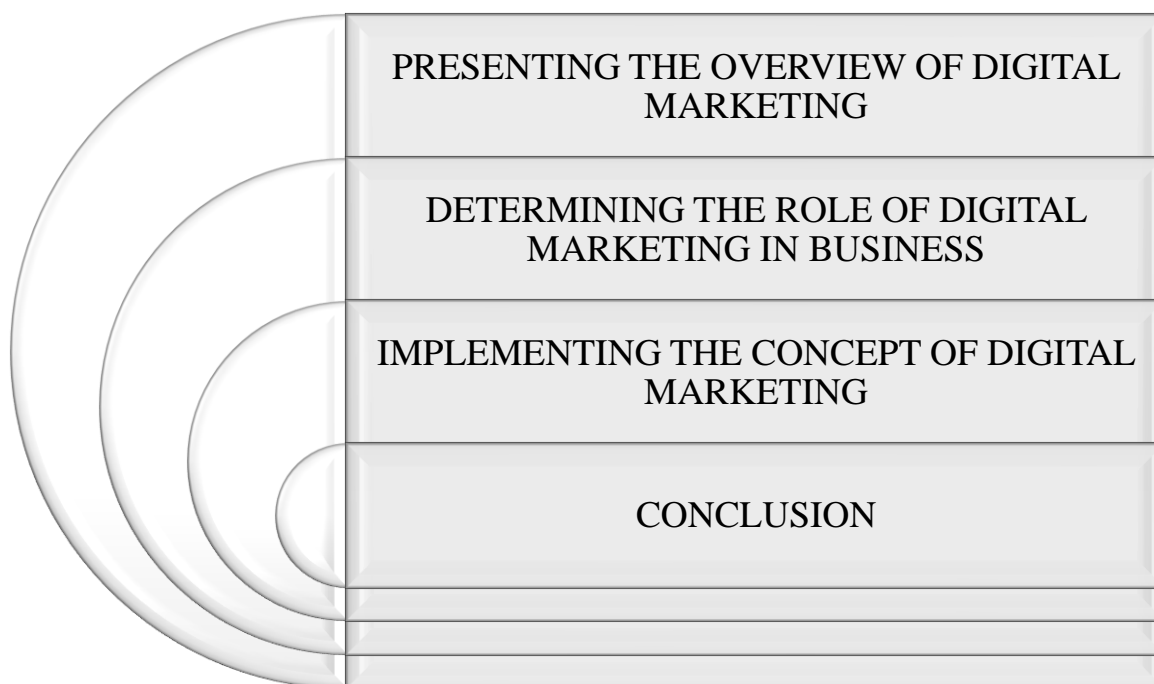
CHAPTER 2

CONCEPTUAL FRAMEWORK

2.1 CONCEPTUAL FRAMEWORK

This report is written to accomplish the primary and secondary objectives of itself. Here, the secondary objectives are - **Presenting the Overview of Digital Marketing, Determining the Role of Digital Marketing in Business** and **Implementing the concept of Digital Marketing** - presented in favor of supporting the primary objective which is “**Unfolding the Working Processes of Digital Marketing in METACONNECT.**”

CONCEPTUAL FRAMEWORK



CHAPTER 3

PRESENTING THE OVERVIEW OF DIGITAL MARKETING

3.1 OVERVIEW OF DIGITAL MARKETING

3.1.1 DEFINITION OF MARKETING

Marketing has been defined as:

According to Philip Kotler, Marketing Guru, “Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.”

According to Chartered Institute of Marketing, “The management process responsible for identifying, anticipating and satisfying customer requirements profitably.”

According to American Marketing Association, “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

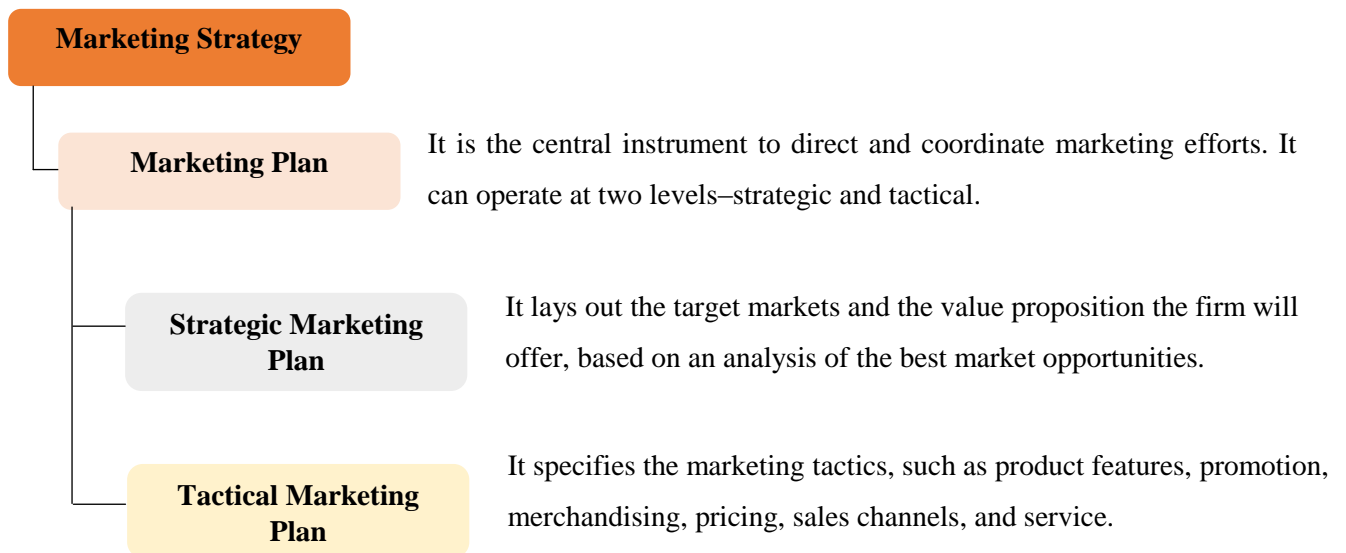
3.1.2 MARKETING MIX

The term ‘marketing-mix’ was first coined in 1953 by Neil Borden, the President of the American Marketing Association (AMA). It is used to make important decisions that lead to the execution of a marketing plan.



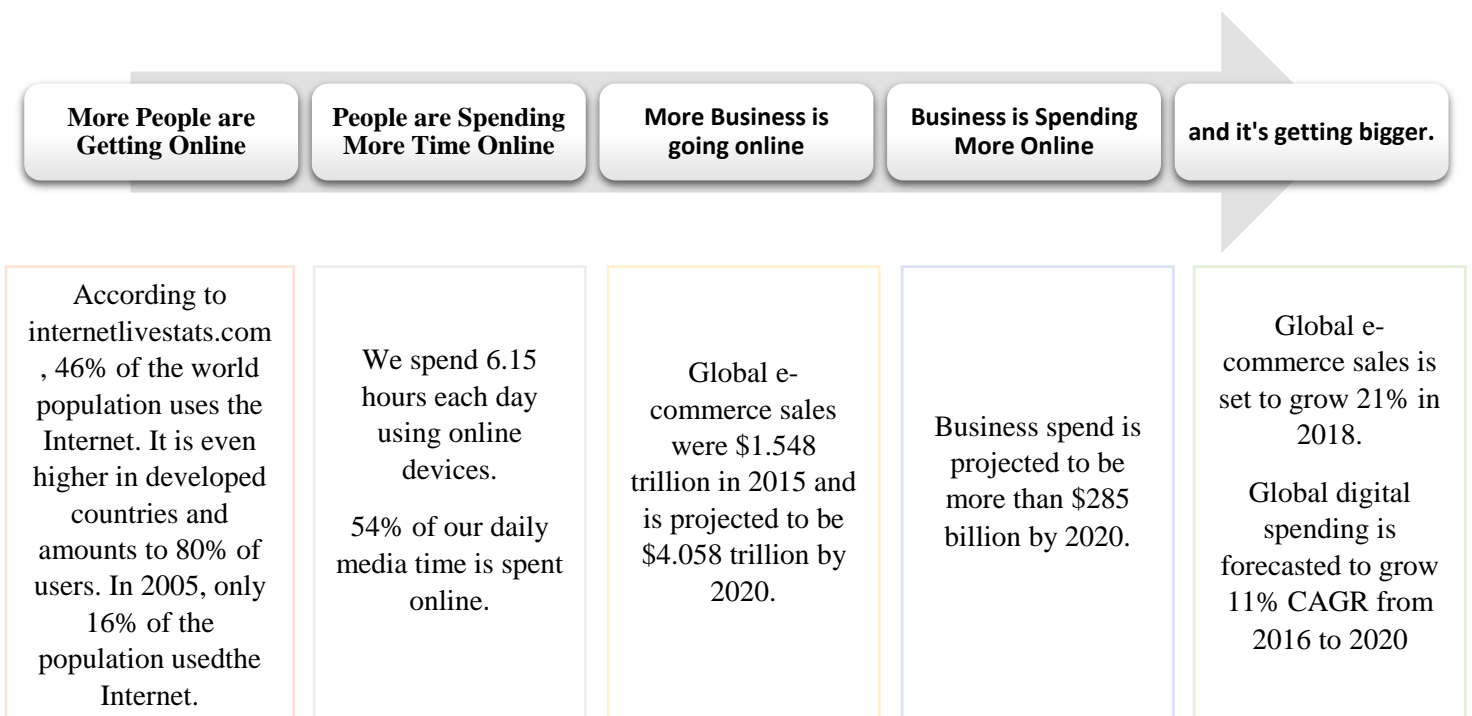
3.1.3 MARKETING STRATEGY

It is a set of actions and tactics with the goal increasing organization’s sales achieving a sustained competitive advantage. It is created after conducting an internal and external environment scan and is implemented through a marketing plan.

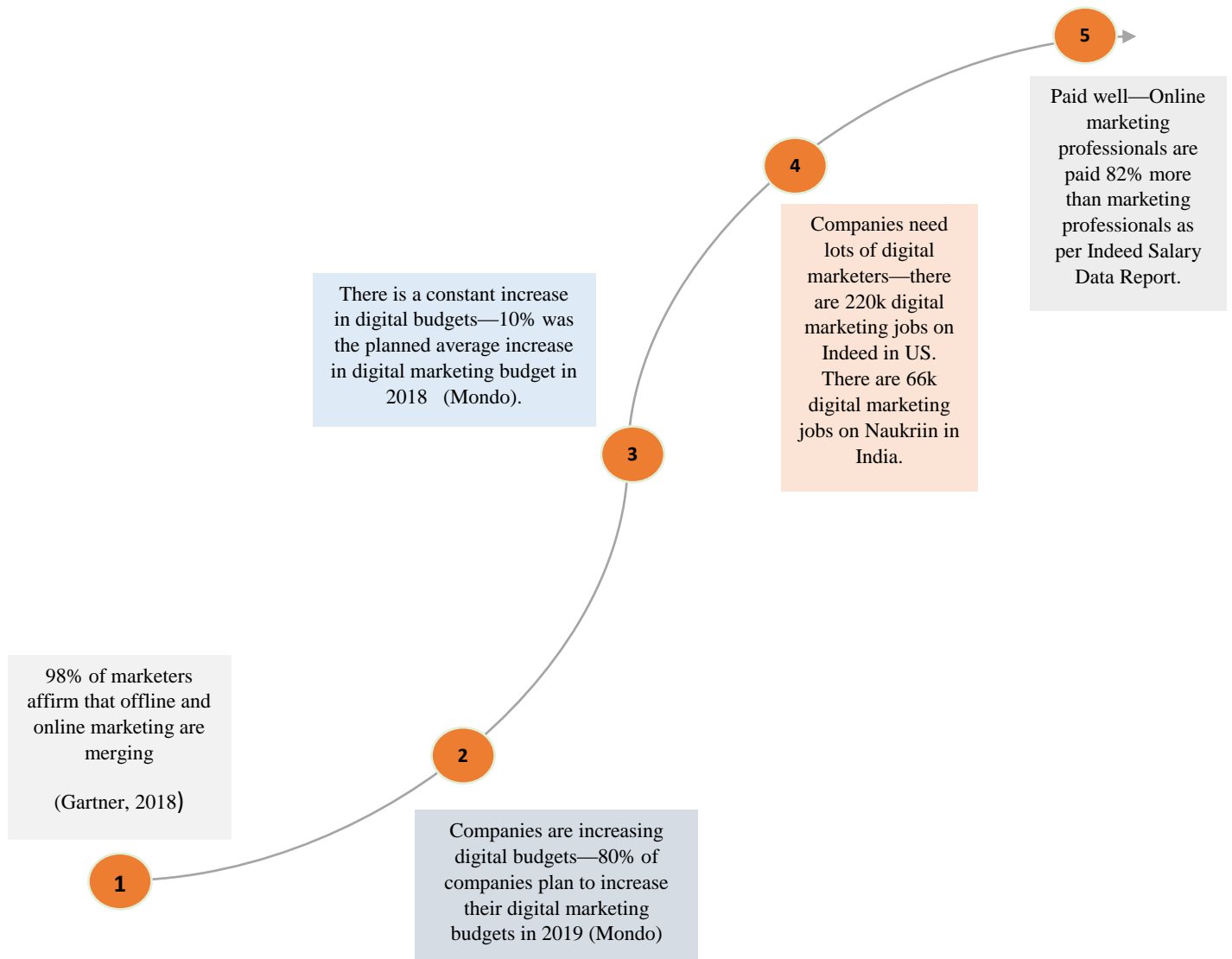


3.1.4 IMPORTANCE OF DIGITAL MARKETING

The digital marketing is growing very first.



3.1.5 IMPORTANCE OF DIGITAL MARKETING FOR US



3.1.6 DIGITAL MARKETING DOMAINS

Search Engine Optimization

- Become more discoverable to our audience.

Web Analytics

- Understand how our audience interacts.

Google Adwords

- Advertise and gain footfall

Conversion Optimization

- Maximize revenue from footfall.

Email Marketing

- Leverage and engage with our customer base.

Content Marketing

- Use content to make our message viral.

Social Media

- Harness social media to reach and engage our audience.

3.2 BRANDING STRATEGY IN THE AGE OF DIGITAL MARKETING

3.2.1. BUSINESS- BRANDING- MARKETING- CREATING CUSTOMER

Purpose of Business : Customer Creation

Objective of Business : Earning Profit

•Main Functions of Business

- Innovation
- Marketing

Branding

- Creation of A ‘Value With Wow Factor’
- Remarkable Communication With Roi

Marketing

- Cc Dv Tv (Philip Kotler)
- Create-communicate-deliver-value for Target Market @ Profit

Creating Customer

- Perpetual Innovation
- Smart Conventional + Digital Marketing

3.2.2 THE CORE OF BRAND STRATEGY

Brand Creation

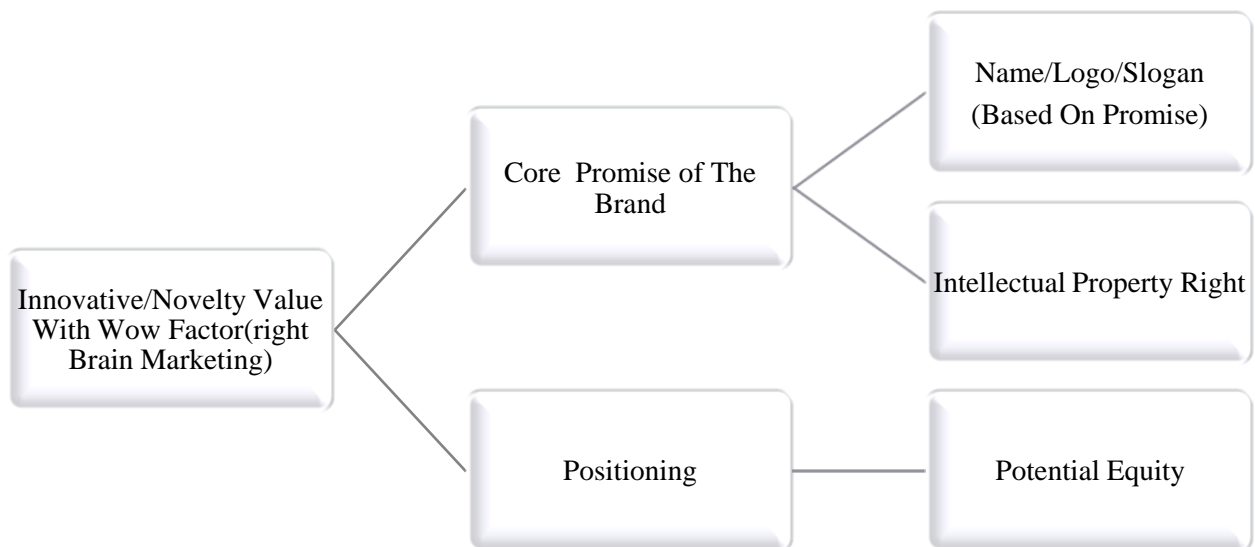
- Create With WOW Factor

Brand Building Through Digital Communication to The Right Target Audience

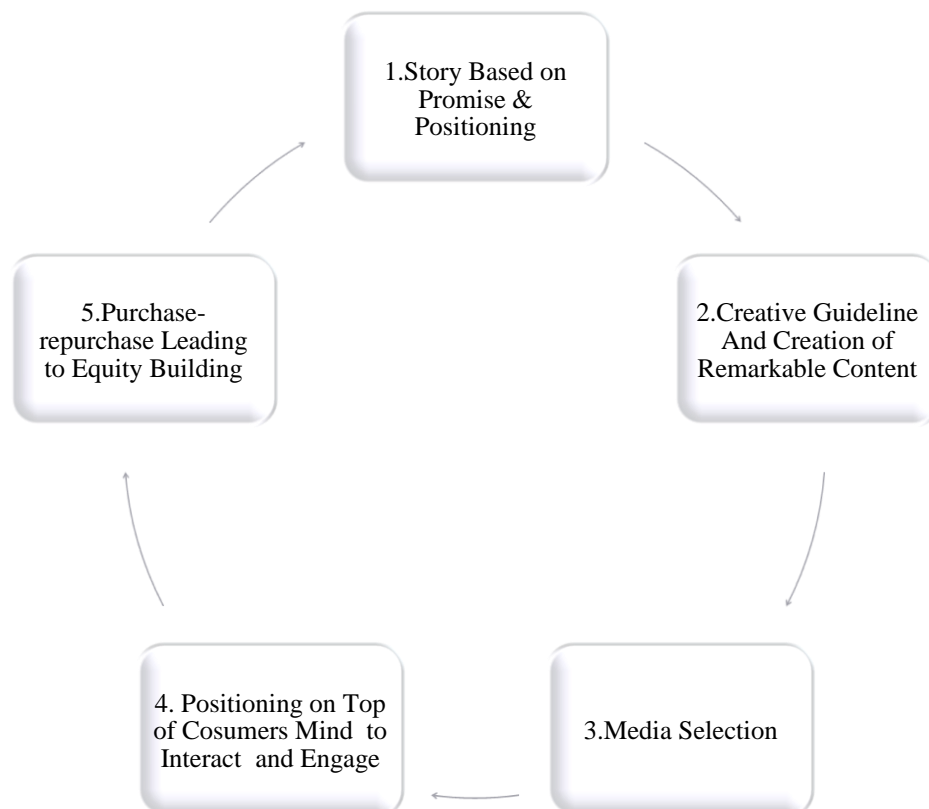
- Communicate with WOW to the Target

3.2.3 VALUE CREATION

Value creation refers to create an Innovative / Novelty/ Delightful / Differentiated Value with WOW factor.



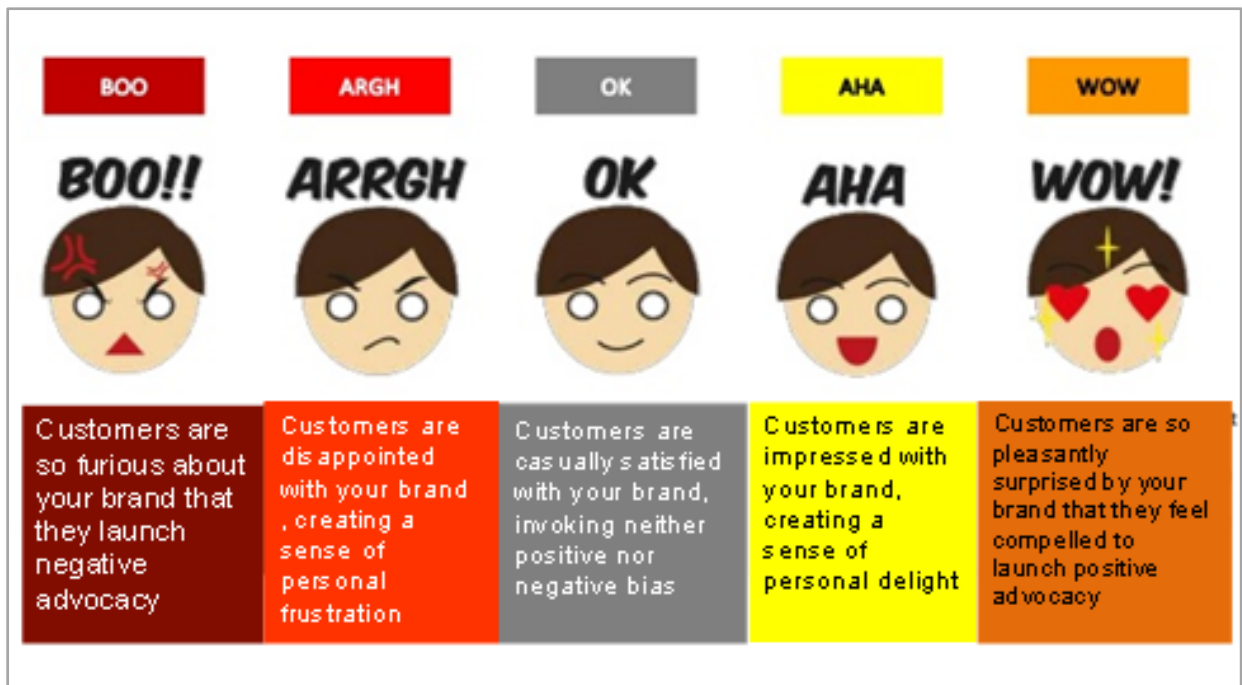
3.2.4 VALUE CREATION IN DIGITAL



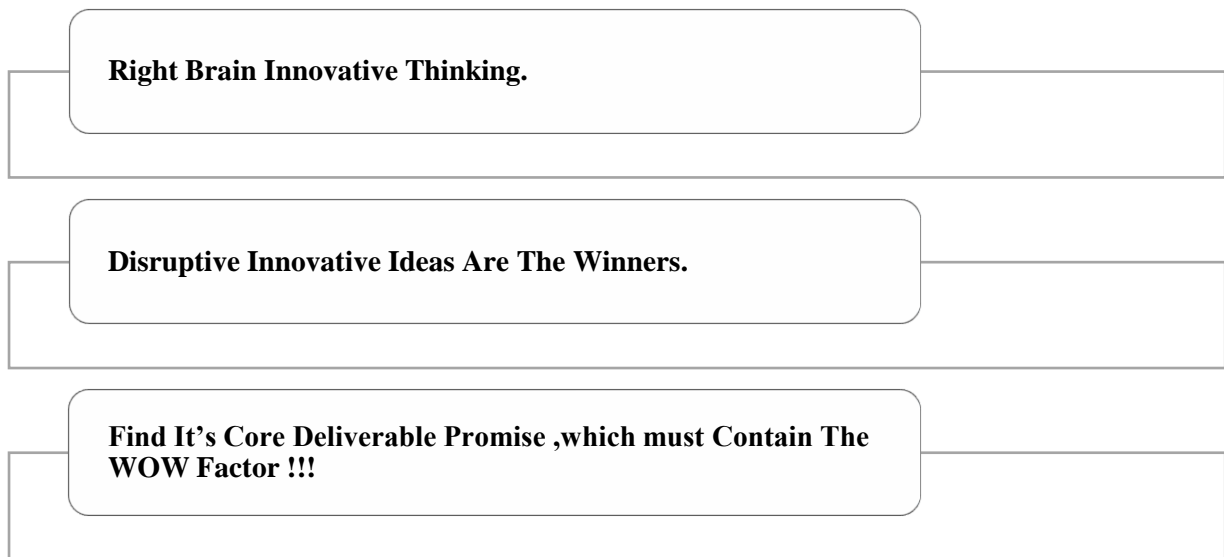
In terms of Digital communication some important facts are also given below-

SI No	Name of the Topic	Specifications of the Topic
1	Story telling with ROI	<ul style="list-style-type: none"> - Story telling must be on derivable promise. Core promise must be verb. - Story must be have ROI. Here, R= Relevance, O= Original, I = Impactful
2	Creative Execution	<ul style="list-style-type: none"> - Must Be Focused & On One Big Thing - Message Must Be Based On Authentic Promise - Dare To Be Different - Brand The Communication - The Content Should Sparkle
3	Positioning on Top Of Consumers Mind	<ul style="list-style-type: none"> - Consumer has ladder in their mind. They can recall any 2 brand names under any specifications.
4	Purchase – Repurchase Equity	<ul style="list-style-type: none"> - When the conversion takes place purchase takes place - When the promise is delivered, repurchase happens

3.2.5 WOW MARKETING



3.2.6 GUIDELINE TO CREATE VALUE WITH WOW



3.2.7 THINK- FEEL-DO Model

It is one of the most single and powerful way to make a campaign successful. To make a campaign successful the ultimate rule is – **make it simple and strategic**. For every message, we need to specify in advance what people should *think* when they encounter the message, what they should *feel*, and what they should *do*.

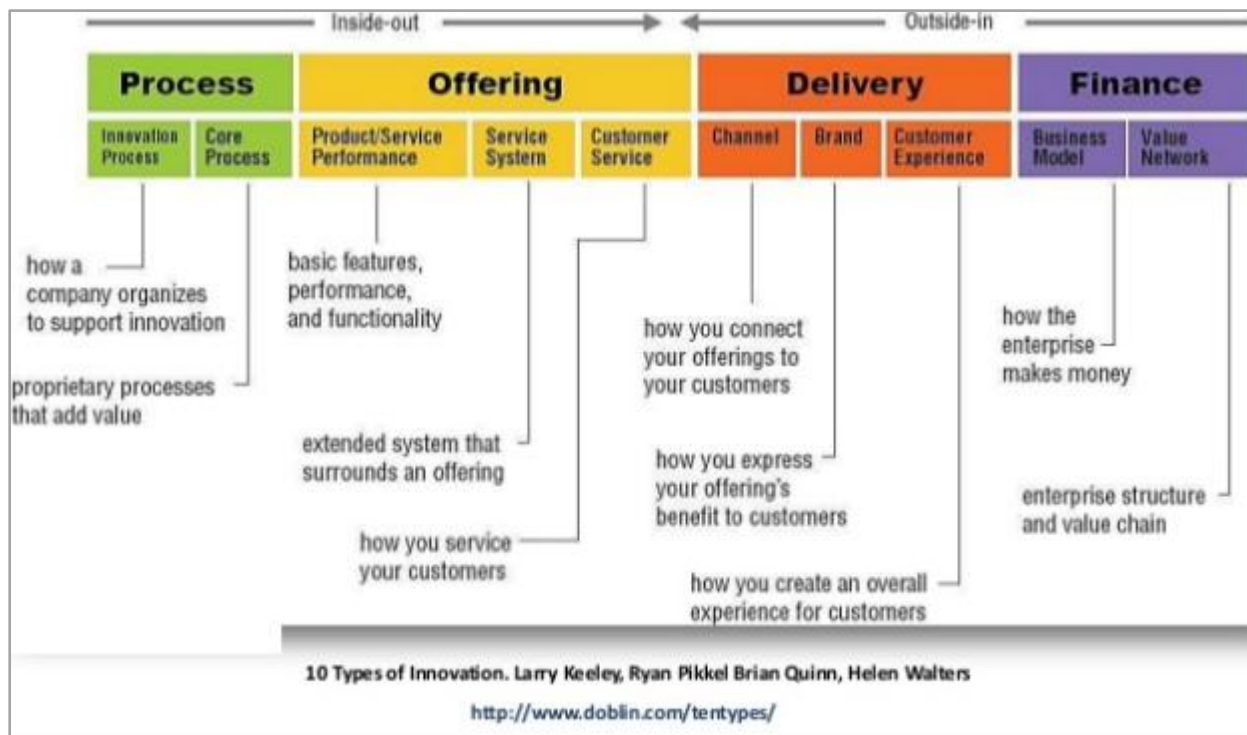
Here, an example shows different *Think-Feel-Do* objectives of a campaign-

Think-Feel-Do Model

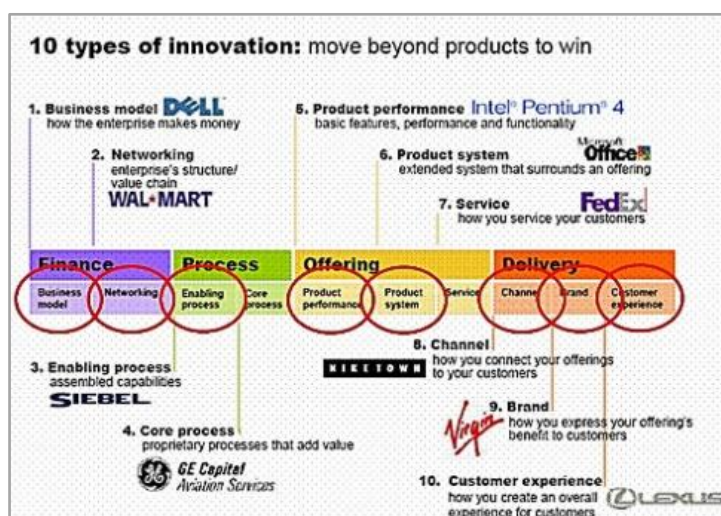
Target audience:	Sedentary boomer women
Campaign purpose:	Motivate more physical activity
Message concept:	Leverage social norms
Key message:	Other, similar women are active and exercising
Think objective:	Other women my age are exercising — I should too
Feel objective:	Concern about falling behind
Do objective	Call a friend and schedule a walking date
Message concept:	Build self-efficacy
Key message:	You have the ability to be more active.
Think objective:	I can do this — I'll start small
Feel objective:	Confidence and excitement
Do objective	Go for 10-minute walk that day

3.3 INNOVATION AND CREATION

In this world, everything is evolving in supersonic speed whether it is service design, marketing and customer communication method, business acquisition, business model and so forth. However, commonly, people relate business innovation with product innovation only. There are significantly 10 types of innovation based on the book named 10 Types of Innovation written by Larry Keeley, Ryan Pikkell Brian Quinn, Helen Walters.



Innovation is discipline oriented. The more innovations are embraced in business process, business will acquire more novelty value which will ensure more exponential sustainable growth to business.



3.4 PERMISSION MARKETING

In today's world, customer get annoyed to see different sort of advertisement through online and offline marketing channels. To build two way communication between customer and brand, a brand needs to give focus on permission marketing as it allows brand to design communication which is-

- Anticipated
- Relevant
- Personal.

Moreover, when a customer allows a brand to give him/her brand's information or information associated with product, brand can formulate personalized experience strategy for the customer. It helps a brand to make **a stranger to a friend, a friend to a customer and a customer to a loyal customer**. At every step up of the ladder, trust grows, responsibility grows and profit grows.

3.4.1 THE 5 PERMISSION LEVELS

The 5 Permission Levels

NAME OF THE LEVEL	SPECIFICATION	EXAMPLE
1. Intravenous	The marketers take the purchasing decision on behalf of the customer.	Magazine Subscriptions, book clubs.
2. Purchase on approval	Customer pays in advance but doesn't necessarily use the product/ service.	Gym club subscription
3. Loyalty Points	Customer buys more of the product or service in response to incentives.	Loyalty cards. Lottery
4. Brand Trust	A trustworthy name can take over 50 years to be built and can be over stretched.	Speak To Customers In An Authentic, Human Voice, Solicit And Value Feedback
5. Situation	Opportunistic offerings from brands.	McDonalds: Do want fries with the crispy burger.

3.5 ETHICS IN DIGITAL COMMUNICATION

Ethics are the basic concepts and fundamental principles of decent human conduct. In marketing communication, ethics refers to Honesty, Integrity, Honor and Virtue. There are different sort of ethics-

- Social Ethics
- Business Ethics
- Cultural Ethics
 - Religious Ethics
 - Environmental Ethics
- Inferred Ethics
- Netiquette
- Political Ethics

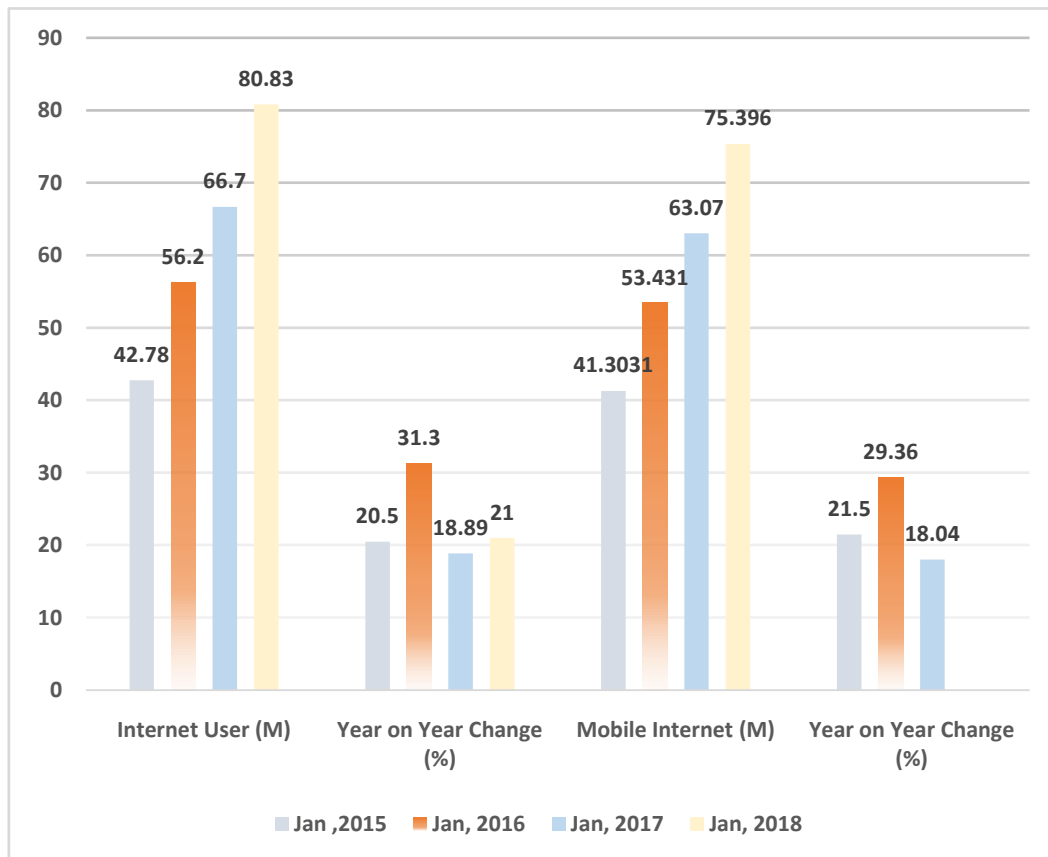
3.5.1 ETHICAL ISSUE IN MARKETING COMMUNICATION

In terms of ethical communication in marketing communication, puffery and Deception are illegal. Here, **Puffery** refers to exaggerated claim of a product superiority. On the other hand, Deception refers to statements that lead to false believe invading into customer mind which is not true.

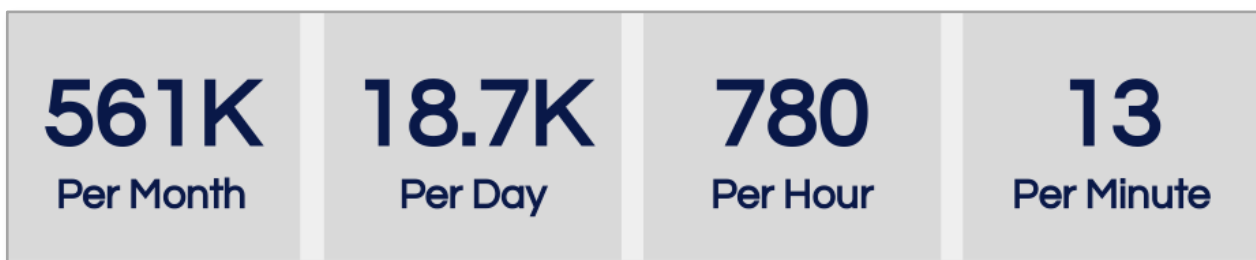
Advertising to children and advertising controversial product like Tobacco, Alcohol, Gambling and drugs are also unethical.

3.6 DIGITAL ADVERTISING IN BANGLADESH _ DISPLAY & VIDEO

3.6.1 INTERNET USERS & MOBILE INTERNET USERS IN BANGLADESH



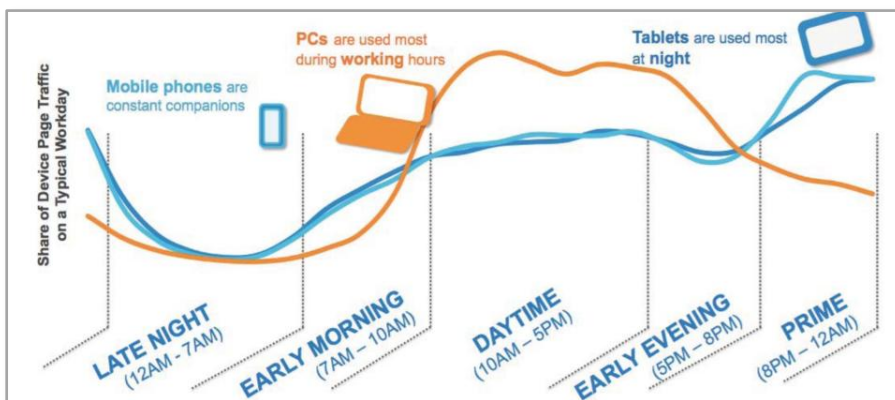
3.6.2 FACEBOOK USER GROWTH IN BANGLADESH



3.6.3 CITY WISE INTERNET TRAFFIC & WEB TRAFFIC BY DEVICE (SOURCE: G&R & STATCOUNTER)

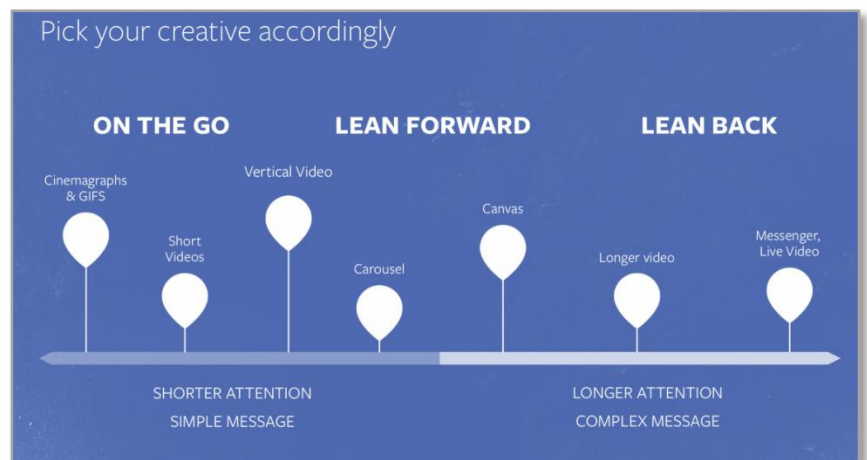
City Wise Internet Traffic		Web Traffic by Device		
City	Inventory (%)	Device Name	Inventory (%)	Year on Year Changes (2017-2018) (%)
Dhaka	75.86	Laptop & Desktop	25	13
Chittagong	7.89	Mobile	74	-4
Narayanganj	1.65			
Sylhet	1.62	Tablet	1	-14
Comilla	1.4			

3.6.4 DEVICE PAGE TRAFFIC ON A TYPICAL DAY AND DESIRE CREATIVE(SOURCE: G&R & STATCOUNTER)



Device Page Traffic

Desire Creative



3.7 SUCCESS CASE STUDY

- **SAMSUNG**



Samsung Electronics America introduced a new mobile device to compete with the iPhone.

Samsung made digital out-of-home the primary vehicle for the new launch campaign.

Digital out-of-home media, although unproven, stood out as a new, low-cost channel with potential.

Samsung achieved excellent brand awareness levels and purchase consideration ratings.

- **PIONIEER**

Pioneer achieved more than 60% click-through rate for its online ads:

- Pioneer, the electronics manufacturer, ran an online ad campaign in online communities where consumers gather.
- It was able to achieve more than 60% click-through rate in its online campaign by effective use of two social media elements:



- First key element of Social Media is a capacity to precisely target specific consumer groups on a grand scale.
- Second key element was the ability to participate in the conversations that consumers have about the product and brand.

CHAPTER 4

DETERMINING THE ROLE OF DIGITAL MARKETING IN BUSINESS

4.1 ROLE OF DIGITAL MARKETING IN BUSINESS

4.1.1 BRAND PRESENCE AND REACH

At first, we must keep in mind that digital marketing strategies for creating brand presence and reach is not the same as increasing online sales as brand presence and reach is an essential ingredient of a long-term business plan.

Branding initiatives works best when there is no urgency or pushing to increase sales. The world most effective branding campaign don't push its target audiences to take the action button immediately—instead they focus entirely associating special feeling with a brand.

Nike's famous campaign "Just Do it" commercials do not end with an action call, they end with a flash of Nike logo for stimulating a profound impact on customers' mind.

According to Google, at present, Google processes over **40,000** search queries every second on average which translates to over **3.5 billion** searches per day and **1.2 trillion** searches per year worldwide. As a result, to make a brand visible to its target customer group, effective online presence turns to be the most important part and parcel for a business in today's digital world.

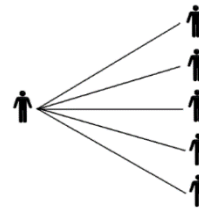
Not only this but also any kind of social issue can easily be addressed through the effective presence of social media. A village in Kenya, 160 Km west of capital Nairobi, a tweet saved a family from thugs. A local chief officer got a message like a gang of thieves is invading a local school teacher's home; the chief immediately broadcasted the news through his tweeter account and on that time there was 300 followers of him. When 300 followers got this message and through their personal account this news also tweeted to their respective friends and family members. Eventually, 28,000 residents in the region gathered outside the home and saved the family from thugs.

In this same way, Brand presence and reach also works in the digital channels (Social Media as Tool of Marketing and creating Brand Awareness, 2012). To increase the brand presence and reach of any brand in any digital channel, firstly, three value governance laws need to be implied which are given below (Social Media as Tool of Marketing and creating Brand Awareness, 2012), required for selecting a proper social channel to disseminate Brand information.

SI No	Name of the Law's	Specifications
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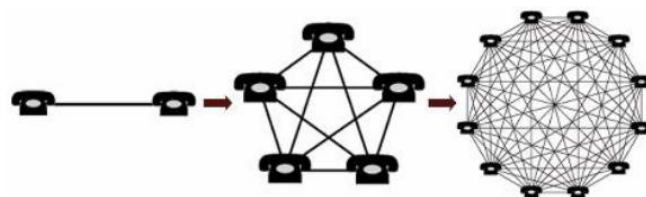
1	Sarnoff's Law	
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Sarnoff law was coined to relate to the value of a radio station to the number of listeners. In its view the value of network increases in direct proportion to the number on listeners on that network. Therefore a network with 100 members is considered to be 10 times more valuable in terms of reachability contrary to a network with only 10members.



The law stipulates that, the greater number of users with the service, the more valuable the service becomes to the community. As a result, more people associate with a brand and get value from it, they incline the value of the brand as well as prefer to work as referral for that brand. The increase of network chain has an impact like how far the message can go.

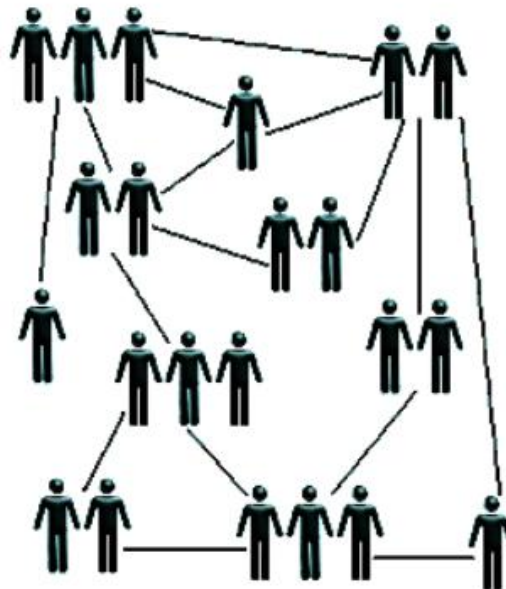
2	Metcalf's Law	
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3

Reed's Law

This law illustrates that a well-connected network encourages the formation of strong subgroups and flow of communication that put more emphasis on relevant and important information within the networks. To every addition of a new person in the group increases the opportunity to expand and format new sub groups.



Secondly, to become authentic and searchable in this digital phenomenon, a brand must give focus on content marketing. In fact, according to The Content Council, 61 percent of consumers say they feel better about a company that features custom content and are more likely to buy from that company.

Content specialist, Barry Graubart says that: “Content marketing is an approach by which companies seek to author and/or share contextually relevant content to create or reinforce their brand messaging. When done effectively, content marketing is not done in direct support of a sales process, but rather by positioning a company or individual within a space” (Transilvania University, 2015)

The core objectives of building contents are given below, (Transilvania University, 2015)-

Sl No Core Objectives of building contents

1	• Increasing The Brand Awareness;
2	• Building A Relationship Based On Trust With The Target;
3	• Solving The Problems Related To Low Audience;
4	• Creating A Need For A Specific Product;
5	• Developing Customer Loyalty;
6	• Testing A Product Idea / Business;

7 • Creating An Audience

Thirdly, some other important factors for making Brand presence and reach through digital marketing strategies are given below (Sharptech, 2016)-

SI No	List of Tasks	Specifications
1	Guest Blogging	Choose some one's blog which is related to business and share information which helpful for the target the audience. Consequently, it will increase fame of the business.
2	Put Infographics	A visually well treated infographic where getting information is quite easy plays a vital role to build brand awareness among customers.
3	Offering Free version	Whenever customers gets free service or product, he/she gets a chance to get in chance with brand which also helps him or her to recognize the brand in next purchase if the free product or service gives overwhelming experience.
4	Establish Relationships with Influencers:	A good relationship with an industry influencer can influence a business in terms of increasing brand presence and reach. They can help a business to gain popularity in target group through sharing their views and ideas on that business leveraging different digital channels.
5	Optimize for Mobile and Other Platforms:	The penetration of smart phone users is increasing day by day .As a result, if business provides poor mobile users experience then competitors mobile responsive website can easily turn the eyeball of customers.
6	Reward Loyal Followers and Engage with Them	If a customer is given proper attention after gaining positive experience of a Brand, He or she more likely to share positive information about brand with his/.her friends and family members.

Frothy, finding the necessary KPIs is also essential for any marketers. The possible KPI metrics chart is given below (Social Media as Tool of Marketing and creating Brand Awareness, 2012)-

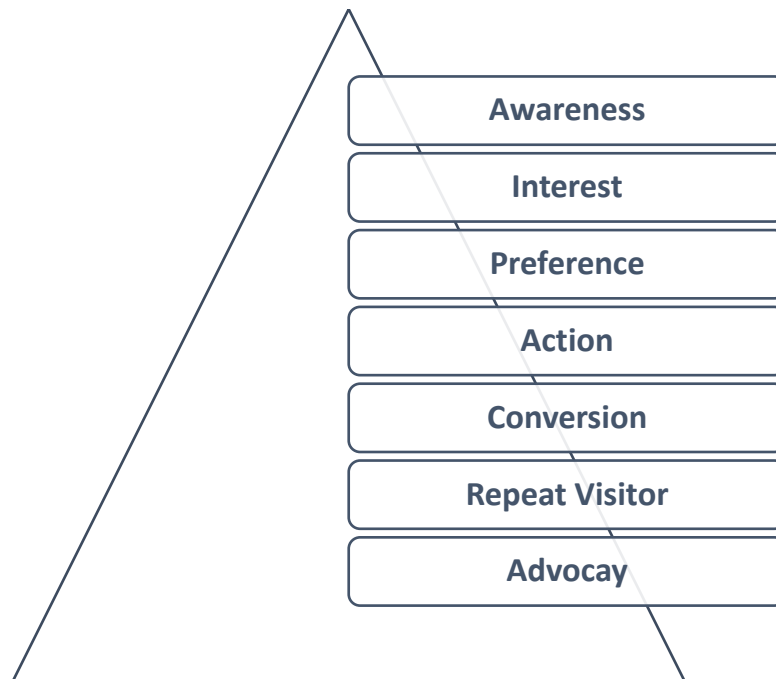
Target Knowledge	Interpreted Information	Underlying Metric
Audience	Who`s reading	aggregate profile
Unique visitors	Page views, visitors info, blog mentions, click analysis, traffic patterns, source of traffic via Referrer measure	Web Analytics: Unique visitors
Influence	Memes(thoughts, ideas etc) and intensity overtime	Time on site, blog context, review polarity
Engagement	Clicked on length of stay conversation	Time on site, pass-alongs, comment-to-post ratio, blog mentions, reviews, bounce rates
Action	Conversions	Pass-alongs, conversions, reviews
Loyalty	Trends: subscribers, repeat visitors, referrals	Pass-alongs, blog mentions, time on site, bounce rate

4.1.2 CUSTOMER ACQUISITION

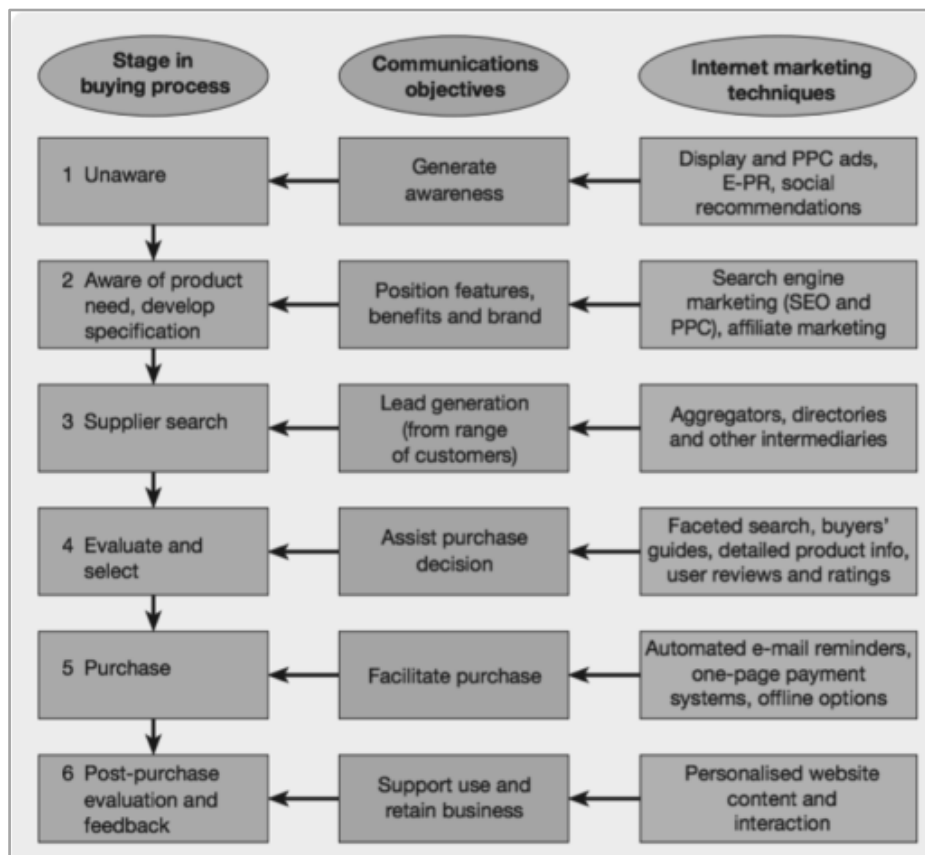
Customer acquisition and Digital marketing can create a good foundation of any business growth. There are many approaches to articulate a successful customer acquisition strategy. Some of them are given below-

4.1.2.1 CUSTOMER ACQUISITION: SALES FUNNEL APPROACH

This model is very much useful for a startup company. According to Alex Mandossain, the customer acquisition model is given below-



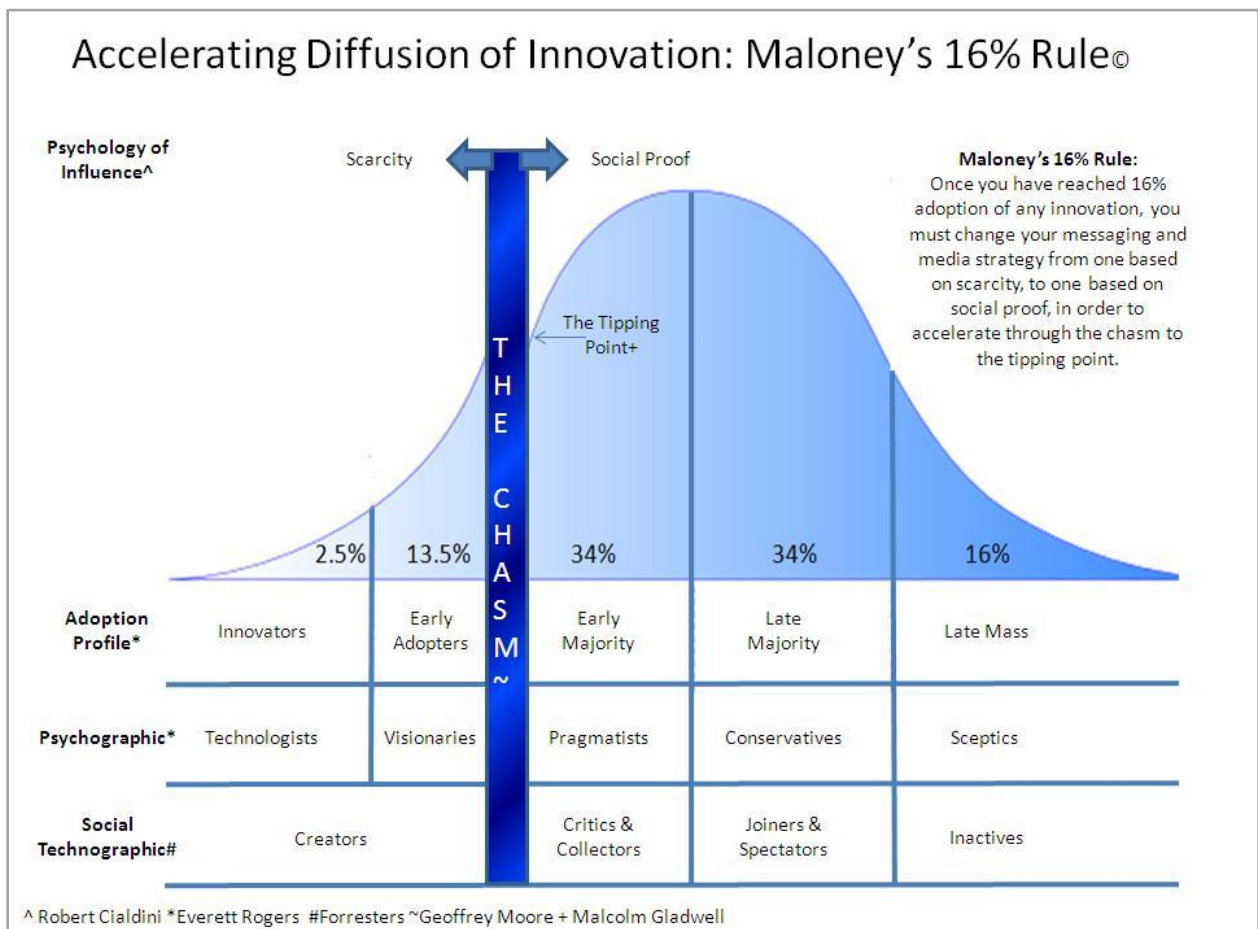
Chaffey also links this model with the marketing techniques and communication objectives as customer buying process, customer acquisition funnel and digital marketing communication objective



are interrelated (Narsavidze, 2014)-

4.1.2.2 CUSTOMER ACQUISITION: PRODUCT ADOPTION MODEL

The diffusion adoption model is suitable way to describe customers and market in the adoption cycle of the market for any new innovation in the market. According to the Moore- the diffusion of innovation is –“process by which new products are communicated through certain channels over time among the members of a social system”. The figure of the diffusion of innovation model is given below-



It is unquestionable that every adopters has huge influence on other groups in the adoption cycle of the product. Innovators and early adopters are the first one to take the risks, to try out any new idea and service which have profound impact on the new product acquisition strategies.

However, According to Moore, very often startups acquire early adopters as their customers, but find it difficult to move from early adopters to an early majority group of customers. The most critical part is moving towards early adopters to early majority which often describes as “crossing the chasm” which also called bringing the product to the masses.

4.1.2.3 CUSTOMER ACQUISITION AND PRODUCT (LEAN START UP)

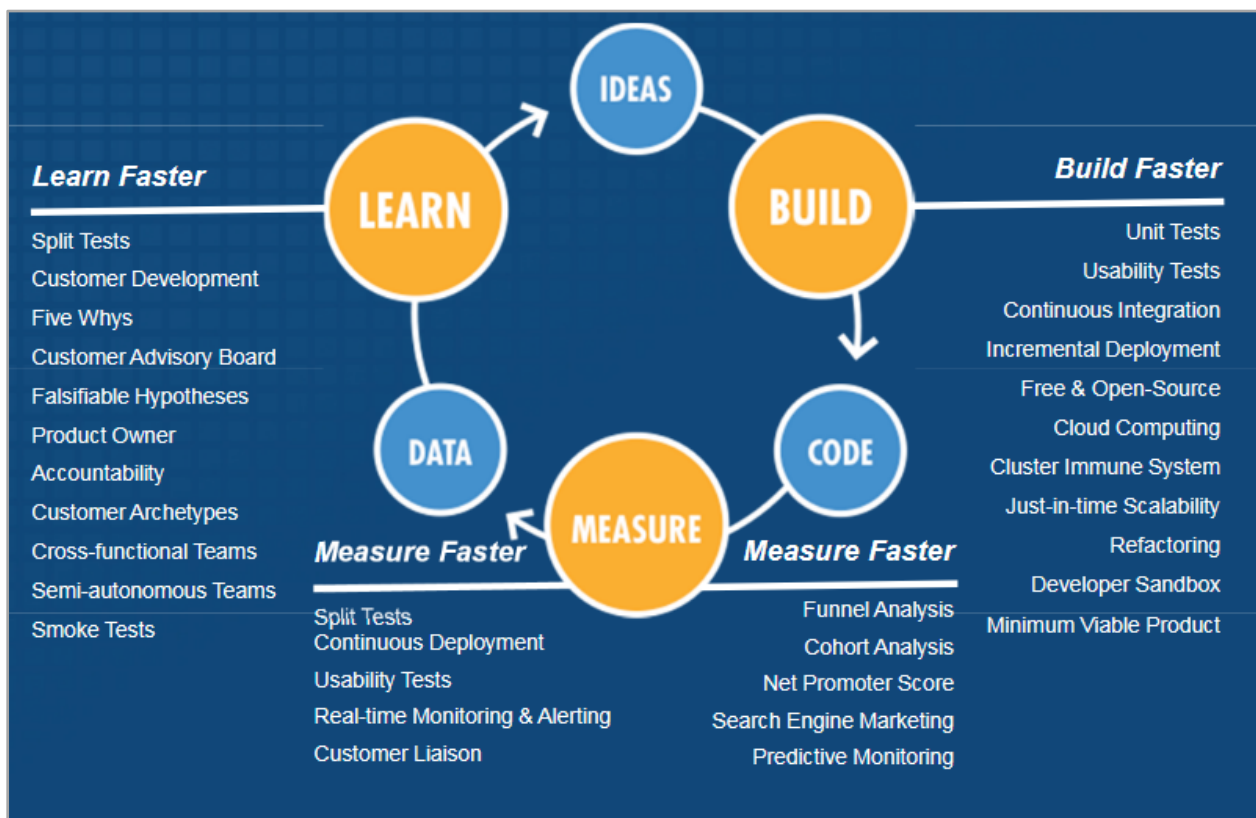
However, there are number of companies which did not give any kind of concentration at beginning stage on promotion at their marketing mix. They invested heavily on their customer knowledge and product development based on customer requirement.

Some pioneers to follow this strategy are Facebook, Tweeter and social media startups which have reached billion of customers with their offerings without any traditional forms of advertising or other forms of promotion.

According Lean startup framework, the successful customer acquisition starts from product that is built according to customer demand. Adopted from (Porad 2014).

Based on the book, The Lean startup written by Eric Ries, if customer has a problem that a business can solve then solution cycle will be problem Interviews, Agile Development and testing. This business model allows for multiple minor failures yet constant learning.

As of today, many startups as well as established business like Toyota Corporation also follows lean startup strategy as product built with the customer in mind and according to their needs is the foundation of the successful customer acquisition.



4.1.2.4 CUSTOMER BEHAVIOR ANALYSIS

There are also some other companies which are giving focus customer behavior analysis for formulating a strong customer acquisition strategy. Through utilizing social elements and data driven strategy they are trying to get answers like what makes a video viral and what makes people share things on internet and what persuades consumer to buy.

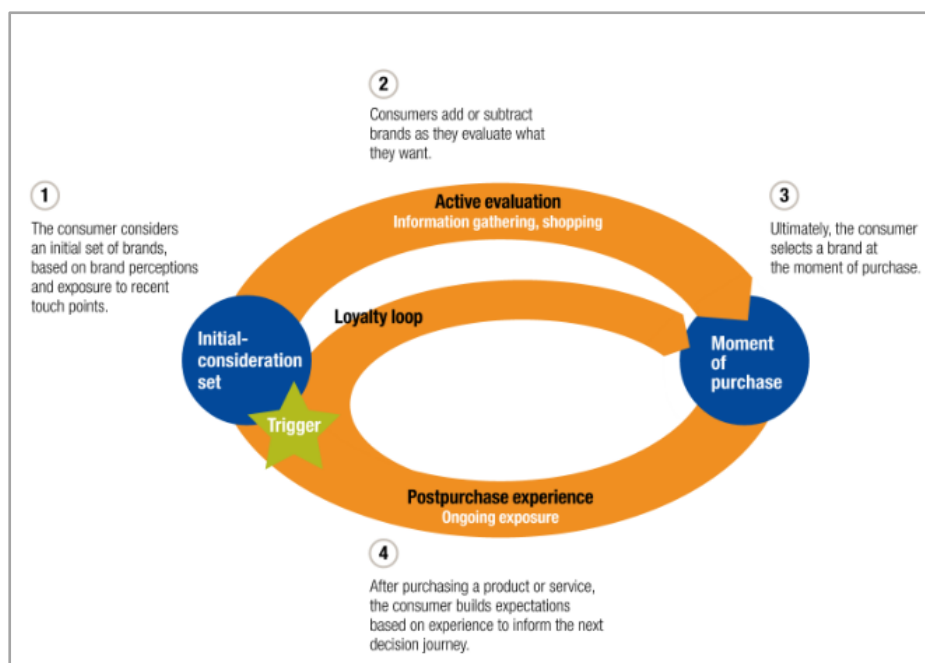
The scope of consumer behavior usually give focus on (Narsavidze, 2014) these questions:

SI No	Consumer Behavior Questions
1	How do consumers buy goods and how do they use them?
2	How do they react to prices, promotion and other changes?
3	What behavioral patterns drive the-se responses?
4	What influences consumer purchase decisions the most?

- **CUSTOMER DECISION MAKING PROCESS**

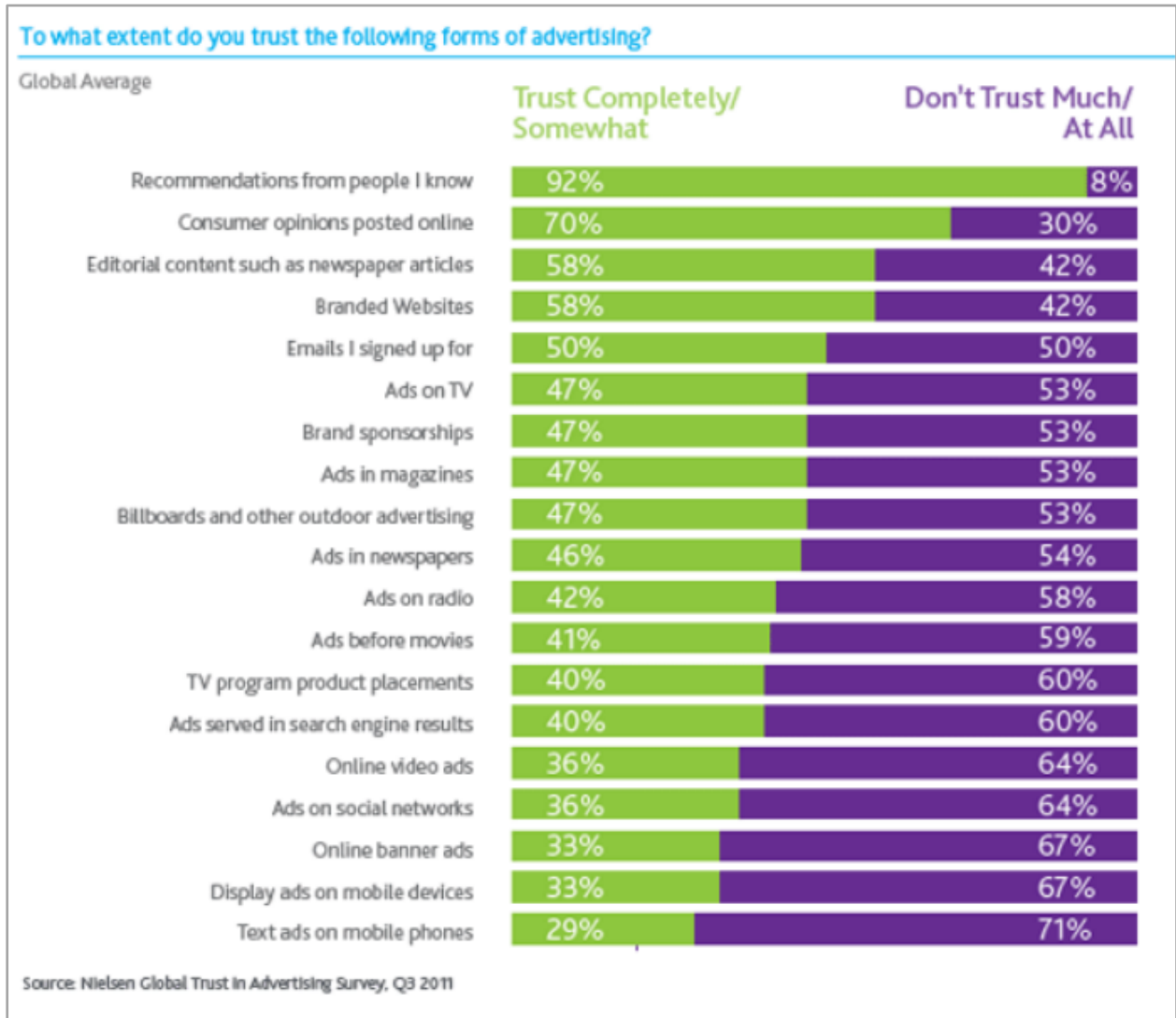
One of the major factor to analysis customer behavior is customer decision making process. According to Court (Court et al 2009), marketers main goal is influence customer decision make process when he /she is ready to make a purchase. Customer decision making process start from trigger or want, followed by the brand consideration. As consumer add or subtract a brand, consumer decision making process get started.

Once a purchase is made, the post purchase evaluation get started. The customer decision making process flow is given below-



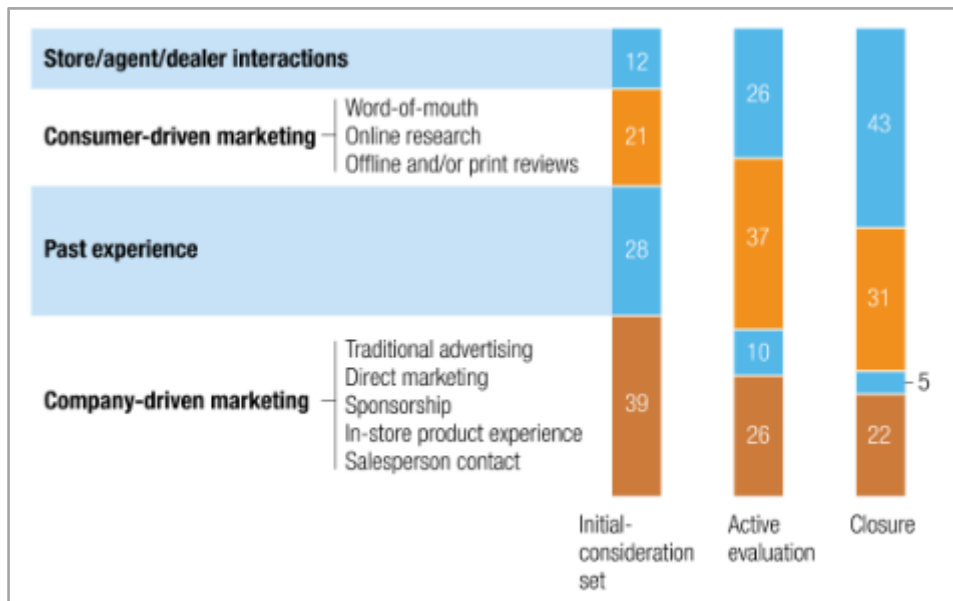
4.1.3 CUSTOMER TOUCH POINTS, MEDIA MIX AND CUSTOMER ACQUISITION

In order to stay connect with customers, a company requires multiple touch points so customers can easily recognize the Brand and also associated product or service the brand offers. According to Nelson, the most influential touch point is referral from friends and family members.



According to Josh Elman, Twitter Vice-President of Growth, word-of-mouth was the main principle behind the explosive growth of Twitter (Kaplan 2014). However, only rely on the word of mouth cannot be strong strategy for customer acquisition model. All sort of available media need to be introduced to disseminate product information and build BRAND loyalty.

Based on (Narsavidze, 2014), the most influential touch points by stage of customer decision making journey for competitors, new customers and % of effectiveness is given below-



There are four types of media channels to reach and engage potential customers. These are paid,

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"> • Web site • Mobile site • Blog 	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> • Control • Cost efficiency • Longevity • Versatility • Niche audiences 	<ul style="list-style-type: none"> • No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"> • Display ads • Paid search • Sponsorships 	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> • In demand • Immediacy • Scale • Control 	<ul style="list-style-type: none"> • Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	<ul style="list-style-type: none"> • WOM • Buzz • "Viral" 	Listen and respond – earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> • Most credible • Key role in most sales • Transparent and lives on 	<ul style="list-style-type: none"> • No control • Can be negative • Scale • Hard to measure
Social media	Brand interacts on third-party channels through its own profiles	<ul style="list-style-type: none"> • Twitter account • Facebook page • YouTube channel • Flickr account 	Two-way information flow between company, consumers and between the various media types	<ul style="list-style-type: none"> • Cost efficiency • Versatility • Organizational learnings • Personalizes organizations 	<ul style="list-style-type: none"> • No control • No guarantees • Takes time to scale • Shows companies for what they are

Adapted from framework developed by Forrester Research, Inc. <http://blogs.forrester.com/marketing/2009/12/defining-earned-owned-and-paid-media.html> Source: davefleet.com

owned, earned and social media.

For articulating successful customer acquisition strategy, calculating BRAND loyalty and the amount of advocates for BRAND is necessary. To do so, net promoter score is used very often-

By asking one simple question — How likely is it that you would recommend [your company] to a friend or colleague? a company’s performance can be easily measured maintaining 0-to-10 point rating scale-

Sl No	Promoters Score Range	Explanation of Score Cards
1	9-10	Loyal enthusiasts who will keep buying and refer others, fueling growth.
2	7-8	Satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
3	0-6	Unhappy customers who can damage your brand and hinder growth through negative word-of-mouth.

To calculate our company’s NPS, company needs to take the percentage of customers who are Promoters and subtract the percentage of those who are Detractors (Netpromoter.com 2014). Companies and their products’ high NPS scores usually correlate with higher sales. However, relying on net promoter score only could not be an effective sufficient mean.

4.1.4 CUSTOMER LOYALTY

In terms of customer loyalty, continuing contact with customers plays vital role. It also strengthen the process of building and sustaining customer relationship management. According to (Stephen L. Vargo, Robert F. Lusch, 2004), the ongoing logic of marketing is shifting form the exchange of goods toward service, interactivity, connectivity and ongoing relationships. The technological innovations, new channels and changing media environment facilitate these changes. Being frequently in touch, with increasing level of personalization, with customers helps a brand to retain customers through building customer loyalty.

Here regular contact may refer to newsletters, maintenance, repurchase reminders, help for keeping their products up to date and tools for interacting with friends and peers.

For instance, Lensmart send their customers email reminders when they feel that their customers may start running out of their supply of contact lenses. They make it happen through utilizing customer database and purchase information to predict the customer repurchase moment.

Through this way, they can sell goods cost effectively to their existing customers and also automate the reselling process. Because of the personalized mail-form of extra effort from Brands- customer may perceive emotional value for being personally remembered and cared and appreciate the extra service.

Using digital channel in marketing for strengthening customer retention turns to be successful means for many companies. Since, it is a cost effective means and also from a company point of view, digital channels offers a brand to keep frequently in touch with customers which not only improve marketing performance but also customer loyalty.

To illustrate, car manufactures use internet and email to launch new models as well as engaging their customers into their websites. BMW uses a mobile portal to provide customer pictures of new models, games and services which helps it to distinguish itself from competitors.

Nike targets its youth segment by launching a digital spring fashionshow where allows customers to use brand's latest fashion catalogue online to create their own looks and photos. L'Oreal's brand Lancome use newslater to keep in touch with customers and hence strengthen their brand loyalty which also helps them to retain more customers.

Interactivity between brand and customer also increases the probability of customer retention. Canon's digital service like iMage Gateway Service helps customer to store, share, play and print images which can lead to improvement of customer involvement and satisfaction.

Interactivity also allow marketers to become able to get information about customer needs, preferences and interests. Harley Davidson launched the first crowd sourcing ad with the help of crowdsourcing ad agency named Victors & Spoils. Since crowd sourcing usually occurs through social media, so brands can easily gain insight like what customers are telling about the brand, what is their desire about the brand, what they like most or dislike most or interested in about the brand. As a result, more customer led marketing strategy can be easily formulated.

Mc Donald's uses online channel to strengthen their brand message and communications. They have focused their online communitie building through introducing a kid website named happymeal.com with educative and entertaining games content (McDonalds, n.d.). It also helps to buid brand equity into this segment as well as into parents as Brand equity helps to retain customer easily.

Any sort of digital channel brings personalization option for marketers. For example, L' Oreal's CRM iniative aims to enhance personalcommunication with customers by analytical profiling, segmentation, database build and design and bolstered data gathering. This way L'Oreal's becomes able to incline Return of investment in digital channels as well as capitalize customer insight for the long term.

CHAPTER 5

IMPLEMENTING THE CONCEPT OF DIGITAL MARKETING

5.1 DIGITAL MARKETING STRATEGY

Strategy is the heart of digital marketing. The more consistent we can make our message to the intended audience, the more effective it will be. Most companies sell the same types of products with different messages and unique value propositions that target different demographics

This report will focus on how to create a true digital marketing strategy and how to target the audience. To create a digital marketing strategy, we have to plan the right channel mix. Not all social media channels are equal. Each channel reaches different people at different times throughout the customer lifecycle. This report gives a quick overview, focuses on a few of these channels, and describes about the advantages and disadvantages of each. Also will on how to measure campaign and determine if it's working.

5.1.1 CREATING A DIGITAL MARKETING STRATEGY

- **MARKETING OBSTACLES**

- **46%** of marketing leaders cited a lack of strategy as the obstacle to successful campaigns.
- Most companies fail to have an effective strategy due to lack of budget, training, inability to prove ROI, and useless metrics.



The **differences** between strategy and tactics in marketing are as follows:

Strategy	Tactics
Clear purpose	Latest media channel
Team aligned to goal	No clear priority
Established measurement	Lack measurable goals
Central message	Many messages (conflict)
Clear value proposition	No brand identity

- **DEFINING MESSAGE**

- Focusing on the customer benefit plays a vital role in digital marketing. We need to focus on
 - The value we offer.
 - Benefits to the customer.
 - Unique Business technique
 - Passion and the Story that drives the business

ii. Satisfy an emotional need to connect on the customer level. Examples include:

	OBVIOUS NEED	EMOTIONAL NEED
CAR	Transportation	Status
VACATION	Relaxation	Connection
SHOES	Work/School	Acceptance
MEDICAL	Illness	Comfort or Care
SCHOOL	Education	Prestige or Success

5.1.2 TARGETING AUDIENCE

All customers don't have the same needs; not all customers make decisions the same way. Customers can be grouped by Demographics, Firmographics & Different Customers.

Demographics	Firmographics	Different Customers
Age	Company size	Needs
Gender	Industry	Industry
Income	Company annual revenue	Gender
Marital status	Number of employees	Age
Language	Location	Language
Location	Structure	Location

5.1.3 GETTING THE RIGHT CHANNEL MIX

- **TARGET YOUR AUDIENCE**

Search Engine Marketing (SEM) drives 40% of all e-commerce transactions.

- **BLOGS**

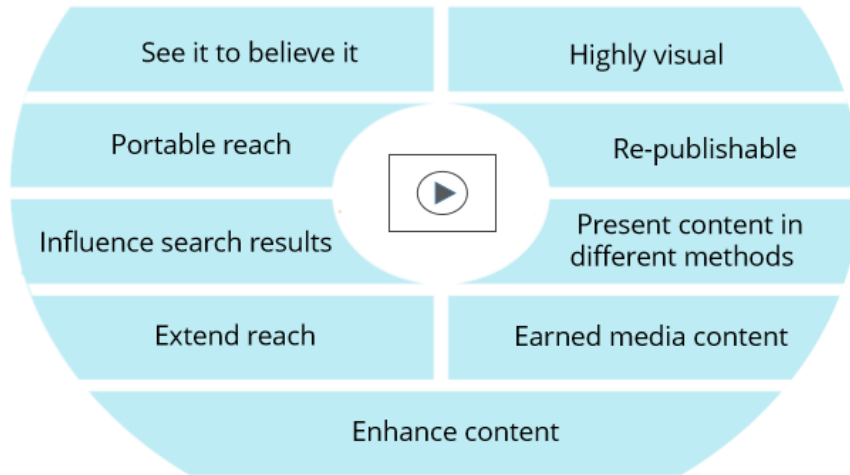
Effective use of blogs is one of the digital marketing strategies. Blogs can be used for the following purposes:

- **VIDEO MARKETING—YOUTUBE**

YouTube is the second most popular search engine and the third largest website. Over three billion



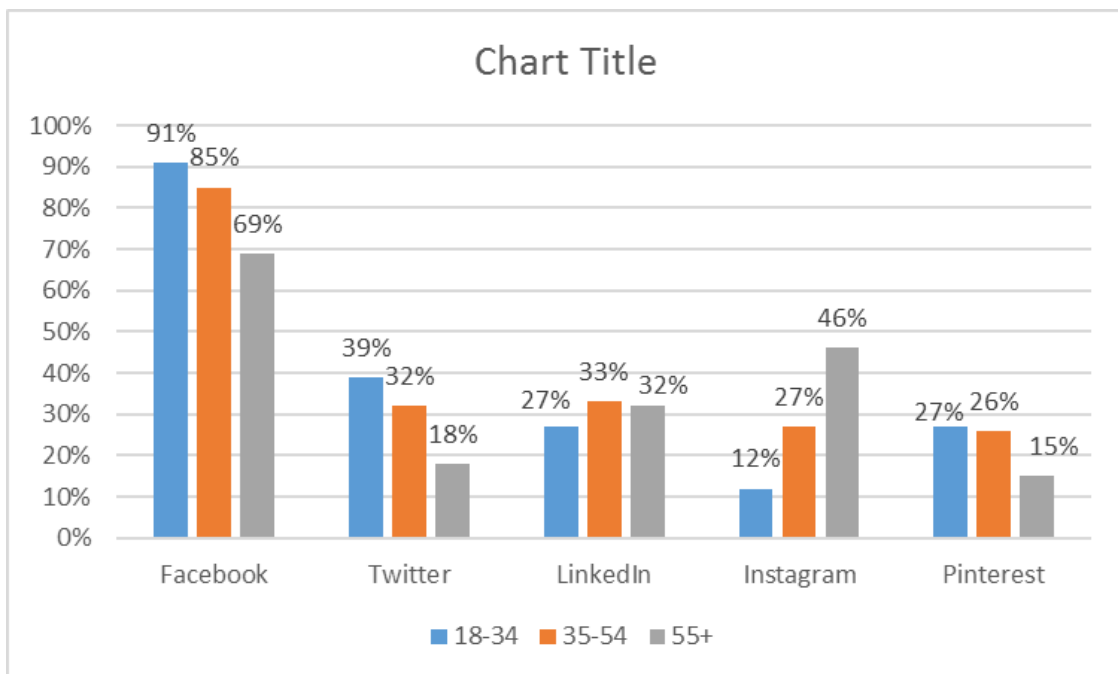
hours of video are watched on YouTube every month. In every 60 seconds, there are 60 hours of new content being uploaded.



The uses of video marketing are as follows:

- **SOCIAL NETWORK USERS, BY AGE GROUP**

The statistics show the share of users who use social networking sites, by age group:



- **PLAN THE RIGHT CHANNEL MIX**

We need define the primary channel based on the methods:

- Using primary channel
- Communicating message
- Using additional channels to support
- Assisting message from other channels

We must define the engagement method based on:

- Acquisition engagement
- Shareable content
- Activities to build loyalty
- Method to create conversations

5.1.4 CAMPAIGN MANAGEMENT

Campaign management is based on:

- Keyword research
- Trend analysis
- Scheduled interactions

- **KEYWORD RESEARCH**

- Keyword research is one of the search engine optimization techniques.
- It is an effective technique that tells how people search.
- Keyword research lets you get into the mind of consumer.

- **TREND ANALYSIS**

In trend analysis, it is important to answer these questions:

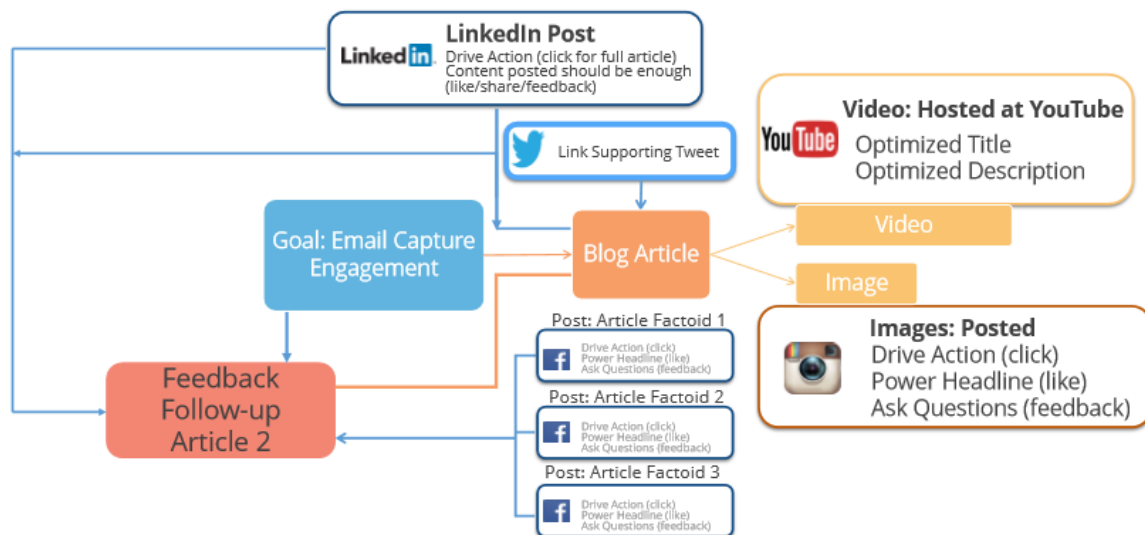
- What content is important?
- When is it important?
- How would this affect our marketing?
- Are we marketing the right content at the right time?
- How does this affect?
 - Planning for search rankings
 - Interaction on social media
 - Content of conversations
- How can we bring value to the marketplace?

- **SCHEDULED INTERACTIONS**

In scheduled interactions we need to

- Plan campaign dates
- Plan content publishing dates
- Plan assisting media
- Pre-plan and pre-publish
- Focus on trends
- Utilize plan for measurement
- Compare to the past years
- Create accountability

This is an example for scheduled interactions:



5.1.5 OTHER WAYS OF CAMPAIGN MEASUREMENT

Campaign measurement is also based upon:

- Business Objectives
- Goals
- Key Performance Indicators (KPI)

For successful campaign measurement a business need to:

- Measure overall goal: Leads, Sales, and so on.
- Establish a value for each goal in the form of money.
- Establish goal for KPIs: Views, Forwards.
- Break down the value per visitor.

- Every goal has a value to the organization. We need to find the value of the goal and establish the value of the campaign.

5.2 CONTENT MARKETING

Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience—with the objective of driving profitable customer action.

Content has to meet the needs and interests of the target audience. If your content is relevant and valuable, customers will find you.

Content is common to social media, Search Engine Optimization (SEO), and website and marketing material; content marketing underpins content-related efforts in all three areas.



5.2.1 EFFECTIVE CONTENT MARKETING IN B2C

A comparison between the most effective and the least effective content marketers for B2C is shown in the following table:

	Most Effective	Overall/Average	Least Effective
Has a documented content strategy	60%	39%	12%
Has someone who oversees content marketing strategy	85%	67%	50%
Average number of tactics used	14	12	9
Average number of social media platforms used	7	6	5
Percent of marketing budget spent on content marketing	32%	24%	10%
Challenged with lack of budget	36%	48%	67%
Challenged with lack of knowledge and training	14%	33%	66%

5.2.2 EFFECTIVE CONTENT MARKETING IN B2B

A comparison between the most effective and the least effective content marketers for **small B2B** companies is shown in the following table:

	Most Effective	Overall/Average	Least Effective
Has a documented content strategy	69%	48%	7%
Has someone who oversees content marketing strategy	88%	78%	51%
Producing more content than one year ago	81%	75%	55%
Average number of tactics used	15	13	9
Average number of social media platforms used	7	6	4
Percentage of marketing budget spent on content marketing	35%	27%	13%
Plans to increase content marketing spend over next 12 months	66%	60%	66%
Challenged with producing engaging content	33%	45%	60%
Challenged with producing a variety of content	33%	40%	49%
Challenged with lack of budget	24%	37%	47%

A comparison between the most effective and the least effective content marketers for **enterprise B2B** is shown in the following table:

	Documented Strategy	Overall Enterprise	No Documented Strategy
Considers organization to be effective at content marketing	49%	32%	15%
Average number of tactics used	18	17	16
Average number of social media platforms used	7	6	5
Producing more content compared with one year ago	76%	70%	67%
Percentage of marketing budget spent on content marketing	27%	25%	22%
Plans to increase content marketing spend over next 12 months	65%	52%	45%
Percent that outsources content creation	77%	73%	69%
Challenged with a lack of integration across marketing	52%	60%	70%
Challenged with producing engaging content	57%	59%	60%
Challenged with inability to measure content effectiveness	37%	50%	63%

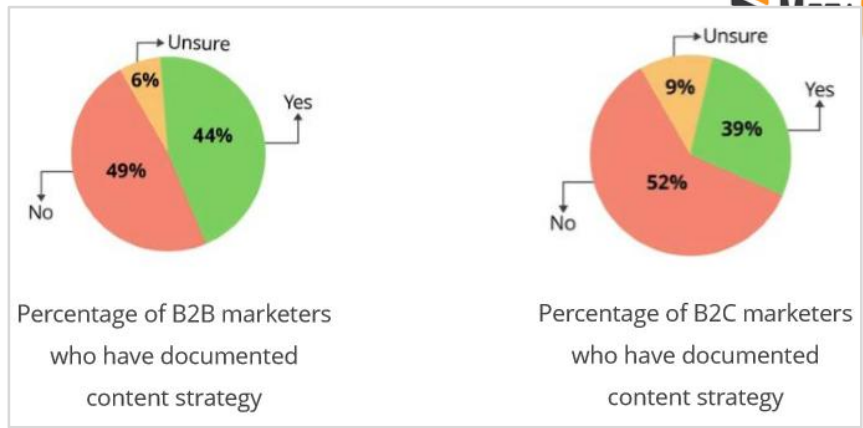
5.2.3 CONTENT MARKETING BEST PRACTICES

Common practices followed by effective (B2B or B2C) content marketers are the following:

- Have a documented strategy for content marketing
- Have someone who oversees the strategy
- Use more tactics than less effective peers
- Use more social media platforms than less effective peers
- Allocate a larger percentage of budget on content marketing

5.2.4 NEED A CONTENT STRATEGY

Most B2B and B2C marketers don't have a documented content strategy.



To be an effective content marketer, we need to have a documented content strategy with corporate objectives such as:

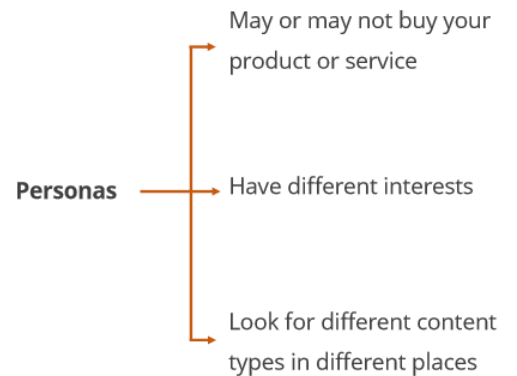


- START WITH PERSONAS**

Identify prospects about customers/consumers or personas.

To be an effective marketer, we need to:

- Create a detailed profile of the personas.
- Understand what type of information would make them purchase.
- Create a documented content strategy that relates to the company's internal goals as well as customer goals



- **BRAND'S STORY**

Stories are the currency of content marketing.

- Use brand's story to compel the audience because
 - o People don't remember stats, lists, or features but they find stories compelling.
- Stories are told and retold, whether it is in a:
 - o B2B situation —around the board room table
 - o B2C situation —from one consumer to another



- Focus on what makes the company or product unique.

As a content marketer, we need to know that:

- Compelling stories have twists, turns, and moments of uncertainty.
- “Bumps in the road” in your company's story can increase your credibility and allure.

- **CHANNEL STRATEGY**

- Make a strategy about telling the story on the social channels.
- Have a story and find out what are its best elements.
 - o Need to tell the story in 120 characters or less, or with a four-minute video
 - o Need to tell the story on a white paper, or some other kind of document
- Map the story with the channels through which we want to communicate.
- To build documented content strategy by looking at—
 - The available content that have covered.
 - The missing content that need to fill in.

- **ESTABLISH LISTENING POSTS**

Earlier, implementing the results based on a market research was expensive and time consuming. Now, we can establish listening posts to clear our assumptions about what our customers think about our company or product.

Before communicating with the target audience listen to their valuable conversations such as:

their needs and interests, their problems, their opinions about our company and the competitors and based on these insights, create our message.

- **MEASUREMENT IS A MUST**

Measurement is a key component in content marketing process. First, determine what needs to be measured.

- Content marketers in both B2B and B2C measure various metrics.
- Though the metrics look similar, they are ranked in a different order.
- However, web traffic remains the top metric of success for both B2B and B2C marketers.

So, ensure to generate web traffic to company’s website.

- **BUSINESS GOALS**

To ensure documented content strategy following questions need to be answered:

- What does your organization best provide?
- What is your organization poised to accomplish?
- What are the differentiating factors of your product or service?
- What company needs will you accomplish with content marketing?
- How much effort is needed and why?
- How will your content marketing program look like?
- How will any plans or strategy affect the existing programs?
- What key deliverables or milestones do you aim to achieve within a specific timeframe?
- What are the risks involved, and how will they be mitigated.

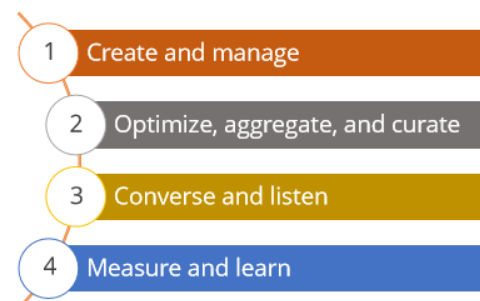


Company Goals

- **MAKING THE PLAYBOOK**

We need to understand that content marketing process mutates over time as you get feedback on what works and what doesn’t. We need to create a playbook to understand what the process involves.

- There are 4 stages of establishing the process.



- Establish roles, guidelines, and schedules that everyone can read, understand and execute.



- **ROI**

Getting an initial buy-in or budget is often difficult, even though we might have the best plan. Showing the ROI will help us with our budget woes.

- **CONTENT MARKETING TACTICS**

There are different content marketing tactics such as online videos, case studies, webinars and webcasts, social media marketing, and blogs.

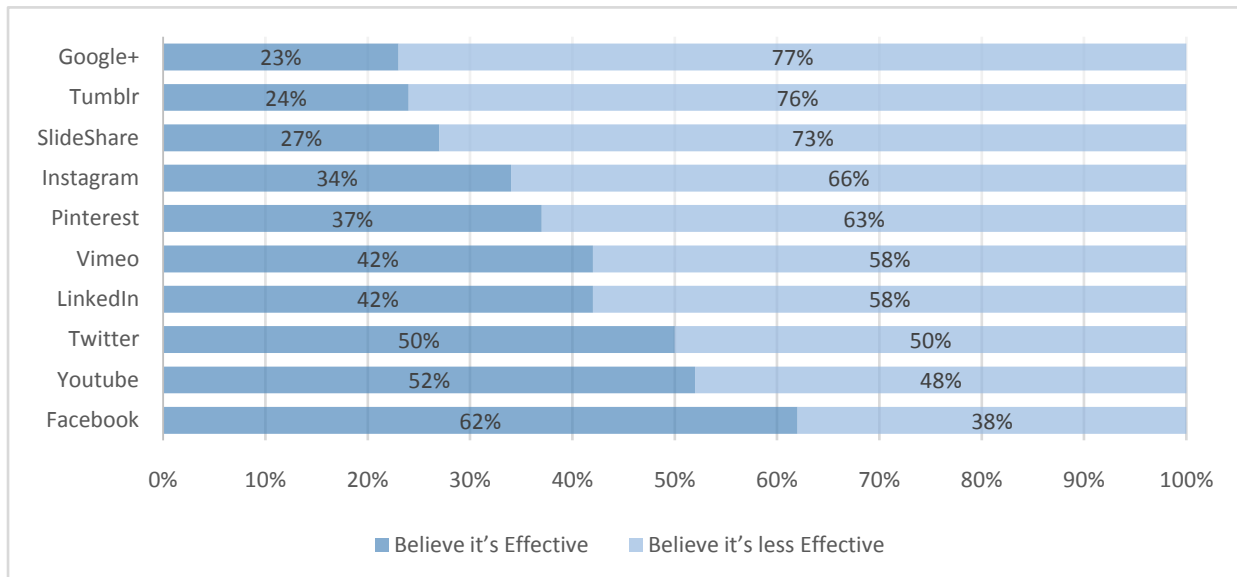
- Research can provide insights into how consumers perceive your message.
- White papers can add authority to your business.
- Online presentations can be effective as long as the content is compelling and engaging.
- An editorial calendar can ensure you publish all the content in a constant and timely manner.

Effectiveness rating of tactics among B2B users



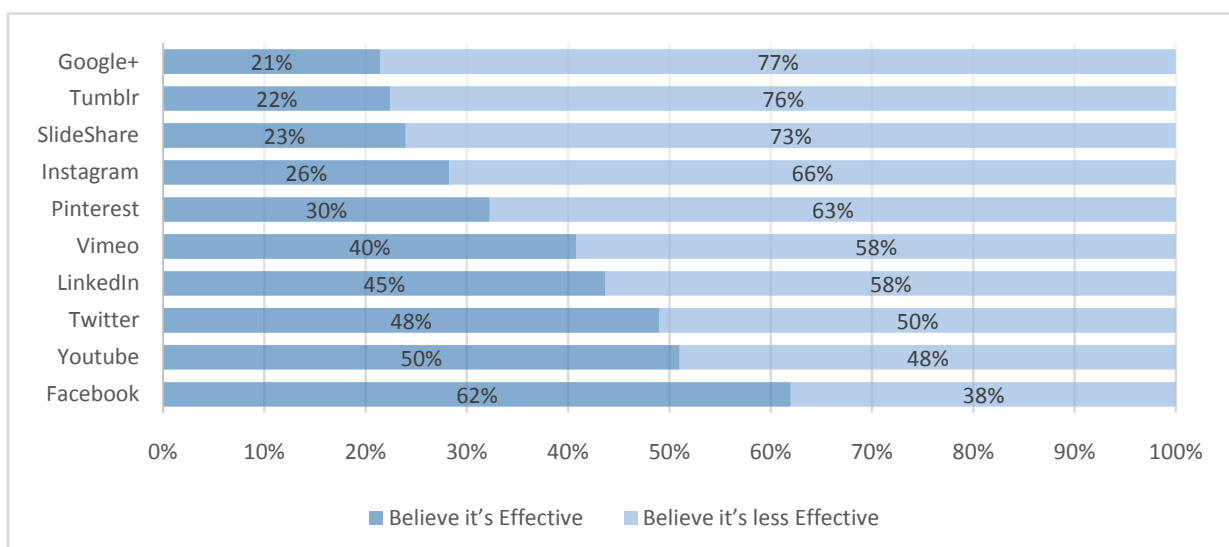
- **SOCIAL CHANNELS OVERVIEW**

As far as the effectiveness of social media is concerned, the content marketers are still not confident whether these social media platforms work or not.



Effectiveness Ratings of Social Media Platforms among B2C users

B2C Content Marketing Trends—North America: Content Marketing Institute/Marketing Profs



Effectiveness Ratings of Social Media Platforms among B2B users

- **OVERCOMING HURDLES**

Effective content marketers have bigger marketing budget shares than ineffective content marketers.

As a B2C marketer, we need to be more effective to get bigger budgets. On the other side B2B marketers get bigger budgets than B2C marketers.

To become an effective content marketer, we need to overcome some challenges, such as the following:

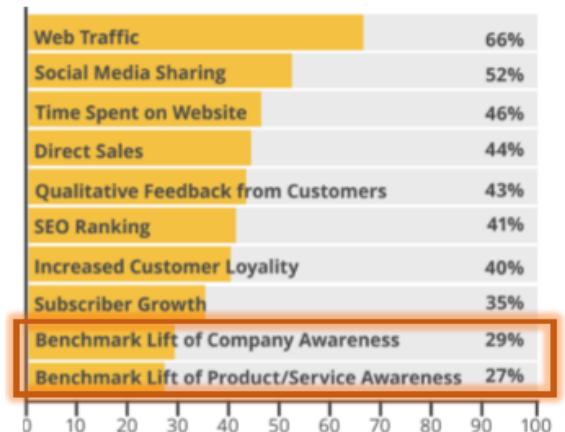
- Lack of time
- Restricted budget (Time is a derivative of budget. When you have a bigger budget, you can hire more staff or outsource more work to save time.)
- Inability to measure the effectiveness of content marketing

B2C GOALS AND METRICS



Organizational Goals for B2C Content

Marketing Metrics for B2C Content Marketing



Challenges that B2C Content Marketers Face



B2B GOALS AND METRICS

Metrics for B2B Content Marketing



Success Organizational Goals for B2B Content Marketing

So, one can be an effective content marketer if do the following:

- Spend budget intelligently by linking goals with metrics.
- Avoid measuring outputs that are not connected to outcomes.

5.3 SEO

In SEO, there are three major players-

1) Users

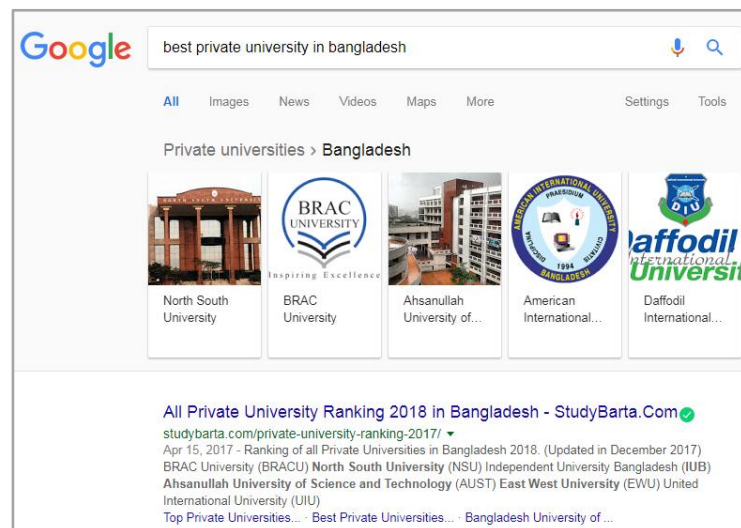
Users are those people across the globe who use search engine to get information, driving SEO. Users search by text, images or even videos.

2) Search Engines

Search engine are technologies developed by companies like Google, Yahoo and so forth that enable users to get the relevant information. Popular search engines like- Google, Yahoo, Bing, Yandex and so forth.

3) Search Engine Optimizers

Search engine optimizers are focused on influencing organic search rankings.



5.3.1 SEARCH ECOSYSTEM

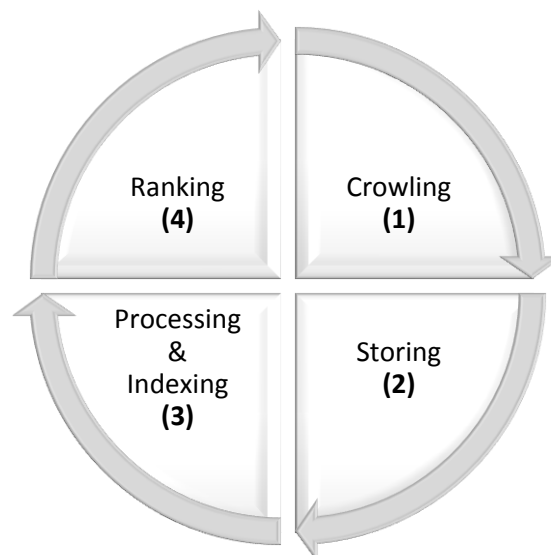
The relationship between three players is complex, dynamic and constantly shifting. The search ecosystem is given below-

Users	Search Engines	SEOs
Want the best free information.	Need a large user base for paid search to be profitable.	Want their or their clients' information to be ranked high in search results so that it is more visible to searchers.

5.3.2 TYPES OF SEOS

1. On – Page SEOs (Things that we can do on our website)
2. Off-page SEOs (Things happen beyond our own website)

5.3.3 HOW SEARCH ENGINE WORKS



1. Crawling

Crawlers -Also called bots, robots, or spiders, they are search engine-owned software that crawl every page of the Internet.

- **The crawling process**

SL. NO CRAWLING PROCESS

1	A crawler goes to a specific website and downloads all of its contents to the search engine's servers.
2	It then clicks every link on the web document, goes to those pages, and downloads all the content again.
3	This process is repeated till, in theory, every page on the Internet is crawled.
4	The crawler must be able to avoid traps such as getting stuck in an infinite loop in a calendar application.

2. Storing

After crawling, copies of websites are stored on search engine servers, which are found around the world.

3. Processing & Indexing

The third phase, processing and indexing, is the most complex phase in the search engine process, and occurs in many sub-phases. In this phase, search engine algorithms extract signals to find the best information on the Internet for a given search query. All of this magic occurs behind-the-scenes and is not visible to Internet users.

4. Ranking

User types in a search query. The query is sent to the search engine servers, where information is already indexed. The ranking algorithms take effect and use many signals to rank results, including:

- Relevance
- Past searches
- Location

Milliseconds later, the ranked search results are displayed to the user. The search engine ranks all possible results relevant to the search query.

5.3.4 RELEVANCY & POPULARITY

Search Engines use hundreds of signals in ranking webpages. These can be broadly classified into two categories:



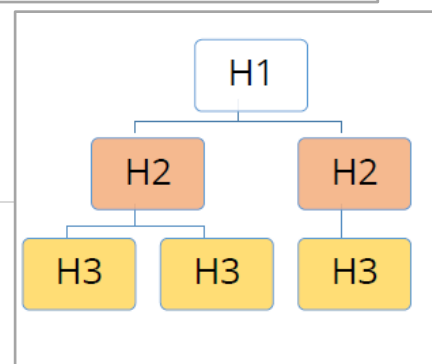
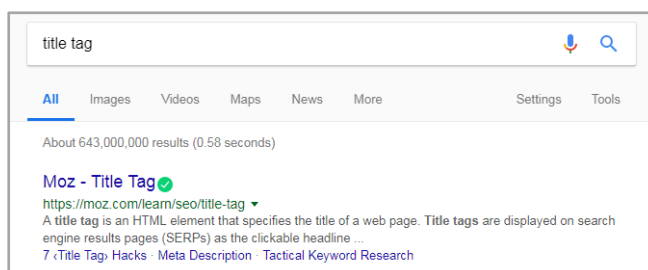
5.3.5 ON PAGE FACTORS FOR SEO

List of On-page factors for SEO are given below-

SL NO	NAME OF ON-PAGE FACTORS
1	Title Tags and Meta Descriptions
2	Header Tags
3	URLs
4	Image Alt Text
5	Internal Links
6	Keywords
7	Sitemaps

1. Title Tag

A **title tag**, an HTML element, specifies the **title** of a web page. **Title tags** are displayed on search engine results pages (**SERPs**) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.



2. Header Tags

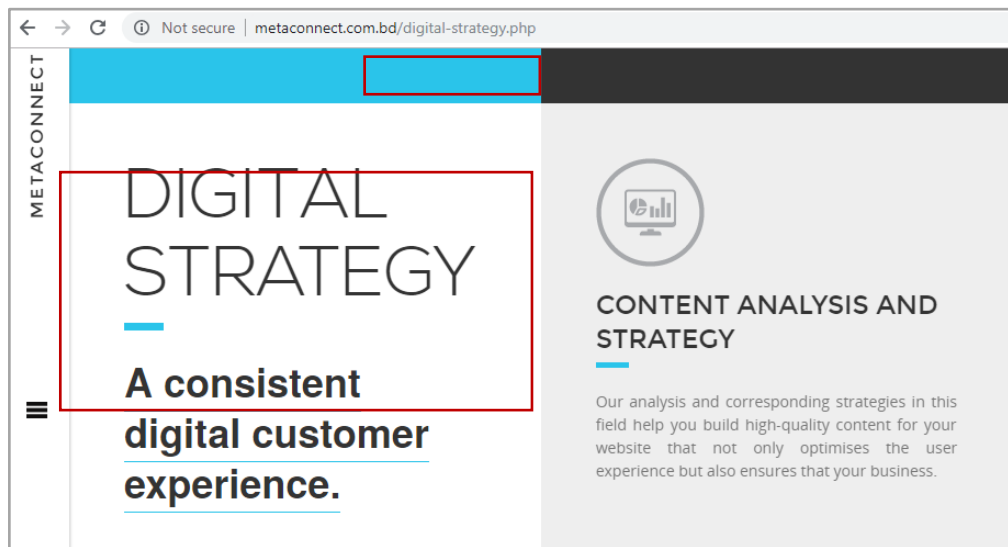
Header tags break the information of a page into hierarchical order:

- Start with H1, which specifies the main purpose of the page
- Follow it up with H2 and H3 sub-categories.
- Once a primary SEO metric, H1 header tags were misused in the past and are less important now.

However, it is still a best practice to use header tags

3. URLs

A Uniform Resource Locator, or URL, is the address of a web document, which can be either text, PDFs, images, or others. URLs are important for relevancy and should contain the keywords you want to rank for. Keep URLs short to make sharing easier.



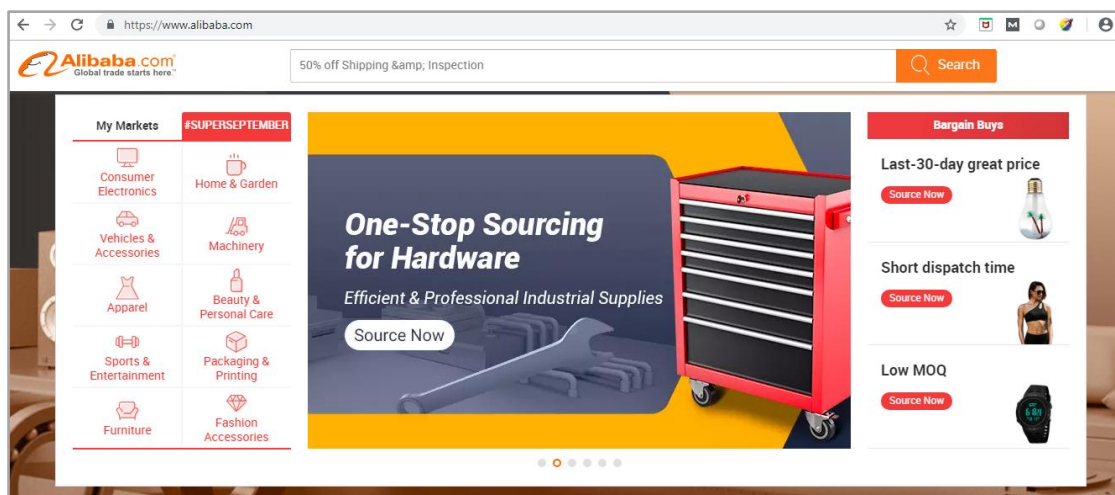
4. Image ALT Text

Image ALT Text, is the text that shows when images cannot be viewed and describes the image in words. Search engine uses Image ALT text to derive meaning of the image.



5. Internal links

An internal link is one that points from one place to another within your website itself. As internal links help humans and search engines understand the sections of your website, they are important



relevancy signals.

6. Keyword

When a search engine crawls our website, it uses Natural Language Processing (NLP) to extract meaning from website copy. Search engines look for keywords and their context. Therefore, while writing online, use synonyms and related words to rank better in the SERP.

Eg: If our website is about soccer and we have only the word “soccer” in it, we may still not rank for the keyword “soccer.” We may have to add related words such as goal, world cup, referee, team, and so on.


7. Sitemaps

Sitemaps allow both humans and computers to better understand the structure and hierarchy of a site. There are two types of sitemaps which are HTML sitemaps and XML sitemaps. The difference between these two sitemaps are given below-

HTML Sitemaps	XML Sitemaps
They are meant for humans and are generally found in the footer of a website.	They show search engines the hierarchy and priority of each URL.
They show the major sections and hierarchy of a website.	They exist in the back end and are formatted for bots or crawlers.

5.3.6 ON PAGE DON'T FACTORS FOR SEO

Things that should not do for well optimizing a page are given below-

SL NO	NAME OF (DON'T DO) FACTORS	MEANING OF THE FACTORS
1	Keyword Stuffing	Placing more instances of a keyword on a page will not increase rankings.
2	Hidden Text	Only search engines can read hidden text. Eventually, search engines can detect hidden text on a page, which will negatively affect rankings.
3	Repetitive Anchor Text	Pages that contain redundant sentences, unnecessary links, and confusing information flow with the intention of improving the ranking does not work at all.
4	Cloaking	<p>This involves showing different results to search engine and users.</p> 

5.3.7 FEATURES OF A PERFECTLY OPTIMIZED PAGE (ON-PAGE FEATURES)

There is no web page that is perfectly optimized as the Internet is ever-changing and dynamic. Features of a perfectly optimized web page in theory:

SL NO	FEATURES OF AN OPTIMIZED PAGE
1	Title tag with optimized keywords
2	Enticing META description(summarizes a page's content within 155 characters)
3	Short URL
4	Structured
5	Interesting content
6	•Accessible
7	Social and shareable URLs and keywords
8	Multi – Device Ready

5.3.8 OFF-PAGE FACTORS FOR SEO

Popularity is an Off-page factor, which refers to the hyperlinks on the web.

From an SEO perspective:

- Links are votes of popularity.
- Hyperlinks form the bulk of factors processed by search engines to rank pages.
- Hyperlinks are difficult to influence as they are off-page.
- Links are a reliable set of metrics to rank pages, but this means the results change every day.

5.3.9 PRINCIPLES OF LINK BUILDING

Link building is inherently difficult and time-consuming. There is no one-size-fits-all solution for link building; it is context-dependent. Follow these general principles of link building:

SL NO	NAME OF THE PRINCIPLES	SPECIFICATION OF PRINCIPLES
1	Create link-worthy content	<ul style="list-style-type: none"> • Verify that the content is interesting and other people will want to link to it • Users will always look for the most relevant and up to date content

2	Proactively participate in offsite engagement	<ul style="list-style-type: none"> • Spend a lot of time on other sites • Build online relationships through social media or leaving comments on blogs and promoting other's content as people tend to link to people and resources they know well.
3	Utilize offline relationships	<ul style="list-style-type: none"> • Our friends and colleagues are the best people to promote new online content. • We can also reach out to local business and agencies

5.3.10 TYPES OF LINKS

Link equity refers to the value of a link:

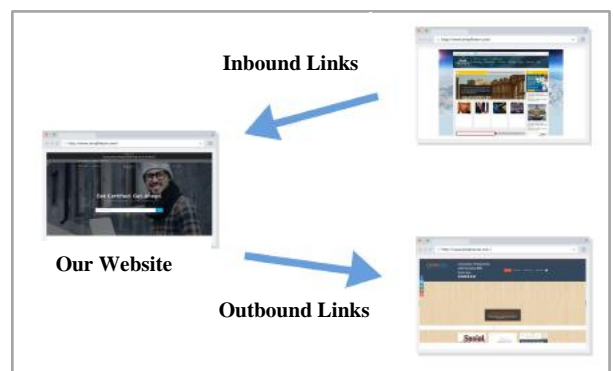
- Links from popular websites ,e.g.: cnn.com , prothomalo.com etc. who have **domain authority(how credible the domain is)**are more valuable (**high link equity**)
- Links from suspicious websites can cause harm (**low link equity**)
- Ensure link sources are trustworthy.

Links are also classified based on direction:

- Inbound links: Helpful for popularity
- Outbound links: Links to other websites
- **To build popularity**, we need to give focus on high-quality inbound links.


For link building, these are need to be **avoided**-

- Build spammy links
- Buy Links
- Acquire reciprocal links



5.3.11 SOME OTHER IMPORTANT FACTORS

List of some other factors are given below-

SL NO	NAME OF THE FACTORS	SPECIFICATION OF THE FACTOR
1	Rel = “no follow” and Social Media	<ul style="list-style-type: none"> • rel=“nofollow” was originally developed to combat comment spam. • Links with rel=“nofollow” do not pass link equity—that is, there is no impact on search rankings. • Ensure the inbound links are not marked with this attribute. • Most links on social media do not pass link equity as some are hidden from search engines and others have the rel=“nofollow” attribute. 
2	Duplicate Content	<p>Duplicate content refers to two identical pages on the Internet. E.g: for e-commerce, shown a subset of the master list but with the same metadata.</p> <ul style="list-style-type: none"> • While ranking, the search engines do not have enough data to identify which is the original and may pick one arbitrarily. <p style="text-align: center;"><u>Fixing Duplicate Content</u></p> <ul style="list-style-type: none"> • Remove one page or page Redirect • Using Rel=“Canonical” in HTML tags • Using “Noindex, Follow” in HTML tags
3	Keyword Research	<ul style="list-style-type: none"> • User intent should drive SEO efforts. • The context and intent of the search are more important than the query itself. • Research what people type in as search queries to find the product or service you are trying to sell. Optimize for phrases that lead to higher

		<p>conversions. E.g: Buy vs Free, users who search for “free product” are less likely to make a purchase vs. users who search for “buy product.”. So we want to rank for phrases with the word “buy” and not so much for phrases with the word “free.”</p>
4	Website Design and Architecture	<ul style="list-style-type: none"> • Website should be properly navigable. • Have proper CTA (call to action) button. • Users have to get anything within 3 clicks. • Using column based layouts. • Goal oriented design. • Predictable Navigation and clickable logo • Multi-device friendly • Make sure registered in business.google.com
5	Avoid misconception	The best way to measure the SEO success is conversation not ranking.

5.4 GOOGLE ANALYTICS

Google Analytics is the most popular digital analytics platform that will empower the user to become a better digital marketer or analyst or simply gain useful skills. Google Analytics interface has been built around the typical needs of today’s digital marketers.

Analyzing any site’s traffic gets done in three steps.

1. Sign up for Google Analytics

Have some basic information about what site would like to be monitored.

2. Add tracking code

A tracking code need to be pasted onto the pages so Google knows when the site is visited.

3. Learn about audience

User will be able to start seeing data about his/her site.

Google Analytics contains a lot of information organized under Audience, Acquisition, Behavior, and Conversion reports—referred to as the **AABC**.

5.4.1 THINGS NEED TO BE DONE UNDER GOOGLE ANALYTICS

SL	NAME OF THE	OUTCOME OF THE PARAMETER	RESOURCE
----	-------------	--------------------------	----------

NO	PARAMETER		LINKS
1	Understanding the AABC reporting structure.	Understanding the reporting structure helps in identifying where the required information is to be found.	<ul style="list-style-type: none"> • Find your way around Analytics • Dimension& Metrics explorer
2	Identifying reporting parameters	Reports without correct parameters significantly impair user's ability to provide valuable insights.	
3	Creating shortcuts to customized reports.	Creating customized report shortcuts optimizes time and helps avoid mistakes.	
4	Applying Efficient Inline Analysis	Efficient inline analysis helps in drawing a proper conclusion.	<ul style="list-style-type: none"> • Reporting view filters • Regular expressions
5	Creating Customized Reports	Use include/exclude, pick the right dimensions and metrics, and set up the conditional operator and the test value to create customized reports.	
6	Using Advanced Filters and Regular Expressions	Understanding the concept of regular expression makes analysis a whole lot easier.	
7	Using System-Defined Segments	<p>The default segment in Google Analytic is "All Users."</p> <p>It provides an overall aggregate value without leaving any scope for the subtle differences in customer characteristics.</p>	<ul style="list-style-type: none"> • Segments • Regular Expressions • Sampled data and (other)
8	Customizing Segments	Custom segments allow user to tailor his/her reporting to truly match his own, unique business context.	
9	Sampling	<p>Analyze a subset of all data and extrapolate the result to a larger population.</p> <ul style="list-style-type: none"> • Use Segment, table filter, secondary dimension, date range, custom report • Using the advanced segment scope and sequencing helps drill down into reports. 	
10	Templates and Custom Goals	Goals of Google Analytics are the strongest signals of business value.	<ul style="list-style-type: none"> • Create and manage goals • Smart Goals
11	Smart Goals	<p>Smart Goals measures the most engaged visits to your website and automatically turns those visits into Goals.</p> <ul style="list-style-type: none"> • It provides an easy way to use your best sessions as 	

		<p>conversions.</p> <ul style="list-style-type: none"> • It uses machine learning to examine dozens of signals about user website sessions to determine which of those are most likely to result in conversions. • The algorithm takes various parameters into account <ul style="list-style-type: none"> ○ Session duration ○ Pages per session ○ Device ○ Browser • It determines the top 5% that are most likely to convert -based on AdWords traffic -and then extrapolates this to all traffic. • It can be imported into AdWords to optimize user’s biddings. 	
12	Google Merchandise Store Goals	Going through the Google Merchandise Store will help user to understand how the goals work.	
13	Avoid Negative Goals	<p>Avoid negative goals, such as tracking “Errors” as a goal. Many reports include goal conversion rate and goal value, and user don’t need to mix positive outcomes with negative ones.</p> <p>A high goal conversion rate is a good thing. However, if user mix “errors” with this, success will get fuzzy, especially if there is a goal value assigned for errors.</p> <p>Note: Track negative outcomes as events and report those independently from your real goals.</p>	
14	UTM Tracking Parameters	<p>UTM tracking parameters provide a simple way for the analytics tool to categorize clicks coming from a source outside of the website. This tool helps the marketer know where the traffic is coming from and how much it costs. UTM tracking parameters:</p> <ul style="list-style-type: none"> • Identify incoming clicks from a campaign • Are appropriate for campaigns where user owns or pays for the channel • Are not tags but are parameters on the link leading 	<ul style="list-style-type: none"> • Custom Campaigns • Default Channel Definitions

		to a website	
15	Auto-Tagging for AdWords	User should use UTM parameters regardless of where his/her ads are displayed.	
16	How GA Categorizes Traffic	Add the required utm_parametersto make the activity identifiable but avoid including unnecessary details.	
17	GA Documentation for UTM Parameters	<p>There are 5 parameters user can add to URLs:</p> <ul style="list-style-type: none"> • utm_source: Identifies the advertiser, site, publication, etc., that is sending traffic to his/her property • utm_medium: The advertising or marketing medium • utm_campaign: The individual campaign name, slogan, promo code, etc., for a product • utm_term: Identifies paid search keywords (use utm_termto specify the keyword if user is manually tagging paid keyword campaigns) • utm_content: Used to differentiate similar content or links within the same ad 	
18	Best practice for Parameters	<p>Best practices for using campaign parameters:</p> <ul style="list-style-type: none"> • Ensure that taxonomy is consistent • Put just enough utm_parametersto make the activity identifiable • Do not include details that are not needed • Ensure that casing of the parameters is consistent • Do not overwrite the campaign parameters or use them for onsite promotion 	
19	Display Add	<p>Any form of add like banners or text, images, flash video and audio which is advertised on websites or apps or social media is called display add.</p> <p>The ad banners are going to be tagged with URLs that could look like this:</p> <ul style="list-style-type: none"> • utm_source=vogue&utm_medium=banner&utm_campaign=fall_colors • utm_source=newsletter&utm_medium=email&utm_ 	<ul style="list-style-type: none"> • Google Campaign URL builder • Custom Campaigns

		campaign=jan2018	
20	Display Ad examples	<p>Utm_source: Where end consumer sees the ad or interacts with the ad</p> <p>Medium: The way that the ad was delivered to customers</p> <p>Thing: The underlined ad (in this case it is “banner”)</p> <p>Campaign: Fall Colors</p> <p>Note: Under the Reporting section in the All Campaign report, user can view the performance of all his/her campaigns.</p>	
21	Campaign URL Builder Tool	The Google Campaign URL Builder tool allows user to build proper campaign parameters.	
22	User ID	One of the biggest challenges faced by web analytics is cross-device usage by the same users. The user id feature allows user to assign an unique ID to visitors who sign in. It helps to identify users even when they log in through different devices or delete the cookies.	<ul style="list-style-type: none"> • User - Id and Cross Device
23	Audience Behavior	The impact of the User-ID feature can be studied across various reports such as Audience, Attribution, and Cross Device Usage.	
24	Understand Your Audience and Define Personas	There is a lot of information available in Google Analytics that user can leverage to understand his/her audience. User can use it to confirm, refine, or create new personas.	<ul style="list-style-type: none"> • Overview of audience report • Acquisition report
25	Search Engine Optimization	User can check for Search Engine Optimization under Acquisition > Search Control > Queries. It will only work if the Search Console has been linked to Google Analytics through the Admin interface.	<ul style="list-style-type: none"> • Analyze channel contribution • Attribution • Lifetime value
26	Finding which market campaign is most effective?	Explore the All Campaign report to know how each of the campaigns is doing. Linking Google Adwords with Google Analytics provides more detailed reports of the Adwords campaigns.	
27	Attribution	The Attribution report helps user optimize his/her marketing tactics based on specific results.	
28	Lifetime Value	The Lifetime Value report provides the lifetime value per user based on the provided acquisition date range.	

29	Google Tag Manager	User can make use of Google Tag Manager to track feature-rich websites.	<ul style="list-style-type: none"> • Set up Site Search
30	Site Search Demo	Tracking the site search informs user what the customers are looking for.	<ul style="list-style-type: none"> • Enhanced Ecommerce (UA) Developer Guide
31	You Tube Video	Google Tag Manager Triggers automatically detect video interactions like play/pause and seeking within the video. It also tracks programs within the videos.	<ul style="list-style-type: none"> • The YouTube Video Trigger In Google Tag Manager • The Scroll Depth Trigger In Google Tag Manager • The Element Visibility Trigger In Google Tag Manager
32	Internal Promotions	Tracking internal promotions using Google Analytics gives user an idea as to how the promotions are performing.	<ul style="list-style-type: none"> • Enhanced Ecommerce
33	Product details views	Google Analytics allows user to track Product Detail Views. Using Google Analytics, user can track how a particular product list is performing in e-commerce.	<ul style="list-style-type: none"> • About Remarketing audiences in analytics
34	Checkout Steps and Transaction	User can track the checkout behavior under Shopping Behavior and Checkout Behavior. User can view the transaction details by tracking the transactions through the ecommerce tracking features.	<ul style="list-style-type: none"> • Enhanced E-commerce Developer guide (with Google Tag Manager)
35	Remarketing	User can leverage the Shopping Behavior Analysis report to create his/her remarketing strategies.	
36	Non E-commerce Scenario: Lead Generation	<p>A lead generation site is a good example of a non-ecommerce website.</p> <ul style="list-style-type: none"> • The lead generation steps can be treated as equivalent to the checkout steps. • The lead submission can be assigned a value and treated as the final transaction. <p>Third-party lead generation tools such as Salesforce, Marketo, and HubSpot allow user to track Google Analytics events and features.</p>	
37	Non E-commerce	Automotive websites have a Build and Price process	

	Scenario:	that can be treated as an equivalent to the checkout steps. The steps of a Build and Price process can be considered the checkout steps, and the call-to-action is equivalent to the final transaction.	
	Automotive		
38	Save a Report Shortcut	Google Analytics lets user save the configuration of any required report. It makes user work as an analyst easier.	<ul style="list-style-type: none"> • Export and share reports • Manage Segments • Share assets from a view • Trello
39	Share Report in different formats	Google Analytics allows user to share reports in different formats such as pdf, excel and csv.	
40	Share a custom attribution model	Google Analytics gives user the option to edit, share, and copy custom attribution models.	
41	Share custom channel groupings	Google Analytics gives user the option to edit, share, and copy your custom channel groupings.	
42	Annotations	User can use annotations to keep track of major events and changes.	
43	Agile Management	User can use your Google Account credentials to log in to Trello and use Agile management concepts to handle analysis workflow.	
44	Google Analytics Structure: Account	<ul style="list-style-type: none"> • Account is the access point for Analytics and the top-most level of organization. • There is usually one account per organization. • Google account is required to access Google resources. 	<ul style="list-style-type: none"> • Understand the Analytics account structure
45	Permission	User can view the assigned permissions under the User Management section under the Account, Property, and View levels.	
46	The Google Analytics Code Snippet	User can find the Google Analytics code snippet that user need to put on every page under the Tracking Code section.	<ul style="list-style-type: none"> • Diagnostics messages • Diagnostics and troubleshooting • Google Tag Assistant • Preview and debug containers • User Explorer • Real Time Reports
47	Google Tag Assistant	The Google Tag Assistant provides information about all the tags present on a page.	
48	Real Time Reports	Real-time reports, as the name suggests, allow user to monitor activity as it is happening on his/her site.	

5.4.2 SOME BASIC UNDERSTANDING OF GOOGLE ANALYTICS

SL NO	NAME OF THE TOPICS	TOPIC DETAILS
1	Session	For example, Amit visits a website at 10.00 am. Then this visit will count as 1 session and user count 1. By default, session expression time is 30 minutes set by Google. So, now, session expression time is set at 10.30 am for Amit. If Amit again visits the site by 10.20 am then 2 sessions will be counted for Amit. However, if Amit comes back again and again within the 30 minutes then session expiration time will be added by 30 minutes from that time/point. So there will be that number of sessions by the same user named Amit. If Amit close the link and reopen it then new session will be counted for Amit. Any closing of the link indicates that one session completes.
2	User	Repeatedly visit the site.
3	New User	Completely new person/user who visits the site.
4	Bounce Session	A session without any activity, no click, no crawling, and no engagement is called bounce session.
5	51.18% Bounce Rate	Out of total number of sessions, 51.18% sessions was bounced.
6	Higher Bounce Rate (Generally, anything under 30% bounce rate is acceptable. However, it may vary industry to industry)	<p>It represents that</p> <ul style="list-style-type: none"> • people who are visiting are not targeted customers. Add targeting in terms of demographics and age may not be right. • Landing page is not attractive or hard to get the desired information.(Landing page; any page visitors land after clicking any link)
7	Reducing Higher Bounce Rate	<ul style="list-style-type: none"> • Checking traffic source • Check the Meta description and page title of the site. When a user clicks a link whether he /she is landing on the right page containing right link information needs to be checked.
8	Difference among Dimension, KPI and Metrics.	<p>Metrics: Anything that is measurable.E.g: Bounce rate of 2017 is 60%.</p> <p>KPI (Key Performance Index): KPI information has to have impact on business goals.E.g:If we need to compare the data of Bounce rate of 2017 and 2018 then it will turn to be a KPI as this indicates whether website has higher bounce rate or not. For any e-commerce website, the most desirable KPIs are Conversion rate,</p>

		<p>avg. order value, customer acquisition cost, new customer growth, repeated purchase and customer retention rate.</p> <p>Dimensions: Something against with we get more data points is called Dimensions. For instance, cities name, country's name etc.</p>
9	Affinity Category	If a user is showing an individual interest for a long time then that user is considered as an affinity category for that interest. E.g: Mina is looking for photography information for a very long time so Mina will fall into photography affinity category by Google.
10	In Market Segment	Though Mina falls into photography affinity category but due to her recent search result she will fall into that market segment. After finishing her graduation she is looking for a job so she will fall into job market segment where as her affinity category is photography.
11	Impression	At every time an advertisement appears on screen is called as Impression.
12	Click through Rate	The ratio of users click on a specific link to the number of total users who view a page, email, or advertisement is called Click-through rate (CTR) . $CTR = (Clicks/Impression) * 100\%$.
13	Conversion	Anything user wants to achieve into his/her website is called conversion. E.g: making sales.
14	Conversion Rate	The percentage of visitors to any website that complete a desired goal (a conversion) out of the total number of visitors is called conversion rate. $Conversion Rate = (Number\ of\ conversions / number\ of\ clicks) * 100\%$.
15	Campaign Traffic	Tracking any campaign traffic coming from other referral sites. To track and analysis campaign traffic, UTM parameters is used.
16	Conversion Path	<p>Through the following paths, user gets converted. For Example:</p> <p>Conversion Path (Scenario 1): Google display add to Facebook to Email to Conversion happens.</p> <p>Conversion Path (Scenario 2): Facebook to Google Organic result to Email to Conversion happens.</p> <p>So to consider the conversion path three types of clicks model is considered which are last click model; for which, in scenario 1, Email will take the all credit for making conversion, first click model; for which, in scenario 2, Facebook will take the all credit for making conversion and assisted conversion, all credentials</p>

will be given to all platforms except the last platform, for which, in scenario 2, Email is the last platform which will not get the credit for the conversion.

5.5 GOOGLE ADWORDS

- The listings in yellow are paid ads.
- The listings in blue are free results. These are often called ‘earned’ or ‘free’ listings.

The screenshot shows a Google search for "How do I get a Mortgage?". The search bar contains the query and a microphone icon. Below the search bar are navigation tabs for Web, News, Shopping, Images, Maps, More, and Search tools. The results section shows "About 173,000,000 results (0.29 seconds)".

Yellow Advertisements (Paid Ads):

- Low Rate Home Mortgages - loanDepot.com**: www.loandepot.com/ - Close in as Little as 30 Days. Apply Now & Lock in Your Low Rate!
- Quicken Loans® Mortgage - QuickenLoans.com**: www.quickenloans.com/Mortgage - (855) 287-2624 - 4.9 ★★★★★ rating for quickenloans.com - We're America's #1 Online Lender. We'll Help You Get Started Today! Highest Satisfaction for Mortgage Origination, 2010-2014 - J.D. Power First Time Home Buyer - Apply Online Today - 5-Year ARM Loans - Apply Now
- Pre-Approval for Mortgage - JamesBNutter.com**: www.jamesbnutter.com/ - 3.7 ★★★★★ rating for jamesbnutter.com - Free pre-approval for a mortgage at the lowest rates in decades.

Blue Organic Results (Free Listings):

- A Guide to Getting Your First Mortgage - US News**: money.usnews.com/.../a-guide-to-getting-you... - U.S. News & World Report - Oct 24, 2014 - A Guide to Getting Your First Mortgage. Here are 12 things newbie homebuyers should know before signing on the dotted line. Young Couple ...
- How Much Can I Borrow? - myFICO.com**

Yellow Advertisements (Paid Ads) - Right Column:

- Get a Home Mortgage**: www.lendingtree.com/Get-a-Mortgage - 4.6 ★★★★★ rating for lendingtree.com - (800) 460-8109 - Amazingly Low Mortgage Rates - APR from 2.89%. Get Offers Now!
- SunTrust® Mortgage**: www.suntrust.com/Mortgage - Learn How Our Knowledgeable Mortgage Professionals Can Help!
- Free Mortgage Calculator**: www.navyfederal.org/Mortgages - 4.8 ★★★★★ rating for navyfederal.org - Estimate Your Monthly Payments In Just Minutes - Try It Today! - 820 Follin Ln SE, Vienna, VA - (888) 842-6328
- Wells Fargo Home Mortgage**

5.5.1 STAKEHOLDERS OF GOOGLE ADWORDS

- Advertiser (Giving advertisement)
- Publisher (Platform where the advertisements are shown)
- Google Platform (Through which advertiser put an add)
- User (Viewer/customer)

5.5.2 HOW MONEY GETS TRANSFER?

- Advertiser → Google Ad words → Publisher



5.5.3 PAY PER CLICK OR COST PER CLICK

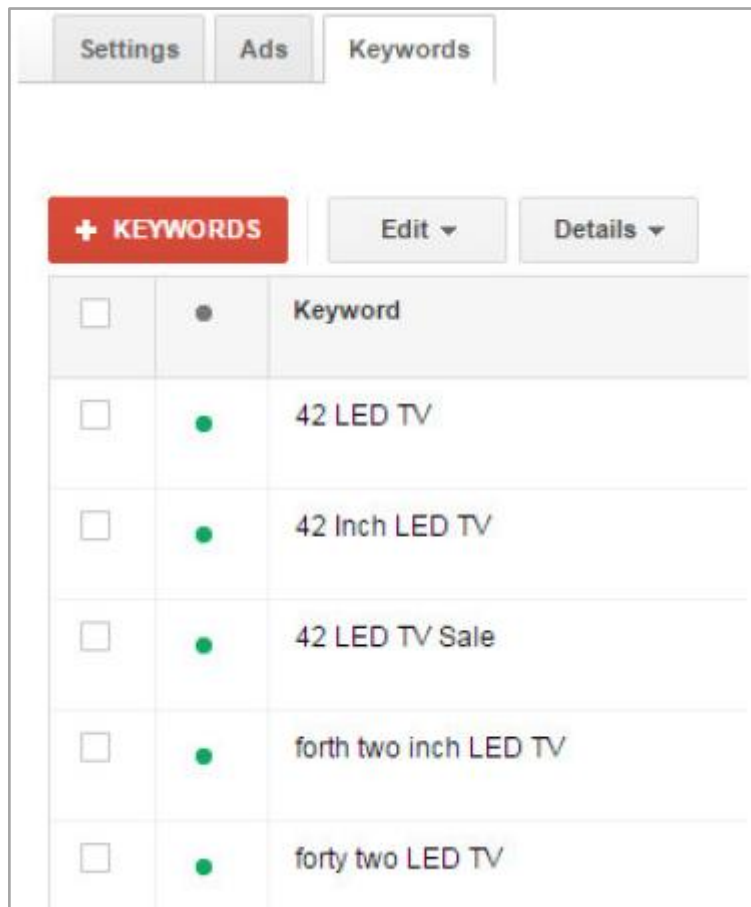
When someone clicks on our ad and goes to our website that is when we pay. This is called Pay Per Click (PPC) or Cost Per Click (CPC). We can send a user to any page on our site. The page someone visits is known as the landing page.

Major benefits of AdWords are:

- Our ad is displayed for free.
- We don't pay anything upfront. We pay only when a relevant, interested user goes to our site.

5.5.4 CHOSE KEYWORD

- Remember that our ad will appear only if someone searches for our keyword. So, it is important that we choose the right set of keywords for our ad in our account.
- We can show for variations or match types of the keyword



Settings Ads Keywords		
+ KEYWORDS		
Edit ▾ Details ▾		
<input type="checkbox"/>	●	Keyword
<input type="checkbox"/>	●	42 LED TV
<input type="checkbox"/>	●	42 Inch LED TV
<input type="checkbox"/>	●	42 LED TV Sale
<input type="checkbox"/>	●	forth two inch LED TV
<input type="checkbox"/>	●	forty two LED TV

5.5.5 WRITE ADS

Create ads for our select group of keywords. An ad is your advertisement that shows after someone conducts a search matching one of your keywords. We can group your keywords and ads together. These are called **ad groups**.

5.5.6 SEE TO ADS DISPLAYED

- Ads should always be relevant to the search query.
- As the searcher is looking for answers, the ad that matches their intent will be the ad they click.

5.5.7 RECEIVE VISITORS TO THE WEBSITE

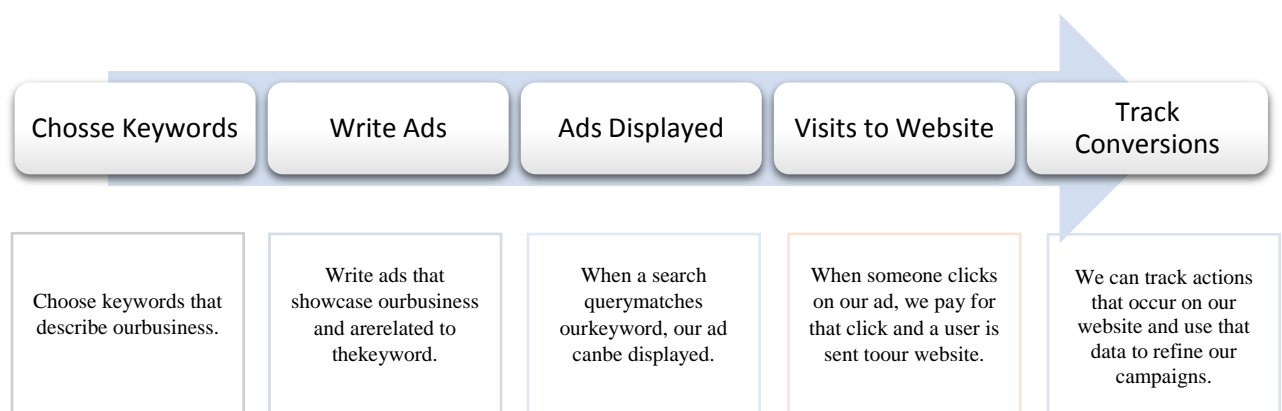
- When a user finds our ad relevant and clicks on it, we pay for the click and receive a visitor to our website.
- We can set bids based upon our goals. These goals can depend on:
 - Website actions
 - Visitors to our site
 - Position of your ads

5.5.8 TRACK CONVERSIONS

- A conversion is an action on our site that we want to track, such as completed forms, ecommerce checkout, phone calls, or video views.
- We can use your conversion data to make data-driven decisions, like:
 - Changing bids
 - Updating budgets
 - Testing ads
 - Adding/removing keywords

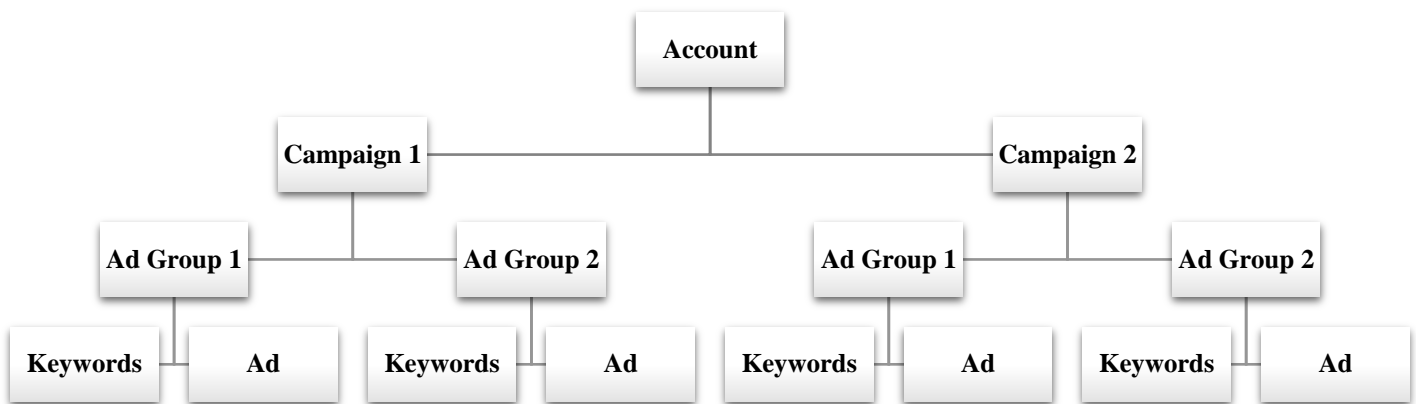
5.5.9 THE ADWORD PROCESS

- AdWords delivers interested searchers to our website.



5.5.10 OVERVIEW OF ACCOUNT STRUCTURE

The following diagram explains the Account structure:



- **ACCOUNT LEVEL OPTIONS**

– These are the different account level options:

- Access
- Billing
- Notification access
- Time zones
- Linked accounts
 - Google analytics

- **CAMPAIGN LEVEL OPTIONS**

These are the different campaign level options:

- Network targeting
 - Search
 - Display
 - Search with Display Select
- Location
- Language
- Ad rotation
- Ad serving frequency
- Budget

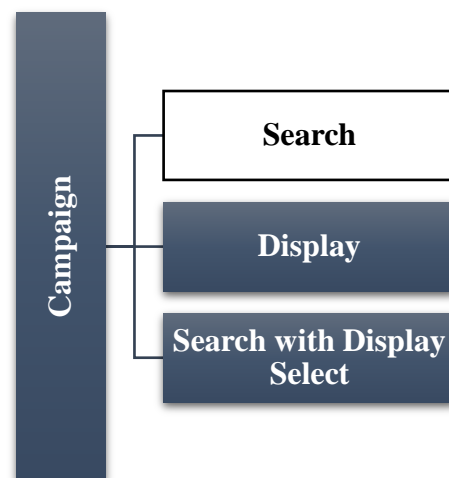
- **AD GROUP LEVEL OPTIONS**

– These are the different ad group level options:

- Search
 - Mobile bid modifiers
- Display
 - Mobile bid modifiers
 - Display targeting
- **AD GROUP LEVEL AD SERVING**
 - The campaign settings dictate how the ad groups in any campaign are displayed. An ad group can have multiple keywords and/or ads in it. Ads from an ad group are shown only when keyword from that ad group matches the search query.

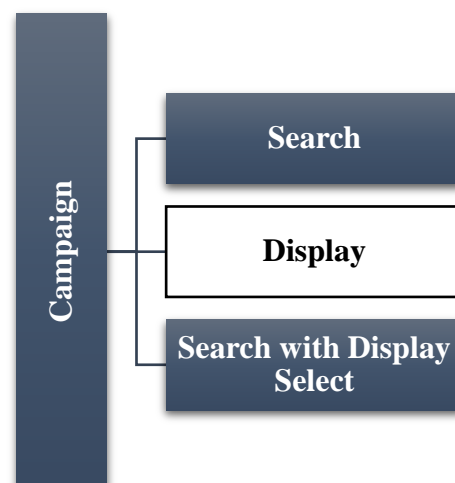
5.5.11 SEARCH CAMPAIGN ANALYSIS

- Here are some advantages of search campaign:
 - Ads are shown only when someone is actively looking for your products or services
 - We can control exactly what search queries trigger our ads
 - Excellent for direct response



5.5.12 DISPLAY CAMPAIGN ADVANTAGES

- Here are some advantages of display campaign:
 - We can bring additional exposure to our business through display channels.
 - Many targeting options.
 - Excellent for branding.

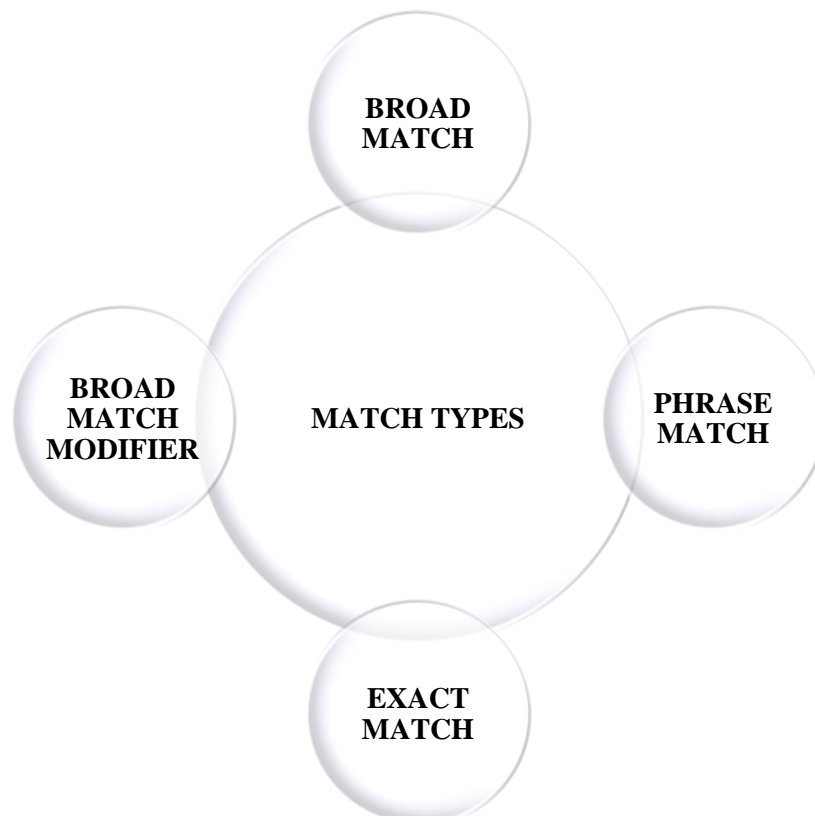


5.5.13 KEYWORD & MATCH TYPE

A match type determines how closely related the search query and keyword must be in order for our ad to show. Here, a search query is what someone types into a search engine and a keyword is what is added to an ad group.

Eventually, when the search query matches the keyword, our ad are displayed.

There are four types of match types, required for selecting keywords, which are given below-



- **BROAD MATCH**
 - Broad match keywords cause an ad to show only if the query is related to our keyword.
 - **Note:** we can show for various word endings, singulars, plurals, and misspellings.
 - For Example, as a marketer, we may select keyword like **Buy Shirts Online** to sell our men shirts through online. However, a user may type **Buy Female Shirts Online** and to whom our ad will be appeared though he /she is not in our Target group. But we have to pay for the ad.

▪ **Pros and Cons**

Pros	Cons
Lots of impressions	Very Little control
Can find lots of other queries	Usually one of the worst converting keywords
More awareness	Bounce rate is high
	Engagement rate per customer is low

• **PHRASE MATCH**

- Phrase match keywords cause an ad to show only if the query is contained within our keyword.
- Note: we can show for various word endings, singulars, plurals, and misspellings.
- For Example, as a marketer, we may select keyword like “**Buy Shirts Online** “and this particular keyword must to be same as the searching keyword. If any user types “**Buy Shirts Online for women**”, ad will be appeared to him or her. However, if anyone types “**Buy Men shirts online**”, ad will not be appeared to him.

▪ **Pros and Cons**

Pros	Cons
Medium control	Few impressions than broad match
More impressions than exact match	Not as much control as exact match
Usually a good converting keyword	Less awareness

• **EXACT MATCH**

- Exact match keywords cause an ad to show only if the query is the exact same as our keyword.
- We can show for various word endings, singulars, plurals, and misspellings.
- For example, as a marketer, we may select keyword like [**Buy Shirts Online**] and this particular keyword must to be same as the searching keyword so user has to type [**Buy Shirts Online**]too otherwise ad will not be appeared.

▪ **Pros and Cons**

Pros	Cons
Lots of control	Few impressions than other match types
Usually the best converting words	Loss of potential sales

- **BROAD MATCH MODIFIER**

- Combination of exact match type and broad match type.
- For example, as a marketer, we may select keyword like **Buy + Shirts + Online** so ad will be appeared when someone’s search is an exact match or close variant of our keywords.
- Here, close variants include misspelling, singular & plural forms, abbreviations, acronyms and synopsis.

- **Pros and Cons**

Pros	Cons
Very accurate	Very less visibility
Huge Control	Very low impression
High conversion and High ROI	Loss of potential sales

5.5.14 Negative Keywords

- ❖ There is also nether type of keywords which are called negative keywords. By writing negative keywords like Women, Cheep, Economical I am telling that whenever someone is writing that don’t trigger my ad.

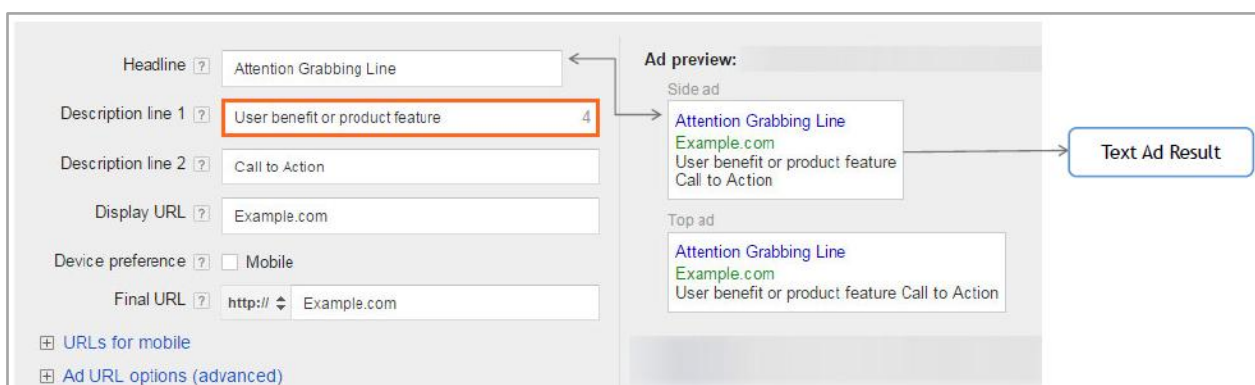
- **Pros and Cons**

Pros	Cons
Removes unwanted impressions to Block our ad from showing for unrelated quires to our business.	We may do lose impressions so we must be careful to only add negatives if we don’t want to show for a specific query.

5.5.15 CREATING TEXT AND SEARCH ADS

- **TEXT ADS**

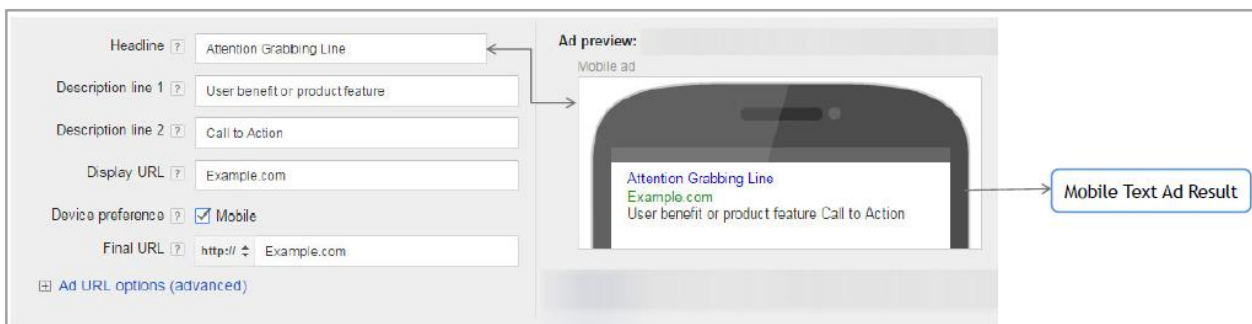
- Text ads can show in search results or across the display network.
- Text ads are made up of five lines: Headline, Description line 1, Description line 2, DisplayURL, and Final URL.
- The Text Ad Character follows these specifications:
 - Headline: 25
 - Description line 1 and 2: 35
 - Display URL: 255, but only 35 will show
 - Final URL: 2048



- **MOBILE TEXT ADS**

If you want an ad displayed on a mobile device, then click the device preference checkbox for mobile.

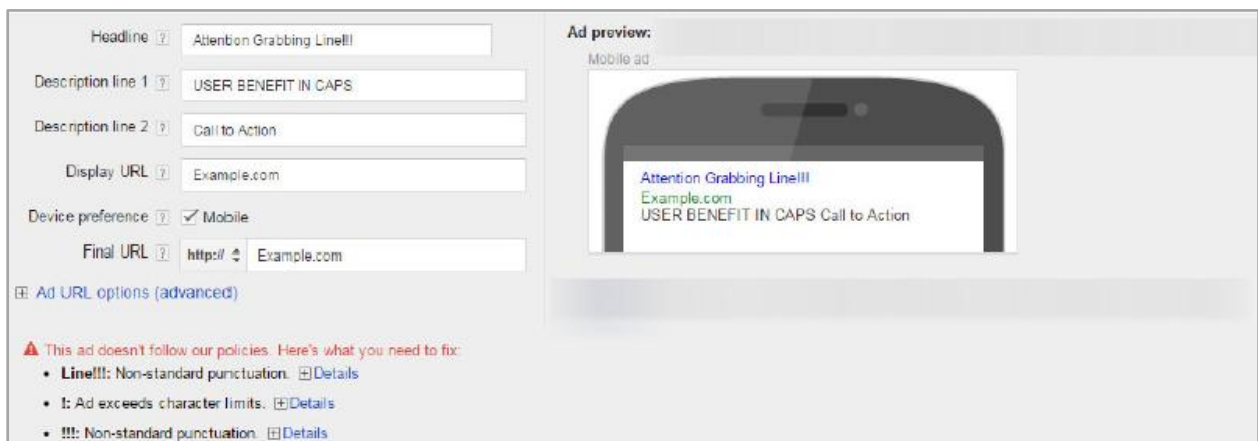
Note: We must also have a non-checked mobile ad in an ad group or our mobile ad will show on desktops.



- **TEXT AD EDITORIAL CONCERNS**

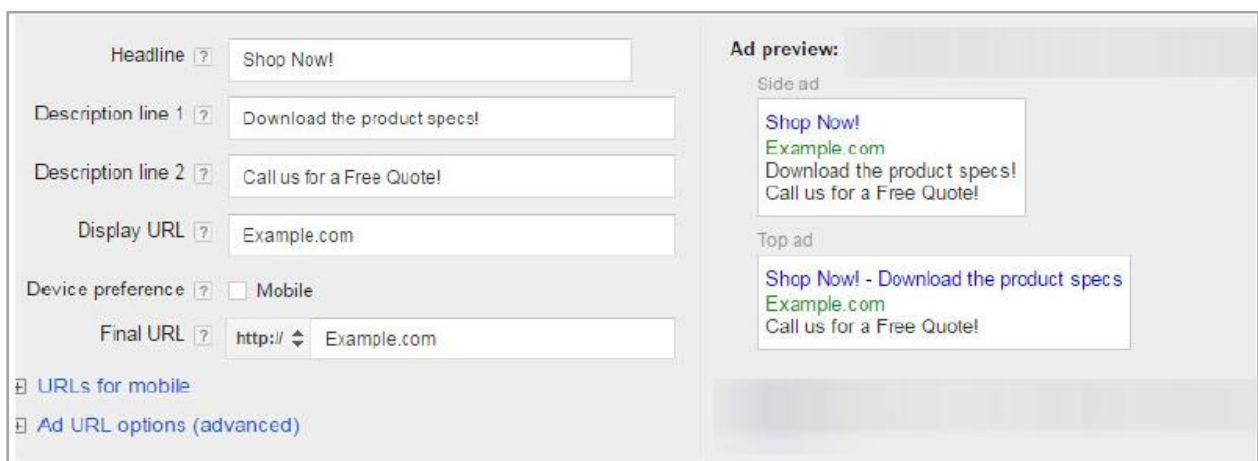
The Text Ad Editorial follows these specifications:

- No excessive capitalization.
- Only one exclamation point per ad and it cannot be in the headline.
- We cannot put a phone number in the ad as there are other ways to generate calls.
- Any 'claim' must be true and shown on the website.



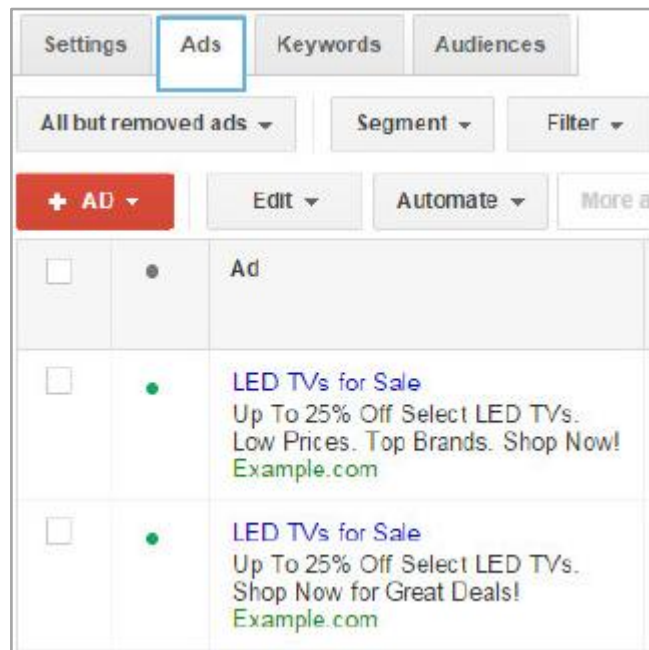
- **CALL TO ACTION**

- A call to action directs a user to take action.
- This is best added to our Description line 2.
- When we are focused on conversions, end our ad with a call to action.



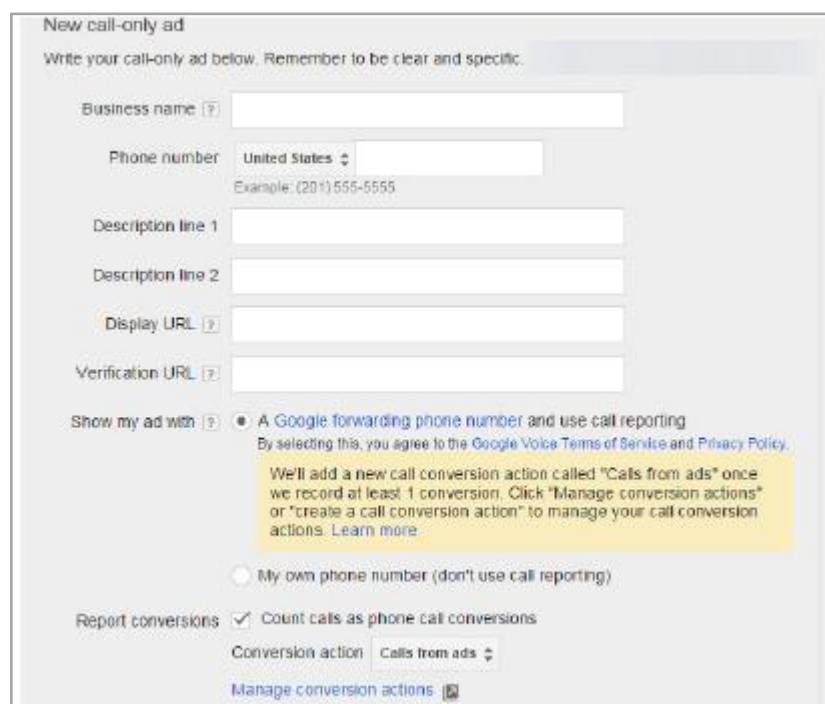
- **AD TESTING**

- An ad group can have multiple ads.
- When we have multiple ads, Google will optimize our ads and show the best performing one the most often.
- If we have multiple ads per ad group, Google does not match the keywords to the ads. Each ad must be related to every keyword in that ad group as any ad can show for any keyword within an ad group



- **CALL ONLY ADD**

- Call only ads allow a user to call our business only.
- These ads show only on mobile devices.
- These ads can use call tracking numbers (depending on the country) so that we can track calls from our ads.



5.5.16 AD EXTENSIONS

- **OVERVIEW OF AN AD EXTENSIONS**

- Ad Extensions allow you to add additional information to our ads.
- Many of these extensions allow users to take different actions than just clicking on our ad, such as installing an app, getting directions to our store, or calling our company.

L.L.Bean Backpacks - Our Best Backpack Now Only \$29.96

Ad www.llbean.com/Backpacks ▾

4.8 ★★★★★ rating for llbean.com

Free Shipping: No Minimum Order.

L.L.Bean has 3,454 followers on Google+

School Backpacks - Hiking Backpacks - Lunch Boxes - Messenger Bags

📍 1961 Chain Bridge Rd, McLean, VA - (888) 552-9876

- **SITELINK EXTENSIONS**

- The sitelink extension allows us to put additional text into our ad.
- Each line of additional text is hyperlinked and must go to a page different than the ad.
- If we want to send users to additional pages on our website, this is a great extension to use.

L.L.Bean Backpacks - Our Best Backpack Now Only \$29.96

Ad www.llbean.com/Backpacks ▾

4.8 ★★★★★ rating for llbean.com

Free Shipping: No Minimum Order.

L.L.Bean has 3,454 followers on Google+

School Backpacks - Hiking Backpacks - Lunch Boxes - Messenger Bags

📍 1961 Chain Bridge Rd, McLean, VA - (888) 552-9876

- **LOCATION EXTENSION**

- The location extension allows a user to get directions to our address. On a mobile device, this extension may open the maps application on the phone.
- If we are trying to drive business into a store, this is a great extension to use.

L.L.Bean Backpacks - Our Best Backpack Now Only \$29.96

Ad www.llbean.com/Backpacks ▾

4.8 ★★★★★ rating for llbean.com

Free Shipping: No Minimum Order.

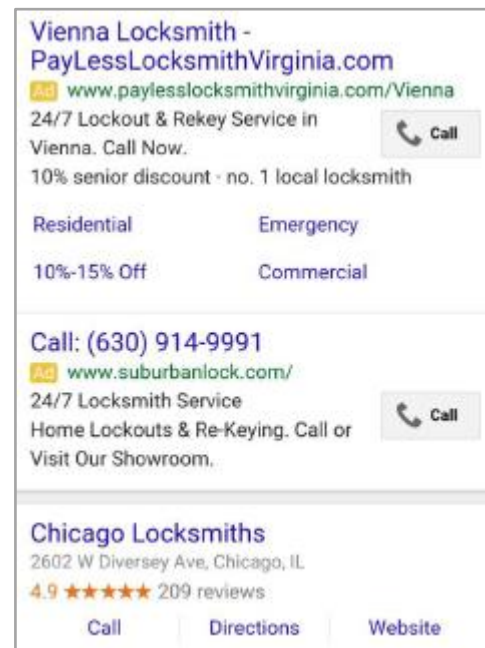
L.L.Bean has 3,454 followers on Google+

School Backpacks - Hiking Backpacks - Lunch Boxes - Messenger Bags

📍 1961 Chain Bridge Rd, McLean, VA - (888) 552-9876

- **CALL EXTENSION**

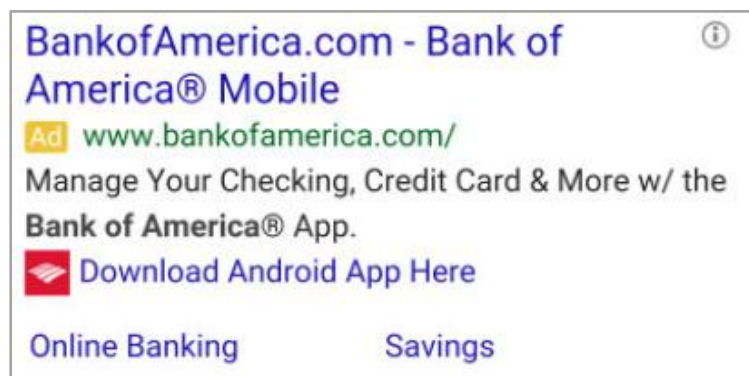
- If we want phone calls, this is a great extension to use.
- The call extension allows a searcher to call us from the ads.
- On a desktop device, the phone number is shown in the ad.
- On a mobile device, when the user clicks on the call button, the phone dialer loads.



- **APP EXTENSION**

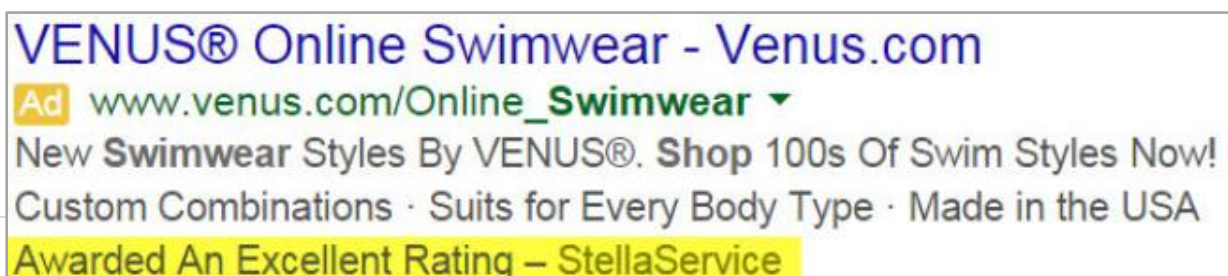
The app extension allows us to link our addirectly to the Google Play or iTunes store.

If we are focused on app installs, the appextension is the best extension to use.



- **REVIEW EXTENSION**

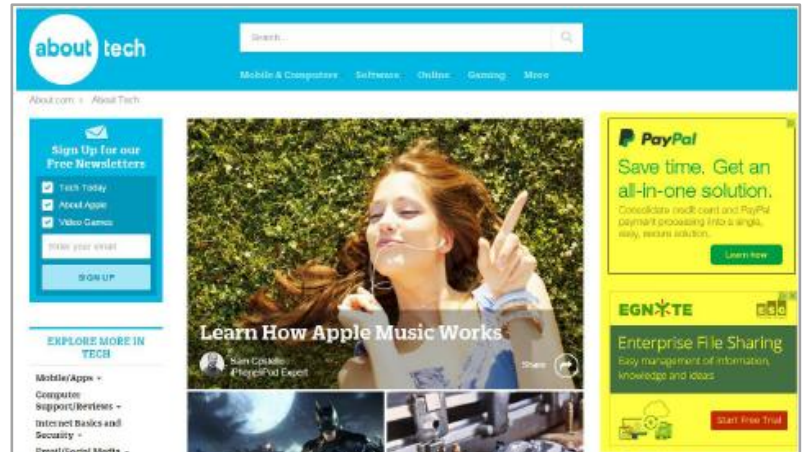
- The review extensions allows us to quote or paraphrase a review from an independent third party site.
- If we are trying to showcase what others have said about our company, this is a great extension to use.



5.5.17 Display Ads

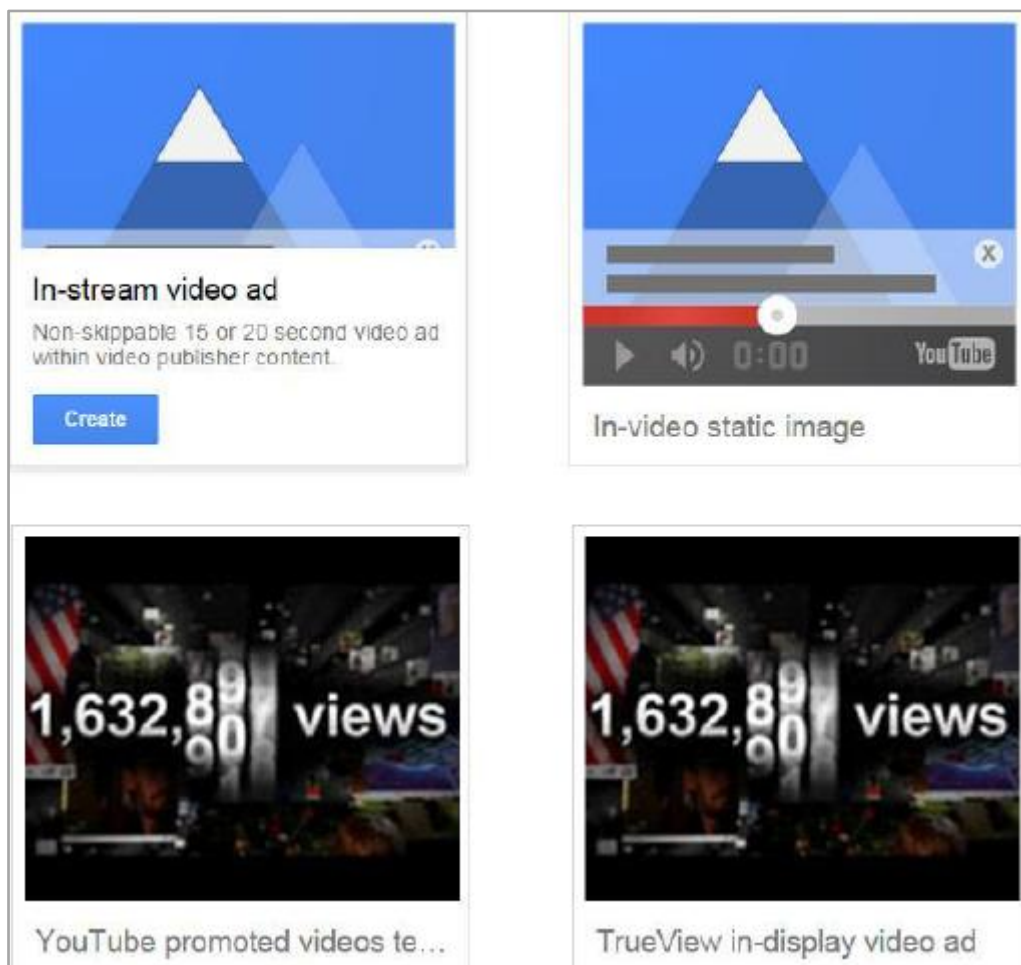
- **IMAGE AD**

- Image ads allow us to be more visual with our ads.
- We can use a combination of text and images in our ads.
- It is best to include a call to action button in our image ads.
- Image ads are great for branding or direct response.



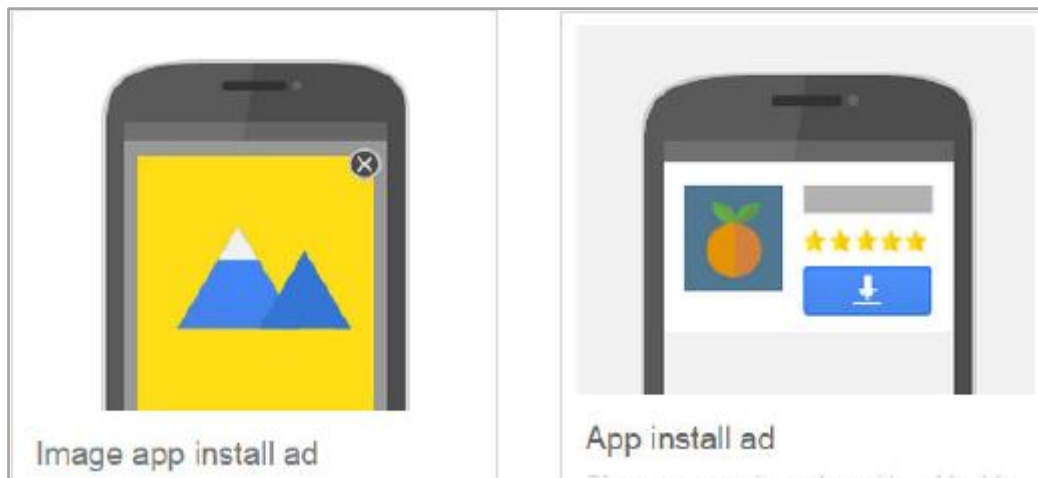
- **VIDEO ADD**

- Video ads can appear on YouTube or the displaynetwork.
- There are several types of video ads.
- These ads help us to tell a story within the ad.



- **APP INSTALL ADD**

- App install ads let you create ads across the display network and focus on getting users to install our app.

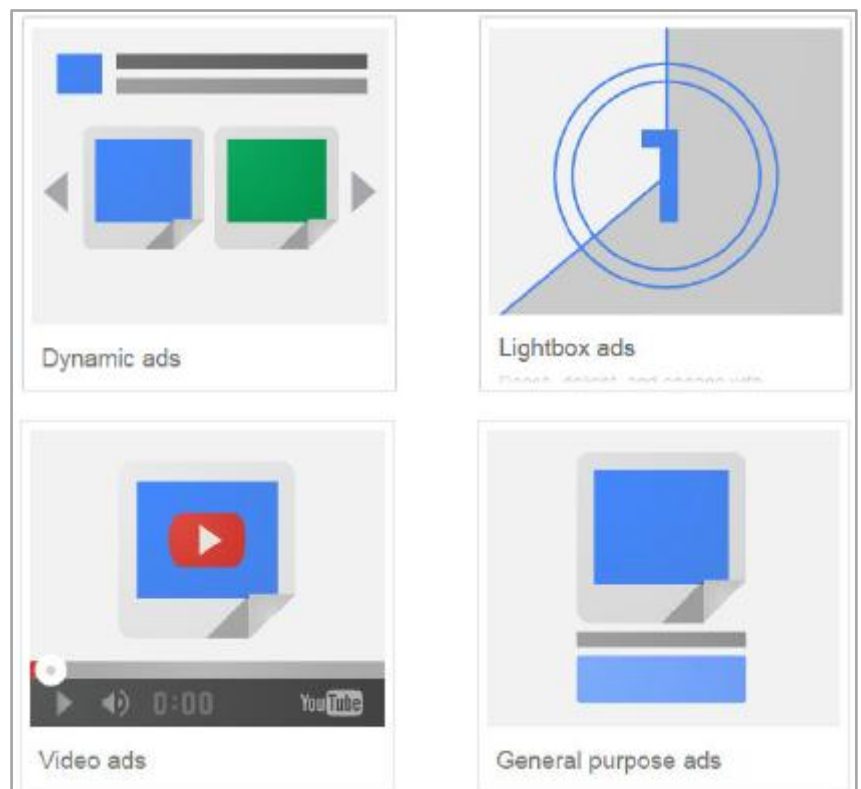


- **ADDITIONAL AD FORMATS**

- **Additional Ad formats include:**

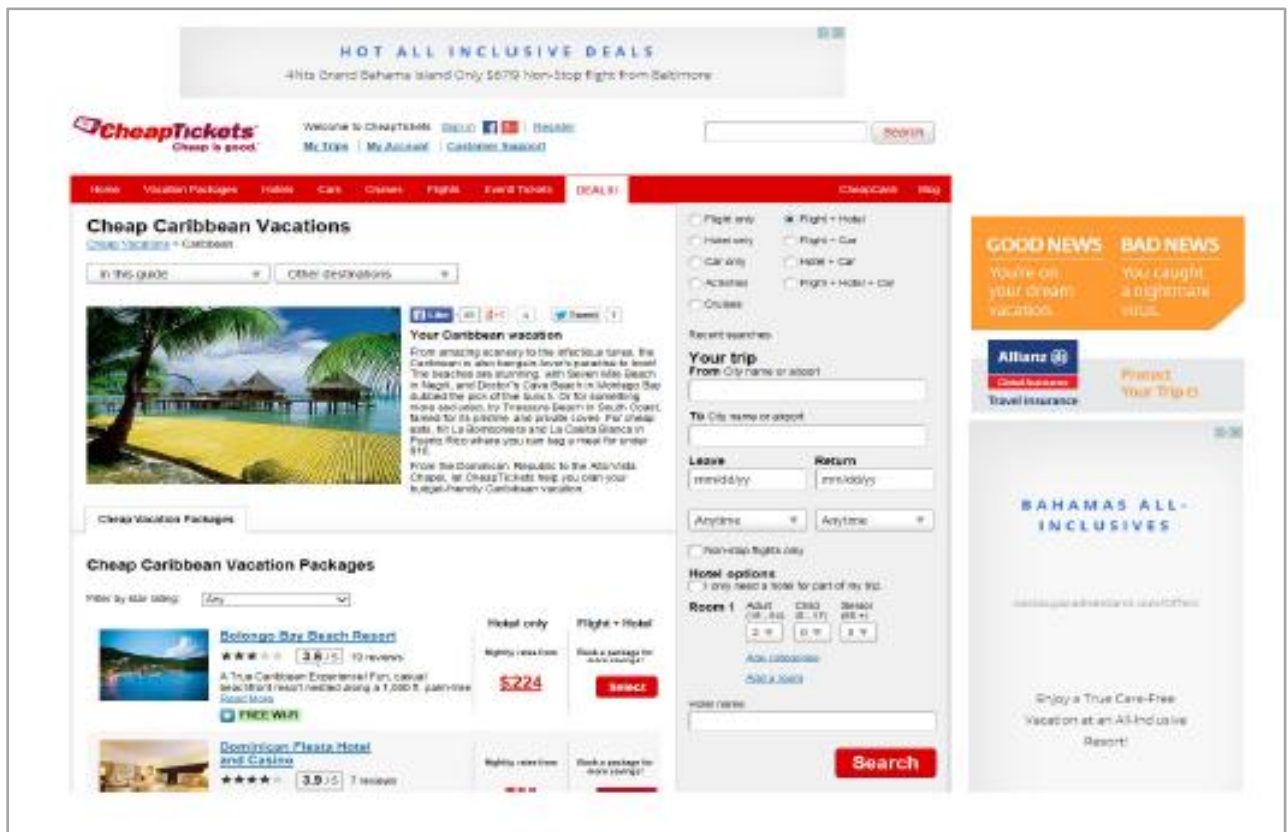
- Dynamic
- Lightbox
- Pre-roll

- The display ad gallery can help us create rich media ads.



5.5.18 Display Targeting

- **CONTEXTUAL TARGETING**
 - With contextual targeting, the targeting is based upon the content of the site.
 - This page is an example of Caribbean vacations features ads to the Bahamas.



5.5.19 KEYWORD TARGETING

In Keyword Targeting:

- Match types aren't used.
- Choose keywords used on webpages where we want our ads to appear.
- The Display Planner is an excellent tool for researching keywords and targeting options across the

The screenshot shows the 'Display Planner' interface. On the left, there are campaign targeting options: United States, English, Ad Scheduling, No campaign exclusions, Device preferences, and CPC bidding. Below these are filters for Ad formats and sizes. The main area displays 'Available network inventory (Weekly)' for 'Baby & Toddler Toys' with 500M - 1B Cookies and 10B+ Impressions. It includes charts for AGE (18-24: 15%, 25-34: 18%, 35-44: 15%, 45-54: 11%, 55-64: 8%, 65+: 5%, Unknown: 29%), GENDER (Male: 41%, Female: 37%, Unknown: 22%), and DEVICE (Desktop: 33%, Mobile: 53%, Tablet: 14%). A table below shows 'Ad group ideas' with columns for Ad group and Contents. The table lists: Learning toy, Toy for baby, Toy for, Baby toy 1, and For 1 year old, each with associated keywords.

display network.

5.5.20 TOPIC TARGETING

- Topic Targeting is when Google crawls the web and classify pages into topics.
- Topics are broader than keywords.
- We can pick the topics of webpages where we would like our ads to appear.

The screenshot shows the 'Topics' targeting interface. It includes a search bar with the text 'Enter a word or phrase' and a 'Search' button. Below the search bar is a list of topics with expandable arrows: Arts & Entertainment, Autos & Vehicles, Beauty & Fitness, Books & Literature, Business & Industrial, Advertising & Marketing (with sub-topics: Brand Management, Marketing, Promotional Items & Corporate Gifts, Public Relations, Sales), and Add topics using codes. On the right, a box labeled 'Selected topics: 2' contains: Business & Industrial > Advertising & Marketing > Brand Management, and Business & Industrial > Advertising & Marketing > Public Relations.

5.5.21 AFFINITY AUDIENCES

- Affinity audiences comprises people who have shown an interest in a specific topic. They are very useful to drive awareness for our company.
- They can have TV-like reaches, yet are targeted based upon user interest.

Interests & remarketing

Choose audiences or remarketing lists to target audiences with certain interests or who have visited your site before. [Learn more](#)

Affinity audiences ⇅

Selected: 1

Affinity audiences: 107

Affinity audiences: 1
 Auto Enthusiasts
 Truck & SUV Enthusiasts ✕

Art & Theater Aficionados	»
▼ Auto Enthusiasts	»
Motorcycle Enthusiasts	»
Performance & Luxury Vehicle Enthusiasts	»
Truck & SUV Enthusiasts	»
Avid Investors	»
Beauty Mavens	»
Business Professionals	»
Comics & Animation Fans	»
▶ Cooking Enthusiasts	»
Do-it-Yourselfers	»
Family-Focused	»
Fashionistas	»

+ Create custom affinity

5.5.22 IN MARKET CATEGORIES

- In Market Categories are people who are actively shopping for various goods or services.
- These users are generally in the consideration phase of the buying funnel.

Interests & remarketing

Choose audiences or remarketing lists to target audiences with certain interests or who have visited your site before. [Learn more](#)

In-market audiences

Selected: 1

Search by related term, phrase, or URL

Search

In-market audiences: 492

In-market audiences: 1

- ▼ Apparel & Accessories »
 - Activewear »
 - Costumes »
 - ▼ Formal Wear »
 - Bridal Wear »
 - Suits & Business Attire »
 - Handbags »
 - ▶ Jewelry & Watches »
 - Lingerie »
 - Luggage »
 - Men's Apparel »
 - Outerwear »
 - Perfumes & Fragrances »
 - ▶ Shoes »
 - Swimwear »

Apparel & Accessories › Formal Wear › Bridal Wear ✕

5.5.23 REMARKETING

- Remarketing is reaching previous visitors to our website.
- We can define actions on our site, which if someone completes, we can put them in a remarketing list.
- We can then create ads to reach those previous visitors.

Interests & remarketing

Choose audiences or remarketing lists to target audiences with certain interests or who have visited your site before. [Learn more](#)

<div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;"> Remarketing lists </div> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;"> <input style="width: 90%;" type="text" value="Search by list name"/> Filter by label ▾ </div> <div style="border: 1px solid #ccc; padding: 2px; margin-bottom: 5px;"> Remarketing lists: 11 ↑ List size ? ↓ </div> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px 5px;">AdWords Seminar Visits</td><td style="text-align: right; padding: 2px 5px;">»</td></tr> <tr><td style="padding: 2px 5px;">AdWords Seminars</td><td style="text-align: right; padding: 2px 5px;">»</td></tr> <tr><td style="padding: 2px 5px;">Converted</td><td style="text-align: right; padding: 2px 5px;">»</td></tr> <tr><td style="padding: 2px 5px;">Seminar Non-Coverters</td><td style="text-align: right; padding: 2px 5px;">»</td></tr> <tr><td style="padding: 2px 5px;">Seminar Registration Complete</td><td style="text-align: right; padding: 2px 5px;">»</td></tr> <tr><td style="padding: 2px 5px;">Shopped but didn't buy</td><td style="text-align: right; padding: 2px 5px;">»</td></tr> </table>	AdWords Seminar Visits	»	AdWords Seminars	»	Converted	»	Seminar Non-Coverters	»	Seminar Registration Complete	»	Shopped but didn't buy	»
AdWords Seminar Visits	»											
AdWords Seminars	»											
Converted	»											
Seminar Non-Coverters	»											
Seminar Registration Complete	»											
Shopped but didn't buy	»											

Selected: 1

Remarketing lists: 1

AdWords Seminar Visits	X
------------------------	----------------------------------------------------------------

Show similar audiences ?
[Create and manage lists](#) ?

5.5.24 PLACEMENTS

- Placement targeting allows us to pick the exact sites where our ads will be displayed.
- We can see the ad formats and weekly impressions for sites that allow placement targeting.

Placements

Choose websites where you'd like to show your ads. [Learn more](#)
 Need more ideas? Try the [Display Planner](#).

Search for placement ideas

Search

Placement	Ad formats	Impressions/week	
Anonymous (in ...		10M - 15M	»
Anonymous (in ...		10M - 15M	»
babykerf.com		45K - 50K	»
babyhome.com.t...		500K - 1M	»
bellybelly.com...		1M - 1.5M	»
newparent.com ...		4.5K - 5K	»
Anonymous (in ...		0 - 1K	»
toysrus.com.au		5M - 10M	»
toysrus.com		5K - 10K	»
toy-a-rama.com		45K - 50K	»

[Add multiple placements at once](#) ?

Selected placements: 3

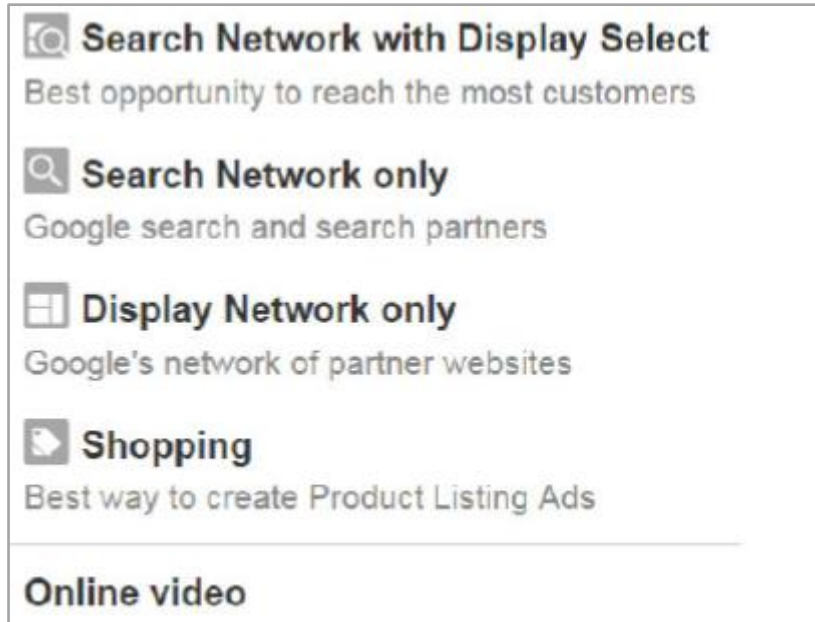
« newparent.com::Baby Section, Multiple locations

« toysrus.com

« toy-a-rama.com

5.5.25 CAMPAIGN TYPES AND SETTINGS

- There are five main campaign types.
- Each type determines the network where an ad can show.
- The campaign are:



- **SEARCH NETWORK WITH DISPLAY SELECT**

- Search Network with Display Select helps to show on both networks with one campaign.
- It allows us to use one budget to show on both networks.



- **SEARCH CAMPAIGN TYPES—STANDARD**

- Standard Campaigns don't have access to all features, such as ad scheduling, ad delivery options, advanced location options, and others.

Type: **Search Network only - Standard**

Campaign name

Type [?]

- Standard** - Keyword-targeted text ads showing on Google search results [?]
- All features** - All the features and options available for the Search Network [?]

- Mobile app installs** - Ads encouraging people to download your app [?]
- Mobile app engagement** - Ads that encourage actions within your app [?]
- Dynamic Search Ads** - Ads targeted based on your website content [?]
- Call-only** - Ads that encourage people to call your business [?]

[Learn more about campaign types](#)

- **DISPLAY CAMPAIGNS**

Display Campaigns include:

- 'Marketing Objective' campaigns with limited features based on our marketing goal.
- 'No Marketing Objective' campaigns with access to all features.

Type: **Display Network only**

Campaign name

Type [?]

- Marketing objectives** - Just the features and options relevant to what you want to accomplish
- No marketing objective** - All available features and options

Marketing objective New!
 Save time and create better campaigns by choosing a marketing objective. [Learn more](#) Help me choose

👁️ Build awareness	📍 Influence consideration	📄 Drive action
<p>GET CUSTOMERS TO:</p> <p><input type="checkbox"/> See your ad</p>	<p>GET CUSTOMERS TO:</p> <p><input type="checkbox"/> Engage with your content</p> <p style="text-align: center;">or</p> <p><input type="checkbox"/> Visit your website</p>	<p>GET CUSTOMERS TO:</p> <p><input type="checkbox"/> Buy on your website (includes remarketing)</p> <p><input type="checkbox"/> Take an action on your website (for example, fill out a form)</p> <p><input type="checkbox"/> Call your business</p> <p><input type="checkbox"/> Visit your business</p> <p style="text-align: center;">or</p> <p><input type="checkbox"/> Install your mobile app</p> <p style="text-align: center;">or</p> <p><input type="checkbox"/> Engage with your mobile app</p>

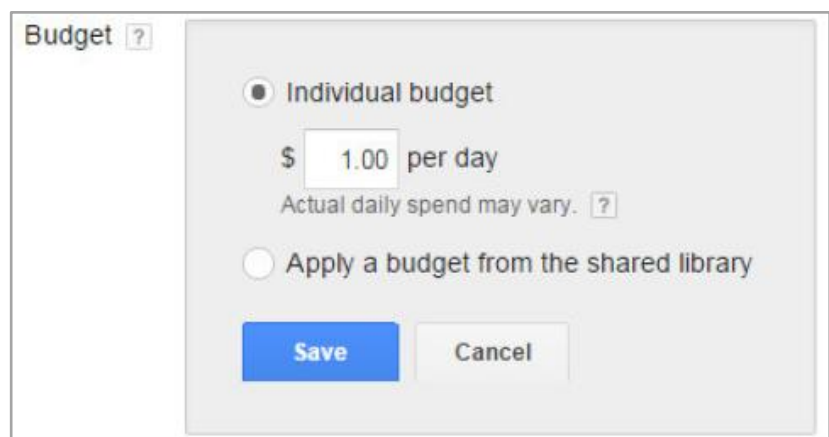
- **SHOPPING CAMPAIGNS**

- Shopping campaigns show only Product Listing ads.
- You must be using Google Merchant Center and upload an ecommerce feed to it.
- If we want to sell online products, this is a great campaign to use.



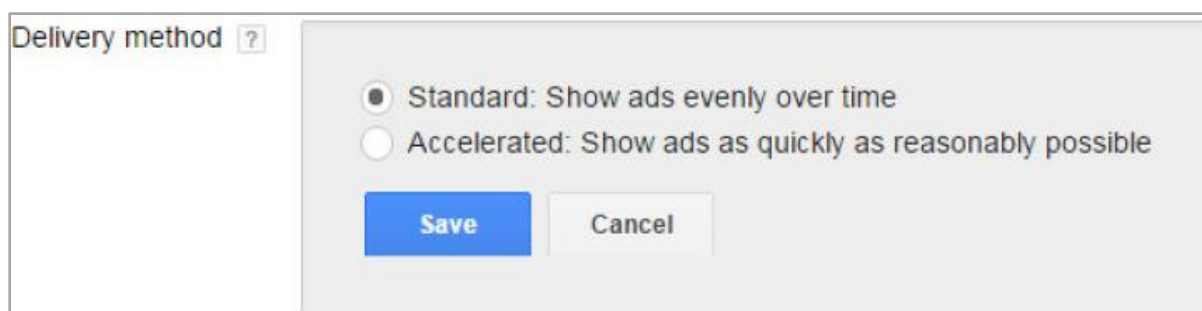
- **CAMPAIGN BUDGET**

- A campaign can have it's own budget.
- We can share a budget between campaigns with the advanced shared library option.



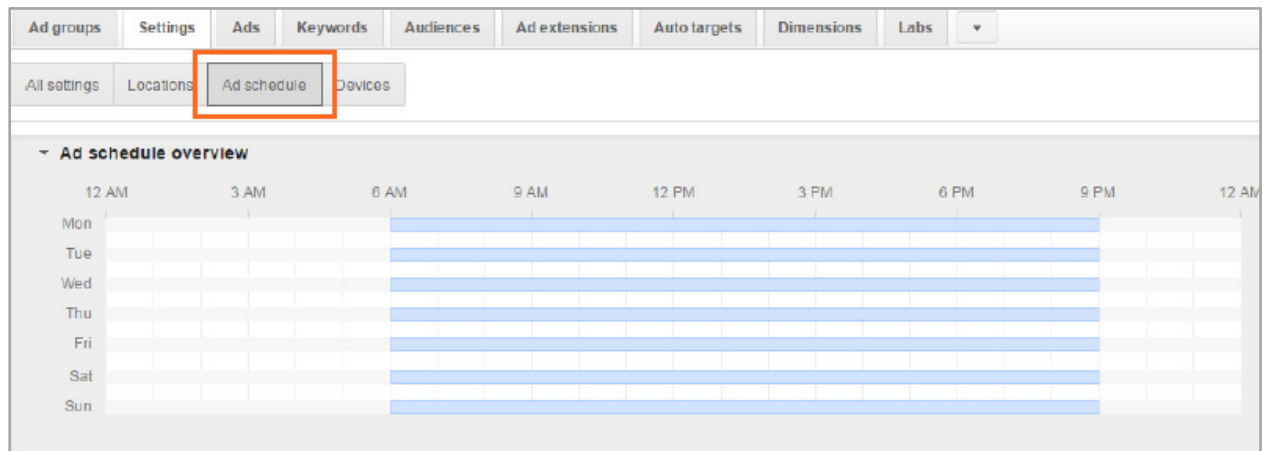
- **DELIVERY METHODS**

- The Delivery method determines how our budget is spent in a given day:
 - Standard: Our ad is rotated throughout the day.
 - Accelerated: Our ad is shown as fast as possible.
- If we consistently hit your budget and want our ads shown throughout the day, use Standard delivery.



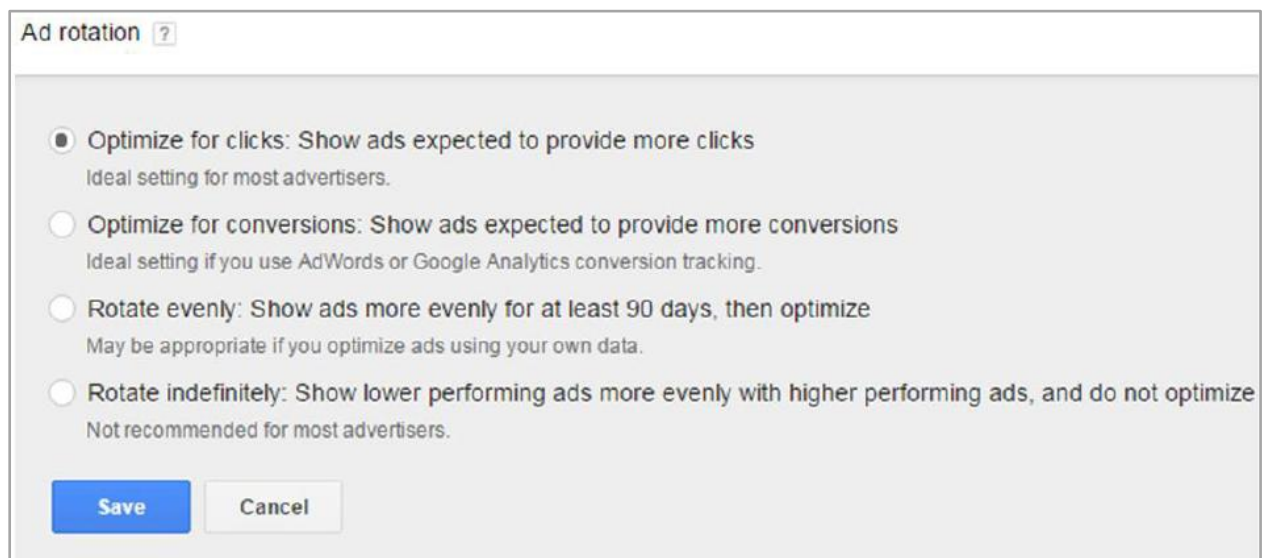
- **AD SCHEDULING—BASIC**

- Run our ads only at specific timeframes.



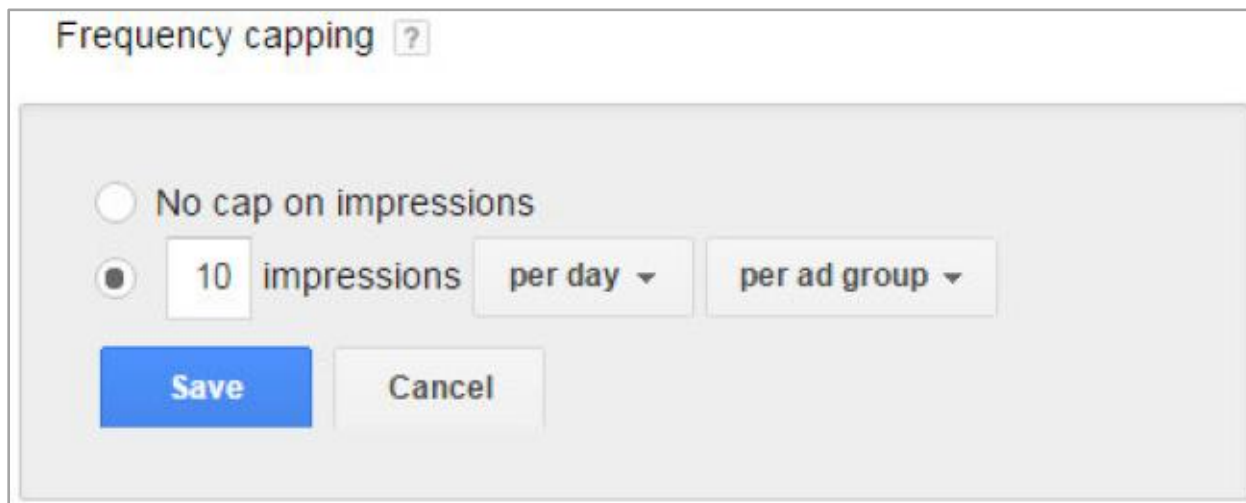
- **AD ROTATION**

- If we have multiple ads in an ad group, our ad rotation determines how they are displayed.
- By default, 'Optimize for clicks' is set, which will show our highest CTR ads the most often.



- **FREQUENCY CAP**

- Frequency cap applies to display campaigns only.
- A frequency cap is the maximum number of impressions a single person can see in a time frame.



5.5.26 ADVERTISING METRICS

- **CLICK THROUGH RATE**

- A high click through rate means many people find our ad relevant to their search query.

- **Impression**

- When our ad is displayed, you receive an impression.

- **Click**

- When the user clicks on our ad, click counts. At this point in time, you are charged for that click.

- **CTR: Click Through Rate**

- The ratio between impressions & clicks.
- $CTR = (\text{clicks} / \text{impressions}); 5\% = (5 / 100)$

- **CONTROLLING COSTS**

- The cost that we will look in our account will be discussed.

- **Bid**

- The most we are willing to pay for a click.

- **Actual Cost Per Click (CPC)**

- The actual amount we paid for a click. This may be lower than our bid.

- **Cost**

- The sum total of actual CPCs for a keyword, ad group, or campaign.

- **Daily Budget**

- How much a campaign can spend?

- **TRACKING ACTIONS**

- Tracking conversions is optional, but everyone should do it so that they can measure the return on their ad spend.

- **Conversion**

- A conversion occurs when a user does a specified action on our website such as filling out a form or checking out on an ecommerce site.

- **Cost Per Action (CPA)**

- The ratio of our costs to conversions.

- $CPA = (\text{Cost} / \text{Conversions}); \$20 = (\$100 / 5)$

- **Conversion Rate (CR)**

- The ratio of conversions to clicks.

- $CR = (\text{Conversions} / \text{Clicks}); 5\% = (5 / 100)$

- **Advertising ROI—Return on Investment**

- $\text{Advertising ROI} = (\text{Revenue} - \text{Cost of goods sold}) / \text{Cost of goods sold}$

- **Revenue**

- $\text{Revenue} = (\text{Net Profit} - \text{Ad Costs})$

- The aggregated sales for a product minus the advertising costs.

- This can be calculated at any level in AdWords (keyword revenue, ad group revenue, etc.).

- **Cost of Goods Sold**

- How much it costs you to manufacture and produce the goods.

- To accurately determine your ROI, we must know the cost to produce our goods.

- **ROAS—RETURN ON AD SPEND**

- $ROAS \% = (\text{Revenue from campaigns} / \text{Advertising costs}) \times 100$

- **Revenue**

- The amount of revenue our advertising campaign produced.

- **Ad Costs**

- The amount we paid for the advertising campaign.

- **GOAL—DRIVE TRAFFIC TO SITE**

- Measure Traffic Quality and Costs include:
 - Clicks: How much traffic are we driving to our site?
 - CTR: Are we getting the most possible traffic for our keywords?
- Keywords:
 - Pause or remove underperforming keywords.
 - Use match types to control who sees our ads.
 - Watch our Quality Score so we're driving good traffic to our site.
 - Use the Search Terms report to add good queries as keywords or add poor queries as negatives.

- **GOAL—DRIVE CONVERSIONS**

- Watch our conversion rates and cost per conversion to drive conversions.
- In addition to the previous information 'drive traffic to site' we'll want to add a layer of data to those reports: CR and cost per conversion.
 - Example: If a search query has a good CTR but a poor CR, you might add it as a negative keyword.
- We should know your ROI for these campaigns.
 - Our cost per conversion should not exceed our profit per conversion.

- **SALES**

- To understand sales of our products:
 - Calculate our ROI to understand our overall profit.
 - Calculate our ROAS to determine how our campaign is performing.
- While evaluating keywords and ads, we will use our ROI or ROAS to determine if a keyword or search query should be removed, added, or made into a negative keyword.

- **BRANDING**

- The frequency of viewing ad is discussed here:
 - Impression is your top metric. This is how often our ad was seen.
 - For search, using CTR as a secondary metric lets us understand how engaged users are without ads.
 - For the display network, since many users aren't clicking on ads, but still seeing them, we can use conversions to measure our branding.
- **Note:** A conversion does not have to be a sale. We could measure time of site or a video watched as a goal.
- Reach and Frequency:
 - Reach is the number of people exposed to our ad.
 - Frequency is the number of times a user saw your ad over a period of time.

5.5.27 BID METHODS & BID MODIFIERS

- **FOCUS ON CLICKS**

- Focus on Clicks—Manually set bids is also known as manual bidding.
- This the default bid method for most accounts.
- This bid method gives us the most control over our bids.

Bid strategy ?

- Focus on **clicks** - use maximum CPC bids
 - I'll manually set my bids for clicks
 - AdWords will set my bids to help maximize clicks within my target budget
- Enable Enhanced CPC ?
Use my conversion tracking data and bids to optimize for my current [conversion bid metric](#) setting:
Converted clicks.
- Focus on **impressions** - use maximum CPM bids
- Focus on **conversions** (Conversion Optimizer) - use CPA bids
- Select a **flexible bid strategy** ?

- **BUDGET OPTIMIZER**

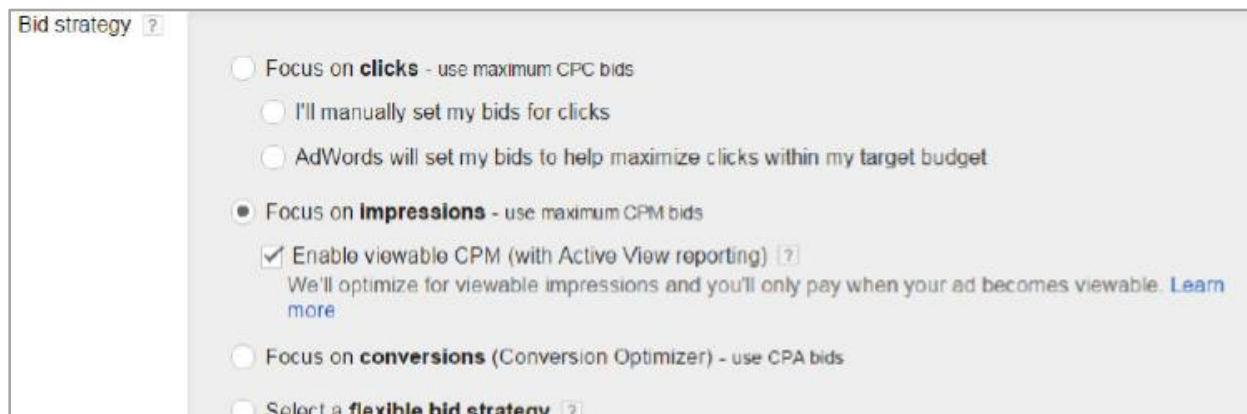
- With budget optimizer, AdWords will set our Cost Per Click (CPC) in order to get the most traffic possible for our keywords.
- This is a good bid method if we want the most traffic possible.
- In flexible bidding, this is called max clicks.

Bid strategy ?

- Focus on **clicks** - use maximum CPC bids
 - I'll manually set my bids for clicks
 - AdWords will set my bids to help maximize clicks within my target budget
 - CPC bid limit ? \$
- Enable Enhanced CPC ?
Use my conversion tracking data and bids to optimize for my current [conversion bid metric](#) setting:
Converted clicks.
- Focus on **impressions** - use maximum CPM bids
- Focus on **conversions** (Conversion Optimizer) - use CPA bids
- Select a **flexible bid strategy** ?

- **FOCUS ON IMPRESSIONS**

- Focus on impressions is Cost Per Thousand Impression (CPM) bidding.
- With this bid method, we pay for the impression and not the click.
- It is only available for the display network.
- If our goal is **branding**, this is a good bid method to use.

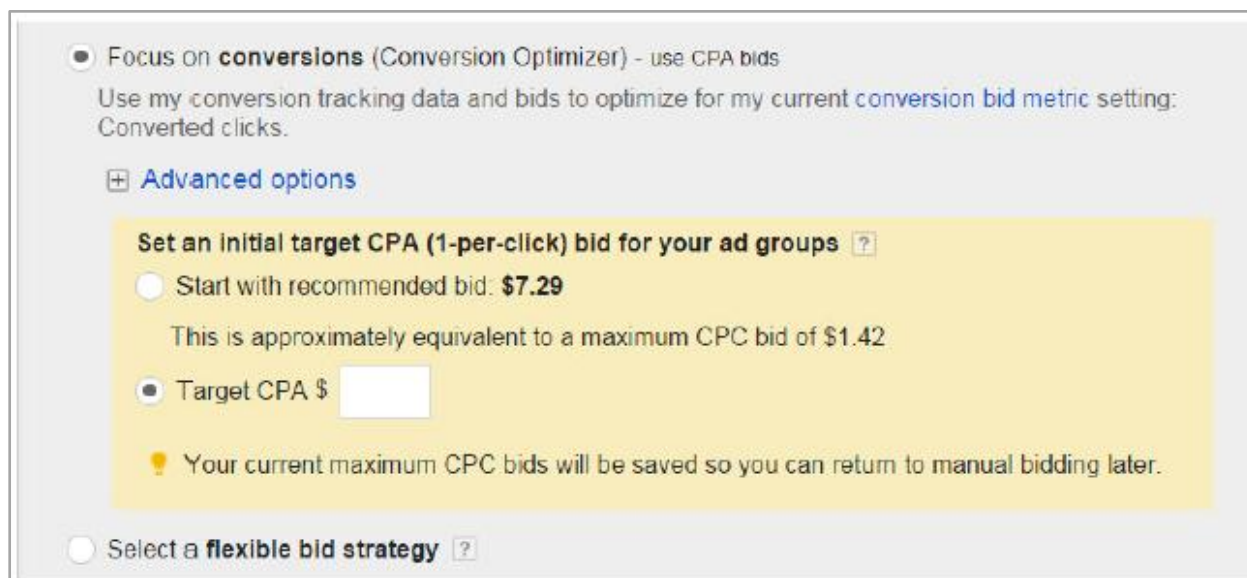


Bid strategy ?

- Focus on **clicks** - use maximum CPC bids
 - I'll manually set my bids for clicks
 - AdWords will set my bids to help maximize clicks within my target budget
- Focus on **impressions** - use maximum CPM bids
 - Enable viewable CPM (with Active View reporting) ?
We'll optimize for viewable impressions and you'll only pay when your ad becomes viewable. [Learn more](#)
- Focus on **conversions** (Conversion Optimizer) - use CPA bids
- Select a **flexible bid strategy** ?

- **FOCUS ON CONVERSIONS**

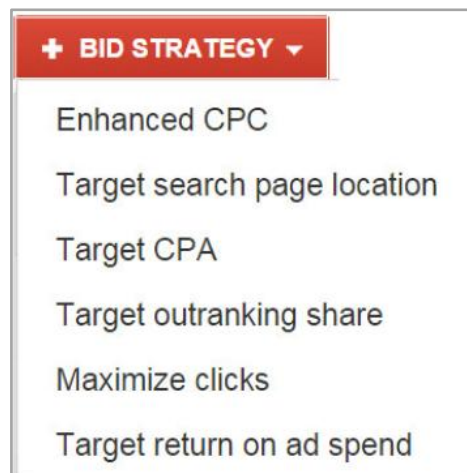
- With conversion optimizer, we input a target Cost Per Action (CPA) and AdWords will bid for us in order to try and hit those CPAs. We must be using conversion tracking to use this option.
- **Note:** We still pay on a click basis.
- This is also known as Target CPA when we use the flexible bidding option.
- If our goal is conversions, this is a good bid system to use.



- Focus on **conversions** (Conversion Optimizer) - use CPA bids
Use my conversion tracking data and bids to optimize for my current conversion bid metric setting: Converted clicks.
- Advanced options**
 - Set an initial target CPA (1-per-click) bid for your ad groups** ?
 - Start with recommended bid: **\$7.29**
This is approximately equivalent to a maximum CPC bid of \$1.42
 - Target CPA \$
 - Your current maximum CPC bids will be saved so you can return to manual bidding later.
- Select a **flexible bid strategy** ?

- **FLEXIBLE BIDDING**

- The options for Flexible Bidding includes:
 - Several are the same as the standard bidding option
 -
 - Enhanced CPC, Maximize Clicks, and Target CPA.
 - Target search page location allows us to target the top or side of the page.
 - Target outranking share allows us to set bids based upon another domain.
 - Target return on ad spend allows us to automatically set bids based upon a target ROAS goal.



- **BID MODIFIER OVERVIEW**

- Bid modifiers automatically increase or decrease bids.
- There are three types of modifiers:
 - Location
 - Mobile
 - Time of day
- If a modifier is set to -100% then, the ad will not be displayed if the user is in that condition.

Bid adjustment calculator
See how using multiple bid adjustments in _____ will affect your final bid.

Location	<input type="button" value="Choose..."/>	Connecticut, United States	+ 25%	Final bid adjustment ? + 25%
MULTIPLY BY _____				
Ad schedule	<input type="button" value="Choose..."/>	Monday, 08:00 AM - Midnight	+ 0%	
MULTIPLY BY _____				
Device	<input type="button" value="Choose..."/>	Computers	+ 0%	

- **LOCATION BID MODIFIERS**

- Location modifiers allow us to change our bids up or down in specific locations.

All settings Locations Ad schedule Devices							
Filter ▾ Segment ▾ Columns ▾ View Change History							
+ LOCATIONS Set bid adjustment Remove View location reports ▾							
<input type="checkbox"/>	Location	Bid adj. [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]
	Total		86,690	3,490,888	2.48%	\$0.53	\$46,345.95
<input type="checkbox"/>	United States	--	64,354	2,671,056	2.41%	\$0.52	\$33,621.25
<input type="checkbox"/>	Florida, United States	+ 10%	2,919	101,781	2.87%	\$0.59	\$1,712.24
<input type="checkbox"/>	California, United States	+ 10%	2,263	92,565	2.44%	\$0.56	\$1,268.48
<input type="checkbox"/>	Ohio, United States	+ 20%	1,560	46,778	3.33%	\$0.63	\$977.39
<input type="checkbox"/>	Alabama, United States	+ 20%	1,210	38,785	3.12%	\$0.65	\$790.48
<input type="checkbox"/>	Illinois, United States	- 15%	1,148	42,416	2.71%	\$0.44	\$506.99

- **MOBILE BID MODIFIERS**

- Mobile modifiers allow us to bid higher or lower on mobile devices. If we want to receive more calls and we do well on mobile devices, then using a positive mobile bid modifier can be useful.

All settings Locations Ad schedule Devices										
Filter ▾ Segment ▾ Columns ▾ View Change History										
<input type="checkbox"/>	Device	Bid adj. [?]	Clicks [?] ↓	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Converted clicks [?]	Cost / converted click [?]
<input type="checkbox"/>	Mobile devices with full browsers	- 20%	40,591	1,234,029	3.29%	\$0.45	\$18,443.82	2.3	72	\$256.16
<input type="checkbox"/>	Computers		33,855	1,894,118	1.79%	\$0.61	\$20,759.46	3.0	95	\$218.52
<input type="checkbox"/>	Tablets with full browsers		12,214	363,169	3.36%	\$0.58	\$7,120.17	2.8	28	\$254.29
	Total		86,660	3,491,316	2.48%	\$0.53	\$46,323.45	2.7	195	\$237.55

5.5.28 QUALITY SCORE

– Quality Score is a number (ranging from one to ten) that is assigned to each keyword based upon how good of a search experience Google believes a user will have with our keywords, ads, and landing pages.

– **Note:**

- 1 is the worst.
- 10 is the best.

• **WHY IT IS REQUIRED?**

- To get our ad position on first place based upon user's searching, Ad Rank is an important factor.
- Here, Ad Rank = **Bidding Amount * [(80% of quality score) + (20% of Ad extension score)]**
- However, the actual CPC may not be linear on a page.



• **QUALITY SCORE FACTORS**

- There are three main factors that go into calculating Quality Score:
 - **Expected Click Through Rate (CTR)**
 - **Ad relevance**
 - **Landing page experience**

• **INCREASING QUALITY SCORE**

- Raising our Quality Scores can help us pay less for the same position.
- Advantages of higher Quality Score are given below-

SL NO	NAME OF THE ADVANTAGES	IMPACT OF THAT ADVANTAGES
1	Increased Position	Raising quality score can raise our position as our ad rank increases.
2	Lower CPCs	Raising quality score can lower your CPCs since we need to pay less to beat the lower advertiser's position.
3	Increased Position and Lower CPCs	Our ad rank could increase while our CPCs are lowered depending on the other advertiser's bids.
4	Increased Position & Higher CPCs	If our position increases, then we are paying 0.01 more than a different advertiser, and based upon their ad rank information it is possible for our CPC to increase, but it will not eclipse our max bid.

- **IMPROVE OUR QUALITY SCORE**

- Quality Scores can be improved by:
 - Better organization of our keywords and ads.
 - Testing ads to increase CTR.
 - Ensure we are sending traffic to a landing page that is reflective of the keyword and ad.

5.5.29 ADWORDS TOOLS

- **ADWORDS CONVERSION TRACKING**

- A conversion is any action we want to measure.
- If Google Analytics is connected, we can use Google Analytics conversions.
- AdWords Conversion tracking can be used with or without Google Analytics.

Conversion actions										
+ CONVERSION Change status... All but removed										
<input type="checkbox"/>	<input type="checkbox"/>	Name	Source	Category	Tracking Status	Conversion window	Count	Repeat Rate (All/Unique)	Conversions	Value
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Calls from ads	Calls from ads	Lead	<input type="checkbox"/> Recording conversions	30 days	All	1.23	144	956
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Calls From Website	Calls from website	Lead	<input type="checkbox"/> Recording conversions	30 days	Unique	1.17	225	3,375
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Completed Purchases	Website	Purchase/Sale	<input type="checkbox"/> Recording conversions	30 days	All	1.23	1,671	127,360
Totals - all but removed conversion actions									2,040	131,691
Totals - all conversion actions									2,437	163,451

- **CONVERSION TYPES**

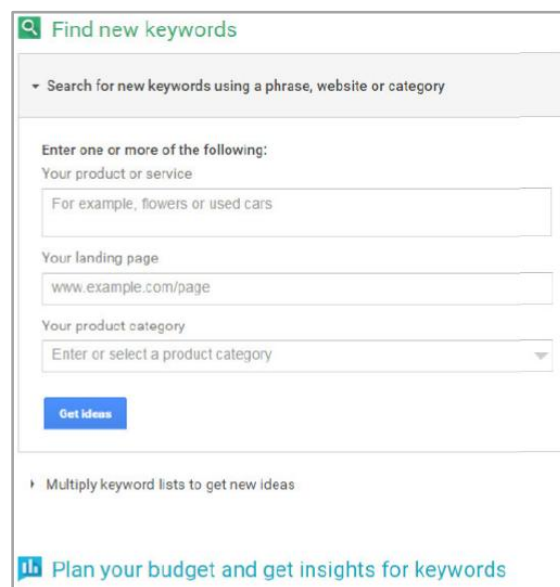
- There are many ways to view conversion data.
- Converted Clicks are unique actions.
- Conversions are total actions.
- Example: If someone bought from our site twice, they are one converted click but two conversions.
- **View through conversions** are based upon people who saw our display ad, did not click, but did an action at a later time.
- **Estimated total conversions** is the estimate of how many total conversions you received. Not all conversions are tracked properly.

Campaign	Conversions	View-through conv.	Est. total conv.	Est. cross-device conv.
...	755	0	791	35
...	295	0	331	17
...	191	0	192	--
...	78	0	80	--
...	79	0	82	3
...	118	0	126	7
...	606	0	622	15

- **Estimated cross device conversions** are the estimate of how many conversions occurred after a user switched devices.

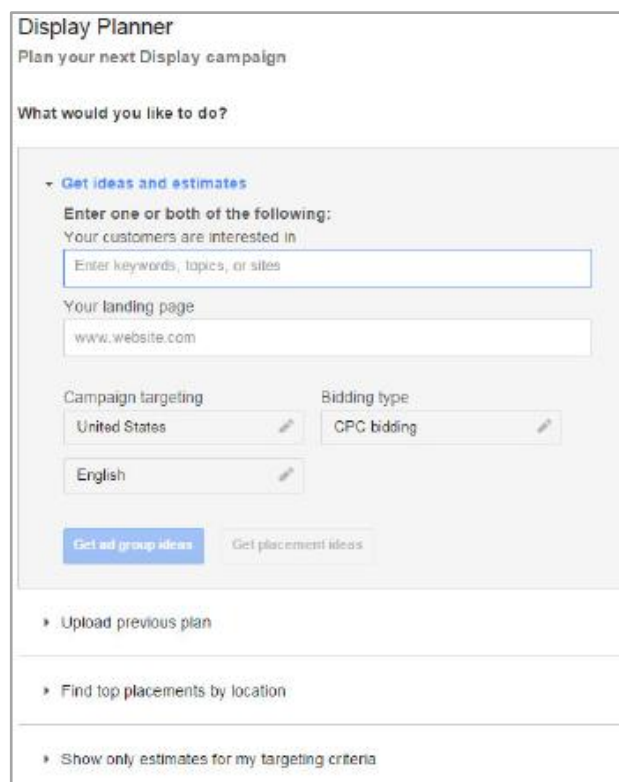
- **THE KEYWORD PLANNER**

- The Keyword Planner allows us to research keywords
- Finding Keywords includes:
 - Search for related words.
 - Use your own website.
 - Choose a product category.
 - Mix and match our own keywords.
- Planning includes:
 - See search volume and trends.
 - Determine costs and project conversions.



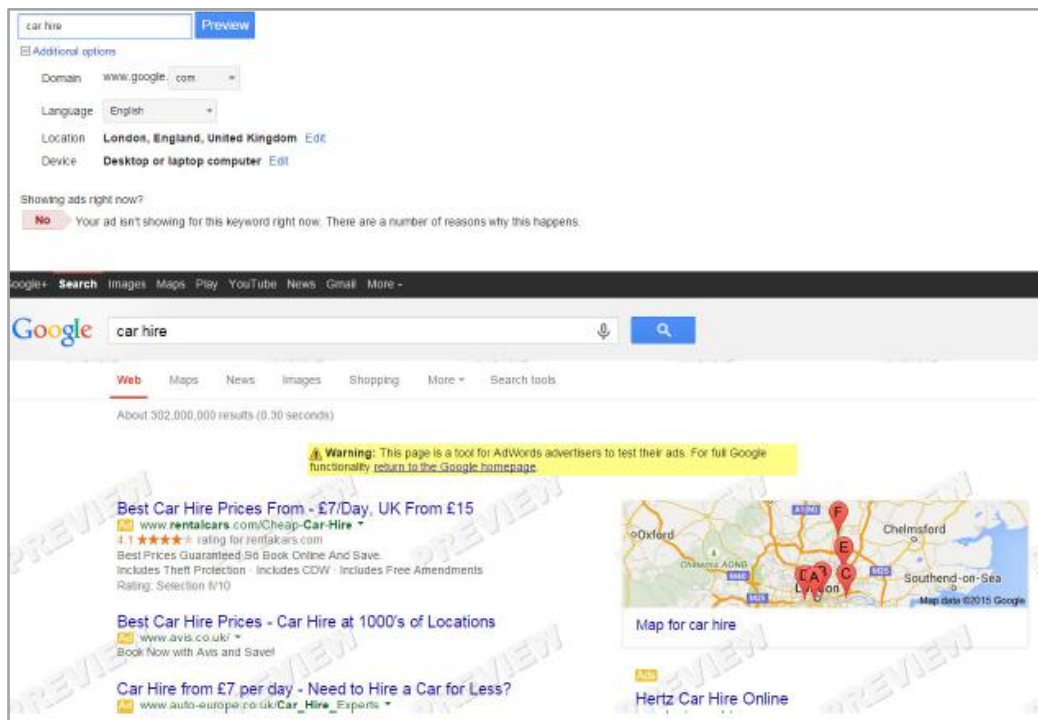
- **DISPLAY PLANNER**

- Search for display ideas includes:
 - Search for keywords, topics, or sites.
 - Find top placements by location.



- **AD PREVIEW TOOL**

- The ad preview tool lets us see if our ad would appear in different locations or by device.



- **ADWORDS CAMPAIGN EXPERIMENTS (ACE)**

- If we want to test ads, bids, keywords, or landing pages, campaign experiments can help. Simply designate entities as control, experiment, or both and we can easily test new ideas.

Steps for running an experiment [Learn more](#)

1. Specify experiment settings.
2. Make experimental changes to bids, keywords, and ad groups in your campaign.
3. Start experiment. As traffic accumulates, statistically significant differences may emerge.
4. Evaluate experiment. Apply changes fully or remove changes.

Specify experiment settings.

Name

Control/experiment split

Start No start date (I'll start it manually)

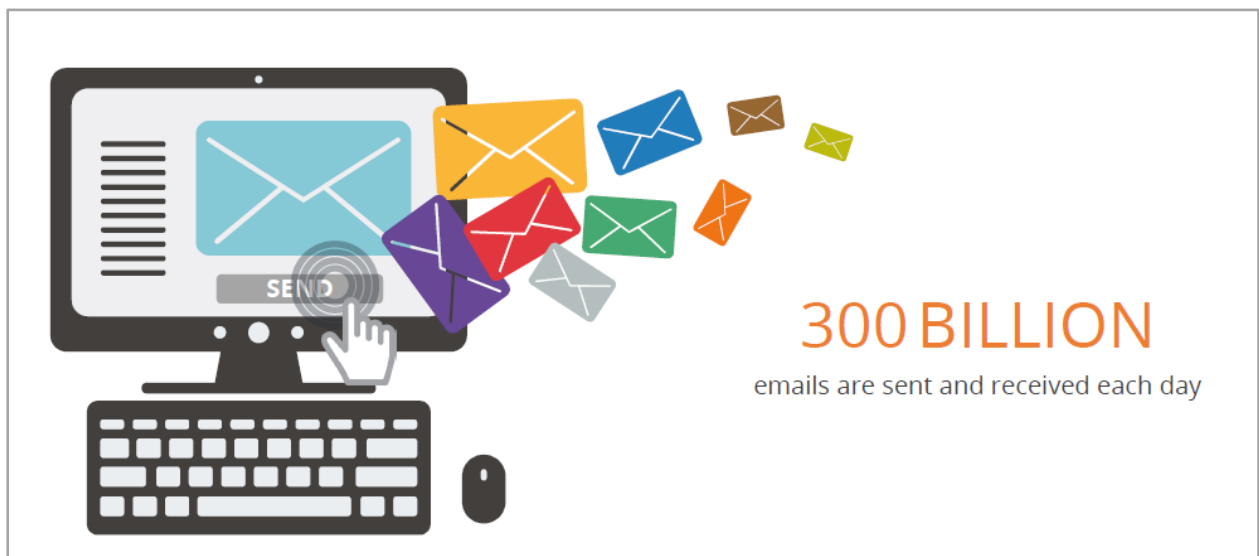
End 30 days from start

5.6 E-MAIL MARKETING

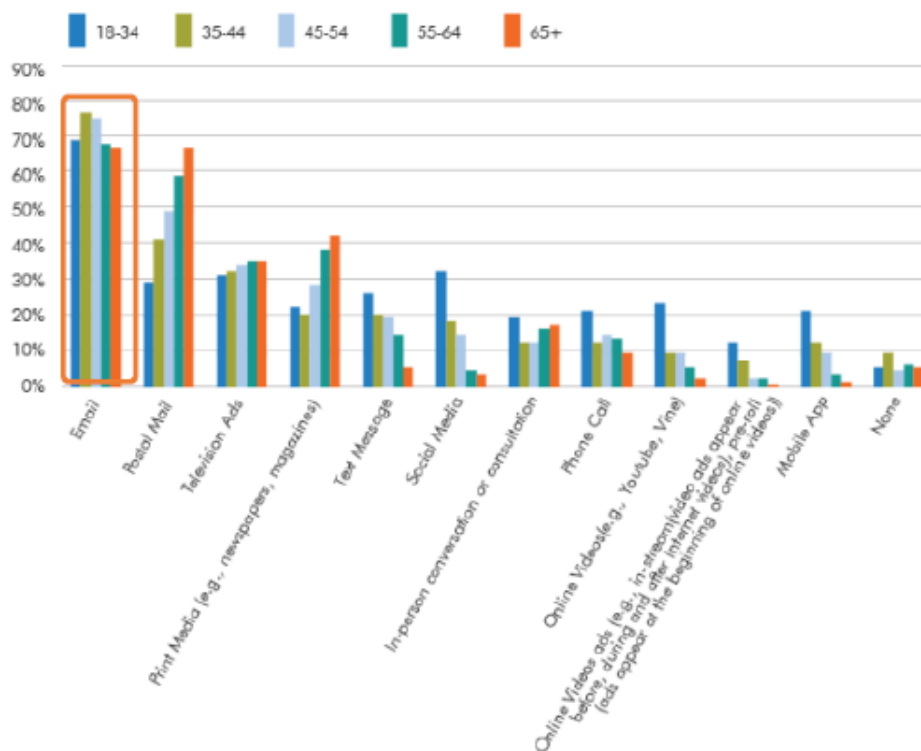
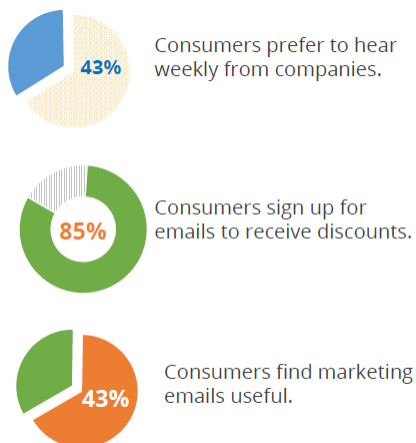
Email Marketing is sending a group of people a commercial message. Email marketing includes advertisements or promotions, solicitation for service or an appeal, news or information, brand awareness, and customer acquisition. According to DRM (Digital Rights Management), 50% e-mails are Spam and Spam inhibits productivity and efficiency of email communication.

Email is a multipurpose medium. It has deliverability across different platforms such as mobile, desktop, and webmail. When we sign up for a new social service, verification is done through your email. Recovery and notifications are also received through the email. Email is the critical class of information required when we purchase online or register for a webinar. Despite email's age and the rise of hundreds of social channels, many have declared the death of email. Yet it not only survives but thrives!

At present, there are number of Email Service provider (ESPs) are available in market and among them Constant Contact, Infusion Soft, AWeber and Mailchimp are most popular. These Email Service Providers (ESPs) are developed to provide a reputable sending source for large volumes of email communications.

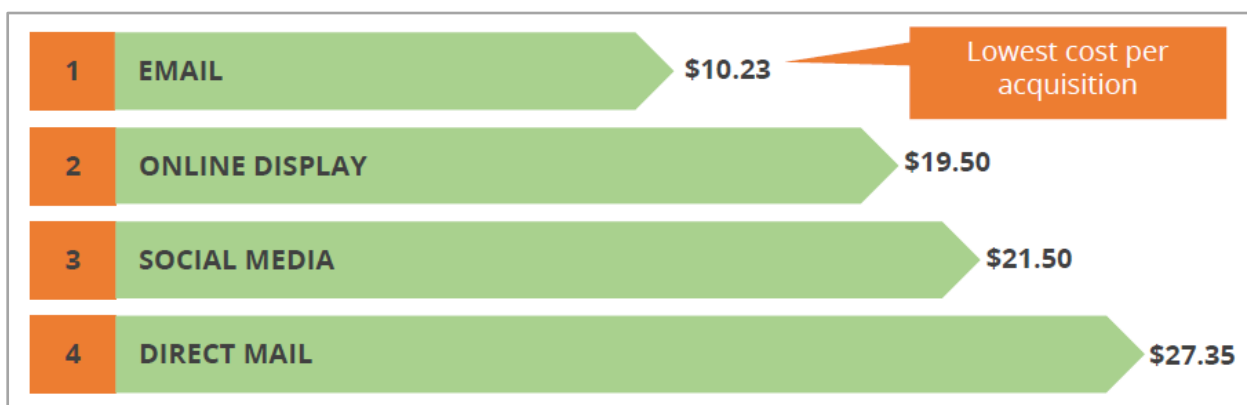


5.6.1 E-MAIL: MOST PREFERRED CHANNEL

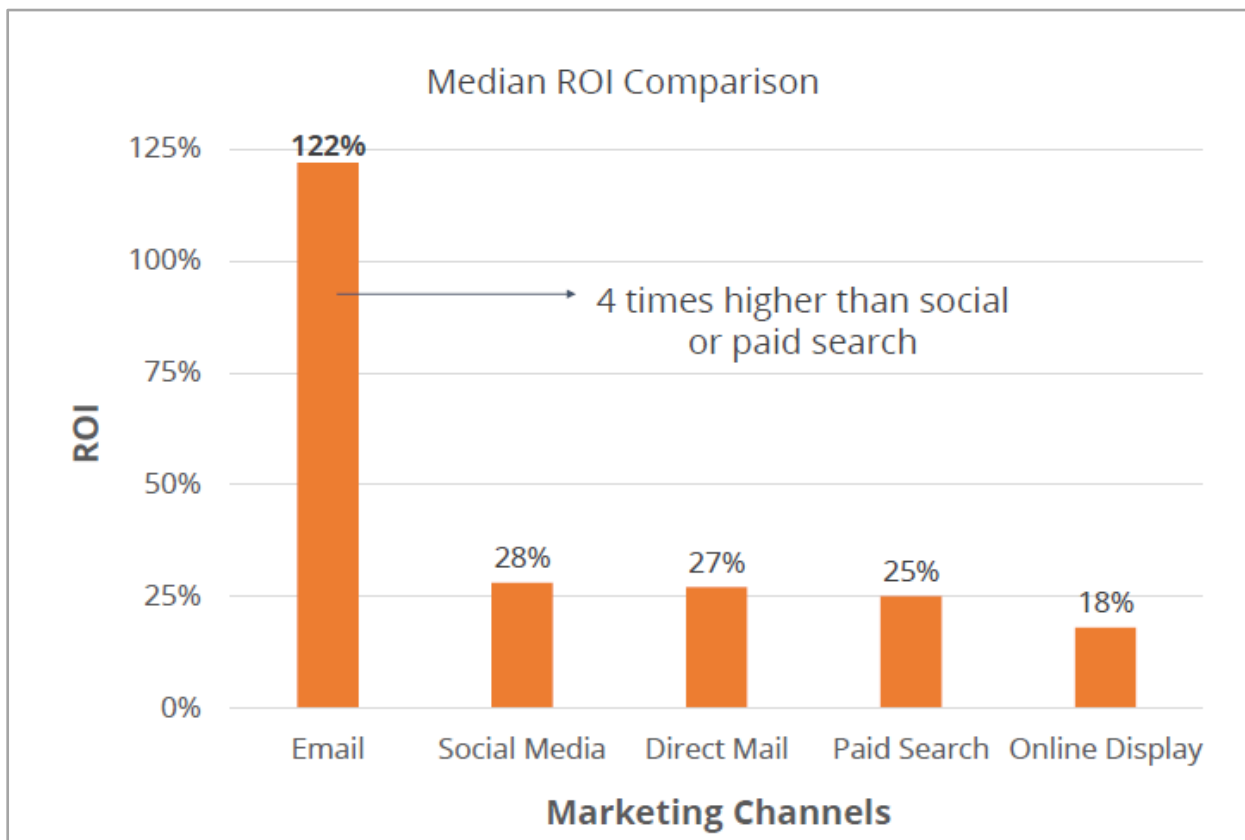


5.6.2 EMAIL: LOWEST COST PER ACQUISITION

Email in comparison with other channels as an acquisition channel:

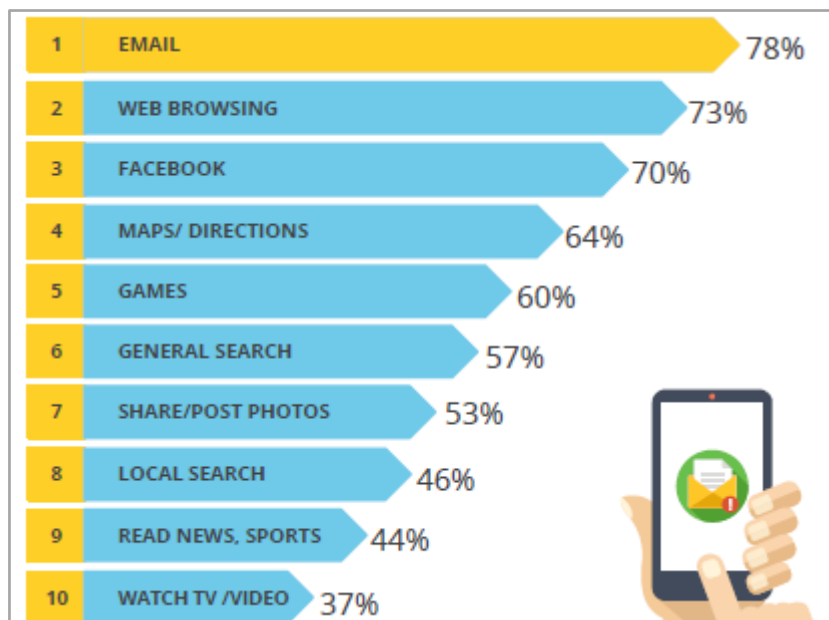


5.6.3 ROI OF E-MAIL



5.6.4 RISE OF SMARTPHONES

The rise of smartphones and “always on” connections have made email valuable. Mobile is now the primary method that people use to access their mail. According to the study from IDC research, 80% of smartphone users check their phones before brushing their teeth in morning. Marketers now can encourage. Marketers can encourage mobile users to opt-in for mailing lists and harness the power of mobile messaging and constant communication.



5.6.5 E-MAIL: PERSONALIZATION TO INCREASES EFFECTIVENESS

Use personalization to increase the effectiveness of any email. Using the name of subscriber or customer in the email:

- Increase open rates
- Decrease unsubscribes number

According to the Aberdeen group, personalization of any email increases **14% click through rate** and **10% conversion rate**.

5.6.6 PRIMARY EMAIL ELEMENTS

Critical components of e-mail include:

Sender Address- Who sent the mail?

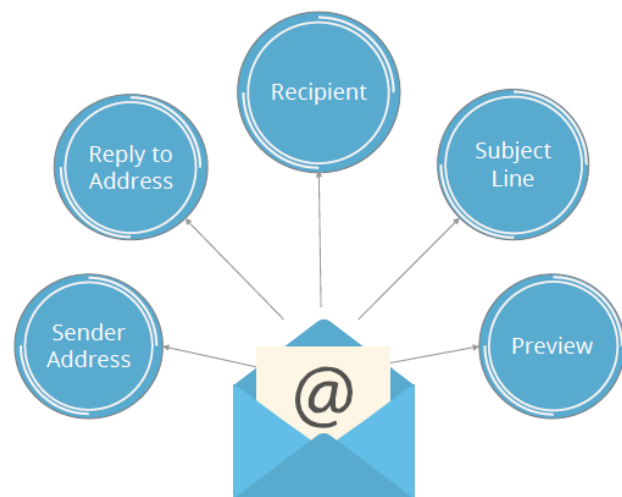
Reply to address- Which address the receiver should reply to in case it is different than. In customer support, reply is sent using auto responders.

Recipient Address- Receiver’s email address

Subject Line- What is the email about and this must be precise and direct.

Preheader or Preview text- Preview content is displayed before opening an email.

E-mail Content- Include content, images, and information in E-mail.



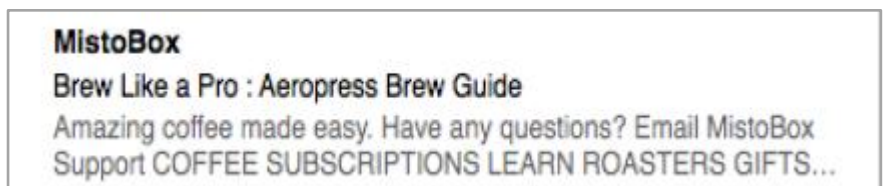
- **PREVIEW OR EMAIL HEADER**

To: Recipient’s email address,

FROM: Sender’s email address,

Subject: Purpose of the email and

Preview text: “Snippet” of content.



It helps us to understand the contents of email. It also informs email developers about the content that will be displayed in the header and portrays how it will be seen by the recipient. It helps to avoid irrelevant information.

- **EMAIL BEHAVIOR**

How long does it take to gain the attention of a recipient? Not long at all. According to the Nielsen Norman Group,

- 50% users read emails and they spend 8 seconds or less on an email.
- 26% users glance through emails and they spend 2 seconds or less on an email.

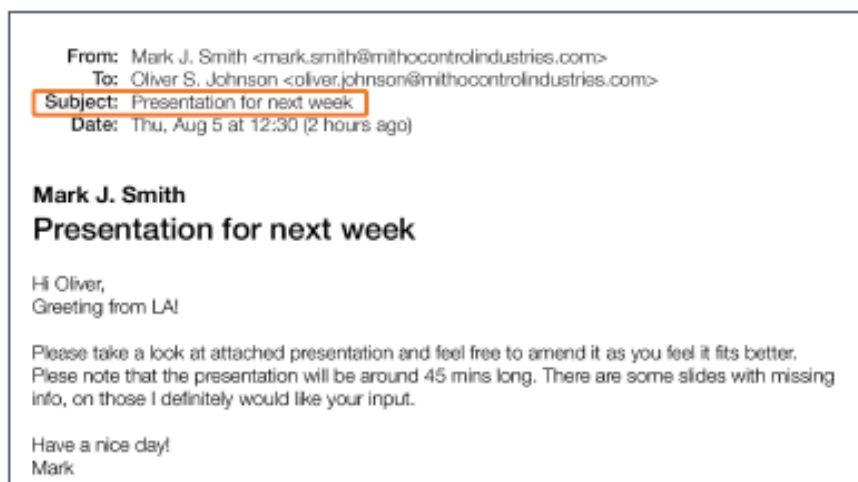
As a result, Email must be understandable and clear and must gain recipient’s attention in a few seconds. As a recipient of an email, we base our decision to read that email based on **the subject line in the preview or header text**. Users decide an email’s relevance and usability from the preview within seconds. For preview, user usually considers **Email Header** which

- helps us to understand the contents of email
- informs email developers about the content that will be displayed in the header
- portrays how it will be seen by the recipient
- helps to avoid irrelevant information

5.6.7 EMAIL PREVIEW IN DIFFERENT WEB CLIENTS

Groupon	Youth Football Clinic - Matthew's Akron / Canton Deals March 7, 2014 Featured Deals Youth Football Clinic The Pro
OneKingsLane.com	Spa-inspired bath essentials, black-and-white bedding, gold jewelry, great-room furnish... - Fire pits and lanterns, an array of vintage
Groupon	Barbara Corcoran Presents: Business by Women - View All Deals Up to 59% Off Jewelry-Making Class Beadtini Boutique Jewelry-Makin
OneKingsLane.com	Transform your coffee table, shelves, and dresser with ease; plus best prices on travel... - Kids' books and bath essentials, gifts, throw
Groupon	Open-Play Sessions - Matthew's Akron / Canton Deals March 6, 2014 Featured Deals Open-Play Sessions Pump It Up • 13

- Subject line is in bold.
- Preheader text is in regular text.
- If the subject line is long, part of the text is hidden.
- Hence, subject should be short, precise, and compelling
- Subject line should **not contain more than 50 characters**.
- It must be completely visible in a mobile email client
- Use keywords as the first few words to set the tone



KEYWORD		
GoDaddy	Special offer just for you. - Luke guy, enjoy a special offer on all the products and sen	May 4
Lowe's Home Improvement	Power Into Spring: Meet the New Kobalt Outdoor Power Equipment - Plus find more	May 4
Walgreens Weekly Ad	Indulge Mom this Mother's Day with Home Spa gifts and More! - Make this a Mother'	May 4

- Don't repeat information in the preview
- Ensure a consistent flow of content
- Use subscriber names only when relevant
- Use special characters and emojis sparingly

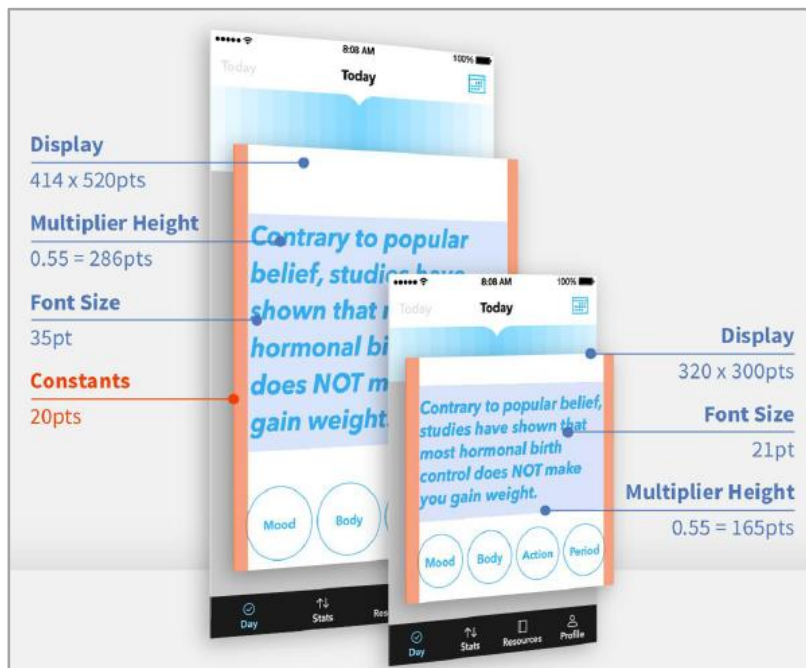
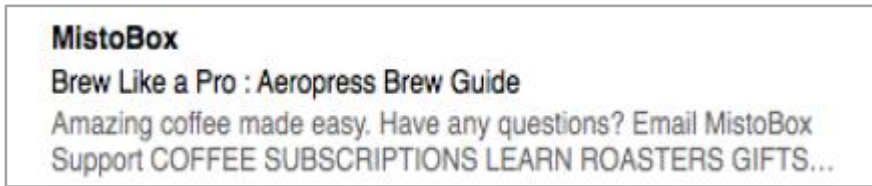
Campaign Name	Blog: 10 retail email campaigns we ❤️
Subject	New Post: 10 retail email campaigns we ❤️
From	Campaign Monitor <hello@campaignmonitor.com> 🗝️

- Don't use "RE" (reply) if there is no history of communication
- Don't send a mass email to people using reply in the subject line as it is considered misleading to consumers
- **SENDER'S ADDRESS**

	All mail	Social Media	Advertisement
Inbox	nick.aic@aicgroup.com		Team leader meeting with Mr.Kosamatsu : 10:30 am 23 March
Important	AIC Group		New project : No.112907a11 23 March
Sent mail	ChoiTaehyun		Invitation to my birthday party 23 March
Drafts	John(HR), Steve, me		FW : AIC Group contract 23 March

- Sender's address must be recognizable.
- The company's or brand's email address must be used.
- Employee's email addresses must not be used.
- Subscribers expect to receive emails from a brand they have subscribed to

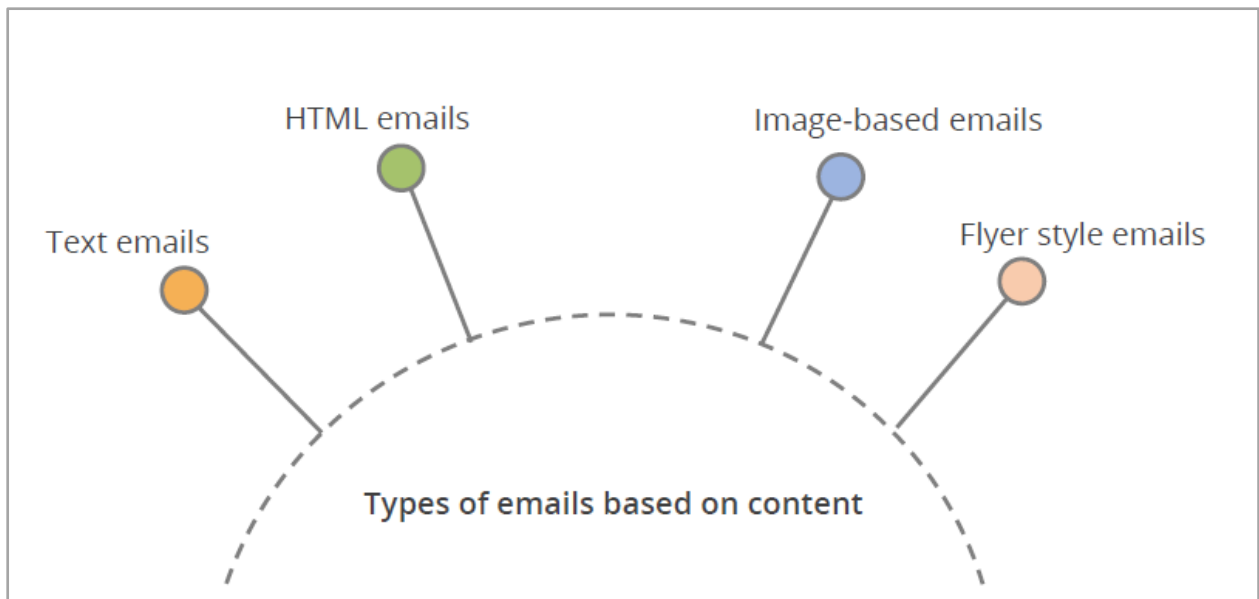
- **PREVIEW TEXT**
 - Preview text must be accurate and relevant.
 - Navigation links and all required information are included in the preview text
 - It must represent the email contents accurately.
- **TEST EMAIL**
 - Test emails must be sent to different email clients and devices
- **E-MAIL SCALABILITY**
 - Email text for a mobile must be scalable for mobile viewing.
 - This enhances email deliverability.



- **THE BLINK TEST**

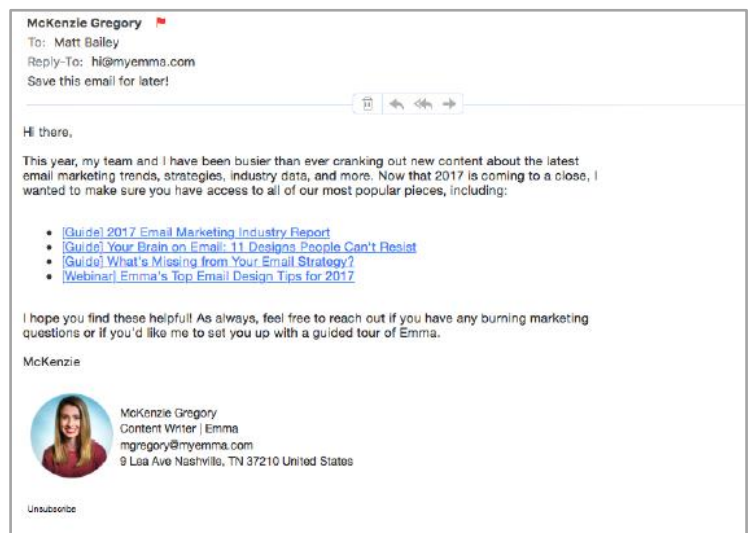
If recipients open an email and they are not sure who it's from, why they received it, or what it's about, then email fails in the blink test. Chances are that the email will be deleted very quickly.

5.6.8 EMAIL TYPES BASED ON CONTENT



- **TEXT IMAGES**

- Do not contain images
- Are not developed in HTML
- Portray higher deliverability
- Are designed for quick communication
- Are short presentation
- Provide better open rate or click-through rate (CTR)
- Include clear call-to-action (CTA) links
- Contain a single or a few calls-to-action
- Limit the number of lists and are in context



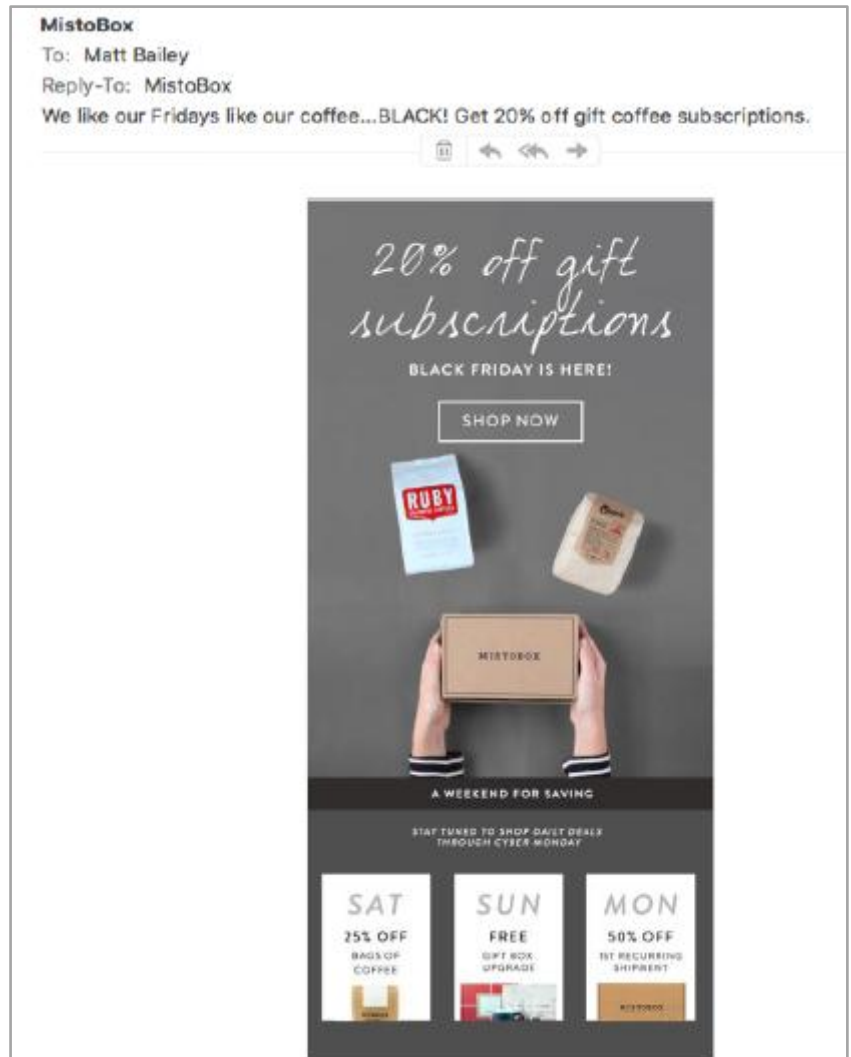
- **HTML EMAILS**

- Include images and content
- Contain call-to-action buttons
- Use a clear content hierarchy
- Categorize using headings, subheadings, content, and click to action text
- Use HTML text and make sure it is seen in the preview
- Ensure that the mobile users see the text in images without multiple swipes
- Add clear, obvious, and distinguishable buttons
- Focus on color, contrast, and clarity of buttons
- Test the email readability in case the recipient does not receive HTML emails
- Send text-based versions in case the user does not have HTML viewer



- **IMAGE BASED EMAIL**

- Provide a strong and clear image without the HTML content
- Use high-quality imagery with mobile device compatibility
- Add readable and direct text
- Keep limited number of calls-to-action
- Ensure that the message is communicated efficiently
- Add a distinguishable button that is easily seen



- **FLYER STYLE EMAILS**

- Use entirely image-based emails
- Include large graphics with embedded text
- Are longer than traditional emails
- Communicate a lot of information
- Follow rules of design and aesthetics
- Are not easily readable and may not be scalable
- May not provide good user experience

NESPRESSO.Club COFFEE SUBSCRIPTION RECYCLING

Discover the hidden aromas of your favorite Grands Crus

The same Grand Cru reveals different aromas depending on the opening, size and shape of the vessel from which you drink it.

Experience this with the REVEAL Mild and Intense tasting glasses, created in partnership with Riedel.

ORDER NOW
Free shipping from \$50

THE SCIENCE OF VESSEL DESIGN
A vessel's opening determines how and where the coffee first hits your palate and the distinctive sensory perception it delivers. The more 'head space' the vessel has, the more the molecules can expand.

Vessel Opening	Size & Shape	Description
		Espresso Cup has a larger diameter and less head space.
		REVEAL Mild glass has a larger diameter and head space to allow a finer perception of the lighter aromatic molecules.
		REVEAL Intense glass has a narrower opening and smaller diameter to concentrate the molecules, delivering intense aromas.

ORDER NOW
Free shipping from \$50

NESPRESSO CLUB MEMBER SERVICES

- EasyOrder Subscription
- 24/7 Service
- Free Recycling
- Boutique Pickup

5.6.9 List of EMAIL COMPLIANCE

Essential elements of an email campaign are given below:

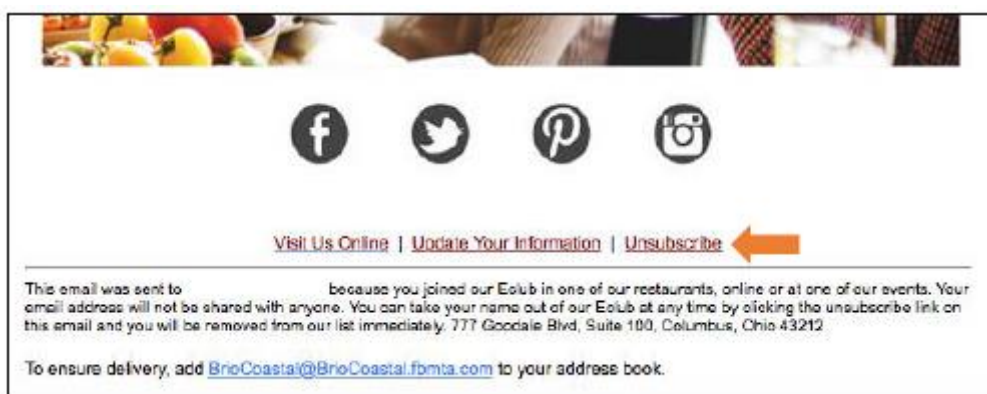
- **THE PHYSICAL ADDRESS OF COMPANY SENDING EMAIL**

- Provides legitimacy of the company
- Add a layer of accountability to the requirements



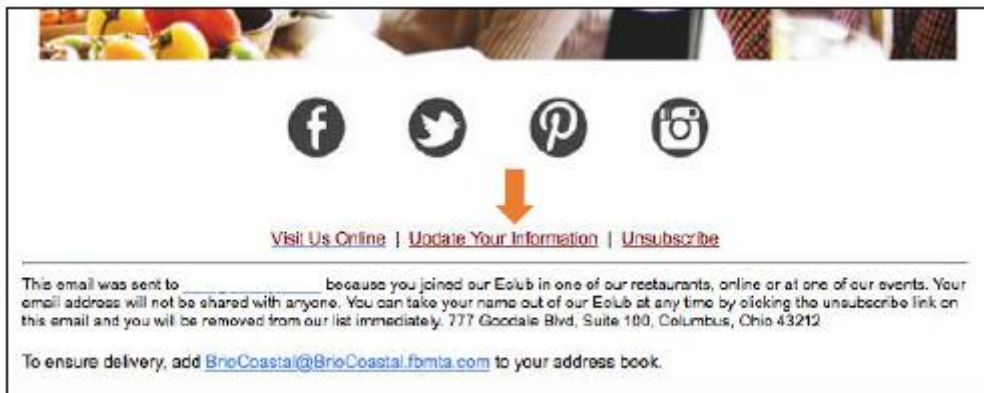
- **A LINK TO UNSUBSCRIBE**

- Must be a direct link
- May ask for a reason for unsubscribing but must be an easy process
- Display a friendly message during the process of unsubscribing.
- Show all the available options to users.
- Give clear instructions to them to help with the process of unsubscribing.
- Don't complicate or redirect them to other pages of the website.
- Follow the recommendations of spam laws.



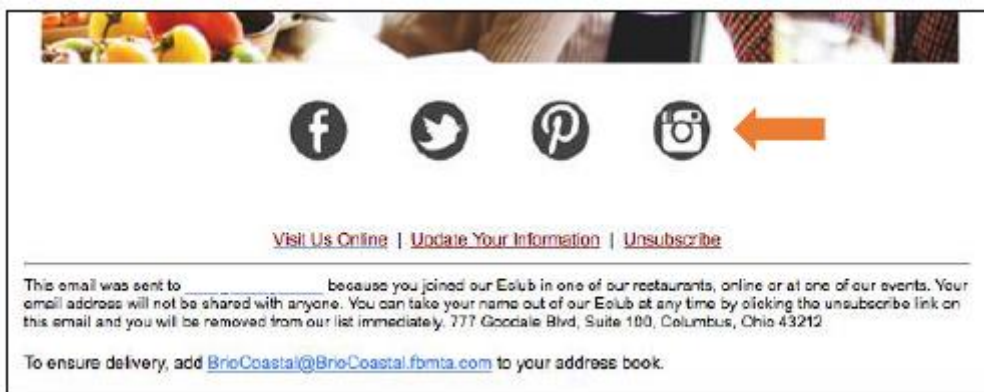
- **A LINK TO UPDATE INFORMATION**

- Allows users to select preferences from multiple lists
- Allows users to select rate or amount of email they receive



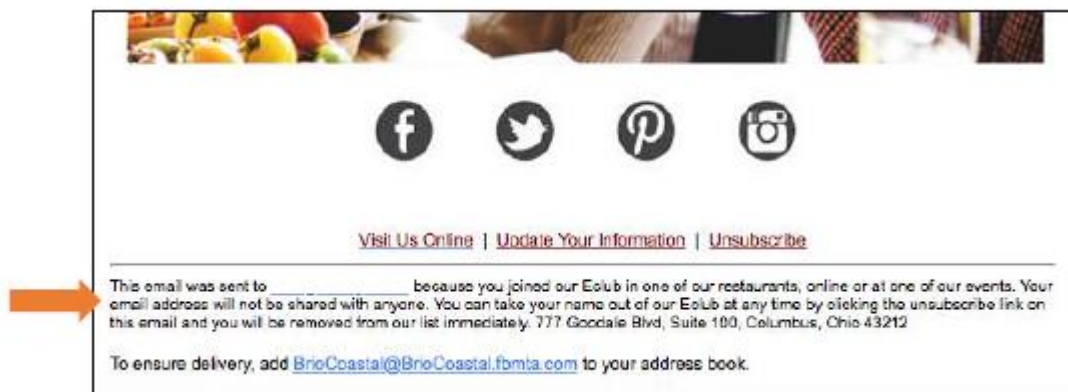
- **SOCIAL LINKS AND ICONS**

- Let subscribers know where they can find business's information



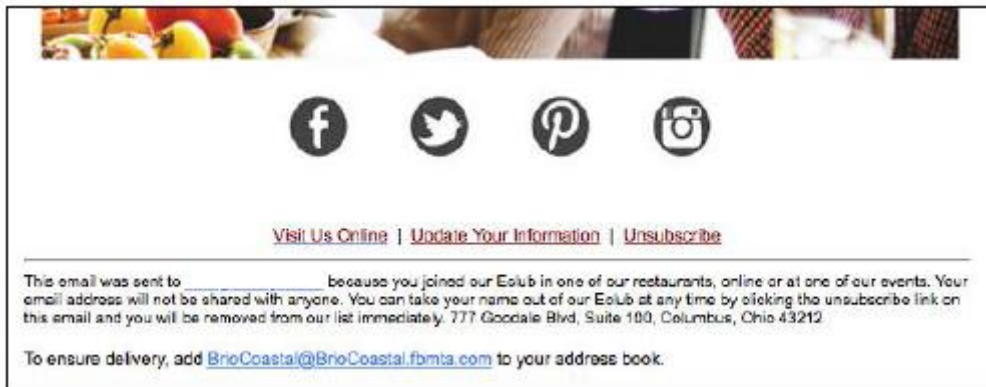
- **REASON FOR THE EMAIL**

- Let's subscribers know why they received the email
- Let's recipients know how they received the email address



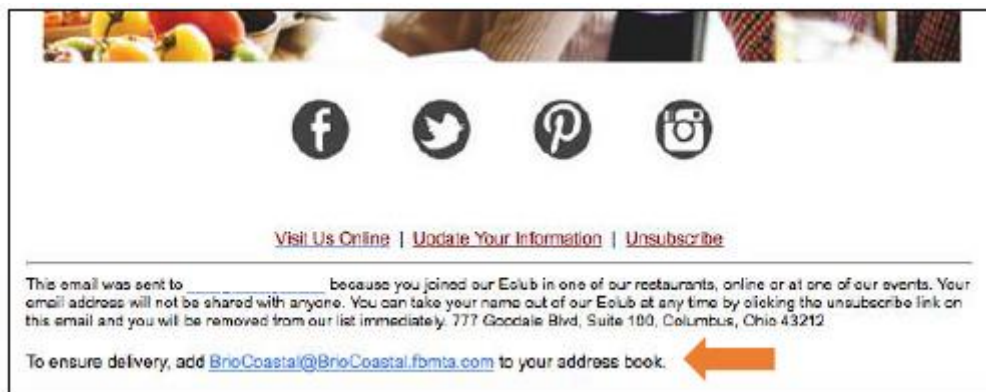
- **LINK TO MAIN WEBSITE OR HOMEPAGE**

- Allows user to click to go to the website



- **LINK TO ADD ADDRESS TO THE CONTACT BOOK**

- Gives users option to add sender's email to their address book



5.6.10 BUILD AND MAINTAIN SUBSCRIBER LIST

A company can ensure a good reputation with the Email Service Providers (ESP) by using subscriptions. It prevents a company's email ID from being banned as a spammer. A subscriber is an email user who has opted in to receive information from a company or brand.

- **METHODS OF ONLINE SUBSCRIPTION:**

- Fill an online registration form
- Opt-in during the checkout process
- Agree to receive promotional emails

- **OFFLINE SUBSCRIPTION OPTIONS**

- Filling a form at a store
- Signing up at a tradeshow
- Making business contacts

- **PRIMARY MEMBERS OF A SUBSCRIBER LIST**

- Existing Customers
- Interested Prospects
- Customers expecting additional communication
- Customers expecting education

As per Harvard Business Review, acquiring **one new customer costs** the same as **retaining five existing customers**. There are numerous advantages of building a subscriber list which are-

- Subscribers are customers or leads.
- They know the company or brand that they have subscribed to.
- They are interested in gaining more information about it.
- They are the most engaged market recipients across all channels.

- **COLLECTING EMAILS**

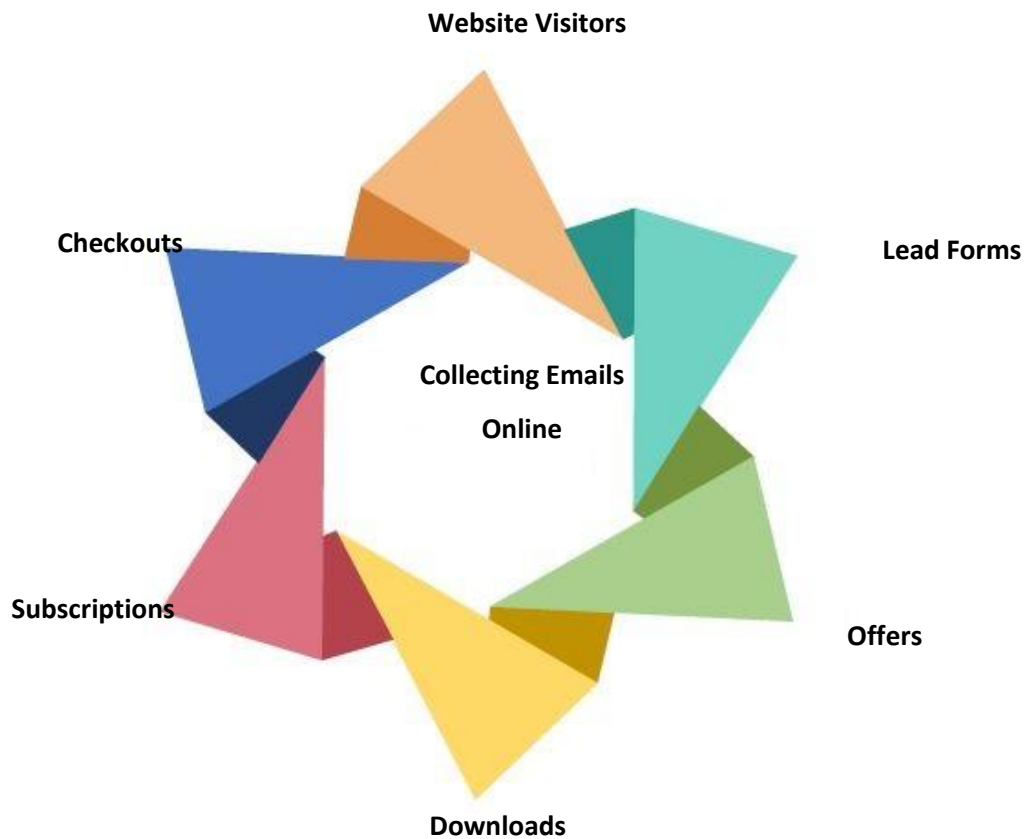
At first, we need to start from website and offer valuable information to acquire email addresses. Customers are more willing to share their email addresses if you can offer valuable information in exchange. To engage new subscribers, we need to provide Offers, Discounts, Research reports, White papers and Downloads.



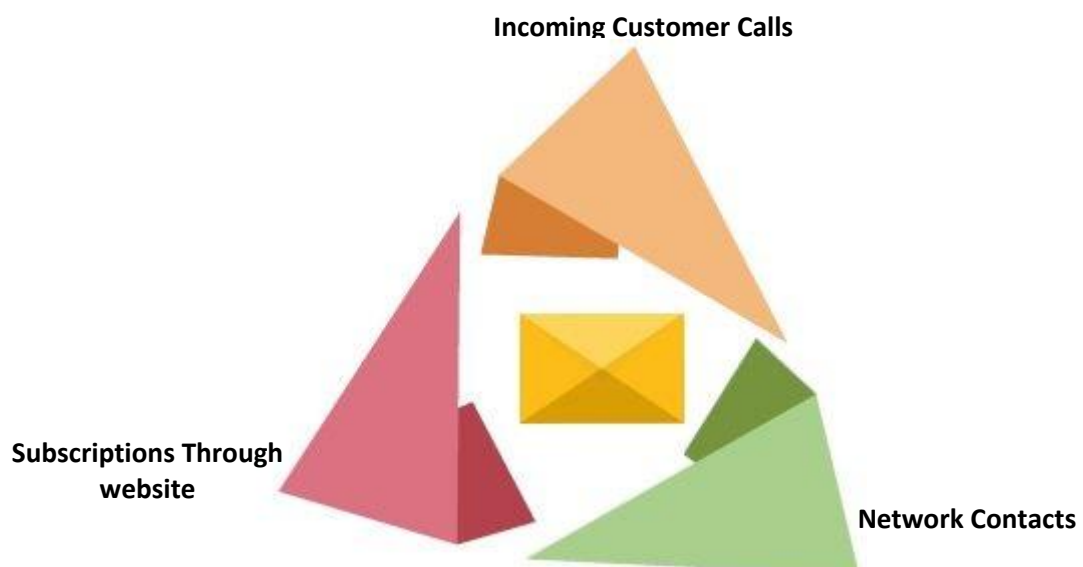
A list qualifies as a high-quality subscriber list if:

- It is developed from authentic content and website.
- The subscribers are familiar with the company.
- They have agreed to receive information from the business.

- **ACQUIRING EMAIL ADDRESSES: ONLINE METHODS**



- **OTHER METHODS**



• **METHODS OF ACQUIRING EMAIL ACCOUNTS IN B2B AND B2C MARKETING**

B2B	B2C
<ul style="list-style-type: none"> • White papers • Webinars • Research reports 	<ul style="list-style-type: none"> • Discounts • Promotions • Offers

• **ROLE OF EMAILS IN B2B AND B2C MARKETING**

Role Of Email In B2B	Role Of Email In B2C
<ul style="list-style-type: none"> • Lead generation • Developing contacts • Lead nurturing • Sales follow-up • Thought leadership • Education • Notice of renewals • Provision of feedback 	<ul style="list-style-type: none"> • Direct sales • Newsletters and information • Promotions • Education of customers or affiliates • Upcoming renewals • Upselling product or service • Cross-selling additional products • Loyalty and rewards

• **SUBSCRIBER OPT IN AND OPT-OUT MECHANISM**

Subscribers from website promotions can be presented with a clear opt-in mechanism. It is important that the users are aware of any action or transaction that subscribes them to a list. It is essential to provide terms of service for subscribing, privacy policy, and how the emails would be used.



In terms of offline, Show proof of opt-in when collecting email addresses at trade shows and stores, through networking, etc. Taking prior consent from offline subscribers or give them a clear notification of the purpose is also essential.

Companies must ensure that they **comply with anti-spam and privacy laws** when soliciting email addresses.

In terms of Opt-out, there are various ways that subscribers can opt out of our email lists. Emailing people who have not subscribed to our emails and then providing a means to opt out is not the recommended way to start your email list. Also, adding people to the email list without an express consent may land us in trouble.

- **TYPES OF OPT-IN**

Single

In single opt-in mechanism, we can provide an offer to people in exchange for their name and email address. These details are added to our list, and the subscribers get their offer in return. They also get access to our content.



Discover the Secrets to Achieving Seven Levels of Network Marketing Success

****SKIP**** Months of Confusion and Misdirection, and Implement This Action Plan to Gain Traction Fast!

- ✓ Save Time by Focusing on Activities that Get Results
- ✓ End Warm Market Frustration with Proven Attraction Marketing Methods
- ✓ ~FREE~ for a Limited Time Only! (a \$49 Value)

Your Name... 

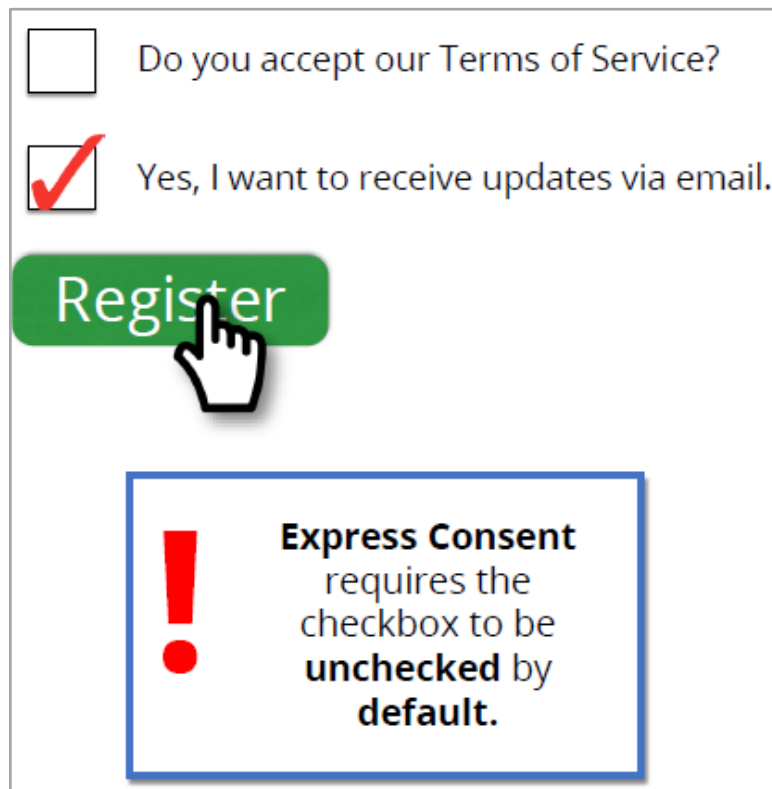
Your Email Address... 

FREE INSTANT ACCESS

Your Information is NEVER shared for ANY reason.

Explicit

In explicit opt-in mechanism, additional content is provided to subscribers. This is usually done by asking subscribers to click a checkbox to confirm that they are open to receiving updates via email. This is a clear, express, and explicit opt-in consent. The checkbox needs to be unchecked by default. It is one of the clearest means of acquiring a subscriber.



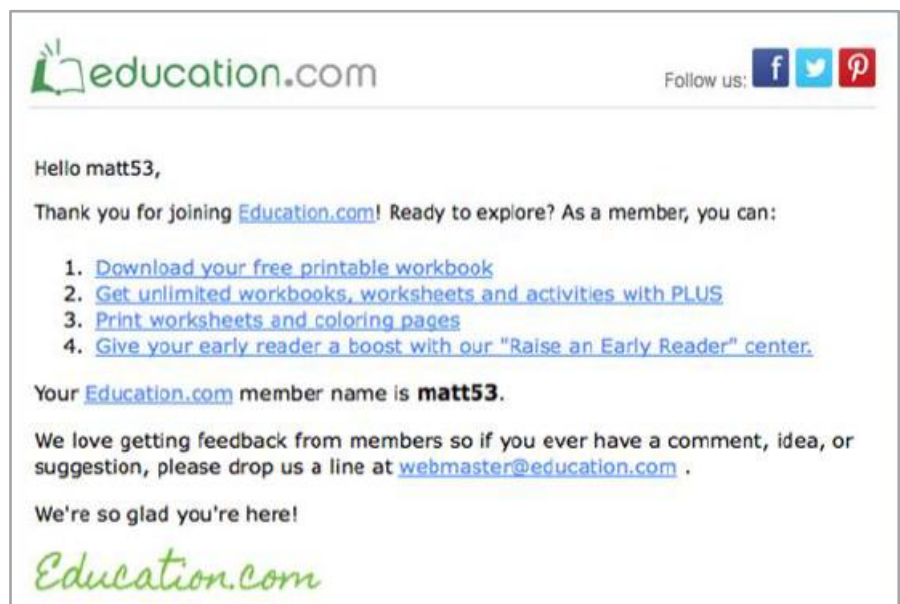
Do you accept our Terms of Service?
 Yes, I want to receive updates via email.

Register

! **Express Consent** requires the checkbox to be **unchecked by default.**

Single + Welcome

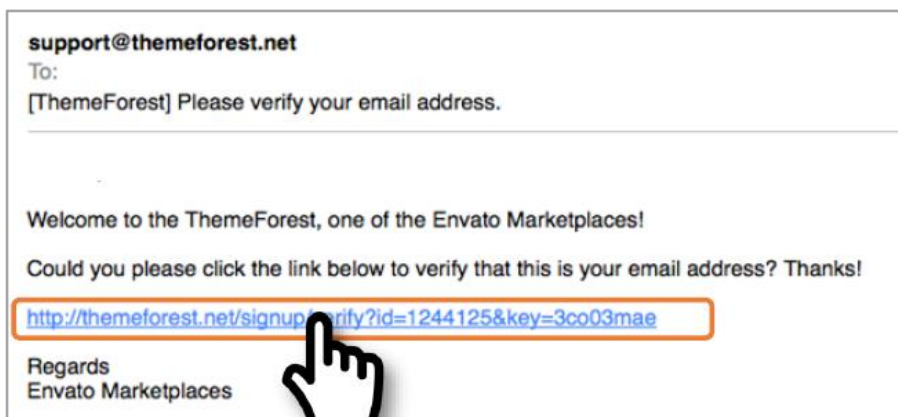
This type of opt-in includes a customized message with what to expect in future emails and when to expect them. The welcome email provides a great opportunity to engage each new subscriber. It also serves as a good way to begin earning the trust of subscribers while setting proactive expectations. It is similar to basic single opt-in. Less effort can equal less engagement and more risk of



opt-out or being marked as spam. We still run the risk of sending the welcome emails to invalid addresses, which can negatively impact our future deliverability.

Double

In double opt-in, subscribers receive an email with a link in it. Until they click that link, they do not receive any additional communication or information. This helps in validating and verifying that this is a legitimate



email address. Once the user clicks on that link, you know you have a valid email address. Now the user has also taken two specific actions. Confirmed double opt-in emails have higher click rates than other emails. Because of the extra step involved, you may receive less subscribers. However, it leads to better deliverability, better click through rate, and more successful campaigns. It has **2.7x higher click rates** than regular welcome emails

- **OTHER OPTIONS TO BUILD SUBSCRIBER LIST**

- In this method, we can combine efforts with another company for shared product or information and share the lists. This helps us to create research reports for subscriptions.
- The companies in partnership can send information to subscribers from both their lists.
- We will gain new subscribers from the partnering company and vice versa.
- It enables us to use the credibility of another company and grow our lists.
- We can develop partnerships within the industry or find crossover products that will allow us to access a new group of subscribers.
- However, **Partnering with third parties is not recommended**. When we see a checkbox that says “Would you like to receive special offers from third party partners?” it means that our email address will be given to another company. This company can then send promotions to you and pass on your email address to yet another company. This means that the subscribers are going to receive emails from unknown vendors.



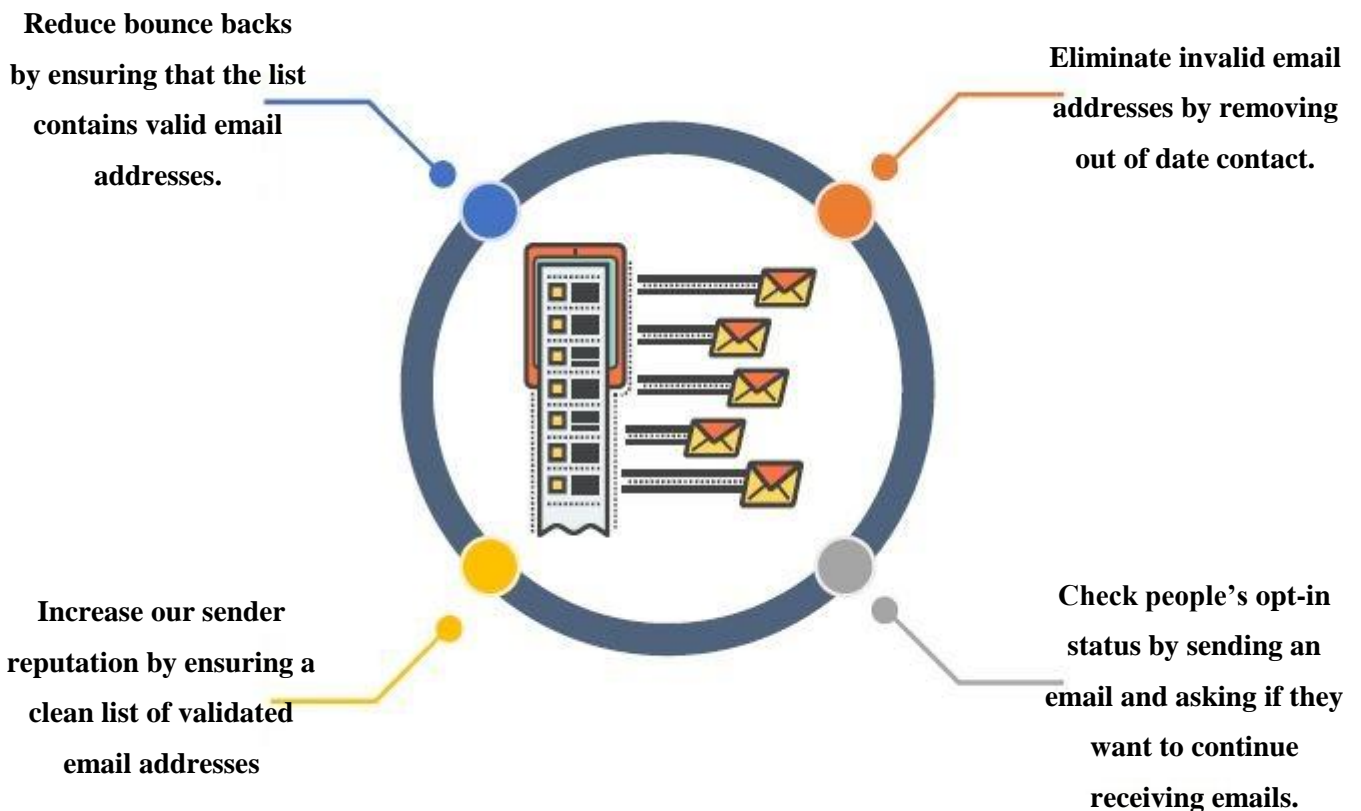
- **Building associations and partnerships** is a faster method to build a list. We receive credibility by the association and get quick results and deliverability. This type of association is compliant with anti-spam laws. We need to work with a reputed company. On the downside, you may

receive spam complaints from people that don't remember you as a vendor. It may tarnish our image as a company.

- Buying Email List, **the most dangerous method of building lists**, is collected from sweepstakes, offers, trade shows, business surveys or by bots from websites. There is no such thing as an opt-in list for sale. Email Service Providers do not allow us to import a purchased bulk list since they have explicit rules for list importing. We need to check the opt-in standard of ESPs. It increases our spam complaints. It lowers deliverability and quality.

- **MAINTAIN LIST HYGIENE**

Email addresses change every year. So maintaining a healthy subscriber list is also important. Using third party email verification service, is also an important way to maintain list hygiene.

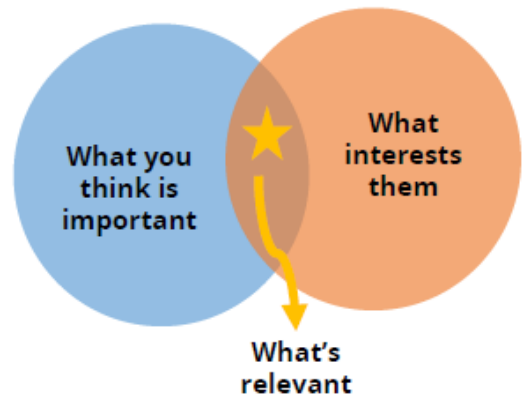


• **WAYS TO IMPROVE THE SUBSCRIBERS LIST**

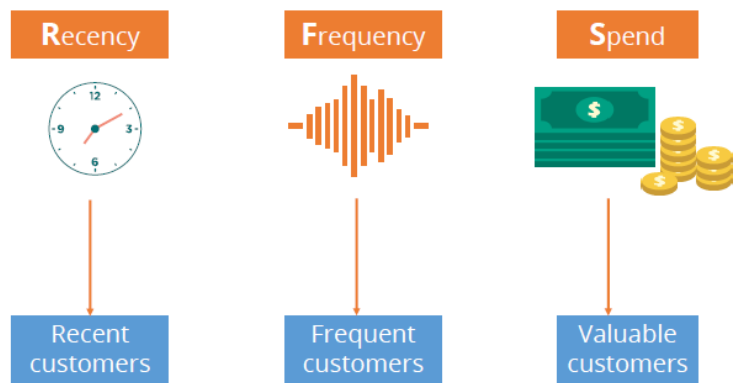
- Improve our list and engage our subscribers
- Take feedback from them.
- Ask them to verify their email address, address, phone number, or job title.
- Confirm if they want to keep receiving your emails.
- Send them surveys
- Send them test emails that will engage them

5.6.11 SEGMENTATION OF SUBSCRIBERS LIST

Segmentation is the act of segmenting or dividing a subscriber list based on common factors. Segmentation is based on matching the right person to the right offer or information. Messages sent to subscribers must be personal, relevant, and timely to be effective. For example, while sending an email to people who have purchased a specific product, reference that product and give information about the related products.

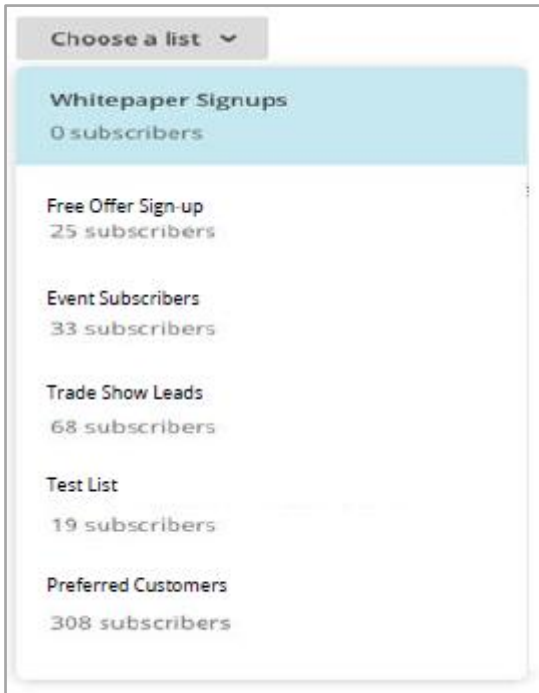


Segmentation can also be done based on the activity of subscribers. Subscribers who open or click on emails more than others can be categorized as Engaged Subscribers. Subscribers who did not open the last email can be categorized separately, and the email can be resent to them. Subscribers can also be segmented based on recent transactions or new subscriptions.



Subscribers can also be segmented based on performance. Here, the focus is on more engaged and valuable customers.

• **METHODS OF SUBSCRIPTION**

SI No	Name of Methods	Details of the specific method
1	Subscriber Offer	<ul style="list-style-type: none"> • Subscribers can be segmented based on the offer that they were presented. • They can be segmented based on the method they used for subscribing. 
2	Relevant Interest	<ul style="list-style-type: none"> • Subscribers can be segmented based on the content they are interested in. • They can be segmented based on the offer that converted them into subscribers. • Customer can be segmented by age and interest like sport, music and movies.
3	Product Preference	<ul style="list-style-type: none"> • For example, subscribers of a fashion website can be segmented based on whether they bought men’s vs. women’s clothes. • Segmentation can be done based on what was purchased and subscriber’s information.
4	Content Preferences	<ul style="list-style-type: none"> • Subscribers can be offered various content options, allowing them to choose what they like. • Their choices can be used for further segmentation.
5	Location	<ul style="list-style-type: none"> • Subscribers can be segmented based on location so that

		relevant information can be offered based on their location or region.
		<ul style="list-style-type: none"> • For example, a travel company can send promotions about holidays in warmer regions to subscribers in a cold climate.
6	Past CTR	<ul style="list-style-type: none"> • The next few methods include Past Click through Rate (Past CTR) or engagement, spend, frequency, high profitability, purchase behavior, acquisition source, or clickstream analysis.
7	Clickstream analysis reports	<ul style="list-style-type: none"> • Clickstream analysis reports what page the subscribers visited on your website.

5.6.12 AVOID SPAM PENALTIES

SPAM is any electronic marketing communication that covers email, SMS message, Social media and Social media messaging. In a nutshell,

- Anything that's received too much
- Anything that consumers don't need
- Anything consumers deem not important or not relevant
- Any unknown brand that the consumers receive email from

are considered as SPAM. According to the Neilsan Norman Group, Spam emails make up 85% of total emails sent globally, which means the legitimate emails are only about 15% of all emails that are sent.

Spam laws address issues of consumer privacy and data protection. The laws provide for penalties and legal basis for prosecuting those that send emails with the intention of phishing and hacking.

Spam laws focus on **eliminating promotional emails** which promote a product, service, person, or idea, sent without the receiver's consent. Email newsletters are considered promotional. They are covered by the law if they are sent to subscribers who have requested them.

However, transactional emails like receipt of a purchase, shipping updates, reservation confirmation, download confirmation and subscription confirmation, comply with minimal regulations. It is an acknowledgment of a transaction.

On the other hand, personal emails are exchanged between family, friends, work, and organizations. These emails are used in the normal course of business communications. These emails need not abide by any spam laws as they are used as primary form of correspondence.

- **SPAM PENALTIES: EXAMPLE**

A company called Jumpstart was fined a million dollars in the U.S. They were using a personal message as a cover up for commercial messages. They used deceptive subject lines and headers to make it look like a personal message. They were fined \$900,000 for violating CAN-SPAM in the U.S.

“Deceptive subject lines and headers not only violate the CAN-SPAM Act, but also consumer trust.”

-Lydia Parnes, Director of the FTC’s Bureau of Consumer Protection

- **CAN-SPAM ACT (USA)**

The CAN-SPAM Act was one of the first spam acts enacted to try and combat the spam. To comply with this act, business must:

- Identify the sender or the business accurately
- Include originating email address
- Not use deceptive subject lines
- Disclose emails as advertisements
- Include an opt-out mechanism
- Apply this law to commercial and promotional emails

• **EXAMPLES OF CAN-SPAM ACT (USA)**

It is important to note that different standards apply based on the type of the email.

Email message A is transactional. It has a receipt for transaction. It shows a tracking code and address information. It is only subject to routing and disclosure. It should disclose:

- Company name
- Company email address

Transactional emails do not have to comply with spam levels as it is transactional not promotional.

Email Message "A"

To:
From:
Subject: Your Recent Order

Thank you for your order! This e-mail is your order receipt. All the details of your order are shown below. To see the status of your order, check out the Order Management page at the URL below:
<https://www.thinkgeek.com/brain/account/history.cgi?a=d&id=51e0ab940&icpg=orderconf>

Please note that the next order status e-mail you receive from us will be when your order ships (unless additional information is required).

ORDER DETAILS: Order ID: 51e0ab940
 Here are the items you just spent your hard-earned cash on:

Item	Qty	Unit	Total
1. Grumpy Cat No Mug	1	\$9.99	\$9.99
Sub Total			\$9.99
Shipping			\$0.00
Total			\$3.94
			\$14.92

Questions or problems? Give us a call, or e-mail orders@thinkgeek.com.

Live long and prosper
 - Timmy and your

Transactional

ONLY Subject to all CAN-SPAM truthful routing requirements

ThinkGeek, Inc. 11216 Waples Mill Rd Suite 100 Fairfax, VA 22030
 customer service// 1-888-433-5788 outside of US// 1-703-293-6299 phone orders// 1-888-433-5788 fax// 1-703-839-8811

Email message B is promotional as it is a commercial email. It looks like a transactional email, but has promotional content. Companies must remember that transaction emails should remain transactional. If companies choose to add promotional emails in their transaction emails, they must comply with spam laws.

Do not turn your transactional emails into promotional emails.

Email Message "B"

To:
From:
Subject: Your Recent Order

We offer a wide variety of widgets in the most popular designer colors and styles – all at low, low discount prices. Visit our website for our exciting new line of mini-widgets!

Sizzling Summer Special: Order by June 30th and all waterproof commercial-grade super- widgets are 20% off. Show us a bid from one of our competitors and we'll match it. XYZ Distributing will not be undersold.

Your order has been filled and will be delivered on Friday, June 1st.

Promotional

Subject to all CAN-SPAM requirements

- **CALIFORNIA ANTI – SPAM LAW (USA)**

After the CAN-SPAM Act was made into a law in the United States, the state of California took steps to redefine spam and increased penalties. This law covers emails sent from California or to people in California. The law is stringent and has many penalties.

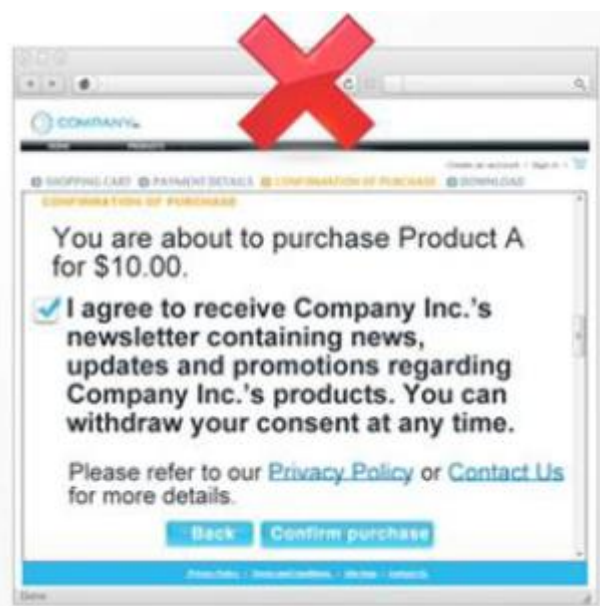
Example:

- If a company sends an email without opt-out mechanism, it can be fined \$1000 per email. The receiver need not opt out before filing suit.
- Therefore, there is an absolute requirement for an opt-out for promotional mails.
- If someone opts out but is not removed, the penalty about \$100 per mail.
- Companies can be fined if someone subscribes a person who does not want to receive emails.
- It is important to have double opt in or confirmed opt -in.

- **CANADA’S ANTI-SPAM LAW**

According to Canada’s anti-spam law:

- We cannot send an email to someone who has not explicitly opted in to your mailing list.
- We cannot precheck a box on our website through a transaction that automatically opts people in.
- Unless people check a box that says they want to receive email, they are not opted in.
- The law covers all types of electronic notifications like SMS, Email and Apps.
- **The penalties are much harsher:**
 - Corporations are liable up to \$10 Million
 - Individuals can sue up to \$1 Million



- **EUROPE'S REGULATIONS**

European regulations are similar to CAN-SPAM regulation laws in Canada. Each country in Europe has different regulations. General Data Protection and Regulation Act (GDPR) was formed in 2018. It requires senders to:

- Provide clear disclosure on subscription or opt-in
- Offer unsubscribes or preference tools
- Remove subscribers' data history upon request

The recommended best practice for handling European business and European emails:

- Protect with single opt-in with confirmation/validation
- **Have a clear policy on:**
 - What subscribers receive when they opt-in
 - How often they receive it
 - Links to manage subscription preferences
 - Unsubscribe links
- Have a clear cookie policy and privacy policy

- **ABUSE REPORT**

If a user marks an email as spam, it is called an **abuse report**. Reasons emails are marked as spam:

- Unfamiliar sender
- Long gap between messages from a brand
- User has never been sent messages from the brand before
- Collection method (trade show or contest)
- No clear opt-in

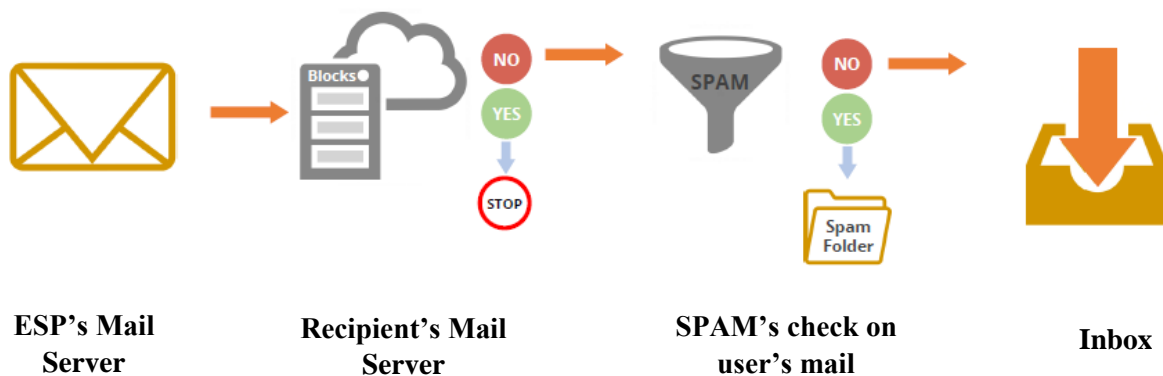
Both internet and email service providers rely on abuse reports to identify potential spam abusers.

The penalties are-

- If a server or a sender is considered abusive in sending spam messages, the service provider will limit the number of emails sent from that server.
- Email service provider will close our account if a lot of spam comes through
- Spam filters will block our server
- Other servers will block our email (blacklist)
- Requires email account audit and opt-in mechanism to be reinstated

5.6.13 EMAIL DERIVABILITY

An email takes a journey before reaching a subscriber inbox.



Sender policy framework increases the email deliverability by:

- Increasing our trustworthiness to the receiving email server
- Verifying the domain name against the associated IP address

- **SENDER SCORE**

Sender Score is a rating from 0 to 100 that's given to an email service's Internet Protocol (IP) address for the purpose of ranking their trustworthiness. Developed by Return Path, this free-to-use service is designed to prevent spam and malicious messages from ending up in recipients' inboxes.

Ways to improve sender score:

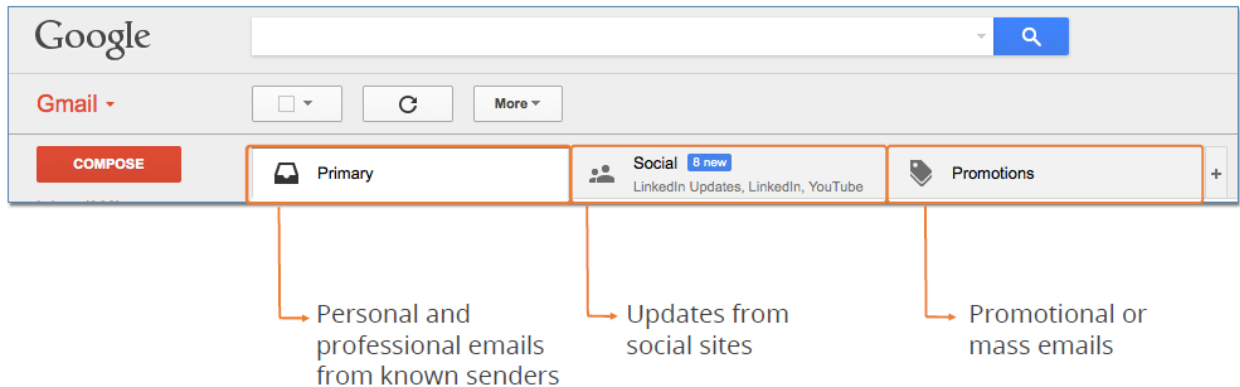
- Only sending email messages to those who have "opted in" to the newsletters.
- Avoiding purchasing email lists, as there's a good chance some of the addresses contained in paid lists were collected without the user's consent, which could affect Sender Score.
- Scanning mail server for viruses and malicious software on a regular basis.
- Making it easy for recipients so that they can easily unsubscribe newsletter. All marketing emails should have a prominent "unsubscribe" button or link somewhere in the message.
- Considering the size of our email blasts. If we send 10,000 messages at once, it could be viewed as spam, even if they are legitimate emails.

- **WAYS TO OVERCOME DELIVERABILITY ISSUE**

- Validate email addresses
- Remove subscribers with a history of not opening emails
- Segment out promotional subscribers

- Give subscribers a chance to re-subscribe or opt-out

- **GOOGLE'S TABBED INBOX**

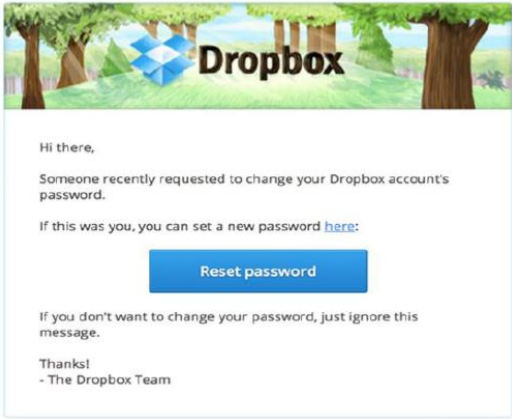




- Deliverability is an issue with Gmail's tabbed inbox. Advertisers have a substantial problem in reaching their Gmail users as most of them look at their primary emails. So ask our users to change their settings and add us as a sender in their address list could solve this biggest dilemma.



5.6.14 EMAIL DESIGN CRITERIA FOR MOBILE

The design criterias of an email are given below-

Sl No	Name of the Design Criteria	Details of that Criteria
1	Use single-column layouts.	<ul style="list-style-type: none"> Use single-column layouts. 
2	Tappable call-to-action buttons	<ul style="list-style-type: none"> The average adult finger takes up 45 pixels. Buttons need to be bigger than 45 pixels to provide maximum usability. 
3	Visual separation between elements	<ul style="list-style-type: none"> High-contrast formats work best with clear visual separation between elements. In this example, the logo, headline, image, and promotion message are contained in the screen without having to scroll. 

4

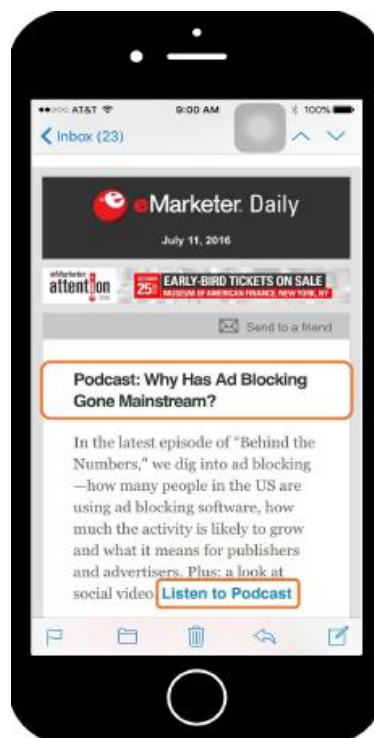
Present clear brand and header information

5

Use short, concise titles

6

Present clear and distinguishable call



• DESIGN FOR MOBILE: THINGS TO AVOID

SI No	Things to avoid	Specification
1	<p>Small text and unresponsive design</p> <ul style="list-style-type: none"> If the text is too small and not responsive to the device, no one will read it. 	
2	<p>Too many graphic elements</p> <ul style="list-style-type: none"> This makes it difficult to locate the important, 	
3	<p>Multiple color combination or low-contrast elements</p> <ul style="list-style-type: none"> The message and image should be clear. 	

5.6.15 EMAIL MEASUREMENTS

- **EMAIL OPEN RATE**

- The open rate helps report the email as being opened
- It does not provide accurate measurement and only serves as a guideline so it should not be used as KPI
- Email Open Rate = (emails opened)/ (emails sent- bounced emails)

- **CLICK OR CLICK THROUGH**

- A click or a click-through is an action taken by the recipients when they click a link in an email.
- It may take them to a landing page or source page of the website where as landing page is a destination web page created specifically for all the links in an email campaign.
- It requires the recipient to take an action and click a link

- **THE CONVERSION**

- Conversion is the successful intended result of an email campaign
- The purpose of the campaign determines the ultimate conversion point
- **Conversion rates** can be calculated for each campaign and compared to analyze the success of each based on the offer or email.
 - Conversion Rate = (Number of Conversions) / (Number of Email Campaign Visits)



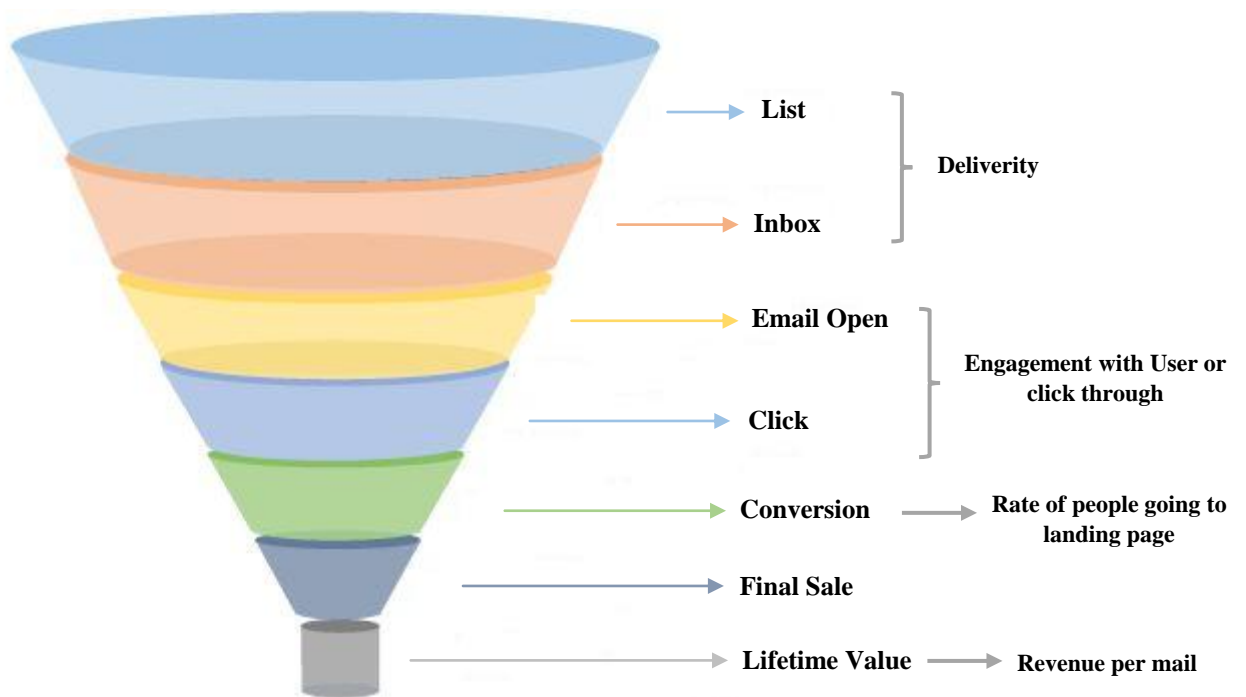
The goal of any email marketing campaign is conversion

— **getting people to do what we want them to do.**

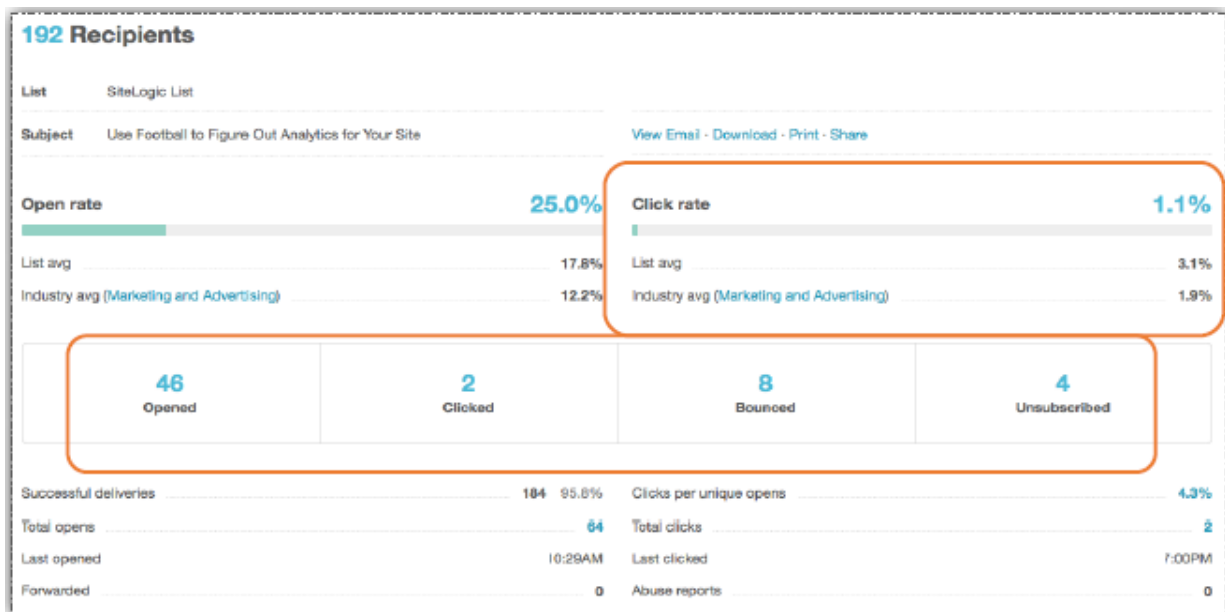
• **EMAIL CAMPAIGN MEASUREMENT PROCESS**

Measuring an email campaign is a process. It includes the following steps.

- Measuring the deliverability of the subscribers’ list
- Ensuring that messages are reaching the inbox
- Tracking email “opens”
- Engaging recipient to encourage click through
- Steering from click to landing page, to call – to – action and to the destination page
- Assessing sales, revenue, and impact on business goals
- Evaluating the performance of all campaigns



- **DELIVERY RATE & SUBSCRIPTION RETENTION RATE & OPEN RATE & CLICK THROUGH RATE & SUCCESSFUL DELIVERIES**
- **Delivery rate** measures the index of quality of email list.
 - Delivery Rate = (Numbers of Email Sent - Numbers of bounce backs)/ (Numbers of Email Sent)
 - Degraded list quality increased bounce backs
- **Subscriber retention rate** is calculated by subtracting the number of people who have unsubscribed.
 - It provides the rate of people who received the email and did not unsubscribe
 - Subscription Rate = (Numbers of Email Sent - Numbers of bounce backs – Numbers of unsubscribes)/ (Numbers of Email Sent)
- **Open rate** calculates customer engagement from delivery of email to opening it.
 - It cannot be used as a primary measurement of the success of a campaign, but it can be a good key performance indicator.
 - Open rate = (Numbers of Email Opened) / (Number of Emails Delivered)
- **Click- through rate** refers to the action when recipient clicks on the link
 - It indicates how many recipients started the of responding to the Email
- **Successful deliveries** can be measured using open and click -through rate
- Along with the number of clicks, we must also consider the **number of visits** to our email or **the landing page**



- **DEPTH OF VISIT**

- Depth of visit can be analyzed by looking at the number of additional pages a person visits after the landing page.
- For example, on an e-commerce website, we can observe people's visits to other product pages or online catalogs and understand how engaged people are with our brand or products.
- Website visitors coming newsletter or other email campaigns such as welcome campaigns focus on analytics.
- Website visitors from marketing email campaigns are more focused on website and web pages.

Campaign traffic sent 892,785 visits via 60 campaigns

Visits	Pages/Visit	Avg. Time on Site	True Time on Site	% New Visits	Bounce Rate	
892,785 % of Site Total: 59.61%	2.92 Site Avg: 3.24 (-9.66%)	00:17:25 Site Avg: 00:21:47 (-20.04%)	00:55:06 Site Avg: 01:00:54 (-20.95%)	41.49% Site Avg: 45.82% (-9.44%)	68.39% Site Avg: 64.23% (6.46%)	
Campaign	Visits ↓	Pages/Visit	Avg. Time on Site	True Time on Site	% New Visits	Bounce Rate
1. Syndication	771,955	2.04	00:11:12	00:42:58	46.62%	73.93%
2. Featuredslide	46,744	8.73	00:57:35	01:16:54	1.86%	27.02%
3. Newsletter	39,633	8.81	01:02:33	01:40:34	13.53%	37.80%
4. Featuredslidealso	29,909	7.66	00:45:19	01:32:46	4.13%	27.81%
5. Techstrat700	4,270	1.87	00:05:12	00:17:13	33.40%	69.79%
6. (Not Set)	3,736	5.83	00:38:09	01:14:04	34.36%	48.56%
7. BuzzBanner	1,125	12.80	01:16:02	01:40:52	5.96%	24.62%
8. Sitepromotion	1,095	18.22	01:53:11	02:22:47	18.53%	20.73%
9. DailyMarketReport	1,093	17.02	01:56:01	02:50:13	2.74%	31.84%
10. 103065a734-Newsletter	366	2.83	00:24:11	01:12:33	84.43%	66.67%

- **ENGAGEMENT ACTIONS**

- Engagement actions = Percentage of email campaign visits that completed an objective
- Evaluates non-revenue behavioral goals
- Is a key performance indicator
- Measures customer engagement with brand, content, and products
- Measures behavioral factors of people visiting the landing page or any other page on the website

- **REVENUE PER MAIL**

- Measures direct and indirect sales and conversions
- Great indicator of how email compares to other marketing channels
- Revenue per email = (Total Campaign Value)/ (Amounts of emails sent)

Find the value of conversions and revenue generated by them Compare to the amount of emails sent

- **MEASURING ALL CAMPAIGN TYPES**

- There could be different types of email campaigns.
- Since the purpose of each campaign is different, only similar campaigns can be compared against each other.
- Comparing similar campaigns can help us determine revenue and their effectiveness.



- **EMAIL METRICS**

- Email is typically the highest response medium and provides highest return on investment.
- It is near the top in driving revenue and value per visitor.

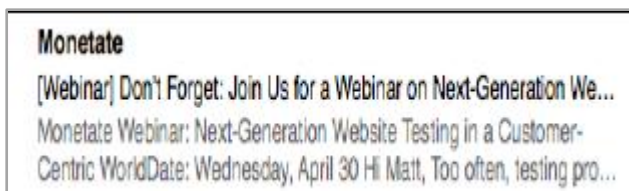
Medium	Visitors	Transactions	Revenue	Conversion rate	Average Value	Per Visit Value	Marketing Cost	Profit	Profit per \$
Organic	150,000	3,000	\$200,000	2.0%	\$66	\$1.30	\$15,000	20%	\$13.33
CPC	65,000	1105	\$55,000	1.7%	\$50	\$0.84	\$30,000	6%	\$1.83
Social Assist	45,000	180	\$18,000	0.4%	\$100	\$0.40	\$10,000	2%	\$1.80
Email	55,000	880	\$60,000	1.6%	\$75	\$1.09	\$3,000	14%	\$20.00
Direct	45,000	585	\$40,000	1.3%	\$70	\$0.88	-	9%	
Display	35,000	420	\$20,000	0.6%	\$45	\$0.57	\$6,000	3%	\$3.30
Shopping	10,000	250	\$25,000	2.3%	\$100	\$2.50	\$5,000	5%	\$5.50

5.6.16 DESIGNING A LANDING PAGE

- The landing page should reflect the campaign offer
- It must provide all the required information to avail the campaign offer
- The landing page must show the same offer as the email and also guide users on how to access it.
 - Pages can be specifically designed for:
 - Offers
 - Upgrades
 - Promotions
 - Events
- The email gains interest of the recipients and moves them to the landing page
- An existing page from the website can be used as a landing page.
- However, the landing page must rapidly gain attention and encourage subscription, rather than bringing people to the website
- If the website is an e-commerce retailer, we can promote a certain product by sending people to that product page on the website.
- This provides a conversion point to measure people's actions
- **Other Essentials :**
 - The landing page should have one primary purpose, and any distracting message must be avoided
 - If an offer made in Email, it must be confirmed by landing page
 - One landing page cannot be used for multiple purposes or campaigns
 - The transition from email to the landing page in terms of branding, design, offer, and message must be seamless.
 - The content should be scalable
 - If the page uses a form, it should seek only relevant information.

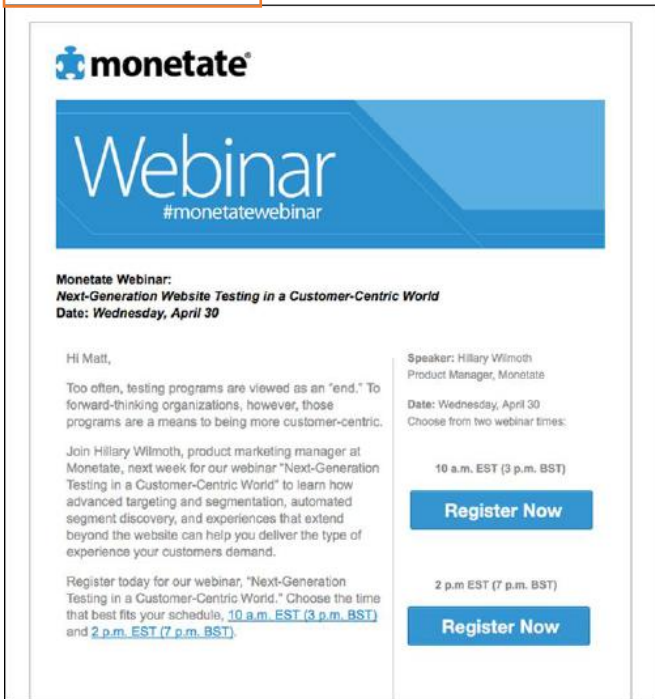
• **EXAMPLE OF B2B LANDING PAGE**

- Clarity in content and call-to-action must be retained.
- Consistency of the headline in preview, email, and landing page must be maintained.
- Images must be avoided.
- The focus of email and landing page must be on branding.
- For example, an email about a webinar must be limited to an introduction.
- Content in landing page must be focused on the learning points and on getting conversion.
- Email and landing page must have limited fields and information.
- Call-to-action buttons must be clearly visible.

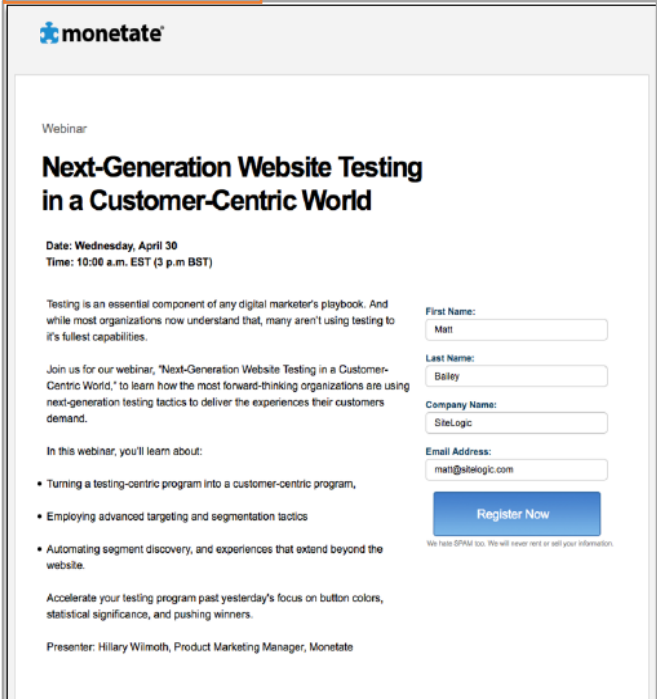


Email- Preview

Email



Landing Page

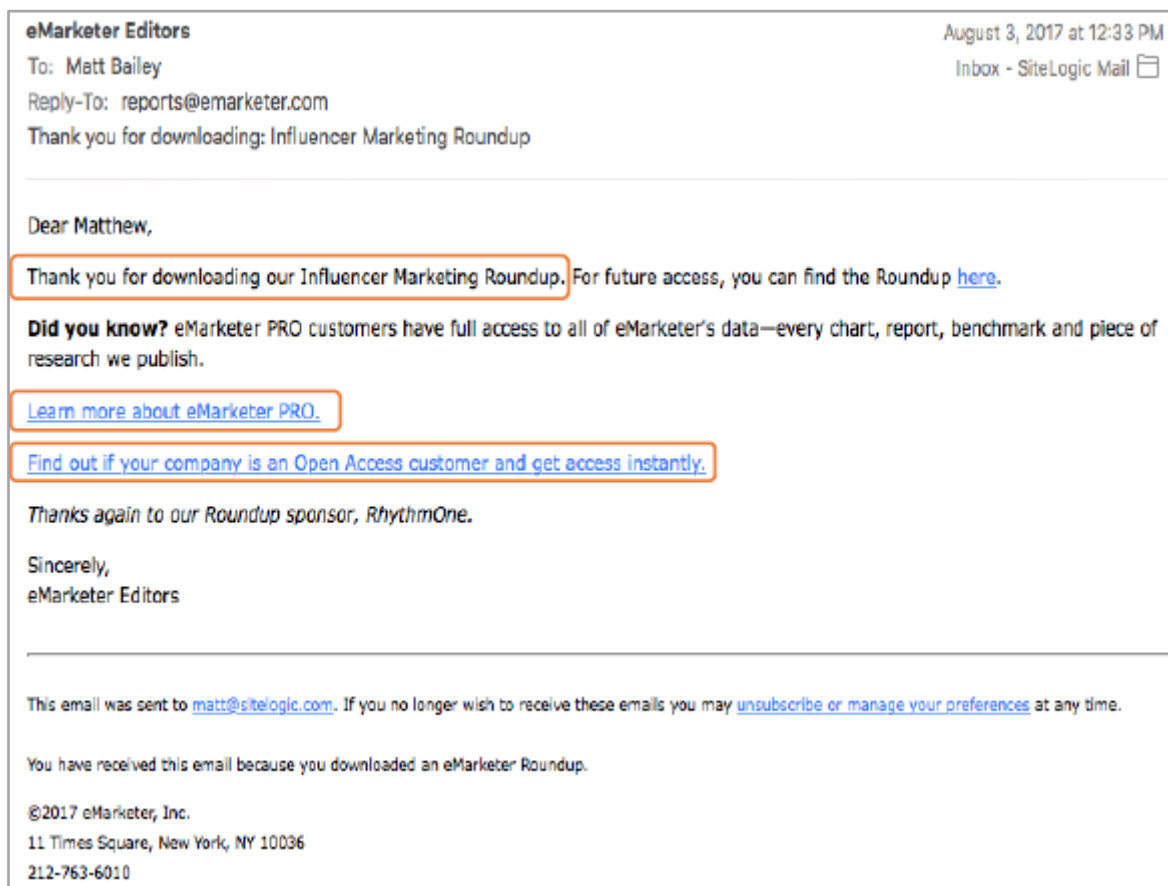


- **LANDING PAGE EVALUATION CHECKLIST**

- Does it pass the “Blink Test”?
- Does it clearly indicate what people are supposed to do?
- Do we have a short, attention-grabbing headline?
- Are we using a keyword in the headline?
- Is the headline consistent from preview, email, and the landing page?
- Is the image relevant?
- Is the body text of landing page short?
- Have we removed distracting images or content?
- Are we only asking for the minimal form information?
- Is the CTA button obvious and clear?
- Does the CTA button look “clickable”?
- Has the page been tested on both Mobile and Desktop?

5.6.17 THANK YOU EMAIL

- A **thank you email** is a campaign that makes good impact on customers.
- Customers like to be appreciated.
- A thank you email can also introduce the company and provide additional resources to



5.7 SOCIAL MEDIA MARKETING

5.7.1 FACEBOOK MARKETING

Worldwide, Facebook is closing in on two billion active users. That equals roughly one account per four humans on the planet. Facebook is primarily used for connecting with people you know; though younger generations use it to branch out. Facebook represents one of the biggest opportunities for reach and growth within the social media landscape, but as with everything else in life, it takes work and dedication to reap the benefits. Businesses that leverage Facebook need to work hard to earn exposure through customer feeds.

BENEFICIAL FACTORS OF USING FACEBOOK MARKETING FOR BUSINESS

Facebook is bigger than ever	While it boasts more than 1.5B members, Facebook continues to grow, making it the most popular social media channel in the world.
Facebook users are loyal	90% visiting at least weekly.
Mobile Usage Continues to Spike	Smartphone users check in an average of 14 times per day .
Computer Algorithm	Facebook relies on a computer algorithm to determine which updates and posts to show to individual Facebook users.
Linkable Suggestions	Facebook updates can include links , making social conversation instantly actionable.
Trusted Source	Two-thirds of Facebook users cite it as a primary source for news and discovery .
Local Check-ins	There are more than 17B geo-location tagged posts on Facebook. Encouraging check-ins is a great way to create exposure.
Facebook users are highly visual	There are over 350M photos uploaded to the site each day . The average user has uploaded 217 photos.
Facebook Users Love Video	Facebook produces more than 8M video views per day and native Facebook videos get 52 times more views than linked YouTube videos.
Reigning champion of shares	Everyone shares on Facebook, including younger and older generations and people who are not tech-savvy.
Replacing SMS Texts	More than 900M Messenger user each month, it may become the new form of texting.

Three Key Benefits of Facebook

There are more than three benefits, but the focus is on the following three benefits, and consider how they apply to users:

- 1. Linkable Suggestions**— Unlike water fountain conversations, the chat on Facebook can include a link, making it far easier for people to follow up instantly for more info.
- 2. Trusted Source**— There are 4.75B items shared on Facebook each day. 63% of users claim it is a place where they find news stories.
- 3. Heavy Time Investment**— Facebook users not only tend to log in daily, they also spend an average of 22 minutes per visit.

5.7.1.1 FACEBOOK PRESENCE OPTIONS

There are five different types of account profiles, and it is important to understand which is the best fit for our needs.

TYPES OF FACEBOOK ACCOUNT

FACEBOOK PROFILES	Facebook profiles are the listings tied to individual users on Facebook, that is, the place where you can share their life.
FACEBOOK PAGES	A Facebook Places listing can also function as a Facebook business Page. The key is that it is tied to a physical location.
FACEBOOK GROUPS	A Facebook group is a collection of like-minded individuals who want to communicate about a specific topic.
FACEBOOK COMMUNITY PAGES	These pages are put together by Facebook to gather conversation around a specific topic; think Wikipedia on Facebook.
FACEBOOK PLACES LISTINGS	A Facebook Places listing can also function as a Facebook business Page. The key is that it is tied to a physical location.

Two Types a Business Might Need

For the most part, a business will want to make use of a Page, a Group, or a combination of the two.

- **PAGES**

Every business should have a Facebook Page. This should be its home base and the account the business run ads from.

The Benefits of Facebook Pages

- We need to meet prospects where they already are.
- Consumers often head to Facebook to share feedback.
- Targeted advertising done well requires a Page.
- Audience segmentation now allows for better reach.
- **GROUPS**

Some companies should also consider establishing a Group. Groups can open the door to more intimate engagement.

The Benefits of Facebook Groups

- The chance to create a community around an idea.
- Requires moderation but less content creation.
- Conversations can be business led or consumer-led.
- Can be an excellent way to build loyalty and expand sales.

5.7.1.2 UNDERSTANDING THE FACEBOOK ALGORITHM

Facebook's News Feed Algorithm

Facebook uses a computer algorithm to try to make sure people see the posts they are most likely to be interested in.

Top Tier Algorithm Insights

NATIVE CONTENT

Content posted directly to Facebook will always fair better. For example, do not share YouTube, share the video; do not share Instagram, share the photo.

Additional Algorithm Insights

VALUE RULES

Quality visual content and links tend to perform the best across the board. Share great visuals and video and be the first to link to quality.

Algorithm Trigger Examples

OVER TIME

The algorithm is complex, but considers things such as:

- Age of a post
- Expected reception of a post
- Actual reception of a post
- Wording on a post

The Super Simplified Approach to the Algorithm

PINOCCHIO EFFECT

Facebook wants to judge content the way a person does. It wants to observe all the actions and judge content based on that. Basically, it wants to think like a real boy.

The Biggest Challenge of Facebook : SEGMENTATION

Someone who follows the page or group may not be interested in absolutely every covered topic. By segmenting your posts, you can increase engagement.

Understanding Facebook Audience Optimization

HOW and WHY	Facebook recognizes the need for segmentation and seeks to allow better user experience by letting a business target a post.
RESTRICTIONS	You can also choose to restrict your ad to a certain gender, demographic, location, or language. This is great for B&M with multiple stores.

Determining Audience Reach

- Facebook Insights option of the page figures out the average reach. Then divide reach against the number of followers a page has. Paid posts doesn't need to be accounted while determining average reach.
- Reach of a small non-profit organization is not the same as a business. A business should aim for 20% reach.

Engagement Rules

It is not enough to post marketing messages and push sales. You need to understand what your audience cares about and you have to find ways to get them passionately engaged in your content.

4.7.1.3 PUTTING FACEBOOK TO WORK

Content Perform Best on Facebook

- **Questions, images, and videos tend to get the most engagement on Facebook. Videos are most likely to be shared.**
- **Shorter posts (less than 50 characters) tend to get more engagement. Posts with links that lead to content outside of Facebook also get more engagement.**
- **While some publishers like to share the same content to both Instagram and Facebook, republished content does not receive as much engagement as images posted directly to Facebook.**
- **Frequency of publishing content depends greatly on topic, audience size, and area of focus. Pages with less followers can get away with more posts than pages with lots of followers.**

Targeting Methods

- Carousal Ads—Upload multiple images, links, and even prices into a single ad that users can scroll through and click on individually.
- Flex Target—Facebook's AND-OR targeting for ads makes it possible to go even more granular on ad sets.
- Lead Ads— Include calls-to-action within ads. Facebook will pre-populate fields based on the Facebook profile of the user.

5.7.1.4 FACEBOOK MESSENGER

Significance of Facebook Messenger

- Earlier Facebook Messenger was a part of Facebook App. The move to make it a stand-alone app had a purpose behind it.
- Facebook Messenger got popular amongst more than 800M users because it does not require users to give out their number for messaging.
- Globally, messaging apps are on the rise, mostly because they help users avoid SMS fees, but also due to privacy concerns and ease of use

Features of Messenger

- Debit—Messenger allows you to send or request funds.
- Wi-Fi Calls—Using voice- or video-based calls on a Wi-Fi connection, Messenger lets you mimic Facetime without a phone number.
- Request a Ride—During Messenger sessions, users can now click on the “Request a Ride” or car icon to request a ride from Uber or Lyft.
- Locations—Facebook Messenger allows areas with clear business applications to geotag themselves and send location links to connections.
- Group Messaging—Unlike Facebook Groups, which still fall prey to algorithms, Messenger Groups guarantee that messages are seen.
- Messenger also allows you to play games together, share Spotify lists, send edited pictures or videos back and forth, and more.
- Facebook Messenger integrates into your Facebook. It can be customized with bots and automated responses.

Three Ways of Incorporating Messenger into Customer Service

- Follow-up—By switching contact to Messenger, customer service channels can move faster and more efficiently.
- Response—By integrating with customer service solutions like Zendesk, companies can handle customer service issues via Messenger.
- Chatbots—Triggers response conversations that happen via Messenger.

5.7.1.5 FACEBOOK ADVERTISING

Benefits of Facebook Advertising for Businesses

- The average Facebook user spends 40 minutes a day on the site. Since ads show up as an integrated part of the news feed, there is strong exposure.
- Facebook allows you to customize your audience with some impressive demographic targeting.
- While Facebook offers interfaces for managing enterprise-level accounts, it also offers a step-by-step self-serve interface for smaller companies.
- Facebook has a built-in system to allow for A/B split testing. This gives you a chance to test different messages to fine-tune your campaign.
- Facebook uses custom audiences to allow you to build and reuse highly targeted lists, including ones built from your existing email marketing lists.

Types of Facebook Ads

- Carousel Ads—Upload multiple images, links, and even prices into a single ad that users can scroll through and click on individually.
- Single Image Ads—Upload one specific image to be paired with a Facebook post. You can customize link, title, and description.
- Canvas Ads—These interactive ads allow for the combination of photos, videos, text, call-to-action buttons, carousels, and more to create an immersive experience.
- Collection Ads—Collection ads pair a primary image with several smaller images that can be scrolled through. This format is ideal for product offerings but can be used for stories.
- Video Ads—Facebook Video Ads will auto play unless an individual user has disabled this feature in their feed.
- Instagram Crossover Ads—Link ads, Carousel ads, and Video ads can also be set to run on Instagram, which is owned by Facebook.

Targeting Methods in Facebook

- Facebook Ads offer various options for targeting based on demographics.
- Flex Targeting makes it possible to go even more granular on ad sets.
- We can upload current email marketing list, and Facebook will look for accounts with matching emails.
- Facebook advertising allows us to make use of a Facebook pixel, a piece of code inserted into a page to help build a custom audience from anyone who visits that page.

5.7.2 YOUTUBE & VIDEO MARKETING

According to comScore, almost 150 million users watch nearly 13 million videos every month. One third of all online activity is spent watching videos, and YouTube has more than a billion active users. The platform is so expansive that it can be accessed in 76 different languages, accounting for 95% of the world's population. Youtube has massive traffic and viewers, with over 1,325,000,000 people using Youtube. There are currently 300 hours of video uploaded to YouTube every minute of every day – 5 hours of video content every second! Which only validates the fact that video marketing is a growing trend Those numbers only continue to grow, and video is increasingly adopted as a standard means of accessing both entertainment and information for Internet users. That means integrating video into marketing efforts is more important with every passing day. For online and offline Business owners and internet marketers, YouTube Marketing is an essential strategy to take advantage of the web's massive shift toward video.

4 key video marketing metrics

Five years ago, the only metric that seemed to matter when evaluating the success of a YouTube video campaign was how many 'views' it got.

Today, marketers need to know four other key metrics to understand if a video campaign is successful.

1. Brand Lift
2. Website Traffic
3. Conversions
4. Return OnMarketing Investment (ROMI).

Brand Lift

Google's Brand Lift solution measures the moments that matter—from initial impression to final conversion—with the metrics that matter, like brand awareness, ad recall, and consideration. We'll glean insights within a matter of a few days, so we can adjust our YouTube campaigns according to what's working in near real time.

Website Traffic

The amount of visitors and visits a Web site receives. Website traffic was initially viewed as an all-important metric for gauging success on the Web. In November 2012, YouTube launched associated website annotations, which enabled video marketers to link to any of their associated websites directly from their videos. In March 2015, YouTube introduced cards, an evolution of annotations which can inform viewers about associated website, merchandise, fundraising, fan funding, another video, or a playlist.

In YouTube Analytics, the Annotations report in YouTube Analytics provides information on the performance of video annotations and gives engagement information such as click-through rate and close rate for annotations on videos, while the Cards report gives you information on how viewers are

interacting with cards on your videos on desktop, mobile, and tablet. Together, these reports now make website traffic a realistic metric for a YouTube video campaign.

Conversions

Conversion tracking can help to see how effectively an ad clicks lead to valuable customer activity on website, such as purchases, sign-ups, and form submissions.

Conversion tracking also allows to take advantage of advanced flexible bid strategies such as target cost-per acquisition (CPA) and target return on ad spend (ROAS), tools that help to automatically optimize the campaigns according to business goals.

Return On Marketing Investment (ROMI)

ROMI is not like other return-on-investment (ROI) metrics. Instead of money that is tied up in plants and inventories (often considered capital expenditure or CAPEX), marketing spending is typically expensed in the current period (operational expenditure or OPEX).

A necessary step in calculating ROMI is the estimation of the incremental sales attributable to marketing.

Return on Marketing Investment (ROMI) = [Incremental Revenue Attributable to Marketing (\$)* Contribution Margin (%) – Marketing Spending (\$)] / Marketing Spending (\$)

There are seven video strategies:

1. Make YouTube a key part of the strategy.
2. Create the kinds of video content customers watch most.
3. Schedule the videos.
4. Optimize the content.
5. Promote the videos with paid media.
6. Amplify the content with social media.
7. Measure more than views.

Develop a strategy for the Year

- Discovering what the target audience is searching for on YouTube, and create content that clearly answers these queries.
- Creating recurring episodes to induce viewers to keep returning to see more
- Identifying tent-pole events for audience and schedule content around them throughout the year.
- Building a channel calendar to map your content strategy over the year.

Optimizing YouTube Videos

Google search terms are different from YouTube search terms. To rank better on YouTube we need to follow below mention steps:

Increase Watch Time	Invest in META data	Improve distribution
<ul style="list-style-type: none"> • Better content • Optimized channel management 	<ul style="list-style-type: none"> • Titles, descriptions, tagging, transcripts • Playlists • Thumbnail pictures 	<ul style="list-style-type: none"> • Embedded videos on other sites • Social sharing

More on YouTube Optimization

- Making titles, tags & video descriptions work for the channel
- Creating visually-compelling thumbnail images
- Including a few well-placed annotations in videos
- Using playlists to group similar videos on channel
- Making sure channel description & icon are optimized

Paid & Promoted Video

SEO alone is often no longer enough for YouTube. Over 100 hours of video is uploaded to YouTube every minute. In such case, **paid promotion** can jumpstart the campaign-video, gaining views that ultimately help it rank higher in organic YouTube search.

An option is to take an existing video and promote it for search using their auction-based system.

YouTube lets you accelerate the virtuous circle that connects Owned Media, Paid Media & Earned Media.

- **Owned Media:** Our video.
- **Paid Media:** Our Video Ad.
- **Earned Media:** “free” views when people share our video.

On average, paid campaigns earn one organic view for every two paid views.

We can leverage TrueView video ads to put the content in front of the most interested audience. TrueView ads can run as pre-roll or In-Stream ads.

- Advertisers only pay when someone watches more than 30 seconds of video or clicks through.
- Use paid promotion to get your content in front of the right audience.

Using YouTube Analytics

To track video performance metrics using YouTube Analytics we need to pay attention to key numbers:

Views	Search rankings	Video completion	Ad Performance
Watch time	Brand footprint	Subscribers	Social Sharing

The Customer’s Journey

Analyzing the customer journey to bridge the gap between viewers and customers. **Multi-channel funnels** can show how various touch points, including video, can contribute to conversions. We need to-

- Identify and track the KPIs that relate to our business goals.
- KPIs should probably extend beyond video views.

Leveraging Mobile Video

Mobile videos are more popular than desktop videos. Mobile video is very personal – viewers are holding and interacting with video in their hands. People of all ages especially younger people are more likely to watch mobile videos.

Shares are an effective metric to measure a campaign. Shares tend to lead to business outcomes:

- Brand awareness
- Brand preference
- Purchase intent

Target the viewers who are likely to share your videos. Generation C are more likely to share positive experiences with brands and influence how others make a purchase

Generation C: Create content, Curate content, and build a Community

CHAPTER 6

CONCLUSION

6.1 CONCLUSION

With the change and the evaluation of modern state of the art technology, most of the small and medium business are thriving to set their business standard at up to the mark position in today's world. Consequently, Digital marketing turns to be an effective remedy for them to compete with every business giants across the globe.

Nowadays, Brick-and-mortar businesses are either changing their business models or they are embracing digital marketing concept in an attempt to capture an emerging and very profitable online market place.

However, in Digital Marketing, the most important factor is gaining profitable leads or making sales. Even though if any business becomes able to receive tons of daily traffic to its website but becomes unable to make sales then the business falls in risk.

As a result, though, Digital Marketing tools and techniques provide business owners the best chances for competition, survival and even business growth but implanting Digital marketing strategy accordingly is quite more important.

In a nutshell, benefits that a business can enjoy because of embracing digital marketing concept are given below-

- It creates an online level playing field
- It delivers profitable conversion
- It helps to generate better revenue
- It facilitates the way of interacting with target customer groups in an effective way
- It creates Brand Reputation
- It is the easiest way to earn customers' trust
- It entices customer to take favorable action on behalf of business
- It ensures online business survival
- Most importantly, it makes ready a business for the Internet of Things.

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