



SYLLABUS
Class: - I Year
Subject: - Digital Marketing

	Syllabus
Unit- 1	Introduction to Digital Marketing: Meaning of Digital Marketing, Differences from Traditional Marketing, Return of Investments on Digital Marketing vs. Traditional Marketing, E Commerce, Tools used for successful marketing, SWOT Analysis of Business for Digital Marketing, Meaning of Blogs, Websites, Portal and Their Differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation.
Unit-2	Search Engine Optimization (SEO): On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns. Social Media Optimization (SMO): Introduction to Social Media Marketing, Advanced Facebook Marketing,
Unit-3	Word press Blog Creation, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, social media Analytical Tools. Search Engine Marketing: Meaning and Use of Search Engine Marketing, Tools used — Pay Per Click, Google Adwords, Display Advertising Techniques, Report Generation
Unit- 4	Website Traffic Analysis, Affiliate Marketing and Ad Designing: Google Analytics, Online Reputation Management, EMail Marketing, Affiliate Marketing, Understanding Ad Words Algorithm, Advertisement Designing.



Digital Marketing

What is Digital Marketing & Types of Digital Marketing

Marketing has always been about connecting with your customers at the right place and at the right time. In today's time, it is the internet that majorly helps bring potential customers and recruiters together. If figures are to be believed there are 4.66 billion active internet users worldwide which are about 59.5 per cent of the global population.

This means that as a marketer if you are not taking advantage of the digital landscape and building your online presence, you are losing out on opportunities and potentially 4.66 billion clients.

It makes use of digital mediums for disseminating your brand message, advertising, and also measures your brand's impact. Typically, it refers to marketing campaigns that appear on mobile devices, computers, tablets, or any other device. This includes video advertising through channels like YouTube, image advertising through Instagram, search engine marketing on Google, social media advertising on Facebook, content marketing on different channels and platforms, paid advertising campaigns, and many others.

Importance of Digital Marketing

The ROI for Google Search Ads is around 200%, where over 63% of search engines users are likely to click on a paid ad. Digital marketing is not just here to stay but to settle as the foundation for all evolutions that would happen in the marketing space in the future.

With customers increasingly becoming silos with personalized experiences, only digital marketing can deliver personalized advertising based on the preferences and tastes of individual customers.

Traditional Marketing Vs Digital Marketing

Difference Between Traditional Marketing and Digital Marketing



Traditional Marketing is when the marketing activities are undertaken in a conventional fashion, i.e. by way of newspaper, television radio and magazine. As against, digital marketing is when we use the online platform to promote the products and services of our company.

Marketing involves those activities which assist the company in promoting the offerings and converting the prospects into leads. In today's scenario, marketing has completely changed its form, i.e. from physical to digital. So, it is not wrong to say that an average individual comes across thousands of ads in a single day, no matter the mode traditional or digital.

Now coming to our topic of discussion, traditional marketing differs from digital marketing in a number of ways, and one such difference between the two is that in traditional marketing the reach is local, whereas digital marketing is known for its global reach, i.e. the ads that have been placed on the internet can be seen by people belonging to all walks of life and that's the power of digitalization.

Content: Traditional Marketing Vs Digital Marketing

Comparison Chart

BASIS FOR COMPARISON	TRADITIONAL MARKETING	DIGITAL MARKETING
Meaning	Traditional Marketing refers to the marketing that uses traditional channels or media, for the purpose of marketing communication.	Digital Marketing implies the marketing of products and services via digital channels, such as the internet, smartphone, display ads, and other digital medium.
Nature	Static	Dynamic



BASIS FOR COMPARISON	TRADITIONAL MARKETING	DIGITAL MARKETING
Conversion	Slow	Comparatively fast
Engagement	Low	Comparatively high
Return on Investment	Cannot be measured easily.	Can be measured easily.
Effectiveness and expensiveness	Less effective more expensive	Less expensive more effective
Tracking	Not possible	Possible
Targeting	Standardized	Customized
Tweaking	Not possible once the ad is placed.	Can be performed anytime, even after the ad is placed.
Reach	Local	Global
Results	Delayed results	Quick and real-time results
Interruptions	Consumers cannot skip the ads, as they are bound to see them.	Allows the consumers to avoid or skip the ads which do not interest them.
Communication	One-way Communication	Two-way Communication



DIGITAL MARKETING SWOT ANALYSIS

SWOT is a well-known business term, however, I see few startups employ this tool as a part of their digital strategy. It serves as an essential component of an online marketing plan and informs the long term direction of a company. In this guide, we'll show you how to successfully perform a Digital Marketing SWOT Analysis.

Most clients focus solely on the execution side of online strategy such as search or email marketing. SWOT, on the other hand, is a strategy development tool. It allows a digital firm to determine its Strengths, Weaknesses, Opportunities and Threats. This strategic view allows a firm to leverage its best areas and work on perfecting its weak points to ensure success.

Before we plunge into the details of the Digital Marketing SWOT analysis, let's consider the small details that others ignore and, as a result, suffer.

A BRIEF OVERVIEW

Strengths and Opportunities are your positive factors while Weaknesses and Threats are your negative factors. The top row of your analysis contains internal factors. For example, a strength may be key personnel years of experience and a weakness may an underperforming distribution channel.

The second row outlines external factors. An example of an opportunity would be a growing demand forecast for the product and a threat might be a government bill that negatively impacts your company or entire industry.

If we observe them closely, Strengths and Weaknesses can be controlled by the firm itself. On the other hand, Opportunities and Threats are part of external environment and cannot be controlled by the firm.

HERE ARE 5 STEPS TO AN INSIGHTFUL DIGITAL MARKETING SWOT ANALYSIS:

1. Determine Strengths

- How is your organization better than others?
- What advantages can your firm leverage?
- What quality or cost-effective resources are available to you but not others?



- Which factors result in definite sales?
- What do competitors consider your company's strengths?
- What is your unique selling point?

EXPERT TIP: To gauge your strengths, a complete 360 degree view is required. This includes how your customers, competitors, and stakeholders view you. Use our free, editable SWOT analysis template for better results.

2. Determine Weaknesses

- What internal processes need improvement?
- What do your customers say needs improvement?
- What factors contribute to loss of sales?
- What do competitors view your firm's weaknesses?
- What are activities to avoid?

This is a stage where you must avoid myopia. Be realistic and generate as much data as possible so that you don't have to learn it the hard way.

EXPERT TIP: Again, you need a holistic view of the organization and its stakeholder to come to a list that matters. How are you competitors doing better etc.?

3. Find Opportunities

- Are there any interesting trends that you can benefit?
- Are there any good opportunities lined up?

Opportunities can appear in different ways for example, a government policy that might help your industry. Change in lifestyle, population and economic and social patterns.

4. Find Threats

- What are the barriers?
- Does a Government regulation can hurt your business?
- Does a technology change can make your product obsolete?
- Are competitors working on a better product/service?
- Do you have Cash-flow or bad debt issues?

Opportunities can appear in different ways for example, a government policy that might help your industry. Change in lifestyle, population and economic and social patterns.



5. Develop a Strategy

Once you finish the online marketing SWOT analysis, it is time to translate these into short and long term strategies. Your findings are just the tip-of-iceberg. The real work starts now.

Where to begin? For that you need to overlap your strengths, weaknesses, opportunities and threats with each other. This is called TOWs analysis.

TOWs analysis allows you to determine how you can use your internal strengths to maximize opportunities and minimize threats. Similarly, you can create strategies that minimize weaknesses by taking advantage of opportunities and minimize weaknesses to avoid threats.

Spending time to determine your capabilities is essential to your digital marketing strategy.

What is Ecommerce?

E-commerce refers to any form of business transaction conducted online. The most popular example of E-Commerce is online shopping, which is defined as buying and selling of goods via the internet on any device. However, E-Commerce can also entail other types of activities, such as online auctions, payment gateways, online ticketing, and internet banking.

Ecommerce, or electronic commerce, refers to transactions conducted via the internet. Every time individuals and companies are buying or selling products and services online they're engaging in ecommerce. The term ecommerce also encompasses other activities including online auctions, internet banking, payment gateways, and online ticketing.

Now, a little bit of history first.

What are e-commerce business models?



An e-commerce business can operate as the digital arm of a retail giant or a physical store. It can also be a single person selling crafts out of their home through online marketplaces.

Of course, there's a whole range between those extremes. E-commerce models vary widely and include many sales types. Here are the different types of ecommerce businesses:

Business-to-business (B2B)

B2B e-commerce refers to when a company purchases goods or services online from another enterprise. Some examples include a restaurant buying an ice machine or a law firm purchasing accounting software. Business software like customer relationship management (CRM) platforms and payment processing companies are considered to be B2B, too. B2B online sales tend to be more complicated than other forms of e-commerce because they rely on large catalogs of complex products to sell.

Business-to-consumer (B2C)

B2C online retail happens when a consumer purchases an item over the internet for their own use. Although B2C e-commerce seems more prominent, it's only about half the size of the worldwide B2B e-commerce market.

Consumer-to-consumer (C2C)

C2C operates like a digital yard sale or an internet auction in which individual people sell goods to each other. These might be products they make, such as handcrafts or art, or secondhand items they own and want to sell.

Consumer-to-business (C2B)

When a consumer creates value for a business, that's C2B commerce. Creating value can take many forms. For instance, C2B can be as simple as a customer leaving a positive review for a business or a stock photography website purchasing images from freelancers. In addition, businesses that sell secondhand products sometimes purchase merchandise from private citizens online.



Business-to-government (B2G)

These are sometimes called business-to-administration (B2A) sales. They happen when a private firm exchanges goods or services with a public agency. Usually a business contracts with a public organization to carry out a mandated service. For instance, a custodial firm might bid online for a contract to clean the county courthouse, or an IT firm might reply to a proposal to manage a city's computer hardware.

Consumer-to-government (C2G)

Ever paid a parking ticket online? Then you've experienced C2G. This model also includes paying taxes online and purchasing goods from a government agency's e-auction. Any time you turn money over to a public agency using the internet, you engage in C2G e-commerce.

Definition of Visitor Engagement:

Engagement Marketing is all about building relationships together with your customers. The visitor engagement is about boosting and attracting customers to engage in the evolution of their brand or brand experience. It's known when brand and customer connect.

The lack of visitor engagement will result in a lack of conversions as you were hoping for when first posting and promoting new content. Unfortunately, there are several different reasons visitors might not be engaging together with your site.

Methods of Visitor Engagement:

There are some key actions to extend the amount of returning visitors. To try to do this, it's necessary to supply content which will engage, create loyalty, and always be in touch together with your audience.

The content is defined by its purpose to be created. That purpose is getting casual readers to subscribe to your email list more often than not, but it could even be getting them to shop for or download a product. Here are **various methods for visitor engagement** in this digital world.



- **Simple Navigation**

The marketplace is crowded and noisy, to mention the smallest amount. The simplest websites embrace a minimalist approach, going with simple and stylish. When it involves UX and website navigation, less could also be better.

Leverage a neat and easy layout with limited widgets, boxes, callouts and pop-ups. Reduce the quantity of CTAs on your pages to direct users toward what you would like them to try to. Produce easy-to-understand navigation bars with collapsed menus by theme or sections. Be conscientious of clutter use white space where you'll.

If you don't want to feature much content to your website, then create videos that cover subjects written and embed them into your site. The graphic designer can show the merchandise features in videos or animation form alongside highlighting your offering.

A major aspect of web typography also plays an important role. It's all about how you employ different fonts, letters, words & paragraphs on the webpages for a display to make an aesthetic feeling among visitors.

- **Optimize For Speed & Responsiveness**

If your website is slow, potential consumers might drive their business away. Beyond that, site speed is a crucial Google ranking factor when it involves attracting organic traffic to your site.

Therefore, one among the primary moves you create in upping your website engagement should be optimizing your site speed and responsiveness. To stop this from happening, you ought to work with a developer or your chosen service provider to hurry up your site and optimize it for mobile.

- **Collect Email Addresses**



Blog traffic won't assist you if those visitors leave and never return. That's why it's important to capture their email addresses so you'll stay in-tuned. Growing your email list is important to put together a community for your business. And email marketing is one among the most important money-makers.

Collecting email addresses will allow you to bring **targeted traffic in digital marketing**. Then later on speak to them directly any time you've got something to mention. If you would like to market a product or announce a purchase, an email list is that the best thanks to roll in the hay.

- **Use Notifications**

In the digital world, businesses should retain themselves renewed with trending methods. Using push or mobile notifications is one among the simplest techniques which may be wont to engage your users on both web and mobile.

Push notifications provide a more powerful amount of conversion rates than many other techniques. It will assist to heighten through website engagement. The great thing is that the user doesn't need to get on your website or mobile app to receive these notifications that mean you'll engage them anytime.

- **Make Sign-up Easy**

Encourage and facilitate visitor sign-ups for your website offerings and your company will enjoy a transparent conversion path to new customers. The simplest conversion path features several calls-to-action, i.e. "Sign-up Today" or other verbs on links/buttons.

An artfully crafted landing page will convince visitors to require meaningful action within the sort of requesting more information or making a sale. All of those points encompass the crucial pieces to your website puzzle!

- **Lengthen Your Text**



Studies show that pages with 1,000 to 2,500 words tend to experience the very best user engagement. It is sensible as the higher amount of words there is, the longer site visitors will spend reading.

Don't expand your text with fluff, but do your best to supply quality, informative, and actionable content that gives value to your visitors' lives. That's the sort of content today's site visitors are more apt to interact with.

- **Add Content Upgrades**

A content upgrade is an exceptional way to captivate potential customers especially the ones who might not be quite ready to buy. You can snag their email address and market to them until they are ready to make a purchase.

Discounts are one popular content upgrade for websites, but there are many others. The key is to provide something your potential customers will find value in something they are willing to hand their email addresses over for.

The Bottom Line:

To keep your visitors engaged isn't that hard. All you need to do is create an "environment" for your users where they'll enjoy spending their time. That's it for now. What's next? It's time for you to implement the 9 ways that we've mentioned above!

What Is a Conversion?

So what exactly are conversions? Depending on your business, there are various possible conversions. The main conversions that marketers often refer to include:



- Sales
- Leads
- Email signups
- Form completions
- Registration
- Subscription
- Visits to a key page
- Phone calls (or other direct contact)

Not all of these conversions will apply to all businesses, and there may be other conversions your business can track. Anything that indicates customer interest or takes them a step closer in the buying cycle may be a conversion.

Conversion Meaning in Marketing

As we've stated, conversions are essentially goal completions. The word "conversion" can be applied to any action that a user takes on your website that is valuable in some way. Since there are a wide array of actions that can be taken that may be valuable, conversions can be many things.

The ideal conversion is conversion into a customer, which occurs someone, makes a purchase. Other conversions are valuable as well, however, and many smaller conversions are steps that can guide visitors to eventually convert into customers.

Conversions are also sometimes referred to as actions, events, goal completions, or leads.

Retention in Marketing



Your best customers don't just buy one product or use your service once. They come back again and again for more. Customer retention increases your customers' lifetime value and boosts your revenue.

It also helps you build amazing relationships with your customers. You aren't just another website or store. They trust you with their money because you give them value in exchange.

The customer retention definition in marketing is the process of engaging existing customers to continue buying products or services from your business. It's different from customer acquisition or lead generation because you've already converted the customer at least once.

The best customer retention tactics enable you to form lasting relationships with consumers who will become loyal to your brand. They might even spread the word within their own circles of influence, which can turn them into brand ambassadors.

The Importance of Customer Retention for an Online Business

You might have heard that it's easier and less expensive to retain customers than to acquire them. The most recent statistics indicate that it's true.

For one thing, you'll spend five times less money on customer retention.

Additionally, at best, your probability of selling to an existing customer is at least 40 percent more likely than converting someone who has never bought from you before.

How to Calculate Your Customer Retention Rate

Companies can calculate their customer retention rates in different ways. It all depends on what period of time you're examining, but many marketers use too many variables.

Let's say that you have 2,000 existing customers over a period of two months. During that same period, 900 of them return to buy something else from you. Those are the two numbers that will allow you to calculate your customer retention rate.



However, you have to discount any new customers you bring on during those two months. They're not part of the equation. You should only count the people who bought something from you prior to the two-month start date among your existing customers.

If you're measuring your customer retention rate from January 1 to February 28, you would take into consideration the customers who bought from you prior to January 1. If a new customer buys from you on January 15, he or she doesn't count.

Performance Evaluation

Performance Evaluation is defined as a formal and productive procedure to measure an employee's work and results based on their job responsibilities. It is used to gauge the amount of value added by an employee in terms of increased business revenue, in comparison to industry standards and overall employee return on investment (ROI).

What is a Blog?

A Blog is an informational web page or a website published on the World Wide Web, consisting of independent and informative textual content on a particular subject. The information published on a blog is displayed in reverse chronological order so that the latest posts are displayed first. A blog is a platform where people share their views and have a discussion over a particular subject.

Blogging platforms are online publishing tools that are best for authors to publish articles, product reviews, and opinions. You can also share your blog post using stand-alone websites, social network feed syndication systems, and social networks.

It is a post written by the blogger and has a specific order in which these blog posts are posted. They may be in the reverse-chronological listing. However, the newer posts or topic appear at the top, and older appear below.

What is a Website?

A website is a collection of webpages and multimedia content available under one domain on the World Wide Web. Websites are mostly hosted over web hosting services.



It allows the web pages and the website's content to be accessed over the World Wide Web. It is an internal site accessed through a secure local area network.

Websites are used for different purposes, like a business, personal blog, and even government agencies for information purposes. However, there is a broad range of applications. One main objective of creating a website is to provide information to visitors for a company or an organization.

Blog

Website

	Blog	Website
Definition	The Blog is usually informal, informative, and educated in nature.	A business website is formal, professional.
Fundamental unit	Content	Post
Basic unit	The basic unit of a blog is a post.	The basic unit of a website is content.
Content order	In a blog or informational websites, where the contents are placed as per reverse chronological order.	Website, there is no special arrangement for the content.
Homepage	The homepage could probably be present inside the blog.	On a website, the homepage needs to be included, additionally.
Commenting Enabled		Not always possible.
Updation frequency	Blogs are dynamic in nature as the content keeps on updating regularly.	Websites are relatively static as changes only occur when some business strategy changes.
Essential	To create a blog, the blogger must select software for blogging, e.g., Joomla or WordPress.	If it is an e-commerce website, it may be integrated with a payment gateway for online shopping.
Subscription	It allows you to subscribe to the blog's RSS feed.	On the website, no subscription is available to the RSS feed.



What is a portal?

1) *Portal* is a term, generally synonymous with *gateway*, for a World Wide Web site that is or proposes to be a major starting site for users when they get connected to the Web or that users tend to visit as an anchor site. There are general portals and specialized or niche portals. Some major general portals include Yahoo, Excite, Netscape, Lycos, CNET, Microsoft Network, and America Online's AOL.com. Examples of niche portals include Garden.com (for gardeners), Fool.com (for investors), and SearchNetworking.com (for network administrators).

A number of large access providers offer portals to the Web for their own users. Most portals have adopted the Yahoo style of content categories with a text-intensive, faster loading page that visitors will find easy to use and to return to. Companies with portal sites have attracted much stock market investor interest because portals are viewed as able to command large audiences and numbers of advertising viewers.

Typical services offered by portal sites include a directory of Web sites, a facility to search for other sites, news, weather information, e-mail, stock quotes, phone and map information, and sometimes a community forum. Excite is among the first portals to offer users the ability to create a site that is personalized for individual interests.

Understanding Visibility

Visibility occurs when a company's executive team or market analysts make predictions about its future earnings or sales figures. Having visibility is one indicator that the processes put into place by the management team are followed by the rest of the team.

Companies are optimized for better performance if management has high and full visibility in the organization. High visibility generally means they are confident in their projections. Low visibility, on the other hand, means the opposite; that their confidence is low. Low visibility primarily happens when there is a shift in the economic cycle or changes in the market.



Expressing Visibility in Time

Aside from the low-to-high portrayal spectrum, visibility can be characterized by the length of time. For example, it can cover the short-term—as in a single quarter—or the long-term. It may even allude to a specific interval such as "from now to the end of the calendar year."

A company with low short-term earnings visibility may be questioned why this is the case if a competitor has high short-term visibility. A company that states it has strong earnings visibility over the long term will be regarded in a favorable light by investors. An analysis of the reasons for this high visibility would be useful for investors to better understand a company's business model.

The Economy's Effect on Visibility

The amount of visibility for a company is largely dependent on the state of the economy. When an economy is stable and growing, a company may have high visibility to confidently project sales or earnings.

But when the economy is weak or at cross-currents, a company will not likely have much visibility. When times are uncertain, a business is more likely to refrain from providing sales or earnings guidance to analysts and investors.

When visibility is low but the business's operations are otherwise sound, this does not necessarily present the company in a negative light as its core operations are still a good investment. If it has the ability to ride out the economic downturn, then it could still be a positive investment due to its strong fundamentals.

In some instances, a company may be able to see a clear path for the growth of its business, no matter the economic environment. This is particularly true if the organization is in the process of launching or ramping up deliveries of products for which there is solid demand.



What are marketing tools?

Marketing tools are the systems, techniques, strategies, resources, technology and materials used by companies or marketing professionals to create and implement marketing campaigns that successfully promote their products and services. Your company's marketing campaign is the direct link between the company and its customers, so it is important to choose the marketing tools that are most effective for your customers. There are several types of marketing tools available, and each type of marketing tool serves a unique purpose. It is common for businesses and marketing professionals to use a combination of marketing tools in their overall marketing strategy.

Types of marketing tools (list of at least 10)

There are several types of marketing tools companies and organizations can choose from. A few of the most common marketing tools include:

Print advertising

Digital marketing

Search engine optimization (SEO)

Social media marketing (SMM)

Press releases (PR)

Commercial advertising

Customer loyalty programs

Brand reputation management

Event marketing

Information gathering



Print advertising

Print advertising is a marketing tool that uses physically printed materials to raise brand awareness and generate customer interest. Print advertising includes materials such as classified ads, billboards, business cards, brochures, direct mail campaigns, catalogs, sales letters, order forms and more. These are some of the most traditional types of marketing tools, however, many of them are still effective. You can even use your print advertising to drive your customers to your digital marketing campaigns by directing them to your website or social media pages.

Digital marketing

The increased use of the Internet by consumers has made it necessary for companies to have a website. There are several roles your company's website will have as a marketing tool. You can use your company's website to build brand awareness, educate and inform potential customers, advertise your products and services, communicate with customers, generate leads and make sales. It is also important to make sure your website is optimized for speed, design, function and various platforms such as computers, cell phones and tablets.

Search engine optimization (SEO)

Another marketing tool closely related to your website marketing is search engine optimization, also commonly referred to as SEO. Search engine optimization involves optimizing both the on-site and behind-the-scenes content of your website to rank higher in major search engine results pages (SERPs). Search engine optimization refers only to natural search results rankings, not paid links at the top of the SERP. Effective search engine optimization involves the creation of high-quality content that consumers will find relevant to their search.

The higher your website ranks in the search engine results page algorithms, the more likely your website is to show up on the first couple pages of a keyword search related to your business. Because most consumers only look at the first page of search results,



the higher your SEO ranking is, the more effective your website marketing will probably be.

Social media marketing (SMM)

Another type of marketing tool that has become increasingly important is social media marketing. Social media marketing involves using company profiles on social media websites to raise brand awareness, engage with customers and advertise products or services. Social media marketing tools include things such as blogging, micro-blogging, posting, sharing, commenting and bookmarking.

Read more: [Creating a Successful Social Media Marketing Strategy](#)

Press releases (PR)

Press releases are advertisements that take the form of a news article or story in a newspaper, magazine or online publication. Many consumers may not realize that these newspaper and magazine articles are often written by businesses or marketing teams and then distributed to several publications for printing.

Commercial advertising

Commercial advertising traditionally refers to paid advertisements that are played on television or over the radio. However, the widespread use of the Internet for marketing has led to paid commercials being played at the beginning of videos posted online and throughout video streaming services.

Customer loyalty programs

Customer loyalty programs are used as a marketing tool to generate customer interest and encourage customer retention. Customer loyalty programs involve providing rewards to customers who can use those rewards to earn discounts or free products or services from your business in the future. Customer loyalty programs are available in several forms, ranging from a program as simple as offering customers a card that can be stamped on each visit to using customized mobile applications and other digital systems to manage your loyalty program.



Brand reputation management

It is very important for companies to protect their brand's reputation. Media monitoring tools are marketing tools that help your company search the internet for any mention of your company to ensure you can engage and respond to comments and reviews being made about your business. This helps you build your brand awareness and also ensure you are protecting your business from negative reviews or remarks.

Event marketing

Event marketing is a promotional marketing tool that involves the engagement of a brand's representatives with potential and existing customers and the community at promotional events. Common types of promotional events you can use for event marketing include networking events, conferences, seminars, speaker presentations, workshops, trade shows and expos, parties, competitions and awards.

Information gathering

Information gathering is the process of reviewing and analyzing data and information about customers, the market and your industry. Information gathering is a very important marketing tool because it gives your company insight into how well your other marketing techniques are working. Information gathering can include things such as customer surveys and web analytics. Many marketing tools will provide you with data that you can use to analyze how well that specific marketing tool is performing.

What is SWOT Analysis in Digital Marketing?

SWOT analysis stands for Strengths, Weaknesses, Opportunities, and Threats. It is the strategic planning of your company, product, business, or industry by listing down these four characteristics.



Internal Factors

Internal factors are the strengths and weaknesses of your business, product or service. It could be the quality of your product, its unique selling proposition, the strength of your team, your marketing strategy and so on.

You need to list down the strengths and weaknesses in those specific columns. It is up to you to decide as to what you consider strengths and weaknesses during your analysis.

The internal factors are something that we have direct control over. These are things that can be improved or changed as it applies internally to us.

External Factors

Opportunities and threats come under the external category of the SWOT analysis. These are things that you may not have direct control over however by understanding the opportunities and threats in your market, you could indirectly affect your business by making the necessary changes in your approach.

Opportunities and threats could be the amount of competition that you have in the industry or the need for services that no one is currently providing that you possess.

Strengths

Strengths describe what an organization excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors.

Weaknesses

Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital.



renaissance

college of commerce & management

1st Year

Subject- Digital Marketing

Opportunities

Opportunities refer to favorable external factors that could give an organization a competitive advantage. For example, if a country cuts tariffs, a car manufacturer can export its cars into a new market, increasing sales and market share.

Threats

Threats refer to factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for materials, increasing competition, tight labour supply and so on.

What is Visibility in Digital Marketing?

Digital marketing visibility is all about the establishment of online presence, public recognition and favourable reputation of a particular company's name and brand. The concept and goal of digital marketing visibility is concerned with getting a company's brand out into the public consciousness in a manner that generates a positive, profitable outcome that contributes to company growth.

While devising a plan to cultivate digital marketing visibility, it's important to understand what role effective branding plays in establishing an online presence. A company's branding relates to a consumer's overall experience with a product and how it measures up to the products and related services of the competition. Emphasis on this process is an essential component of the overall goal of developing effective digital marketing visibility.

Basically, the purpose of branding is to convey a perception of quality and value associated with a specific company and its product, promoting enthusiastic customer satisfaction, and long-term loyalty towards the brand. The overarching aim being to install in the public an automatic sense of good will each and every time a consumer is exposed to a brand's products, services, logos, trademarks or anything else related to that brand. The successful branding of a product and related services, in turn, contributes to the company's digital presence.



Why is Digital Visibility so Essential to an Organization's overall Success?

A business may have invested a good portion of its advertising budget into a well-crafted, brilliant website that provides visitors with an excellent user interface (UI) and customer experience (CX.) However, that factor alone cannot attract the target the right marketing audience to the site. The establishment, and ongoing success of online presence, lies in a number of elements that need to be defined, and addressed, in order to achieve the visibility that drives visits by relevant users, who will perform actions that result in value to a company (conversions.)

If a company fails to achieve exceptional digital marketing visibility, consumers will look elsewhere to meet and satisfy their product needs. A business might truly offer the best product and related services to meet the wants and requirements of a pertinent marketing group, but the reality of the situation is that consumers tend to go with what they know. If potential customers recognize a brand, chances are, those customers will automatically gravitate to that brand simply because, in their minds, they equate recognition with quality, even if it isn't the case. Unfortunately, in today's race for business success, the prize doesn't necessarily go to the best competitor; often it goes to the most visible competitor.

Definition of Visitor Engagement:

Engagement Marketing is all about building relationships together with your customers. The visitor engagement is about boosting and attracting customers to engage in the evolution of their brand or brand experience. It's known when brand and customer connect.

The lack of visitor engagement will result in a lack of conversions as you were hoping for when first posting and promoting new content. Unfortunately, there are several different reasons visitors might not be engaging together with your site.



Methods of Visitor Engagement:

There are some key actions to extend the amount of returning visitors. To try to do this, it's necessary to supply content which will engage, create loyalty, and always be in touch together with your audience.

The content is defined by its purpose to be created. That purpose is getting casual readers to subscribe to your email list more often than not, but it could even be getting them to shop for or download a product. Here are various methods for visitor engagement in this digital world.

Conversion Meaning in Marketing

As we've stated, conversions are essentially goal completions. The word "conversion" can be applied to any action that a user takes on your website that is valuable in some way. Since there are a wide array of actions that can be taken that may be valuable, conversions can be many things.

The ideal conversion is conversion into a customer, which occurs someone, makes a purchase. Other conversions are valuable as well, however, and many smaller conversions are steps that can guide visitors to eventually convert into customers.

Conversions are also sometimes referred to as actions, events, goal completions, or leads.

Conversion Marketing

Digital marketers work to improve websites to increase conversions. Here are a few conversion key terms:

Conversion Rate: The percentage of visitors who convert after viewing an offer.

Conversion Rate Optimization (CRO): Optimizing your website to get more customers to convert.



Cost per Conversion: An advertising metric that measures the cost of advertising per the number of resulting conversions from that ad. Cost per conversion attempts to measure how much you spent to get each conversion, but can be harder to track because there may be different levels of conversion at different stages of the buying cycle.

Marketing companies track conversions and measure conversion rates to track how a website performs. They use CRO tactics to test and improve the website by changing the copy, images, layout, and more. If the CPC of an ad is too high, then the advertisement probably isn't worth running and should be improved upon or scrapped.

Conversions and the data analyzing conversions are all used to better market your company or website to improve the bottom line.

Simple Navigation

The marketplace is crowded and noisy, to mention the smallest amount. The simplest websites embrace a minimalist approach, going with simple and stylish. When it involves UX and website navigation, less could also be better.

Leverage a neat and easy layout with limited widgets, boxes, callouts and pop-ups. Reduce the quantity of CTAs on your pages to direct users toward what you would like them to try to. Produce easy-to-understand navigation bars with collapsed menus by theme or sections. Be conscientious of clutter use white space where you'll.

Add Videos

If you don't want to feature much content to your website, then create videos that cover subjects written and embed them into your site. The graphic designer can show the merchandise features in videos or animation form alongside highlighting your offering.

A major aspect of web typography also plays an important role. It's all about how you employ different fonts, letters, words & paragraphs on the webpages for a display to make an aesthetic feeling among visitors.



Optimize For Speed & Responsiveness

If your website is slow, potential consumers might drive their business away. Beyond that, site speed is a crucial Google ranking factor when it involves attracting organic traffic to your site.

Therefore, one among the primary moves you create in upping your website engagement should be optimizing your site speed and responsiveness. To stop this from happening, you ought to work with a developer or your chosen service provider to hurry up your site and optimize it for mobile.

Collect Email Addresses

Blog traffic won't assist you if those visitors leave and never return. That's why it's important to capture their email addresses so you'll stay in-tuned. Growing your email list is important to put together a community for your business. And email marketing is one among the most important money-makers.

Collecting email addresses will allow you to bring targeted traffic in digital marketing. Then later on speak to them directly any time you've got something to mention. If you would like to market a product or announce a purchase, an email list is that the best thanks to roll in the hay.

Use Notifications

In the digital world, businesses should retain themselves renewed with trending methods. Using push or mobile notifications is one among the simplest techniques which may be wont to engage your users on both web and mobile.

Push notifications provide a more powerful amount of conversion rates than many other techniques. It will assist to heighten through website engagement. The great thing is that the user doesn't need to get on your website or mobile app to receive these notifications that mean you'll engage them anytime.



Make Sign-up Easy

Encourage and facilitate visitor sign-ups for your website offerings and your company will enjoy a transparent conversion path to new customers. The simplest conversion path features several calls-to-action, i.e. “Sign-up Today” or other verbs on links/buttons.

An artfully crafted landing page will convince visitors to require meaningful action within the sort of requesting more information or making a sale. All of those points encompass the crucial pieces to your website puzzle!

Lengthen Your Text

Studies show that pages with 1,000 to 2,500 words tend to experience the very best user engagement. It is sensible as the higher amount of words there is, the longer site visitors will spend reading.

Don't expand your text with fluff, but do your best to supply quality, informative, and actionable content that gives value to your visitors' lives. That's the sort of content today's site visitors are more apt to interact with.

Add Content Upgrades

A content upgrade is an exceptional way to captivate potential customers especially the ones who might not be quite ready to buy. You can snag their email address and market to them until they are ready to make a purchase.

Discounts are one popular content upgrade for websites, but there are many others. The key is to provide something your potential customers will find value in something they are willing to hand their email addresses over for.

The Bottom Line:

To keep your visitors engaged isn't that hard. All you need to do is create an “environment” for your users where they'll enjoy spending their time. That's it for now. What's next? It's time for you to implement the 9 ways that we've mentioned above!



Website engagement ideas are everything if you're a brand trying to attract and retain a loyal audience. Adopting even a few of these ten tips should net tangible results within months of implementation.

Retention

Retention marketing is a series of strategies implemented to keep clients engaged, satisfied, and willing to buy. Most of the time, such practices are associated with offering relevant and catchy content to the consumers to raise the lifetime value as well as profitability for the company.

Why is retention marketing important?

- Repeat clients save money
- Brand loyalty guaranteed
- No extra information is required

Did you know that a 5% growth in client retention can lead to a 75% rise in the profitability of your business? Bain and Co. stated this data, and, as many companies report, that is the way it works. You can check it yourself with the help of analytics and various types of tests. Below are the reasons you should consider retaining existing clients.

Repeat clients save money

It is more expensive to attract new clients than motivate the existing ones to come back for more deals. To expand the customer base, a business has to come up with some innovations, and they are never cheap. No strategy guarantees success so that you may waste your money. The returning users offer higher conversion rates.

On the whole, the chance of selling a product or service to an existing client is up to 70%, while in the case of a newbie, this mark reaches only 20% maximum. These statistics from Gartner Group means that just 20% of the existing customers make 80% of the company's revenue.



Besides, it requires less cost to engage a customer who has already tried your offers. To minimize acquisition costs, a business should focus on returning clients. Finally, competition is lower if you can rely on repeat customers.

Brand loyalty guaranteed

Returning customers tend to show more loyalty to the brand. They would rarely prefer to switch to another company unless something goes wrong, and your product or service quality goes down. The buyers usually choose 2-3 shops from each category they are interested in, and they attend only those places for purchases.

What is more important, loyal clients will bring you new customers. Word-of-mouth has always been a free and robust approach; sources like McKinsey prove that. Thus, if you need a new cool ad for your product line, try to satisfy the existing clients, and they will do their best to promote your business to their relatives and friends.

No extra information is required

Returning customers need little to no information on your product or service. At the same time, new users require plenty of time to compare your offers to competitors' ones. Repeat customers save both your time and money that you could have spent on additional promo materials. Because of these facts, Marketing Metrics reported that it is 50% simpler to make profits from the purchases of repeat customers than newbies.

Evaluate Your Company's Digital Marketing Strategy

The thing about digital marketing strategies is that every company has one, even if you're not the one actively controlling it. Even if you've never spent a minute on [Facebook](#), Twitter, Pinterest or any other Web property, customer opinion is forming about your brand, based on mentions of your company's name by individual users -- or by your obvious lack of participation.

Because your presence on different digital marketing properties matters more than ever, it's a good idea to take time out of your schedule to regularly evaluate how well your strategy is performing. Here's how to do it:



Step #1: Evaluate your digital marketing goals.

The first step in any good digital marketing strategy evaluation is a thorough examination of the specific goals you've set for yourself in the past. (Obviously, if you haven't yet created any goals, this is the first issue you'll want to tackle.

Digital marketing goals include items such as:

- The number of social shares your blog posts receive
- The size of your fan base on social networking websites
- Mentions of your brand name on social media sites
- The number of positive reviews left about your company on sites like Google Reviews and Yelp
- Inbound website visitors from social networks
- Total number of conversions resulting from social traffic

If you've previously set up goals, take the time to determine whether or not you're hitting your target projections. Also, look to see if the goals you set in the past still make sense for your company based on its current performance. If necessary, revise your goals to accommodate new objectives or to account for changes in product/service offerings.

Step #2: Re-examine your target customer profiles.

In addition, it's important to remember that any good digital marketing plan is founded on a series of well-constructed customer profiles that outline the specific types of people you'd like to reach through your campaigns. So while you shouldn't launch a new marketing campaign until you have some idea of your target customer's demographics, interests and Web activities, you'll also want to continually develop this profile based on your newest data.



As an example, if you set out to target young men on Facebook but find that Facebook Insights reports the majority of your “Likes” come from middle-aged women, you may need to reevaluate all elements of your marketing campaigns to account for this new customer data.

Step #3: Take a look at your digital presence.

As you re-examine the types of customers you target, you’ll also want to periodically assess whether or not you’re actively participating on the right digital properties.

For example, suppose you’re in an industry that targets young women, ages 18-26. If you launched your digital marketing campaign before the advent of the social networking darling, Pinterest, you could be missing out on a potentially tremendous source of traffic if you never took the time to determine whether or not you’re active on the right sites!

Step #4: Evaluate your messaging strategies.

Next, take a look at the specific types of messages you’re releasing as part of your digital marketing campaigns. Specifically, evaluate:

- Which types of messages (i.e. text-based status updates, blog posts, videos, podcasts, etc.) are performing best with your audience?
- Do the words you've chosen for various messaging pieces seem to resonate with your audience?
- How frequently are your marketing materials being shared virally amongst users?

If your digital marketing message is in line with your customer’s expectations, you’ll see high levels of engagement with your branded materials, as well as a high number of social shares as people pass your content on to others. If you aren’t yet seeing these



results, this could indicate a mismatch between your company's messaging and your customers' interests.

Step #5: Check your digital marketing ROI.

The last thing you'll want to evaluate when it comes to assessing your digital marketing performance is your overall ROI. Now, calculating your exact returns can be difficult, but you'll ultimately find that the data you're able to produce are well worth your efforts.

To measure ROI, you'll need to track two different variables:

- The amount you've invested into your digital marketing campaigns (being sure to account for both financial investments and time expenditures), and
- The financial benefit of any conversions you're tracking.

For a rough idea of how this looks, imagine that your company has spent \$500 on digital marketing materials and \$500 in labor hours to promote them. Now, if you determine that inbound visitors from social networking websites have accounted for 10 sales at \$20 each (for a gross profit of \$200 total), you can see that you'll want to scale back or realign your digital marketing efforts.

If, on the other hand, you see that visitors from one particular social media website have accounted for 80 percent of those sales, you may decide to refocus your efforts in order to concentrate on the traffic streams that have proven most valuable to your company's bottom line.

SEARCH ENGINE

A search engine is a software program that helps people find the information they are looking for online using keywords or phrases.

Search engines are able to return results quickly—even with millions of websites online—by scanning the Internet continuously and indexing every page they find.



When a user enters a search term, the search engine looks at the website page titles, contents and keywords it has indexed and uses algorithms (step-by-step operations) to produce a list of sites—with the most relevant websites at the top of the list.

A search engine is a service that allows Internet users to search for content via the World Wide Web (WWW). A user enters keywords or key phrases into a search engine and receives a list of Web content results in the form of websites, images, videos or other online data that semantically match with the search query.

What Is SEO?

SEO stands for **search engine optimization**, which is a set of practices designed to improve the appearance and positioning of web pages in organic search results. Because organic search is the most prominent way for people to discover and access online content, a good SEO strategy is essential for improving the quality and quantity of traffic to your website.

Why is SEO important?

To understand the value of SEO, let's break our definition into three parts:

- **Organic search results:** the unpaid listings on a search engine results page (SERP) that the search engine has determined are most relevant to the user's query. Ads (in this context, PPC or pay-per-click ads) make up a significant portion of many SERPs. Organic search results are distinct from these ads in that they are positioned based on the search engine's organic ranking algorithms rather than advertiser bids. You can't pay for your page to rank higher in organic search results.

Quality of organic traffic: how relevant the user and their search query are to the content that exists on your website. You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, those



visitors are likely to leave your site without completing any conversions. High-quality traffic includes only visitors who are genuinely interested in the products, information, or other resources your site offers. High-quality SEO capitalizes on the search engine's effort to match a user's search intent to the web pages listed in the SERP.

Quantity of organic traffic: the number of users who reach your site via organic search results. Users are far more likely to click on search results that appear near the top of the SERP, which is why it's important to use your SEO strategy to rank relevant pages as highly as you can. The more high-quality visitors you attract to your site, the more likely you are to see an increase in valuable conversions.

SEOs use their understanding of these ranking factors to develop and implement search marketing strategies that include a balance of on-page, off-page, and technical best practices. An organization that hopes to earn and maintain high SERP rankings and, as a result, lots of high-quality user traffic, should employ a strategy that prioritizes user experience, employs non-manipulative ranking tactics, and evolves alongside search engines' and users' changing behaviours

On-page SEO Techniques

On-page SEO is one of the most important processes you can use for achieving higher rankings in a search engine's organic results and running successful SEO campaigns.

A website is the focal point of all SEO processes and if it's not properly optimized for both search engines and users, you minimize your chances of getting traffic from search engines.

On-page SEO (sometimes referred to as 'on-site SEO'), is the process of optimizing the content of a webpage for search engines. The ultimate goal of on-page SEO is to speak the 'search engines' language' and help search engine crawlers understand the meaning and context of your pages.



On-page SEO is important because it helps search engines understand your website and its content, as well as identify whether it is relevant to a searcher's query. As search engines become more sophisticated, there is a greater focus toward relevance and semantics in search engine results pages (SERPs).

1. E-A-T

E-A-T, which stands for Expertise, Authoritativeness, and Trustworthiness, is the framework that Google raters use to assess content creators, WebPages, and websites as a whole.

Google has always put a premium on high-quality content. It wants to make sure that sites producing high-quality content are rewarded with better rankings and sites that create low-quality content get less visibility.

There is a clear relationship between what Google considers high-quality content and what appears in the search results.

Call it correlation or causation – whatever it is; E-A-T is somehow playing a role in Google's organic search results. Which means E-A-T must be a consideration in your SEO strategy.

2. Title Tag

The title tag, an HTML tag that exists in the head section of each webpage, provides an initial cue or context as to what the topical subject matter is of the respective page it is on.

It is featured prominently in the search engine results pages (typically used as the clickable link) as well as in the browser window.

The title tag by itself has little impact on organic rankings, this why it's sometimes overlooked.

That said, missing, duplicate, and poorly written title tags can all negatively impact your SEO results, so make sure you're optimizing for this element.

3. Meta Description



Since the early days of SEO, meta descriptions have been an important optimization point.

Meta descriptions, meta tags that provide a description of what the page is about, are often displayed in the SERPs underneath the title of the page.

While Google maintains that meta descriptions don't help with rankings, there is anecdotal evidence that indirect attributes of better descriptions do help.

Optimizing meta description correctly can help improve:

- Click-through rate (CTR).
- Perception of the quality of the result.
- Perception of what your website offers all change.

4. Headlines

Want your website content to perform well on search? Then start writing compelling headlines.

Coming up with a title for a blog post might seem too basic, but a great headline can mean the difference between a click and an impression – that's why it's important to create them strategically.

Your headlines need to spark interest for it to stand out on the SERPs – enticing users to click through and continue reading the rest of the content.

5. Header Tags

Header tags are HTML elements (H1-H6) used to identify headings and subheadings within your content from other types of text (e.g., paragraph text).

Header tags aren't as critically important for your site rankings as they used to be, but these tags still serve an important function – for your users and your SEO.

They can indirectly impact your rankings by:

- Making your content easier and more enjoyable for visitors to read.
- Providing keyword-rich context about your content for the search engines.

6. SEO Writing

SEO writing means writing content with both search engines and users in mind.



There is a strategy behind writing solid SEO content – and it is more than just keyword research and fill in the blanks.

Simply producing content for the sake of it won't do. Remember that you're writing content for people – therefore that content must be high-quality, substantial, and relevant.

7. Keyword Cannibalization

True or false? The more pages you have targeting a keyword, the better you'll rank for that keyword.

Targeting a specific term across multiple pages can cause “keyword cannibalization” which has some potentially disastrous consequences for your SEO.

When you have multiple pages ranking for the same keyword, you're actually competing with yourself.

It's important to identify whether keyword cannibalization exists on your website and resolve it right away.

8. Content Audit

Most content creators are focused on creating new content that they forget to audit their existing content. And this is a mistake.

Auditing your existing content is crucial because it helps you:

- Evaluate whether your existing content is achieving its goals and gaining ROI.
- Identify whether the information in your content is still accurate or has become stale (or even outdated).
- Determine what types of content are working for you.

Content audits can greatly help your SEO strategy and they should be done on a regular basis.

9. Image Optimization

Adding images is a good way to make your webpages more appealing. But not all images are created equal – some can even slow down your website.

Optimizing images properly will help you make the most of a valuable SEO asset.



Image optimization has many advantages, such as:

- Additional ranking opportunities (show up on Google Image Search).
- Better user experience.
- Faster page load times.

Images shouldn't be an afterthought. Make sure to incorporate images that support your content and use descriptive titles and alt text.

10. User Engagement

Enhancing your website's on-page SEO elements is only half the battle. The other half lies in making sure that user will not bounce – but instead, they'll continue viewing your content, interacting with it, and keep coming back for more.

Retaining engaged users is a great challenge in itself, but it's certainly doable. To increase user engagement, focus on aspects such as site speed, user experience, and content optimization, among others.

What is off-page SEO?

Off-page SEO Techniques

Off-page SEO refers to all the activity that takes place away from your website, which determines where you rank within the search engine results pages (SERPs). Optimising for off-site SEO ranking factors is crucial for improving the relevance, trustworthiness and authority of your website. This is mirrored in Google's algorithm factors, with off-page SEO contributing to over 50% of the ranking factors. Having a strong off-page SEO strategy can be the difference between where you and your competitors feature within the SERPs.

Creating valuable back links

Creating back links is at the core of off-site SEO and is a technique that is crucial for any site with the aspiration of ranking on page one. Backlinks are the number one ranking factor when Google determines where your site ranks. Google will more likely rank a site higher than another if one domain has more backlinks. Furthermore, Google also



take into account the quality of this link, a site with a higher domain that links to you is much more effective than a link from a site with a low DA. Nevertheless, Google's algorithm does take into consideration the relevancy of the link to your domain.

Natural links: a link that is generated without any action taken. This can be either a blogger for example, who has a positive view towards your content and links to it from their site. This type of link can be a great sign of trust, appreciation, and endorsement.

Links created through self-promotion: These links can be created through promoting or marketing your business online. This type of link can be gained through asking clients to link to your site or an influencer sharing your content.

Creating authoritative and relevant backlinks in line with the guidance provided by major search engine like Google should be at the forefront of any digital strategy. Links will bring referral traffic to your site, and Google will view your site as a trustworthy, reliable source of data. Yet building links is hard work and requires a long-term strategic approach but if done correctly, the average ranking position of your website in search results is likely to improve significantly.

2. Social Media Marketing

One of the most effective off-page SEO techniques is using social media. Using social media platforms is a great way to extend the reach of your content. Not only can social media encourage more clicks to your latest piece of content, but it can be a crucial source of valuable backlinks from a site with a high DA:

Google hasn't directly stated that a link from a social media platform will benefit your SEO, although they have said that social platforms are crawled for data in the same way to any other site on the web.

Whilst the SEO impact of a backlink from a social platform remains unsure, one certainty is your social profile's ranking in the SERPs. Not only will your social profile's rank, they're likely to rank towards the top for any brand-related search term. With this



in mind, ensuring your social profiles positively reflect your company and what it stands for can influence a user's first impressions, particularly if they're unfamiliar with your brand. Moreover, amplifying insightful content through social platforms is likely to get shared, increasing the visibility and the likelihood of your content being linked to.

3. Guest Content

Provide third party websites with guest content is another effective online marketing technique that can also yield off-site SEO benefits. This could be a thought-leadership piece through to 'how to' video content, something that will capture the attention of their readers. You should look to reach out to third-party websites whose target audience is similar to your own, such as niche online trade publications. This way you will be increasing exposure and brand awareness amongst potential customers and heighten the chance of driving referral traffic from that website. Of course, you will also benefit from a valuable backlink. Nurturing online relationships through providing insightful content can be a fundamental source of qualified traffic and leads.

Remember, placing content on a website with a strong DA, requires you to provide them with content or data in which is totally unique, and is likely to be in high demand from their audience.

Always remember to be strategic with sites that you target in order to place guest content, and ensure that you are reaching out to sites which are trustworthy, and relevant to your own target audience.

4. Forum Posting

A forum posting site is an online discussion board that allows users to have meaningful conversations in the form of a posted message. When carried out correctly, forum posting can bring multiple benefits for your business:



Exposure to new customers

Better understanding of your customers

Opportunities to answer any questions customers or potential customers might have

Forum posting requires a long-term approach in order to build a trustworthy reputation amongst other members of the forum. Identifying forums with a ready-made community, who are discussing a service like which you offer. This is a great way of engaging with existing or potential customers online.

Identify forums threads on topics relevant to your business that you can add value to, such as expert knowledge on a specific topic to help answer a user's question. Where appropriate, there may also be the opportunity to add a link back to your website as part of a forum discussion. However, always ensure that this activity is carried out sparingly, and a backlink to your website is only ever posted if it is highly relevant to the conversation, and genuinely helps to answer another user's question.

5. Local Listings

Also known as directory listings, local SEO has always been a consistent off-page SEO technique. When done correctly, submitting your business into local listings can be vital for increasing revenue, reputation and rankings, particularly in localised search results. Localised search results include those results where the user referenced a location as part of their search, as well as those where the results served are determined by the user's IP address or location. The latter includes searches often reference phrases such as 'near me' or 'nearby'. Local listings are largely free and can be extremely powerful.

Not only can your business benefit from an increased amount of exposure and traffic, but being listed in local directories presents the opportunity of building a valuable



backlink from a high DA site. Many directories are well-known on the web, and you are probably already familiar with many of them:

Submitting a local listing may seem easy, but ensuring that you provide identical information across each listing is crucial for this off-page SEO technique. Business information such as the business name, address and contact number must be identical across all listings. This may seem simple, but discrepancies like abbreviations or misspellings can have huge impacts on your listings as it can create confusion for Google. In the likelihood of this happening, Google may display the wrong information, or even not show your listing at all in the SERPs.

However, when local listings are implemented correctly they can be extremely powerful and can bring additional business from both national and international audiences.

Report Preparing in SEO

Reporting has always been an integral part of search engine optimization. A quality SEO report is necessary to ensure that you or your clients can easily measure and compare (with previous reports) the ROI from their online marketing. That's how you know whether your business is growing or not.

SEO report like the report card you received every semester in school: it's a concise and detailed summary of your performance in the various subjects you were (allegedly) learning. When you received a C+ in math, that showed you that you had to work harder to improve, and when you received an A in history, you could rest assured (for the time being, anyway) that you were competent in that subject.

Why SEO Reporting Is Important

It is important to show your clients that your SEO efforts are working and, therefore, is worth the hard-earned cash they're shelling out to your SEO or digital marketing agency.



But you don't want to just copy and paste tons of data into a spreadsheet and email it to your client with a note saying "Good luck!" Not only will you likely wind up including irrelevant info and numbers, but that's not helpful to your client.

A **good SEO report** is one in which you, the SEO expert, culls relevant data, analyzes it to understand what it means, summarizes it in a way that your client (i.e. *not* an SEO expert) can understand, and then provides actionable next steps.

Preparing a detailed and easy-to-understand report is the only way to make your clients believe that your expertise and knowledge are benefitting them.

Creating insightful SEO reports is important to:

- Determine the effectiveness of your SEO strategy
- Identify areas of your site that need improvement
- Understand what your website visitors are looking for and where they're facing problems on your site
- Find the best- and worst-performing content so you can optimize your content marketing strategy accordingly
- Detect trends in consumer needs
- Measure conversion rates
- Measure the client's return on investment

Here are eight steps to prepare a great SEO report:

Step 1: Define Your KPIs

While it might be tempting for you to simply download the keyword rankings and organic traffic reports and show them to your client, that might not be enough to showcase your overall SEO plan.



First things first: Always discuss with your client (or your own team, if you're preparing these reports in-house) what their goals are so you know what to include in the report. Clearly defining the Key Performance Indicators (KPIs) and how you plan to achieve them will help you conclusively demonstrate how you have moved towards those objectives with the data presented in the report.

Here are a few important SEO metrics you should include in your report:

- **Links:** Links remain an important ranking factor for 2022. A strong correlation between links and rankings. You must pay close attention to your backlink profiles, especially given the March 2019 Core Update, which focuses on “Google favoring websites, particularly when users are searching for sensitive YMYL keywords, that are able to provide a higher level of trust.”
- **Site Ranking:** The organic traffic a site receives is directly proportional to its position in the SERPs. In 2019, the first five organic results in Google received 67.60% of all clicks, with the first position alone getting 31.7%. Also, moving up a *single* position in Google increases relative CTR by 30.8%. This means that tracking organic rankings is as important as ever. You must track organic rankings and clearly mention how many positions the site has gone up or down in the rankings.
- **Organic Search Traffic:** Tracking organic traffic – by landing page and location – is the best way to measure the impact of your SEO strategy. This will help you determine the pages that are receiving the highest organic traffic and identify the pages that still need improvement. You can place your CTA in the highest-traffic pages to increase your conversions.
- **Organic Conversion Rate:** Maybe your site attracts thousands of visitors each month, but if it does not convert, all your SEO efforts are wasted. Hence, you must clearly specify in your reports both traffic *and* conversions. It is important to note that “conversion” is not equivalent to “sale”. For example, a visitor filling out a form can be tracked as a conversion but that doesn’t necessarily contribute to a sale.



- **Inbound Marketing ROI:** Calculating your inbound marketing ROI helps evaluate your monthly and annual performance in terms of revenue. It will also help you determine which SEO strategy requires more investment in the coming days and months and which tasks are merely wasting the budget.
- **Customer Lifetime Value:** This KPI will help you determine how much a customer is worth for a business.
- **Sales Revenue:** Clients definitely want to know the amount of sales they were able to generate per quarter. By tracking sales revenue, you can demonstrate the effectiveness of your SEO campaigns.
- **Cost Per Lead:** This will tell you how much your SEO efforts are costing the client to generate a lead. A comparison with PPC cost per lead will clearly determine the supremacy of one channel over the other.
- **Page and Domain Authority:** PA and DA help you determine the ability of a specific page/domain to rank in the search engines. Tracking this metric and comparing it with your closest competitor will help you determine the amount of effort needed to get the best results for your clients.

What is a Search Campaign?

Search campaigns are a type of campaign in Google Ads that lets you advertise on the Google Search Network. The ads in a search campaign can show near search results when someone searches a term related to one of your keywords.

Why is this important?

Search campaigns are the bread and butter of PPC. They help you immediately generate relevant traffic to your landing pages without having to wait for your pages to rank organically.

What you'll need:



- Google Ads Account
- Google Ads Editor
- Template: PPC Campaign Strategy
- Template: Creating Ad Copy
- Template: Search Campaign Generator
- Example Search Campaign Generator

Creating Display Ads

A Google Display Ad is a pre-designed ad that appears on one of the websites in Google's extensive network of participating websites. These ads have the ability to appear in front of users while they are shopping, doing research or even watching videos of dogs doing tricks. They appear in front of potential customers where they are actively browsing online and can be very effective in gaining attention and clicks.

1. Open Google Ads and Sign-in to your Account

First, you will have to navigate to your Google Ads account. You can use an existing Google account to sign up for an Ads account.

2. Set-up Google Ads Conversion Tracking

You can watch our video below to learn how to set-up conversion tracking in your account. You can either use the Google Ads pixel, Google Analytics, and/or Google Tag Manager to create your conversions. The reason you want to utilize conversion tracking is because you can optimize your budget for key events like leads and sales for your business.

3. Create New Google Ads Campaign



Once you have conversion tracking set-up, you are ready to create your campaign.

4. Choose a Goal for Your Google Display Network Advertising Campaign

First, you want to choose a goal. At this point, if you are using conversion tracking, you should select Sales or Leads as your goal. If you are not using conversion tracking then I would recommend using the Website Traffic goal.

5. Choose the 'Display' Campaign Type

In order to run a Display Network campaign, you will have to choose the 'Display' campaign type.

6. Choose one of the Display Campaign Sub-types

Right now, you can choose between Standard campaigns, Smart campaigns, and Gmail campaigns. If you want to set your own targeting and Remarketing audiences, I would recommend Standard Display campaigns. Smart Display campaigns are worth testing because that campaign type can help you drive more conversions within your budget.

7. Set Your Location Targeting and Language Targeting

What languages do your customers speak? What locations are your customers located? Use that information to set your locations and languages for your campaign.

8. Set Your Google Display Ads Bid Strategy

If you are using conversion tracking, then you likely want to use a smart bidding strategy like Target CPA, Target ROAS, Maximize Conversions, or Maximize Conversion Value. You can start your campaign using Manual Enhanced CPC and then switch a smart strategy.



9. Set Your Daily Budget

What I would recommend doing is taking your monthly budget, dividing it by 30, and using that number as your daily budget.

10. Adjust Additional Settings for your Campaign

There are different settings you can choose for your campaign including your Ad Rotation, Ad Schedule, Start and End Dates, Devices, Frequency Capping, Conversions, Content Exclusions, and more

11. Name Your Ad Group

I would recommend naming your Ad Group based on the audiences and content you will be targeting.

12. Set Audience Targeting and Demographics Targeting

Next, you want to set your audience targeting and narrow it down to specific demographics as well. In terms of audiences, you can target detailed demographics, affinity audiences, custom affinity audiences, in-market audiences, custom intent audiences, similar audiences, life events, and Remarketing audiences.

13. Set Your Content Targeting

Next, you can set your content targeting to make sure your ads appear on certain websites, videos, and apps. You can also incorporate topics to make sure you are only reaching content with your ads that is about specific topics.

14. Set Your Targeting Expansion

One option you have is to use targeting expansion, which will allow Google Ads to find additional customers that are very similar to the audiences you are targeting. It is highly



recommended for high budget campaigns and should be tested for campaigns with smaller budgets.

15. Create Responsive Display Ads and Upload Display Ads

Responsive display ads are the default display advertisement that will show for your campaign. You can also upload your own advertisements, but you should definitely start with Responsive Display Ads.

16. Create Campaign to launch it

Once you have your bid strategy set, targeting set, budget set, campaign settings, and your ads created, you are ready to create and launch your campaign.

What Is Social Media Optimization?

SMO involves finding out what content performs well for your company on social platforms and repeating that success. To do this, you'll figure out what content your audience is looking for, see where you fit in the social media sphere, and finally, execute (and then reassess) your strategy. You may recognize that it's a similar process to optimizing for search engines (SEO).

Social media optimization and search engine optimization have similar goals—to generate web traffic and increase awareness for a company's website—search engine optimization is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a webpage to users of a web search engine, especially Google.

What Is Social Media Marketing (SMM)



The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts.

How Social Media Marketing (SMM) Works

Social media has changed the way we function as a society, including the way we connect with one another. As platforms like Facebook, Twitter, and Instagram took off, businesses also took notice. They began to use these sites to further their interests through social media marketing. That's because these sites are able to change consumer behaviour.

Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Many social networks allow users to provide detailed geographical, demographic, and personal information, which enables marketers to tailor their messages to what is most likely to resonate with users.

Facebook marketing is a platform that offers a variety of highly targeted paid advertisements and organic posts, allowing brands to put their products and services in front of the massive audience. Over the last decade, Facebook has shifted from the most prominent social medium on the internet into one of the biggest marketplaces.

Benefits of Advanced Facebook Marketing

- **Precise targeting.** You already know that Facebook allows users to deeply segment their audience but let's take a closer look at the options available. Within demographic targeting, you can select an audience with a particular income, education level, life events, relationship status, or job. You can look for customers, taking into account their interests, such as their preferred



entertainment, sports, hobbies, and shopping habits. Also, you can reach clients based on purchase behaviors, intent, device usage, etc.

- **Increased website traffic.** With this platform, you can drive your audience directly to your website. Moreover, these people will be higher quality leads than users who land on your site organically because they already know your company. Hence, you have more credibility in their minds. Encourage your followers to visit your site to find out more about your products. Besides, when linking to a site, Facebook generates a full-size image if your site page has one. So, it will attract many users' attention and help you boost website traffic.
- **Variety of ad formats.** Facebook provides businesses with excellent opportunities that allow them to showcase their products from the best angles. Ads on this platform include both text and visual formats. You can boost your post by turning it into an ad, produce stories to show your behind-the-scenes, make a slideshow of your new collection, use carousel ads to demonstrate up to 10 products linking to the corresponding pages, etc.
- **Customer support.** A lot of people prefer to connect with a brand via social media. Phone calls have become a thing of the past. Create a chatbot for Facebook Messenger to communicate with users based on their popular queries — keywords. They can include “price,” “delivery,” “payment options,” “purchase,” “book,” etc. You only need to develop a scenario based on users' FAQs and write the answers. Your chatbot will imitate the real conversation. As a result, your support team will have time for more complicated issues and you can automate routine tasks.
- **Positive impact on SEO.** Some marketers claim that social media influences search rankings. It's believed that robots take into account your data in the about section while ranking. Moreover, your social media engagement contributes a lot. Shares, likes, and comments tell Google that people are interested in your brand and engage with it. Although there is no exact proof, it isn't superfluous either.



Formats of Facebook Marketing

What is Facebook Marketing? - Guide

Find out how to create an effective Facebook marketing strategy and empower it with a chatbot

Facebook marketing is a platform that offers a variety of highly targeted paid advertisements and organic posts, allowing brands to put their products and services in front of the massive audience. Over the last decade, Facebook has shifted from the most prominent social medium on the internet into one of the biggest marketplaces.

Why is Facebook good for marketing?

- Has global coverage
- Offers highly targeted paid ads
- Makes organic reach possible
- Allows integrations with other marketing channels

Digital marketing offers a variety of channels for building communication with the audience: social media, emails, messengers, search engines, SMS, web push notifications, etc. Let's get a closer look at the reasons why you should consider Facebook as a platform for growing your business:

- **Has global coverage.** Over 1,5 billion users visit Facebook daily. About 2,3 billion — every month. More than 7 million active companies create ads for this massive audience.
- **Offers highly targeted paid ads.** With Facebook Ads, you can tailor your promotions to a specific audience based on gender, age, location, job, interests — any demographical or behavioral data, which users willingly share with Facebook.



- **Makes organic reach possible.** If you don't have resources to utilize Facebook Ads, build relationships organically by sharing materials that bring value to people on your Facebook page. Your posts will show up in the newsfeed, though the high level of competition will make it harder to build an audience naturally.
- **Allows integrations with other marketing channels.** Facebook marketing is not a single isolated system. You can combine it with other marketing channels, like email marketing, mobile marketing, search engine marketing, and Facebook Messenger ads, to develop a promotion mix that will increase your brand outreach.

Benefits of Facebook Marketing

- Precise targeting
- Increased website traffic
- Variety of ad formats
- Customer support
- Positive impact on SEO

In this section, we'll dive deeper into the advantages of using Facebook in your marketing strategy. You'll get to know which goals you can achieve with this platform apart from reaching wide audiences.

- **Precise targeting.** You already know that Facebook allows users to deeply segment their audience but let's take a closer look at the options available. Within demographic targeting, you can select an audience with a particular income, education level, life events, relationship status, or job. You can look for customers, taking into account their interests, such as their preferred entertainment, sports, hobbies, and shopping habits. Also, you can reach clients based on purchase behaviors, intent, device usage, etc.



- **Increased website traffic.** With this platform, you can drive your audience directly to your website. Moreover, these people will be higher quality leads than users who land on your site organically because they already know your company. Hence, you have more credibility in their minds. Encourage your followers to visit your site to find out more about your products. Besides, when linking to a site, Facebook generates a full-size image if your site page has one. So, it will attract many users' attention and help you boost website traffic.
- **Variety of ad formats.** Facebook provides businesses with excellent opportunities that allow them to showcase their products from the best angles. Ads on this platform include both text and visual formats. You can boost your post by turning it into an ad, produce stories to show your behind-the-scenes, make a slideshow of your new collection, use carousel ads to demonstrate up to 10 products linking to the corresponding pages, etc.
- **Customer support.** A lot of people prefer to connect with a brand via social media. Phone calls have become a thing of the past. Create a chatbot for Facebook Messenger to communicate with users based on their popular queries — keywords. They can include “price,” “delivery,” “payment options,” “purchase,” “book,” etc. You only need to develop a scenario based on users' FAQs and write the answers. Your chatbot will imitate the real conversation. As a result, your support team will have time for more complicated issues and you can automate routine tasks.
- **Positive impact on SEO.** Some marketers claim that social media influences search rankings. It's believed that robots take into account your data in the About section while ranking. Moreover, your social media engagement contributes a lot. Shares, likes, and comments tell Google that people are interested in your brand and engage with it. Although there is no exact proof, it isn't superfluous either.

Formats of Facebook Marketing



- Video ad
- Image ads
- Carousel ads
- Collection ad
- Slideshow ads
- Lead generation ads

Facebook is not only a social media leader but also a fast-growing company due to half a million new accounts created per day. As time goes by, Facebook developers come up with new formats of ads to meet modern requirements of Facebook Ads funnel building, optimizing the time-proven ads. Here's a list of Facebook marketing formats:

Video ad

It is an excellent way to demonstrate the features of your product in action. Facebook allows using different types of video to meet specific goals: short videos and GIFs to quickly capture attention on a go, or In-Stream videos for a longer TV-like watching.

Image ads

In case your budget is too tight to make a video, image ad is a good idea for creating a high-quality ad fast and easy. This format will help you raise brand awareness and drive people to your website.

Carousel ads

This format allows showcasing up to ten images or videos inside a single advertisement — each with a link to a specific product page. It provides a vast field for creativity and interactivity since you can feature one product in detail, or a few different products, or tell a story, separated by those carousel cards.



Collection ad

It is like a small catalogue of your products right in a post on the Facebook feed. A Collection ad consists of one original video or image and four smaller pictures below in the form of a grid.

Slideshow ads

It is a video-like format that displays well even if the speed of the internet connection is low. You can create such an ad using a variety of stock images, some handy tools for video editing, and even music.

Lead generation ads

This format was developed to assist in generating leads, especially regarding mobile users. When a user taps on the image in such an advertisement, a subscription form shows up right in the ad, making a few taps enough to opt-in to your newsletters.

Twitter Marketing

Twitter offers its own self-service advertising platform called Twitter Ads, which allows you to amplify your tweets to a wider audience.

Twitter Ads can allow you to drive awareness, encourage engagement and potentially drive action on your website. The ads sit within the same area as organic content, within the Twitter newsfeed. All adverts are clearly marked with a "promoted" icon.

Twitter Ads can be set up relatively quickly, allowing you to control your own budget, choose who you target your adverts to, and select what messages to promote. This dashboard is also where you can see the real-time results of your adverts, and make the decision to launch, pause or delete them at any time.

To run your own Twitter Ads, you need to access the Twitter Ads dashboard.



Word Press Creation

What is a WordPress Website?

A WordPress website is any website that uses WordPress as its content management system (CMS). WordPress powers both the *backend* of the website (the interface where a user logs in to make changes or add new content) and the *frontend* (the visible part of the website that your visitors see on the web).

Here are just a few examples of the types of websites you can build with WordPress:

- **Blog** – A blog is a special type of website devoted to sharing thoughts, photos, reviews, tutorials, recipes and so much more. Blogs usually display the most recently-published content first.
- **E-commerce website** – An e-commerce website allows you to sell goods or services online and collect payment via an online payment system. You can download and install a WordPress e-commerce plugin to extend the default functionality of WordPress so you can have an online store on your website.
- **Business website** – Many businesses will benefit from having an online presence in the form of their own website. If your business needs a website for customers to learn about your company and what you have to offer, WordPress is an excellent option. Customers can contact you, ask for a quote, schedule an appointment and much more.
- **Membership website** – A membership website allows you to put content behind a paywall or an account login. To access pages or posts, users must login or pay for the content. WordPress can also handle membership websites with additional plugins.
- **Portfolio website** – Show off your artwork, design skills and more with a portfolio website built on WordPress.



- **Forum website** – A forum website can be a helpful place for users to ask questions or share advice. Believe it or not, many forum websites run on WordPress.
- **Event website** – Hosting an event? WordPress makes it easy for you to share your event details and sell tickets.
- **E-learning website** – Students can take online courses, track their progress, download resources and much more from an e-learning website. With a special kind of plugin called a WordPress LMS plugin, you can offer online courses from a WordPress website.
- **Wedding website** – Share the details of your big day with a wedding website built on WordPress. With an array of WordPress wedding themes, you can get a website up quickly and easily.

Benefits of WordPress as a website platform:

- **Simplicity:** WordPress allows you to publish and build your website content quickly. Even as a beginner, you can easily use WordPress.
- **The cost is free** – The actual WordPress software available on WordPress.org is free to download and use. You will, however, need to pay for web hosting and a domain name.
- **Flexibility:** WordPress allows you to create many types of websites from personal blogs and online stores to online magazines and newspapers.
- **Easy to use** – If you can use a word processing software like Microsoft Word, you can use WordPress to build and manage a website.
- **Open-source software** – WordPress is open-source software that is licensed under the GNU General Public License (GPL), meaning it isn't owned by a single company or entity. Hundreds of developers and users collaborate and contribute to the software to make it better. The spirit of open-source means constant improvements, accountability and free usage for everyone.



- No need to know code – WordPress removes the requirement of needing to know how to code in order to build a website. While WordPress utilizes a variety of coding languages, there's no need to know any of them to use WordPress.
- Extendable with WordPress plugins – The core WordPress software can be extended with WordPress plugins. WordPress plugins are bits of software that you can upload to your website to add more features (such as e-commerce, SEO, backups, contact forms and more). There are thousands of free WordPress plugins available on the WordPress.org plugin directory and a thriving premium (paid) plugins industry.
- Highly customizable with WordPress themes – WordPress themes provide the design and layout of your website. With a click of a button, you can change the entire look of your website by applying a new WordPress theme. More advanced WordPress themes are more like WordPress page builders, giving you even more control of your layouts.
- Website security – While no website platform is 100% secure, WordPress security continues to improve with a vigilant security team of core developers and users. Common WordPress security issues are usually due to user error, rather than the software itself.
- A thriving community of users and developers – When you have a WordPress website, you can also get involved in the greater WordPress community through your local WordPress Meetup, WordCamps and more. The WordPress community has a reputation of being incredibly welcoming, helpful and innovative.
- A premium plugin and theme industry – While there are loads of free plugins and themes, most serious WordPress website owners invest in premium (paid) plugins or themes. Why? Your purchase of a reputable premium plugin or theme helps pay for the ongoing development and support of the plugin or theme, including new features, security patches and more.



LINKEDIN MARKETING

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. You can access LinkedIn from a desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app.

A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills, and education.

You can also use LinkedIn to organize offline events, join groups, write articles, post photos and videos, and more.

Why Should You Use LinkedIn for Your Business?

- Attract Business Clients
- Generate New Leads
- Shorter Sales Cycles
- Effective social media platform for content distribution.
- Create a Targeted Tribe/ Online Communities
- Maintain "Top of Mind Awareness"
- Effective Platform for Product Launch(B-B)
- Effective way to recruit new talent

INSTAGRAM MARKETING

Instagram is the perfect channel to reach an enormous audience – over 1 billion active users monthly. On average, users spend 53 minutes per day on Instagram, which makes this platform the second most visited social network after Facebook.



Instagram facilitates maintaining your relationships with customers and prospects. People enjoy being connected with brands through this network – 90% of users follow at least one company on Instagram.

Another point to consider is Instagram's selling acceleration opportunities. According to Facebook research in 2019, 65% of people polled visited a brand's website or app after seeing it on Instagram. 46% of interviewees purchased from a brand online or offline.

Access to a vast audience, which actively interacts with brands and wants to buy from them, is a core advantage of Instagram marketing. However, this social network has a handful of other benefits.

4 Benefits of Instagram for Business

- Brand strengthening
- Improved engagement
- Enlarged sales
- Audience growth opportunities

Social Media Analytics

What Does Social Media Analytics Tools Mean?

Social media analytics tools are pieces of web application analysis software that are used to monitor, assess and consequently improve social media performance. They are simply a subset of web analytics tools that are designed to gather and make sense of web performance data produced by social media sites and platforms, and consists of the usual graphical dashboard and data visualization techniques that give the user a clear understanding on the performance of their social media presence.

Techopedia Explains Social Media Analytics Tools

Social media analytics tools are essential in running a successful social media campaign. It allows social media experts to track and determine the performance



of various portions of the social marketing campaign such as sales, customer service and sentiment analysis.

In terms of sales, these tools show how well a social media marketing campaign is going by showing all positive turnovers or purchases that come directly from social media sources such as Facebook and Twitter. These sites are useful for disseminating purchase or signup links and correlate directly to traffic which can be picked up by a specific social media analytics tool. For brand recognition and sentiment analysis, some tools are able to mine the data from social networking sites in order to find or discover the sentiment of people towards a brand or business through methods such as natural language processing and pattern recognition.

Common methods of analysis used:

- Data mining
- Transformation
- Natural language processing
- Data pre-processing
- Data visualization
- Hidden pattern evaluation
- Traffic analysis

Examples of social media analytics tools or platforms:

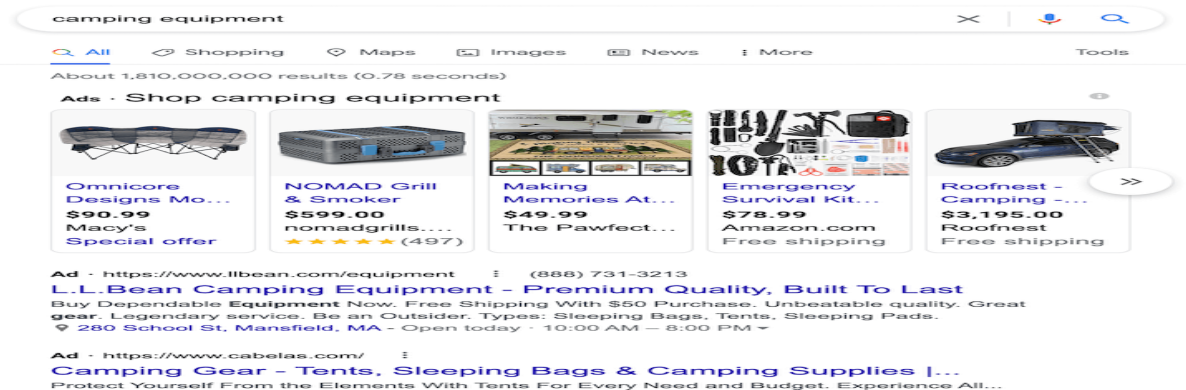
- Google Analytics
- Twitter Analytics
- Facebook Insight
- Hootsuite

SEARCH ENGINE MARKETING

Search engine marketing, or SEM, is one of the most effective ways to grow your business in an increasingly competitive marketplace. With millions of businesses out there all vying for the same eyeballs, it's never been more important to advertise online, and search engine marketing is the most effective way to promote your products and grow your business.



In this guide, you'll learn an overview of search engine marketing basics as well as some tips and strategies for doing search engine marketing right.



What is Pay-Per-Click (PPC)?

Pay-per-click (PPC) is an online advertising model in which an advertiser pays a publisher every time an advertisement link is “clicked” on. Alternatively, PPC is known as the cost-per-click (CPC) model. The pay-per-click model is offered primarily by search engines (e.g., Google) and social networks (e.g., Facebook). Google Ads, Facebook Ads, and Twitter Ads are the most popular platforms for PPC advertising.

HOW THE PPC MODEL WORKS

The pay-per-click model is primarily based on keywords. For example, in search engines, online ads (also known as sponsored links) only appear when someone searches a keyword related to the product or service being advertised. Therefore, companies that rely on pay-per-click advertising models research and analyze the keywords most applicable to their products or services. Investing in relevant keywords can result in a higher number of clicks and, eventually, higher profits.

The PPC model is considered to be beneficial for both advertisers and publishers. For advertisers, the model is advantageous because it provides an opportunity to advertise products or services to a specific audience who is actively searching for related content. In addition, a well-designed PPC advertising campaign allows an advertiser to save a



substantial amount of money as the value of each visit (click) from a potential customer exceeds the cost of the click paid to a publisher.

For publishers, the pay-per-click model provides a primary revenue stream. Think about Google and Facebook, which provide free services to their customers (free web searches and social networking). Online companies are able to monetize their free products using online advertising, particularly the PPC model.

WHAT IS 'ADWORDS'

Definition: Google AdWords is one of the services advertisers use for online promotion of their content, brand, website, etc through certain defined keywords to achieve traffic or leads. It is a form of brief advertising copy with keywords that are displayed on Google web pages and partner websites (called publishers) after matching their content with the keywords.

By matching relevant advertising content to the content on a publisher page, Adwords present an efficient way for an advertiser to increase traffic on their website without having to purchase advertising inventory on other sites. Advertisers usually pay for a click generated (cost per click), which is revenue to Adwords, which is shared with the publisher in a certain percentage. This helps not only the advertiser to pay for traffic which is real as Adwords employ a lot of methods to detect and minimise fraud clicks, but also helps publisher monetise its content which was previously less monetised or not monetised at all. Besides CPC (cost per click) advertising, Adwords offers CPM (cost per mile) advertising, site targeted advertising (exclusively for text, banner and rich media ads) and re-targeting. This type of online advertising can be targeted local, national and for international distribution. The text advertisements are generally short with 1 headline of 25 characters, 2 descriptive text lines of 35 characters each and the URL with 35 characters. The most useful feature of Google Adwords is that it enables advertisers to target the placement of their ads to any specific location, language and even IP address exclusions. The limitation to exclude IP address, or the ranges of addresses is 500. Advertisers get an option of a control panel wherein they can put keywords, domain names, topics, demographic preferences to target the sites of Google



network for promotion. This is known as Site-Targeting. Another useful feature of Adwords is re-marketing wherein it allows advertisers to show the ads to the users who have already been to their site. This way the conversion rate gets high.

DISPLAY ADVERTISING TECHNIQUES

Display advertising is a kind of marketing that gives a business or commercial message. Mainly, it gives visual message using text, logos, animations visual, videos, photographs, or other graphics. This kind of advertisement often targets customers with specific characteristics to enhance the ads' impact. More precisely, display advertisement is advertising on websites that comprise enormous formats and includes visual elements. The core goal of display ads is to provide general advertisements and brand's marketing messages to the visitors of a website. From the early, 1990s, the arrival of the web has entirely modified the way people associate to advertisements, and as the computers costs reduced, online content became approachable to a huge portion of all population of the world. The revolution has changed the method with which individuals are revealed to mainstream media and advertising and has led to the formation of web channels by which advertisement can arrive to the potential users. And the first ever banner display took place on the World Wide Web on the 27th October 1994 that was advertised and shown on HotWired, which was the first commercial web magazine.

Forms of Display Advertisement:

What is display advertising

There are several ways and forms of display advertisement, which means display advertisements have enormous means to do promotions, some of the most famous kinds are:

Text:



Text is one of the most famous forms of the display ads, in which the promotional texts are shown on a particular website or platform. Text form usually gets a huge portion of the display ads.

Videos:

Video vs display advertising

In this form, the client makes a promotional video and requests the platform or website owner for advertisement against a certain sum of money.

Images:

In image form, the promotional message is presented and advertised in the form of an image, so that the customers can see and get persuaded to take action.

Mobile Apps:

Mobile apps are the latest form of display advertisements, in which, the owners of mobile apps are contacted and requested to show the ads in between the programs of the apps. For example, if a mobile app is installed as a game, the ad is shown in between the game provided that the internet is connected.

Banners:

Several forms of banners are also advertised on the websites, these banners may be in different styles, like horizontal or vertical, etc. The banner shows the text containing ad or even image.

Emails:

There are different email service providers that offer email that also offer promotion and marketing services in shape of display ads.

REPORT GENERATION

We live in an age of never-ending digital content production and availability. Whether it is being blasted into our faces from our mobile phones or we are passively



renaissance

college of commerce & management

1st Year

Subject- Digital Marketing

absorbing a couple of social media updates on our laptops, we are spending more and more time online every day. More and more people are flocking to social media and the internet to do their shopping, invest in companies, watch the news, and connect with friends and relatives. It is estimated that we spend more than 3.3 hours every single day online, wasting time, buying things, and reading whatever floats through our timelines.

That's why digital marketing is becoming such a massive industry. In fact, in 2019 Digital ad spend passed traditional ad spend in the US for the first time. However, like any form of marketing, in order to advance your digital marketing and its effectiveness, reach, and interaction rates, and most importantly return on investment, you need to be measuring the data that is readily available from your current and future campaigns.

We're going to dive deep into digital marketing reporting today, and look at how you can present the perfect digital marketing report to your clients or your boss. These reports are what retain clients or send them packing, helping to demystify all of the "analytics" related to the effectiveness of digital marketing today.

You can no longer post a picture or a quote and call it a day. There needs to be educated backing for each and every post, and that can only be made possible through digital marketing monitoring.

So whether you're the owner of a digital marketing firm, a digital marketing manager, or even a client looking to understand analytics better, we're going to break everything down for you. Starting with the basics of a market report, followed by what it should contain, we'll dive into 4 key questions to address in a briefing, 10 sections that every market report should include, daily marketing reporting examples, and finally, best practices for your marketing firm or team moving forward.

Digital Marketing Reporting

At its core, marketing reporting is the process of measuring progress, showing value, and identifying actionable steps to improve marketing performance. The idea is to crunch the available numbers and analytics to help meet future marketing goals,



whether that be earning more revenue, expanding service footholds, increasing the online audience, etc.

A digital marketing report can be broken down, generally, into the following structure, which we will explore in a coming chapter: summary (the section that breaks down the key points, including successes, challenges, and also upcoming goals); traffic metrics (top of the funnel acquisition numbers that are broken down by channel); engagement metrics (onsite activity and how much time a particular buyer spent on your site, how long until they left, etc.); conversion metrics (these are the golden numbers – they are telling a client the cost per lead or acquisition so they can determine if they want to keep investing); and business impact metrics (these numbers cover opportunities, pipeline generated, and revenue).

Website traffic refers to web users who visit a website. Web traffic is measured in visits, sometimes called "sessions," and is a common way to measure an online business effectiveness at attracting an audience.

Web traffic is important — but not the only thing

When ecommerce took off in the 1990s, the metric of web traffic was first viewed as the most important means of determining a website's popularity, as other metrics did not yet exist to gauge online success. As digital marketers got savvier, analyzing a website's performance became much more comprehensive.

Analysts no longer just ask "how many people visited?" Now, it's just as — if not more — important to find out:

- How long did users stay? Bringing in huge amounts of traffic is ultimately meaningless if users leave after mere seconds. Metrics such as bounce rate and time on page paint a picture of how users behave.
- What % of users made a purchase? For an online business to flourish, it needs a large audience. But it also needs to be the right audience. Determining how many users buy products, commonly measured by conversion rate, shows whether an ecommerce store is effectively selling marketing their product offerings.



- How much does it cost to bring in a visitor? Some web traffic is free, but many online stores rely on paid traffic — such as PPC or affiliates — to support and grow their business. Cost of Acquiring Customers (CAC) and Cost Per Acquisition (CPA) are arguably the two most important ecommerce metrics. When balanced with AOV (average order value) and CLV (customer lifetime value), a business can assess and adjust its ad spend as necessary.

What Is Affiliate Marketing?

Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

UNDERSTANDING AFFILIATE MARKETING

The internet has increased the prominence of affiliate marketing. Amazon (AMZN) popularized the practice by creating an affiliate marketing program whereby websites and bloggers put links to the Amazon page for a reviewed or discussed product to receive advertising fees when a purchase is made. In this sense, affiliate marketing is essentially a pay-for-performance marketing program where the act of selling is outsourced across a vast network.

Affiliate marketing predates the Internet, but in the world of digital marketing, analytics, and cookies made it a billion-dollar industry. A company running an affiliate marketing program can track the links that bring in leads and, through internal analytics, see how many convert to sales.

Types of Affiliate Marketing

There are three main types of affiliate marketing: unattached affiliate marketing, related affiliate marketing, and involved affiliate marketing.¹



1. **Unattached Affiliate Marketing:** This is an advertising model in which the affiliate has no connection to the product or service they are promoting. They have no known related skills or expertise and do not serve as an authority on or make claims about its use. This is the most uninvolved form of affiliate marketing. The lack of attachment to the potential customer and product absolves the affiliate from the duty to recommend or advise.
2. **Related Affiliate Marketing:** As the name suggests, related affiliate marketing involves the promotion of products or services by an affiliate with some type of relationship to the offering. Generally, the connection is between the affiliate's niche and the product or service. The affiliate has enough influence and expertise to generate traffic, and their level of authority makes them a trusted source. The affiliate, however, makes no claims about the use of the product or service.
3. **Involved Affiliate Marketing:** This type of marketing establishes a deeper connection between the affiliate and the product or service they're promoting. They have used or use the product and are confident that their positive experiences can be shared by others. Their experiences are the advertisements, and they serve as trusted sources of information. On the other hand, because they're providing recommendations, their reputation may be compromised with any problems arising from the offering.

Advantages and Disadvantages of Affiliate Marketing

Affiliate marketing can yield great rewards for the advertising company and the affiliate marketer. The company benefits from low-cost advertising and the creative marketing efforts of its affiliates, and the affiliate benefits by earning additional income and incentives. The return on investment for affiliate marketing is high as the company only pays on traffic converted to sales. The cost of advertising, if any, is borne by the affiliate.

The advertising company sets the terms of an affiliate marketing program. Early on, companies largely paid the cost per click (traffic) or cost per mile (impressions) on banner advertisements. As technology evolved, the focus turned to commissions on



actual sales or qualified leads. The early affiliate marketing programs were vulnerable to fraud because clicks could be generated by software, as could impressions.

Now, most affiliate programs have strict terms and conditions on how to generate leads. There are also certain banned methods, such as installing adware or spyware that redirect all search queries for a product to an affiliate's page. Some affiliate marketing programs go as far as to lay out how a product or service is to be discussed in the content before an affiliate link can be validated.

So an effective affiliate marketing program requires some forethought. The terms and conditions must be clearly spelled out, especially if the contract agreement pays for traffic rather than sales. The potential for fraud in affiliate marketing is possible.

Unscrupulous affiliates can squat on domain names with misspellings and get a commission for the redirect. They can populate online registration forms with fake or stolen information, and they can purchase AdWords on search terms the company already ranks high on, and so on. Even if the terms and conditions are clear, an affiliate marketing program requires that someone monitor affiliates and enforce rules.

Online Reputation Management and How It Impacts Your Business

Your online reputation determines how others perceive your business when they search for or stumble upon it online. Consequently, online reputation management (ORM) proactively influences what information people will find.

For instance, various techniques and strategies can help you push damaging and harmful content further down the Google search engine results pages (SERPs) by ranking your own or third-party more desirable material above it. Why is this important? Because the top five listings in Google's search results receive about two-thirds of all clicks.

ORM is not only about managing content in search engines, though. It's also about managing negative business reviews and encouraging happy clients to contribute more positive feedback.



Did you know that according to Bright Local, “85% of consumers trust online reviews as much as personal recommendations”? What’s more, “49% of consumers need at least a four-star rating before they choose to use a business.”

Considering these statistics, the importance of your online personal and professional reputation can’t be understated. Here are the four distinct digital marketing channels involved in ORM, channels also referred to as the PESO Model.

Paid Media

Paid media includes all marketing efforts that require payment to feature your business on external websites and networks. This includes PPC advertising with Google AdWords, display ads on Facebook, and sponsored posts on industry/influencer blogs. Paid media extends your reach and drives traffic to your web properties by building new relationships with partners and customers.

Earned Media

Earned media describes the coverage of your business on external web entities for which you didn’t pay. It requires you to stand out from your competition with great content, products, or services that users consider worth sharing, mentioning, reposting, and reviewing.

EMAIL MARKETING

The use of email within your marketing efforts to promote a business’s products and services, as well as incentivize customer loyalty. Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between.

Email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing that uses email to promote your business’s products or services. It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts. It can also play a pivotal role in your marketing



strategy with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.

ADVANTAGES OF EMAIL MARKETING

Email has become such a popular marketing tool for businesses partly because it forces the user to take some kind of action; an email will sit in the inbox until it's read, deleted, or archived. But email is also one of the most cost-effective tools available, too. In fact, a 2015 study by the U.K.-based Direct Marketing Association (DMA) found that for every \$1 spent, email has an average return on investment (ROI) of \$38. For more on the power of email marketing, check out our email marketing statistics by industry.

Email marketing can help you build a relationship with your audience while also driving traffic to your blog, social media, or anywhere else you'd like folks to visit. You can even segment your emails and target users by demographic so you're only sending people the messages they want to see most. Here are some email marketing campaign tips to get started.

Email marketing also allows you to run A/B tests of a subject line or call to action to identify the best performing message by using email marketing software that can also be configured to easily send out emails.

Understand the AdWords Algorithm

Today we will look at how Google decides the Ad Position by understanding the AdWords algorithm. I'm sure you all aware of Google Adwords and Have been using it for a while but there are some basics which need to know to understand the AdWords Algorithm. Yes to succeed in marketing campaign you need to understand the Adwords Algorithm.

What is the AdWords Algorithm?

Google's AdWords algorithmic may be a mathematical calculation that uses a range of various factors to ultimately confirm your ad position.



It's a worth that's employed by Google to work out precisely wherever your ads are shown on a specific page and, in several cases, whether or not your ads can seem ahead of your audience in the slightest degree.

What is Advertising Design?

Advertising design refers to the creation and organization of visual artwork used in advertisements (ads) for products and services. The designs used in advertising are created by graphic designers, and advertising agencies as well as the advertising departments of corporations employ these professionals to create and execute brochures, direct mail, web ads, and print ads. The design elements used include fancy lettering, borders, cartoons, illustrations, and photographs. The main difference between ad design and regular mainstream artwork is that advertising art must be designed to reach and compel the target audience to purchase products and services.

People who design advertising are not only talented in the art of creative design, they understand marketing and how to promote products and services through visual communication. Whereas a freelance fine artist may work on one creative piece of artwork for months, a graphic artist must constantly keep generating original pieces to meet campaign deadlines. Examples are all around, and include the banner ads on websites as well as newspaper ads for products such as shoes and watches. Graphic designers also create logos and symbols used in advertising to help inspire consumers to develop brand recognition, such as McDonald's® golden arches.

The illustrations and lettering used on packaging for foods and other products are also considered a part of advertising design, since consumers are influenced by how a product looks when they decide whether to purchase it or choose a competing product. Graphic designers who work in the advertising industry usually require a four-year degree. Since creative jobs in advertising are competitive, a graphic designer may intern at an ad agency while still in school and then begin at an entry-level position after graduating college. These design professionals often work with copywriters who write the words used in ads to create complete pieces.



renaissance

college of commerce & management

1st Year

Subject- Digital Marketing

renaissance
renaissance