

**New Syllabus**

**Unit-I**

**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-II**

**Search Engine Optimization (SEO) :** On Page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns.  
**Social Media Optimization :** Introduction to Social Media Marketing, Advanced Facebook Marketing, Word Press Blog Creation, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, Social Media Analytical Tools.

**Unit-III**

**Search Engine Marketing :** Meaning and Use of Search Engine Marketing, Tools used : Pay/Per Click, Google Adwords, Display Advertising Techniques, Report Generation.  
**Website Traffic Analysis, Affiliate Marketing and Ad Designing :** Google Analytics, Online Reputation Management, E-Mail Marketing, Affiliate Marketing, Understanding Ad Words Algorithm, Advertisement Designing.

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Blueprint, you should start digital marketing and learn on the go. Instead of perfecting your strategy from day one, it is better to make 1 percent improvement every day and at the end of the year you will have 365 percent improvement.

In digital, you should go slowly; commit small resources to an idea or campaign or content. If it works then put more resources behind it. Hence, instead of firing cannon balls, you should fire gunshots in digital marketing and test the waters. Some more differences are highlighted in Table 1.

**Table 1 : Differences between Traditional Marketing and Digital Marketing**

	Traditional Marketing	Digital Marketing
<b>Type of Marketing</b>	Structured and clear advertising campaigns, service hotlines	Unstructured and unclear Status updates, ad campaigns, blogs, posts, comments, social media, etc.
<b>Direction of Communication</b>	Unidirectional (one to many) Information spread Consumers only listen (passive)	Multidirectional (many to many) Both company and consumers talk and listen (both active). Consumers can also create content, like or post.
<b>Scheduling</b>	Long-term Ad campaigns are planned both over and for a long period of time	Short-term Ad campaigns are not planned in detail but reactions to comments and requests given
<b>Communication with Consumer</b>	Private Communication only between company and consumer (via email, phone); discussion is kept secret	Public Reactions to comments are public; anyone can read and join a discussion
<b>Availability</b>	During working hours No direct support beyond regular working hours (9 to 6)	All the time (24 × 7) Constant readiness to respond to negative comments and consumer requests
<b>Language</b>	Formal, legally safe Official	Genuine, direct personal responses and short answers
<b>Response time</b>	Longer; even if somebody is interested	Quickly; as soon as they see the ad, the consumers can click

after seeing an ad in print the link and can get more or on TV they cannot see information so decision can be the additional information taken quickly at that instant, they need longer time for gathering information about the product

### Why Digital Marketing?

In digital marketing, a reporting and analytics engine can be layered within a campaign which allows the organization or brand to monitor in real-time how a campaign is performing, such as what is being viewed, how often, how long, as well as other actions such as response rates and purchases made.

1. The use of digital marketing in the digital era not only allows for brands to market their products and services but also offers online customer support through 24 × 7 services to make the customer feel supported and valued.
2. The use of social media in digital marketing interaction allows brands to receive both positive and negative feedback from their customers as well as determine what media platforms work well for them.
3. Digital marketing provides increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs, and websites about their experience with a product or brand.

### Advantages

1. The whole idea of digital marketing can be a very important aspect in the overall communication between the consumer and the organisation. This is due to digital marketing being able to reach vast numbers of potential consumers at one time.
2. Another advantage of digital marketing is that consumers are exposed to the brand and the product that is being advertised directly. To clarify the advertisement is easy to access as well it can be accessed any time any place.
3. As digital marketing continues to grow and develop, brands take great advantage of using technology and the Internet as a successful way to communicate with its clients and allows them to increase the reach of who they can interact with and how they go about doing so.
4. An advantage of digital marketing is that the reach is so large that there are no limitations on the geographical reach it can have. This allows companies to become international and expand their customer reach to other countries other than the country it is based or originates from.

5. Technology and the internet allows for 24 hours a day, 7 days a week service for customers as well as enabling them to shop online at any hour of that day or night, not just when the shops are over and across the whole world. This is a huge advantage for retailers to use it and direct customers from the store to its online store. It has also opened up an opportunity for companies to only be online based rather than having an outlet or store due to the popularity and capabilities of digital marketing.
6. Another advantage is that digital marketing is easy to be measured allowing businesses to know the reach that their marketing is making, whether the digital marketing is working or not and the amount of activity and conversation that is involved.
7. With brands using the Internet space to reach their target customers, digital marketing has become a beneficial career option as well. At present, companies are more into hiring individuals familiar in implementing digital marketing strategies and this has led the stream to become a preferred choice amongst individuals inspiring institutes to come up and offer professional courses in Digital Marketing.

### Limitations

1. However, with digital marketing there are some setbacks to this type of strategy. One major setback that is identified, is that Digital marketing is highly dependent on the internet. This can be considered as a setback because the internet may not be accessible in certain areas or consumers may have poor internet connection.
2. As well as digital marketing being highly dependent on the Internet is that it is subject to a lot of clutter, so its marketers may find it hard to make their advertisements stand out, as well as get consumers to start conversations about an organisations brand image or products.
3. A disadvantage of digital advertising is the large amount of competing goods and services that are also using the same digital marketing strategies. For example, when someone searches for a specific product from a specific company online, if a similar company uses targeted advertising online then they can appear on the customer's home page, allowing the customer to look at alternative options for a cheaper price or better quality of the same product or a quicker way of finding what they want online.
4. Some companies can be portrayed by customers negatively as some consumers lack trust online due to the amount of advertising that appears on websites and social media that can be considered frauds. This can affect their image and reputation and make them out to look like a dishonest brand.
5. Another disadvantage is that even an individual or small group of people can harm image of an established brand. For instance Doppleganger is a

term that is used to disapprove an image about a certain brand that is spread by anti-brand activists, bloggers, and opinion leaders. The word Doppleganger is a combination of two German words Doppel (Double) and Ganger (walker), thus it means double walker or as in English it is said alter ego. Generally brand creates images for itself to emotionally appeal to their customers. However some would disagree with this image and make alterations to this image and present in funny or cynical way, hence distorting the brand image, hence creating a Doppleganger image, blog or content (Rindfleisch, 2016).

6. Two other practical limitations can be seen in the case of digital marketing. One, digital marketing is useful for specific categories of products, meaning only consumer goods can be propagated through digital channels. Industrial goods and pharmaceutical products cannot be marketed through digital channels. Secondly, digital marketing disseminates only the information to the prospects most of whom do not have the purchasing authority/power. And hence the reflection of digital marketing into real sales volume is skeptical.

### Digital Marketing Applications and Benefits

Digital marketing has become indispensable for almost all types of businesses, organizations, and, if we dare say, to even individuals. There is not a day in present times, when we at a personal, professional or societal level do not interact or are not affected by digital marketing. From the time we open WhatsApp in the morning to check messages from our social groups to the time we hit the first search on Google, to looking at the latest scoreboard on our smartphone cricketing app, we are interacting with digital media applications and being affected by digital marketing all the while.

The key applications for marketers utilizing digital marketing channels and platforms would include:

(a) **Enhancement of revenues** : The most pertinent application of all business models is the potential to increase revenue beyond present numbers and digital does so in multiple ways. From top-branded product manufacturers to local small and medium businesses, all are embracing the power of digital to get enhanced revenues and move from just a physical sales model to an omnipresent sales channel where the biggest orders can come in at times and from locations not even known to the marketing manager.

(b) **Brand presence amplification** : Marketing done only across traditional channels is typically time consuming and requires a large effort to gather new prospect base. Digital marketing helps reach out to newer target segments in a much lesser time-span and amplify brand presence multiple times over.

(c) **Support information-seeking and customer validation exercise** : Digital marketing's biggest application for marketers is its impact across multi-

ple channels to support the customer gather information, compare competing products, and validate his purchase decision through comments and thoughts from multiple online sources which he was not able to gather in the physical world.

(d) **Develop customized forms of consumption (like applications and social pages for targeted communities)** : One of the most interesting aspect of digital application is towards creation of targeted low-cost apps, social media pages, and curated articles on interest blogs and platforms, which provide a way to not only personalize information but also how it is accessed with utmost ease by the target segment in which the marketer wants to engage.

(e) **Mixing multiple digital channels and online-offline media** : With newer innovations like integration of Twitter with e-commerce companies to place orders in e-carts by inclusion of special hashtags in their tweets, marketers are utilizing multiple digital media platforms and integrating online-offline media to help customers complete the purchase cycle, on whichever medium, channel or platform they are present. These growing integrations we believe will impact even the most physical of industries like agriculture and healthcare in ways never thought of before.

(f) **Instant response generation mechanism to negative customer feedback** : We have seen a lot of instances wherein brands have not only been able to identify when customers are not feeling good about certain products and experiences on offer but have also been able to avert huge losses and save face in the outcry of key issues important to them both on the product and brand side. In some instances, digital media has even led to companies take back stocks worth millions of their wares to maintain customer trust and brand integrity.

There are multiple such applications which we have seen across industries and client interactions on digital platforms which can be shared here. We would be going through a lot more examples in the book as we move forward to chapters which detail each media and the use of technology towards making digital media such a huge part of the marketing mix these days.

Key benefits of digital marketing include:

- Provides a level-playing field be it a small or large business
- Much cheaper to run campaigns, collaborate, and analyze insights
- Helps to reach out to customers in real time based on their latest action
- Easier to measure effectiveness of a campaign or a marketing message
- Viral effect includes ability of a strong concept to reach the mass market instantly
- Provides greater engagement with the use of imagery, content, information, customer support, and personalization

(g) Utilizes multiple technologies and collaborative platforms available to harness the power of big data and internet reach

(h) Acts as a medium to understand customer segments and their actions better

(i) Helps understand customer intent across multi-channel platforms

(j) Utilizes the power of social networks to reach out to multiple users in a trusted environment

(k) Integrates traditional campaigns to extend the reach of branding to its longest possible tail

(l) Change marketing messaging based upon latest feedback or acceptance to campaigns

(m) Make collaboration, feedback, and continued engagement with the brand possible in online-offline mode

### Internet Marketing Opportunities

Marketing on the internet has opened up a plethora of opportunities for traditional marketers to utilize multiple mediums and channels :

(a) **Reaching out to new set of prospects and leads** : Internet marketing opens up opportunities to identify and target new segments apart from the present customer set

(b) **Improving customer connect** : The plethora of channels from which customers can obtain information about the brand and product are helping to improve brand credibility

(c) **Increasing availability** : With increased avenues to buy products on the go from different devices and avenues, customers now have multiple options to buy products

(d) **Multiple pricing options** : With intermediaries being cut out of the equation and with reduced warehousing costs, most products online are available with plans and options at prices and discounts which were not available before.

(e) **Reaching international markets** : The technology behind internet marketing enables a major category of products and services to be available online without incurring extra costs in establishing presence at a physical level

### Challenges to Internet Marketing

The biggest challenge in introducing and establishing internet marketing in any new organization has six key aspects to it.

(a) **Investment** : Getting the firm to invest in IT is the biggest challenge for marketers as marketing has always been looked at as more of a cost center

(b) **Adoption** : Once investment is finalized and agreed upon, a clear strategy has to be adopted by each of the key company divisions specific to their objectives

(c) **Resource** : The next important step is the realization of an expert resource set to be hired or groomed internally to execute marketing efforts on the internet

(d) **Training** : Providing the right kind of training and establishing key deliverables which support the firm's business objectives is essential

(e) **Integration** : Once marketing is operational one of the biggest challenges is to integrate its various functions across departments and end channels

(f) **Establishing ROI (Return on Investment)** : Finally, the most difficult of tasks is to establish a cause and effect for each of the marketing activities so that the management is convinced of its outcomes and also develops a consistent reporting for follow-up actions.

**Q.2 Write about Understanding Digital Marketing Process.**

**Ans. Understanding Digital Marketing Process**

Digital marketing process is a comprehensive way to promote business online and expand its wings across the world. However, every small to large level enterprise has been adopting digital marketing trends nowadays and trying to earn from it. There are many digital marketing companies operating in the industry, which claim to do best branding of business online and get maximum profit for that. The digital marketing process involves varied steps, which are essential to know how online marketing campaign works well in the promotion of business over the web.

#### Digital Marketing Process

1. **Online Visibility of Business** : To get online visibility of business, it is essential to opt right ways such as develop a business website, blog post site, business ads, display banners, etc. With these marketing collaterals, you can easily get visibility of business over the web.

2. **Generating potential traffic for business** : After getting online visibility for business, you need to promote all marketing collaterals online through potential channels like Facebook, Twitter, Pinterest, Google Plus, LinkedIn, etc. It will help you generate more traffic for your business online and also take it in reach of potential clients worldwide.

3. **Make customer engagement plans** : Developing business website is not enough to get profit of digital marketing process; you need to make more customer engagement plans such as online promotion of website to generate immense traffic. Moreover, you should make attractive online marketing campaigns to divert visitors towards your website. Add more influential facts and offers on the site that can fascinate online customers to click on them at least once.

4. **Lead Generation for business** : It is the ultimate goal for digital marketing campaign for online business. In this way, online marketers generate two types of leads such as Micro leads and Macro leads.

(i) **Micro Leads** : In this type of leads, online customers clicks on ads or marketing collaterals of your business or download information to know about them fullest. They might be interested in buying product or service later or not.

(ii) **Macro Leads** : In this type of leads, customers might get interested to buy product or service online or go for a free trial. If customer would like the item, then he or she will purchase the item later. Thus, Macro leads give more probability to convert traffic into potential business leads.

5. **Calculation of ROI** : The money spent in developing online marketing campaign of business should be reviewed properly. Thus, it will help you calculate total ROI of business and let you know about sales of business as well as profit you earned from digital marketing campaigns designed for business.

Thus, above are few potential digital marketing processes that are necessary to be followed or keep in mind while promoting business online.

**Q.3 Give Differences Between Traditional Marketing and Digital Marketing.**

**Ans.** The main difference between digital and traditional marketing is the medium through which an audience encounters a marketing message. While traditional marketing uses traditional media like magazines and newspapers, digital marketing uses digital media, such as social media or websites.

Of course traditional marketing doesn't mean it's old fashioned. Traditional marketing still plays an important role in people's lives with the ever growing need to step out of the digital world.

The immersive experience of an impactful TV commercial and the tactile nature of a copy of Rolling Stone magazine are as important today as they were 20 years ago because of their lasting effects on your memory. Subconsciously you attach yourself to their brand emotionally, meaning they will stay at the top of your mind.

In the same token, digital marketing is just as important as traditional if not even more so. Digital marketing uses every touch point of your daily use of the internet to reach you.

If you are google searching holiday ideas for your next weekend getaway, the chances are that soon after you will see a tailored sponsored ad from Sky Scanner.

Using the internet for several hours each day is a normal part of most people's day to day life. Digital marketing just uses this to its advantage by cleverly weaving in marketing communications into every digital channel.

Traditional Marketing	Digital Marketing
(1) The promotion of product and services through TV, Telephone,	The promotion of product and service through digital media or

- Banner, Broadcast, Door to Door, Sponsorship, etc.
- (2) Traditional Marketing is not cost effective.
- (3) It is not so good for Brand building.
- (4) Traditional Marketing is difficult to Measure.
- (5) traditional Marketing includes:
- |                        |                                      |
|------------------------|--------------------------------------|
| (i) T.V. advertisement | (1) Search engine optimization (SEO) |
| (ii) Radio             | (ii) Pay-per-click advertising (PPC) |
| (iii) Banner Ads       | (iii) Web design                     |
| (iv) Broadcast         | (iv) Content marketing               |
| (v) Sponsorship        | (v) Social media marketing           |
| (vi) print Ads         | (vi) Email marketing                 |

**Q.4** Write about Return on Investment on Traditional Marketing and Digital Marketing.

**Ans.** **Production of Better ROI: Digital Marketing vs Traditional Marketing**

It is important to budget for marketing purposes and spends it properly. How can you determine to spend this budget if you are torn between digital marketing vs. traditional marketing? For some companies, it is not easy to reach the right marketing decision, despite the fact that it makes huge differences in the end. By understanding the difference between digital and traditional marketing, a company can make a decision easily and know which method is suitable and how to apply it to a business.

For example, if the business has decided to take advantage of social media networks to build the brand and reach the target group, they can do it by themselves, or they can hire a well-known marketing company to take care of it. Choosing the right market and having a high-quality product is not enough to run a successful business. It is about taking advantage of the right marketing techniques to reach the audience you focused on and turn them into customers. Some companies may prefer marketing less. However, substantial businesses would like to increase revenue, it is always going to set an appropriate marketing budget.

Understanding the necessity of efficient marketing, digital vs. traditional marketing will confuse you. Digital marketing is consistently getting the edge

over traditional ones despite the fact that some techniques are implemented in the traditional way.

It is evident that a number of people are not likely to take advantage of the Internet for making any transactions. But, the majority of people generally use the Internet for different purposes, especially making their transactions.

As a company, you have to make sure your business is a front runner that means you do not depend on outmoded marketing tools anymore. You should look ahead and understand deeply how you may benefit from the newest marketing tools to increase the reach.

Before mapping out the digital vs. traditional marketing, let's talk about some basic things you have to comprehend deeply.

**Where to Invest :** It is important to ensure that you get a good interest on your investment. The right investing strategy is the key for this part. The debate about digital vs. traditional marketing is old. But, it is impossible to disclaim the fact that using digital tactics and channels helps companies increase the profit. If we compare, the risk is less than traditional marketing.

**Why Choosing digital Businesses Choose :** For a few companies that have a great audience that prefer offline materials more, applying traditional marketing to the businesses is a must. But for small businesses with a little budget for marketing, marketing online can be a lifesaver. That's why a lot of old and new companies are using the advantages of online marketing and thinking twice about strategies.

**The Higher Level of Customer Engagement :** Traditional marketing does not let interact with customers directly, while digital one gives higher interaction and engagement level. For instance, your audience can connect with you via different digital channels such as social media comments, email messages, etc.

**Ease of Measuring Results :** You cannot measure the success of your marketing campaign if you distribute fliers, brochures, or place an ad in newspapers. Maybe you are not in the right way. Digital marketing lets you measure the results. In this way, you can get tons of information about customers and it will help you to know where you go.

**Bigger Audience :** Traditional marketing puts limitations in some ways. It is not able to overreach a regional or local audience. What if your business is not geographically-bound? So why do you limit your reach? Using digital channels can widen the reach in different areas and you can make highly customized campaigns.

**Less Expense - More Effective :** When you think about spending money in campaigns, the return on investment plays a great role to make a decision if

the campaign succeeds or not. It is a fact that the digital selling technique offers better ROI since it is cheaper compared to traditional techniques. Businesses prefer to invest in marketing techniques which allows them to save money and earn more.

### Differences Between Traditional Marketing and Digital Marketing

As you are well aware, marketing trends are constantly changing and pushing away from traditional marketing. However, it does not mean traditional marketing does not have its benefits. If your marketing goal is to reach a local audience, then traditional advertising can help.

It's, however, challenging to have an overview of your Return Of Investment (ROI) and overall campaign when you use traditional marketing. With digital marketing, it's simple to get all the information you need.

For example, when you purchase a spot on a television or radio ad, you'll not get general information on demographics and the number of people listening in that specific market or niche.

#### Decision Time

Digital marketing is the only way for small businesses to advertise their products or services. Probably, you have used traditional marketing at least once and have not got the result that you expected. Little risk and rapid growth can be experienced in this type of marketing. You can contact us and start your marketing campaign now.

**Q.5** Write about Concepts, Advantages, Disadvantages and Technology of E-Commerce.

#### Definition of E-Commerce

**Ans.** Electronic commerce refers generally to all forms of commercial transactions involving both organisations and individuals, that are based upon the electronic processing and transmission of data, including text, sound and visual images. It also refers to the effects that the electronic exchange of commercial information may have on the institutions and processes that support and govern commercial activities. These include organisational management, commercial negotiations and contract, legal and regulatory frameworks, financial settlement arrangements and taxation etc.

Electronic commerce, commonly known as e-commerce or commerce, consists of the buying and selling of products or services over electronic systems such as the internet and other computer networks. The amount of trade conducted electronically has grown dramatically since the wide introduction of the internet. A wide variety of commerce is conducted in this way, including

things such as electronic funds transfer, supply chain management, e-marketing, online marketing, online transaction processing, electronic data interchange (EDI), automated inventory management systems and automated data collection systems. Modern electronic commerce typically uses the world wide web (www) in at least some points in the transactions lifecycle, although it can encompass a wide range of technologies such as e-mail as well.

A small percentage of electronic commerce is conducted entirely electronically for virtual items such as access to premium content on a website, but most electronic commerce eventually involves physical items and their transportation in at least some way.

Electronic commerce or electronic business is the most recent step in the evolution of business transactions. That is, it is a part of an evolving approach to business that could eventually involve the application of information and communication technologies to the product and distribution of goods and services on a global scale.

### Difference between Traditional Commerce and E-Business

For understanding the difference between traditional and electronic business, we have to see the following section.

**Company:** The steps required are:

1. Firstly generate request for PC including the specifications.
  2. Now, approval process has to pass through one or more than one person depending upon the cost involved, position and/or right of the person.
  3. Once sanctioned then the request passed on to the purchasing department.
  4. Now, identify the item and supplier. The selection of appropriate model and supplier is done with the help of office supply catalogue. The person in purchasing department has to check more than one catalogue and contact the suppliers to find out the availability, present cost or may be latest version.
  5. At the end, issue a purchase order, fax or mail to the supplier.
- Supplier:** The required steps are
1. They will firstly verify the credit and sale history of the ordering company.
  2. Now, check the warehouse for inventory. Then, find out the approximate time, when it can be delivered to the decided location, within the time frame.
  3. Once the supplier is satisfied then he creates the transportation and inform the warehouse.

4. At the end, he can create invoice for the PC and mail it. Finally, PC reaches to the office and the company pays the bill for PC but with some standard means. Once the above processes are digitized (if not, most of the steps), business can be done online. The e-business results in reduction of procedural overheads, hence you will get better performance at reduced cost and time.

### Applications of E-Commerce

The various e-commerce applications are :

1. Electronic Funds Transfer
2. Enterprise Integration
3. Supply Chain Management
4. Procurement and Purchase
5. Video on Demand
6. Home Shopping
7. Remote Banking/Internet Banking
8. Online Marketing

1. **Electronic Funds Transfer:** Electronic fund transfer (EFT) is a system of transferring money from one bank account directly to another without any paper money changing hands. One of the most widely used EFT programs is direct deposit, in which payroll is deposited straight into an employee's bank account. EFT refers to any transfer of funds initiated through an electronic terminal, including credit card, ATM and point of sale (POS) transactions. It is used for both credit transfers, such as payroll payments, and for debit transfers, such as mortgage payments. For payments, funds are transferred electronically from one bank account to the billing companies bank, usually less than a day after the scheduled payment date.

2. **Enterprise Integration:** Enterprise integration refers to extending the integration throughout a company, including other trading partners. Business process reengineering can be employed to improve communication within a company or by outsourcing to other companies and using electronic commerce like tools to manage the relationship. The result is the virtual corporation, this provides vertical integration of companies with the suppliers, as well as horizontal integration of segments of a company.

3. **Supply Chain Management:** Supply chain management is a concept which covers all stages sourcing, product design, production, planning, order processing, inventory management, transportation, warehousing and customer service involved in moving goods. In any industry, supply chain management plays an important role. Organizations increasingly find that they must rely on effective supply chains, or networks, to compete successfully in the global mar-

ket and networked economy.

4. **Procurement and Purchase:** E-Procurement is the term to describe the use of electronic methods in every stage of the purchasing process from identification of requirement through to payment, and potentially to contract management.

The benefits of e-procurement include:

- Modernisation
- Efficiency improvements (the way people work)
- Improved commercial relationships with suppliers
- Reduced costs for suppliers dealing with government
- Opens up the government marketplace.

5. **Video on demand:** Almost every home has a television today. It offers programmes from a number of available channels and is very simple to use. The cable TV makes it possible to choose programmes from large number of channels. In combination with a video recorder it becomes video rental business which provides customers to select movies. This service may be called video on demand.

Nowadays, video-on-demand includes much wider services and opportunities, since it has so many different applications to offer to the customers. Many companies, organisations and universities are developing products and standards.

6. **Home Shopping:** The most common example is Asianskyshop.com. On this web site you can find out the same products as those on TV, free delivery across India and online payments and tracking.

Besides the regulars, there is a special section called "Gift shop", where you can specify your budget and category of product, and it will show you an appropriate gift. You can then have Asian sky shop deliver this gift to the person you want.

Another category called the "Bargain Bazar" contains a list of special deals like gifts, discounts etc. The main page displays an "Ezeby" section, which is updated every month and contains a list of new products. The site accepts all global and Indian credit cards. Cash on delivery is also available, but this facility is only in Mumbai. If you do not have a credit card, you can also send a cheque or demand draft in favour of Asian sky shop. After placing an order, a confirmation is sent to your e-mail id. Delivery is free throughout India and takes about 10 days after receiving confirmation. You can also track your delivery status online from the site itself.

7. **Remote Banking/Internet Banking:** Internet banking allows you to access your credit union account (s) via the internet from your home or office

computer. It is free and gives you access to your accounts 24 hrs a day. It provides you the following facilities:

- Transfer funds
  - Open new checking, savings, certificate accounts
  - Request withdrawals
  - View current account activity
    - ❖ Checks Paid
    - ❖ Deposits
    - ❖ Withdrawals
    - ❖ ATM Transactions
    - ❖ Debit Card Statements
  - Print account statements
  - Issue stop payments on cheques
  - Request copies of cheques
  - Get tax information interest paid on loans and dividends earned.
- The PIN/Password you select for your internet banking will also be your PIN/Password for telephone banking. After processing of your internet/telephone banking application, you will be given access to both internet banking and telephone banking.

**8. Online Marketing:** Online marketing, also referred to as internet marketing, uses the internet. Internet marketing ties together both the creative and technical aspects of the internet, including design, development, advertising and sales. Internet marketing methods include search engine marketing, display advertising, e-mail marketing and interactive advertising. It can sometimes include information management, public relations, customer service, market research and sales. Electronic commerce and internet marketing have become popular as internet access is becoming more widely available and used. Over one third of consumers who have internet access in their homes use the internet to make purchases.

### Functions of E-Commerce

Basic functions of electronic commerce are:

- (i) **Information Search:** Information access provides search and retrieve capability for public domain and proprietary data archives. A good example would be a large manufacturer, communicating engineering change notices to suppliers via dial-up access to a centralised database.
- (ii) **Interpersonal communication:** It provides methods for different groups with mutual interests to exchange information, "discuss" ideas and improve their co-operation. E-mail is one of the simplest among them. The other examples include customer and supplier design groups jointly working out for

product specifications, and updated files being sent by a publisher to a printer located at distant place, etc.

(iii) **Process management:** It includes the process improvement functions, which covers the automation and improvement of business processes. A good example would be networking two computers together so that they could share and transfer data rather than taking data from one machine to another, personally, by means of floppy or CD.

(iv) **Service management:** This is the application of technology to improve the quality of service. A good example is Federal Express web site. It allows customers to track shipments and schedule pick-ups of cargo throughout the day, world wide, without having to talk to a customer service representative. Customer service is greatly enhanced, by this techniques.

(v) **Shopping services:** This provides the ability to buy/sell of goods/services on the internet or some other on-line service. The retail web site of Amazon.com is good example of shopping services.

(vi) **Virtual Enterprises:** Virtual enterprises are business arrangements in which trading partners separated by geography and expertise are able to engage in complex joint business activities, as if they were a single enterprise. One example would be true supply chain integration, where planning and forecast data are transmitted quickly and accurately throughout a multi-tier supply chain.

### Advantages of E-Commerce Applications

Electronic Commerce applications will provide benefits in a number of areas:

- (1) **Easier entry into global markets:** Especially geographically remote markets, as the playing field becomes more level between companies of different size and locations.
- (2) **Better quality of goods:** As specifications are standardized and competition increases, and better variety of goods through expanded markets and the ability to produce customized goods.
- (3) **Reduced transaction time:** Reduced time to complete business transactions, particularly reduced time from delivery to payment.
- (4) **New markets:** Creation of new markets through the ability to easily and cheaply reach potential customers.
- (5) **Efficient stock management:** Reduced inventories and a related reduction of risk of obsolete inventories as the demand for goods and services are electronically linked there just-in-time inventory and integrated manufacturing techniques.

(6) **National welfare:** Ability to undertake major national programs such as national health where the cost and personnel needed to manage a manual or disautomated system could be prohibitive or unreasonable.

(7) **Reduced costs to buyers:** Competitive cost to buyers from increased competition in procurement as suppliers are able to compete in an electronically open marketplace.

(8) **Better information processing:** Reduced errors, time, and overhead costs in information process in eliminating requirements for re-entering data.

(9) **Competitive cost to suppliers:** Reduced costs to suppliers by electronically accessing on-line database bid opportunities, on-line abilities to submit bids, and on-line review awards.

(10) **Competitive overheads cost:** Reduced overhead costs through uniformity, automation, and large integration of management processes which enable flatter, wider, more efficient processes.

### Disadvantages of E-Commerce

- (1) The difficulty in re-engineering the business process.
- (2) The difficulty in using complex electronic information systems.
- (3) The lack of security on existing networks.
- (4) Product can not be verified at the time of ordering.
- (5) Reliability of online shops is not very much.

### The Golden Triangle Of E-commerce

- Get the Right Customer to your site
- Make it easy for them to buy from you
- Take care of them after the sale

These simple points require sophisticated tools and commitment. Your e-commerce offering, while related is separate business. When you expand your offering to include e-commerce you need to make sure that the human and financial assets and a partner who can help you make it work.

### Types of E-Commerce

There are four types of businesses that can be carried out over the internet. That is e-commerce can be broken into four main categories: B2B, B2C, C2B and C2C. Some other are B2E and B2M. These are discussed as follows:

#### 1. B2B (Business to Business)

B2B E-commerce generally refers to supply chain technology, which is the largest and most successful e-commerce technology employed today. It involves those companies which are doing business with each other such as manufacturer's

er's selling to distributors and wholesaler's selling to retailers. Pricing is based on quantity of order and is often negotiable.

Here, the business transactions take place on line. In this segment, the entire range of activities like marketing, order processing and fulfillment, inventory valuation, material management, payment processing, financial reporting and taxation etc. can be carried out using internet and internet based technologies. For example, "dell.com". This company sells computers to several other enterprises via the internet thus eliminating the middle man and reducing costs by a great deal.

**Types of B2B Companies:** There are basically two different types of B2B companies horizontal and vertical. Vertical companies work within an industry (vertical) and typically make their money from advertising on specialized sector-specific sites or transaction fees from the e-commerce that may host. The two largest vertically oriented B2B companies are Internet Capital Group and Vertical Net, each of which owns numerous subsidiaries operating in hundreds of different verticals. Horizontal companies are a completely different breed and operate at different levels across numerous different verticals. Whether they are Riba enabling companies to electronically procure raw goods, in helping to make manufacturing processes run more efficiently, or Siebel Systems empowering sales forces with critical information. Most horizontal companies make their money by selling software and related services.

#### 2. B2C (Business to Consumer)

B2C E-commerce refers to the selling and buying of goods and services via the web from web retailers to web customers. This is really the same thing as B2B E-commerce with one key exception. With B2B implementations, the parties are "Trusted Business Partners" who have an established working relationship. With B2C E-Commerce, the retailers are often selling to unknown, untrusted strangers. Therefore, extra effort must be made to capture customer and payment information. Further, this data is typically verified before orders are fulfilled. In this respect, B2C is a tougher solution to provide than B2B. However B2C almost always involves a customer typing information into an order screen, there is no need to link together two complex accounting systems. In this respect, B2B is a much tougher solution to deliver.

Business to consumer transactions comprises marketplace transactions where customers learn about products through online advertising, buy goods or services using credit cards, dent cards etc. and receive post purchase support through online services. The B2C segment can be used for advertising and selling products, ranging from books or CDs to T-shirts or even computers. For example "rediff.com" which sells everything from music to books on the net.

#### 3. C2B (Consumer to Business)

C2B E-Commerce refers to the transactions where the consumers specify their requirements and the business tries to meet them. Thus, the consumer gets the best bargain and businesses face fair competition. For example, in "priceline.com", customers quote the price that they are willing to pay for a product or service. The products include airline tickets, hotel bookings, car rentals, new vehicles, home finance etc. The quotes are provided by priceline to participating sellers and in case there is a willing seller, the transaction is concluded. The milkar.com business model aims at facilitating cheaper buying, by aggregating individual purchasing power to get volume discounts. The products offered are range from electronics, home and kitchen appliances, automobiles, fitness equipment, jewellery, software etc.

#### 4. C2C (Consumer to Consumer)

The C2C E-Commerce refers to the transactions where customers trade within themselves through auctions. That is, this type of e-commerce allows unknown, un-trusted parties to sell goods and services to one another. The auction sites where sellers can place their products for sale and buyers can bid for them. Both seller and buyer need to be registered with the auction site. While the sellers need to pay a fixed fee to sell their products, the buyers can bid without a fee. The site brings the buyers and sellers together to conclude deals and charges a commission on the sale proceedings. Some typical e-auction sites include ebay.com, auctionindia.com, bazaar.com etc. Some other types of E-Commerce have also emerged. These are B2E and B2M.

#### 5. B2E (Business-to-Employee)

B2E E-Commerce generally refers to the requisitioning of supplies by employees for use in their jobs but this really has grown to encompass much more. For example, B2E makes it very easy for an employee to requisite a new toner cartridge and printer paper-the order is entirely electronic, and supervisors are asked to approve the requisition in the event that the total order exceeds preset limits for that particular employee. However, B2E has grown into technologies that allow the employees to access their employee records to update address information or maintain their internal resume. Many companies have found that B2E technologies have dramatically reduced the administrative burdens with the human resources department.

#### 6. B2M-(Business to Machines)

B2M E-Commerce is a fast emerging area within e-commerce. The general idea is that companies can link to remote machines via the internet. Example Assume that you drive a truck for Coca Cola and your job is to refill coke machines throughout your community. You stop at a high rise building that contains a coke machine on every floor-how what? Do you leave the drinks behind

#### BNB 20 Question

and visit every coke machine first to determine how many of which brands are needed? Do you carry cases of drinks with you as you go? With B2M technology, the folks at coke know exactly how many drinks are in each machine by type of drink, and their accounting system produces a restocking report advising the driver accordingly. In this manner, Coca cola can monitor their machines from a far to determine if they need repair or restocking. This information is then used to schedule efficient delivery routes that allow you to restock the appropriate coke machines just in time before the inventory is depleted.

G2G (Government to Government), G2E (Government to Employee), G2B (Government to Business), B2G (Business-to-Government), G2C (Government to Citizen), C2G (Citizen to Government) are other forms of e-commerce that involve transactions with the government from procurement to filling taxes to business registrations to renewing licenses.

#### Technical and Organizational Aspects

The organizational and the technical aspects related with e-commerce are as follows

- For e-commerce there should be adequate market research and analysis. E-commerce is not beyond the good planning of business and distribution and fundamental laws of supply and demand. To loose in business is equally true in e-commerce.
- For e-commerce a good management team is necessary. The team should be well conversant with strategies of information technology. The strategy of information technology of the companies should be a part of re-design process of the business.
- To provide a secure and simple way to customers so that they can do their transactions. Credit card is the most popular method for payment on Internet. And in 90% transactions this method is used. Earlier, the card numbers were securely transferred through the medium of independent gateways between the traders and customer. Even today such gateways are being used in small and home trade. Most of the traders make use of their credit cards for dealing with those companies and banks with whom they have the undertakings.
- To provide security and trustworthiness. The parallel server, hardware redundancy, fail-safe technology, information encryption and firewall fulfill the aforementioned requirements.
- To provide complete information of customer relation so that it can be ensured that the employee, suppliers and partners can give complete and common information to the customer.
- To create a solid business model from the view point of the trade.

- To establish such a viable and vibrant organisation that can readily react to any change in economic, social and physical environment.
  - To provide an attractive website. In this regard it is essential to be able to make a balance of sober and tasteful colours, graphics, animation, photo, font and the white spaces.
  - To provide complete understanding of the products or services that are being offered. In this, the information should not only confine to products but also concerning advisors and selectors.
- Practically, e-commerce vendors should be true to mundane affairs concerning product and its availability. The procedure for despatching of the goods have to be trustworthy. All the complaints should be attended to effectively and efficiently. In the world of e-commerce the customer is equipped to gather maximum information about the product and the company which is otherwise not possible in ordinary business.
- A successful e-commerce concern should be able to provide the customer with a happy and satisfactory experience. To realise this the following factors may be included.
    - (i) To give priority to the customers.
    - (ii) To provide service and performance. To provide the customer with the same satisfaction as he or she receives on doing the shopping himself or herself.
    - (iii) To provide incentive to the customers: To achieve this aim of sale promotion special offers, coupons and discounts may be provided.
    - (iv) To provide personal attention: For this, personalised websites purchasing suggestions and personalised special offers may prove to be useful. These features can make it an alternative to the customary method of purchase from distribution centers.
    - (v) To give the feeling of a community: Chat room, discussion board, customer input and loyalty programme that are also called affinity programmes may prove to be helpful in this direction.
    - (vi) In order to extend self help to the customer such a site may be offered to the customer which he can use without any help. This can only be possible when complete information on product is available including cross sell information, advice on alternatives of the products and information on supplies and accessory selectors.

### Components of E-Commerce

E-Commerce does not refer merely to a firm putting up a Web site for selling goods over the Internet. For e-commerce to be a competitive alternative

to traditional commercial transactions and for a firm to maximize the benefits of e-commerce, a number of technical as well as enabling issues have to be considered. A typical e-commerce transaction loop involves the following major players and corresponding requisites:

**The seller should have the following components:**

- A corporate web site with e-commerce capabilities( e.g. a secure transaction server)
- A corporate intranet so that orders are processed in an efficient manner
- IT-literate employees to manage the information flows and maintain the e-commerce system
- **Transaction partners includes:**
  - Banking institutions that offer transaction clearing services (e.g. processing credit card payment and electronic fund transfers)
  - National and international freight companies to enable the movement of physical goods within, around and out of the country. For business-to-consumer transactions, the system must offer a means of cost-efficient transport of small packages( such that purchasing books over the Internet, for example, is not prohibitively more expensive than buying from a local store); and
  - Authentication authority that serves as a trusted third party to ensure the integrity and security of transactions.
  - **Consumers(in a business-to-consumer transaction) who:**
    - Form a critical mass of population with access to the Internet and disposable income enabling widespread use of credit cards; and
    - Possess a mindset for purchasing goods over the Internet rather than by physically inspecting items.
  - Firms/Businesses (in a business-to-business transaction) that together form a critical mass of companies (especially within supply chains) with Internet access and the capability to place and take orders over Internet
- **Government ::**
  - To establish a legal framework governing e-commerce transaction (including electronic documents, signatures and the like).
  - To establish Legal institutions that would enforce the legal framework (i.e. laws and regulations) and protect consumers and business from fraud, among others
- **Internet, the successful use of which depends on the following**
  - A robust and reliable Internet infrastructure

- There should be a balanced expenditure on purchase of goods on Internet and use of the same. As for example expenditure on the rate of Internet service provider and local phone call should be limited meaning thereby if we use Internet for one hour or 24 hours there should not be difference in these rates.

For e-commerce to grow the above requisites and factors are essential. Any least developed factor is an impediment to the growth of e-commerce as a whole. For instance, a country with an excellent Internet infrastructure will not have high e-commerce growth if banks do not offer support and fulfillment services to e-commerce transactions.

### Need and Importance of E-Commerce

E-commerce companies will have greater needs for logistics and fewer infrastructures to support these needs that will require a high level of outsourcing. E-commerce is the business environment in which information for the buying, selling and transportation of goods and service moves electronically. It includes any technology that enables a company to do business electronically.

The need and importance of E-commerce include the following:

- 1. Improved Productivity-** Using E-Commerce, the time required to create, transfer and process a business transaction between trading partner is significantly reduced. Further, Human errors and other problem like duplication of records are largely eliminated with the reduction of data entry and re-entry in the process. This improvement in speed and accuracy, plus the easier access to documents and information will result in increase in productivity.
- 2. Cost Saving-** While using E-commerce technology, the cost which is occur due to human error or duplication of entries etc. are reduced and the cost on sending the information to the partners, etc., are reduced. Research has eliminated that doing business on the Internet can result in cost saving of about 5% to 10% of sales. This cost saving stem from efficient communication, quicker turnaround time and closer to markets.
- 3. Streamlined Business Process-** Cost saving are amplified when business go a step further and adapt their internet process and back - end legacy if businesses use the Internet to share such information a provisional plans, point of sale data and sales forecasts. Business process can also be made more efficient with automation.
- 4. Better Customer Service-** With E-Commerce, there is better and more efficient communication with customer, in adding, customers can also enjoy the convince of shopping at any hour anywhere in the world. Opportunities for. New Business: Business over the internet have a global customer reach. There are endless possibilities for businesses to exploit and expand their customer base.

### Other Benefits

1. **Easier entry into global markets:** Especially geographically remote markets, as the playing field becomes more level between companies of different size and locations.

2. **Better quality of goods:** As specifications are standardized and competition increases, and better variety of goods through expanded markets and the ability to produce customized goods.

3. **Reduced transaction time:** Reduced time to complete business transactions, particularly reduced time from delivery to payment.

4. **New markets :** Creation of new markets through the ability to easily and cheaply reach potential customers.

5. **Efficient stock management:** Reduced inventories and a related reduction of risk of obsolete inventories as the demand for goods and services are electronically linked there just-in-time inventory and integrated manufacturing techniques.

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### Disadvantages of E-Commerce

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- Product can not be verified at the time of ordering.
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### Applications of Electronic/Web Commerce

Electronic commerce combines the advantages of computer-based processing (speed, reliability, and relatively high volumes of data) with the

advantages of people-based insight (creativity, flexibility, adaptability). Electronic commerce enables people to review, analyze, add value, and sell a variety of products that are represented electronically, such as reference material, textbooks and training materials, entertainment, and software. Currently, there are three tiers in the electronic marketplace, offering opportunities for companies of all sizes.

**Tier 1.** Electronic classified advertisements, which identify the item (or service) for sale, the price, and information necessary for contacting the seller. Electronic classifieds are analogous to print classifieds and are retrieved by the potential buyer.

**Tier 2.** Includes the characteristics of the first tier, but adds decision-support materials to the information available which help the user reach a purchase decision. Such marketplaces may include such information as product reviews from an industry magazine.

**Tier 3.** Includes the features of the first two tiers, but adds the ability to electronically match appropriate buyers and sellers. These electronic marketplaces may provide confirmation of a completed transaction through electronic or printed receipts. Automated matching technology, such as that used to trade foreign exchanges or software-based intelligent agents, are examples of technologies that can automatically match buyers and sellers.

By extension, applications of electronic commerce can include the following:

**Electronic funds transfer-** Extending and completing the procurement process by providing buyers with the ability to rapidly and cost-effectively make payments to sellers and shippers with less financial risk and fewer errors, while reducing paper handling and storage requirements (this is more typical of EDI and banking networks).

**Enterprise integration-** Extending integration throughout a company, including other trading partners. Business process reengineering can be employed to improve communication within a company or by outsourcing to other companies and using electronic commerce-like tools to manage the relationship. The result is the virtual corporation; this provides vertical integration of companies with their suppliers, as well as horizontal integration of segments of a company.

**Computer-supported collaborative work-** Expanding collaborative activities, such as supporting joint development of requirements, maintenance documents, and so forth, within or across companies (e.g., just-in-time inventory control). The intent is to remove the barriers (time, space, information complexity, etc.) that inhibit creative interactions among people. Teaming may take place at either the company or individual level, creating a just-in-time virtual resource

for delivery of the right human and business resources for a job. This gives corporations the opportunity to increase chances of success, to share economic successes more broadly, and to give the customers a mix of capabilities more exactly meeting their requirements.

**Government regulatory data interchanges-** Collecting data from (and returning data to) various communities to enable the government to carry out its mandated responsibilities: for instance, organizations that transport hazardous materials, corporations and banking institutions that submit financial reports, and public health officials who report health statistics and epidemiological incidents.

The successful extension of electronic commerce into (these) more complex areas is dependent on the integration of communications, data management, and security services into a ubiquitous, user-friendly, easily accessible electronic marketplace that encourages and enables the seamless exchange of information. The Internet, CD-ROM-based catalogs, and private on-line services are the most viable media for creating on-line marketplaces at this time. Interactive TV, screen phones, and kiosks have not experienced significant market penetration in the recent past.

### E-Commerce Environment

There are costs involved in implementing an e-business solution which seem to be too costly to invest. They include the cost of communication access, infrastructure, applications, integration and maintenance.

Financial barrier to the adoption of e-commerce was recently overcome by new affordable technology so-called an e-Communications Appliance. This new technology "e-Communications Appliance" was an integration of all essential e-commerce components including both telephone and internet network. Because of its all-in-one feature, it became more cost-effective and easier to manage.

While businesses had stepped in to provide technological solutions, the government had to hang on to its supportive role to further generated demand. It had to be there to put down a convergence policy to merge IT and telecommunication in an education area and a competitive policy framework to ensure the best solution for the most affordable price.

To sum up, the cost-effective solutions for e-business were now available in the market. However, it had to be noted that although technology was essential, it was not sufficient. Coordination among various sectors of the economy was seen as another success factor that helped create a favorable environment for e-commerce. Once again, it came down to both the government and businesses to put such environment in place.

The objectives are to develop a communications e-commerce environment which enabled trade, economic and community development regardless of its social and economic benefit; to create an environment that encourage the roll out of cost effective high speed communications; to understand communication needs and e-commerce activities to be on spot on the next 5 years; to assess communication technology for the delivery of services to the less populated areas; and to develop enabling strategies both at local and government level.

The research concluded that high speed communications were essential for enabling education and social services security was a major concern in most sectors.

### Technologies of E-Commerce

There are many technologies, which are the integral part of the Electronic Commerce and they are:

(1) **Electronics data interchange (EDI)** : It is the computer-to-computer exchange of structured information in a standard electronic format. Information stored on one computer is translated by software programs into standard EDI format for transmission to one or more trading partners. The trading partners machines translate the information using software into a form they can understand.

(2) **Bar-code** : It is used for automatic product identification by a computer. They are rectangular pattern of lines of varying widths and spaces. Specific characters such as numerals are assigned unique patterns, thus creating a font, which computers can recognise based on laser light reflected by it. The most common example of the bar codes is on the consumer products. These codes allow the product to be scanned at the checkout counter. As the product is identified, the price is entered in the cash register, while internal systems are automatically updated. The technology carries tremendous potential to improve any process requiring tight control of material flow.

(3) **Electronic Mail** : It is the message composed by an individual and sent in digital form to other recipients via the Internet. Internet is a decentralised global network of millions of diverse computers and computer networks.

(4) **World Wide Web (WWW)** : It is a collection of documents written and encoded with the hypertext markup language. With the aid of a relatively small piece of software i.e., browser, a user can ask for these documents and display them on the user's local computer. The WWW is the most widely used application on the Internet.

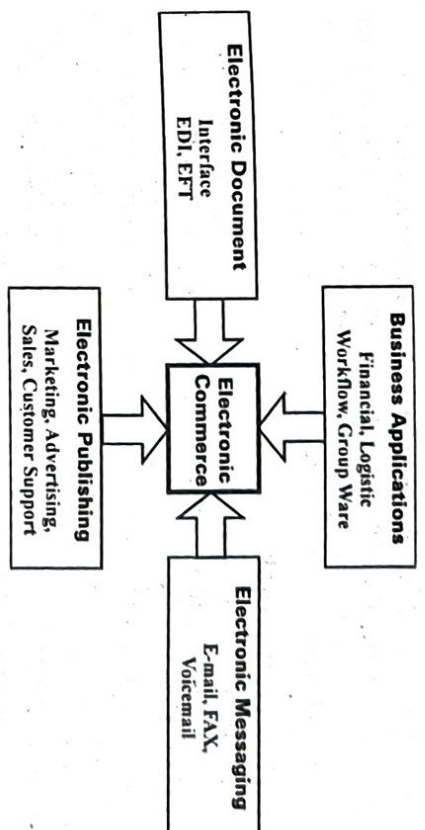


Fig. : Hierarchy of E-commerce

(5) **Product Data Exchange (PDE)** : It is the exchange of data, usually in graphical form, as in the case of pictures, drawings and CAD files, that is needed to describe a product. In other cases the data may be character or numeral based, as in the case of specifications, bills of material, manufacturing instructions, engineering change notices and test results etc. PDE differs from other types of business communications in two ways. First, because graphics are involved users must contend with large computer files and with problems of compatibility between software applications. Secondly, version control is becoming very complicated. Product designs in the development cycle, are subject to a great deal of change, and as far as manufacturing processes are involved, small product changes can have major consequences for getting a product into production.

(6) **Electronic Forms** : This technique combines the familiarity of paper forms with the power of storing information in digital form. For instance consider a piece of paper with lines, boxes, check-off lists and places for signatures. To the user an electronic form is simply a digital analogue of such a paper form, an image which looks like a form but appears on a computer screen and is filled out via mouse and keyboard. The extra functions of this form are that the data from the electronic forms are captured in digital form, thus allowing storage in databases, automatic information routing and integration into other applications. The best example will be the application forms of many reputed universities.

**Q.6 Write about the Tools Used for Successful Marketing.**

**Ans.** A marketing tool is something you can use to develop and promote your products and services. There are many you can choose from. Most companies use a variety of different marketing tools to boost their sales. You may choose a

mix of direct mail, advertising, and social media management to boost sales. Furthermore, using different marketing tools means you can focus on different elements. Hence, some tools are great for growing sales, others are great for gathering information about consumers.

### Best Marketing Tools

With this in view, we'll look at the 10 best marketing tools to use.

(1) **Website and website analytic tools** : Your website is the digital window to your business. All your products, services, information, and contact details are in one place, your online shop. Your aim is to drive traffic to your website and turn potential leads into customers and sales. A good marketing tool to track what's happening when people visit your website is google analytics. This can be extremely useful as it gives you an overview of where your website visitors are coming from. Ultimately, it's a list of very useful data gathered from your website traffic.

(2) **Social media management tools** : With social media, you can build an interactive online relationship with potential customers. By creating content such as blogs, you are giving them useful information about your products or services. You could post about a new product to draw attention to it. You can share images that are relevant to your business, and respond to any comments and questions. Your main aim here is to raise awareness of your business and build up your profile online. Potential customers will hopefully see, like, and share your content.

(3) **Search Engine Optimisation** : An SEO tool such as Hootsuite can help you to schedule social media posts in advance, thus saving you lots of time and effort. If you use different social media platforms, Hootsuite allows you to bring all your social media into one place. For example, you can respond to comments and mentions through the dashboard rather than via each individual social media platform.

(4) **Lead Generation** : Lead generation is the process of attracting people who show interest in your company or product. Then, turning that prospect into a sale. They start as leads and hopefully turn into customers. Just one example of generating leads is to put a standard form on your website landing page. Maybe you can offer a discount or a free gift for completing the form. As people respond, you can keep a database of the customer relationship as you go.

(5) **Video Marketing** : People naturally watch a video over reading text. It means that video marketing can deliver a higher level of engagement. Keeping your audience engaged means you have a better chance of turning these people into leads. Probably the best marketing tool for this is YouTube. For example, you could create some 'how to' videos that will provide potential customers with engaging content.

(6) **Email Marketing** : An email marketing tool helps you to create emails that will target the consumers you are looking for. An example of a good tool to use is Mailchimp. With Mailchimp, you can design and create an email that is on-brand with your business. It's also helpful in collecting data about how many people have opened your email. You can see what content works well and what doesn't.

(7) **Media Monitoring Tools** : A media monitoring tool scans the web and tells you about any conversations that are relevant to your company, product or brand. For example, if there is a negative or positive comment, you can jump in and respond. This helps to build up awareness of your company as well as quashing any negative PR.

(8) **Customer loyalty scheme** : Customer loyalty refers to the customers who keep coming back for more. Consider how you can reward them for this with a customer loyalty programme. Often, it's much cheaper and requires less time to get an existing customer to buy from you than a new one. Giving back to them, via a discount code or even a quarterly prize is a good way to keep your customers happy.

(9) **PPC or Pay per Click** : An online advertising model in which advertisers pay each time a user clicks on one of their online ads. A paid search ad appears when commercial searches occur on Google. For example, go to Google and search for local heating engineers. If any of them have utilised paid searches, you will see then appear higher up on the google ranking. Companies will then pay a fee for the advert if it's clicked on by a customer. Hence the term pay per click.

(10) **Content Marketing** : By creating valuable and useful content, you are offering potential customers something they may be interested in. The aim is to attract your audience with focused content. An engaging piece of content doesn't need to be overly long or clever. Readers will be responding to honest opinions and informative research around issues they want to hear about. You can then adapt your content across several platforms.

### Benefits of Using a Marketing Tool

There are many benefits to using marketing tools. The main one being that it can save you a lot of time and effort. For example, by putting all your social media elements into one platform like Hootsuite, you are reducing the number of things you need to keep on top of. By creating a very good piece of useful content, such as an article or blog, you can then use that same information across all your marketing. Additionally, by spending a short bit of time setting up website analytics, you are capturing a lot of data. This will help you to find out more about your audience and how you can improve your strategy.

**Q.7 Write about SWOT Analysis of Business for Digital Marketing.**

**Ans.** Digital Marketing is an ever-changing field. The speed at which technology is transforming calls for a disciplined approach to tackling business challenges. In order to get your business started and then stay ahead of the competition, conducting a SWOT analysis is absolutely necessary. It is a method of structured planning that can be applied to a business, a product, industry place or even an individual for that matter. In the field of Digital Marketing applying SWOT analysis while starting your business or assessing a product could help you understand where you stand and how to capitalize on the vast amount of opportunities within your industry. SWOT analysis needs to be done even before you consider spending any money on a marketing campaign. In fact SWOT analysis can be applied not only for Businesses or Digital Marketing Agencies, but at an individual level as well. So let's find out a little more about what SWOT analysis is and how we can apply it in the Digital Marketing spectrum.

**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.

These 4 characteristics are divided into two factors - Internal and External

**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 or 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.

**BNB 20 Question****Conducting SWOT Analysis**

While conducting a SWOT Analysis, it is very important that you be honest with yourself and ask the right questions.

In order to ask the right questions, you need to pick the right people in your team. Your team should comprise of people who possess diverse expertise in their field in order to get a complete picture of your objectives.

Don't just pick a team of people who agree all the time. People with different opinions will reveal insights that would otherwise go unnoticed.

Your questions can then be tailored to follow the four elements of SWOT: Strengths, Weaknesses, Opportunities, and Threats. Here is an example of how it looks

**Strengths**

- (i) What is the USP of my business?
- (ii) In which areas are we better than our competitors?
- (iii) What have our success stories been so far that has made us stand out from the crowd?

**Weaknesses**

- (i) What are we lacking compared to our competition?
- (ii) What resources do we require?
- (iii) What sort of skills do we need to work on?

**Opportunities**

- (i) Is there something that our target audience is looking for that we can provide?
- (ii) Are there any potential market areas that we haven't reached yet?

**Threats**

- (i) What are our competitors doing that we are not?
- (ii) Are there any government regulations that could hamper our business?
- (iii) Do we have all the technologies in place to keep up with the ever-changing market?

**Put them Together and Prioritize**

Once you have answered all of these questions with the help of your team, you need to put them together and start working on your goals based on their priority. Some aspects of your SWOT analysis may require more immediate attention compared to others.

For example, if you find out that you need to get certain government regulations in place for your agency, you might want to start working on that

first and then systematically move on to the next objective that needs your attention.

Once you have completed your SWOT analysis, it is important to start working on them with the implementation of SMART Goals. SMART stands for goals that are specific, measurable, assignable, realistic and time-bound.

In the digital marketing spectrum, let us say after conducting a SWOT analysis, you find out that your website is lacking in 'How To' articles and you wish to create quality content in order to get more traffic to your site.

You might assign your content writing team with a specific target in mind by creating SMART Goals for the team.

This would also give them a clear framework to work with. If you don't have a team, you could create SMART goals at an individual level too.

For example, you could create a plan wherein you are required to write 4 articles a month, that is 1 article every week, on specific topics such as

- (i) How to promote your event on Social Media for Free
  - (ii) How to Increase your Facebook Page Likes without Spending Any Money on Advertising
  - (iii) How to start Affiliate Marketing with Amazon in 4 Minutes
  - (iv) How to Think of Content Ideas for your Blog at Lightning Speed
- I have given myself a realistic time-frame of 1 week for each article based on my skillset and other factors. In this manner, I have an action plan with a goal in mind that is achievable.

Similarly, you can conduct SWOT analysis for your Social Media pages by asking yourself similar questions and then assigning SMART goals to achieve your target. I have created a checklist of questions that you can ask while conducting SWOT Analysis for Free. You can download it here.

### Conclusion

A SWOT Analysis is extremely important if you want to achieve your goals in a structured systematic manner.

Conducting a SWOT Analysis will give you insight on what works well for you and what you need to focus on to achieve your marketing goals.

Use SMART Goals after you have finished preparing your SWOT Analysis.

If you're looking for Swot Analysis for Digital Marketing Agencies, or you are a private company looking to conduct Swot, the above steps will work. It is advisable to conduct an Analysis even before you create a marketing plan, fact, a thorough SWOT Analysis.

### Q.8 Write about Blog.

**Ans.** A blog (a contraction of the term "Web log") is a Web site, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketches (sketchblog), videos (vlog), music (MP3 blog), audio (podcasting), which are part of a wider network of social media. Micro-blogging is another type of blogging, one which consists of blogs with very short posts. As of December 2007, blog search engine Technorati was tracking more than 112 million blogs.

### Types of Blogs

There are many different types of blogs, differing not only in the type of content, but also in the way that content is delivered or written.

(1) **Personal Blogs**—The personal blog, an ongoing diary or commentary by an individual, is the traditional, most common blog. Personal bloggers usually take pride in their blog posts, even if their blog is never read by anyone but them. Blogs often become more than a way to just communicate; they become a way to reflect on life or works of art. Blogging can have a sentimental quality. Few personal blogs rise to fame and the mainstream, but some personal blogs quickly garner an extensive following. A type of personal blog is referred to as "microblogging," which is extremely detailed blogging as it seeks to capture a moment in time. Sites, such as Twitter, allow bloggers to share thoughts and feelings instantaneously with friends and family and is much faster than e-mailing or writing.

(2) **Corporate Blogs**—A blog can be private, as in most cases, or it can be for business purposes. Blogs, either used internally to enhance the communication and culture in a corporation or externally for marketing, branding or public relations purposes are called corporate blogs.

(3) **Question Blogging**—is a type of blog that answers questions. Questions can be submitted in the form of a submittal form, or through email or other means such as telephone or VOIP. Blogs can be used to display shownotes from podcasts or the means of conveying information through the internet. Many question logs use syndication such as RSS as a means of conveying answers to questions.

(4) **Blogs by Media Type**—A blog comprising videos is called a vlog, one comprising links is called a linklog, a site containing a portfolio of sketches is called a sketchblog or one comprising photos is called a photoblog. Blogs with shorter posts and mixed media types are called tumblelogs.

A rare type of blog hosted on the Gopher Protocol is known as a Phlog. (5) **Blogs by Device**—Blogs can also be defined by which type of device is used to compose it. A blog written by a mobile device like a mobile phone or PDA could be called a moblog.

(6) **Blogs by Genre**—Some blogs focus on a particular subject, such as political blogs, travel blogs, house blogs, fashion blogs, project blogs, educational blogs, niche blogs, classical music blogs, quizzing blogs and legal blogs (often referred to as a blawgs) or dreamlogs. While not a legitimate type of blog, one used for the sole purpose of spamming is known as a Splog.

**History** : The term, "weblog" was coined by Jorn Barger on 17 December 1997. The short form, "blog," was coined by Peter Merholz, who jokingly broke the word web log into the phrase we blog in the sidebar of his blog "Peterme.com in April or May of 1999. Shortly thereafter, Evan Williams at Pyra Labs used "blog" as both a noun and verb ("to blog," meaning "to edit one's weblog or to post to one's weblog") and devised the term "blogger" in connection with Pyra Labs' Blogger product, leading to the popularization of the term. **Origins** : Before blogging became popular, digital communities took many forms; including Usenet, commercial online services such as GENie, BIX and the early CompuServe, e-mail lists and Bulletin Board Systems (BBS). In the 1990s, Internet forum software, such as WebEx, created running conversations "threads." Threads are topical connections between messages on a metaphorical "corkboard."

The modern blog evolved from the online diary, where people would keep a running account of their personal lives. Most such writers called themselves diarists, journalists, or journalists. Justin Hall, who began personal blogging in 1994 while a student at Swarthmore College, is generally recognized as one of the earliest bloggers, as is Jerry Pournelle. Dave Winer's Scripting News is also credited with being one of the oldest and longest running weblogs. Another early blog was Wearable Wireless Webcam, an online shared diary of a person's personal life combining text, video, and pictures transmitted live from a wearable computer and Eye Tap device to a web site in 1994. This practice of semi-automated Hogging with live video together with text was referred to as sousveillance, and such journals were also used as evidence in legal matters.

Dr. Glen Barry started publishing the first political blog - the Forest Protection Blog (originally entitled "Gala's Forest Conservation Archives") at <http://forests.org/blog/> - in 1993, both to campaign for forest protection and as his Ph

D. project. It began using Gopher in 1993, and has been on the web continuously since Jan. 1995, making it possibly the web's first blog, and certainly the oldest continuously running web based, blog. The work has since evolved into the world's largest environmental portals.

Early blogs were simply manually-updated components of common Web sites. However, the evolution of tools to facilitate the production and maintenance of Web articles posted in reverse chronological order made the publishing process feasible to a much larger, less technical, population. Ultimately, this resulted in the distinct class of online publishing that produces blogs we recognize today. For instance, the use of some sort of browser-based software is now a typical aspect of "Hogging". Blogs can be hosted by dedicated blog hosting services, or they can be run using blog software, such as Word Press, Movable Type, Blogger or Live Journal, or on regular web hosting services.

### Community and Cataloging

**The Blogosphere** - The collective community of all blogs is known as the blogosphere. Since all blogs are on the internet by definition, they may be seen as interconnected and socially networked. Discussions "in the blogosphere" have been used by the media as a gauge of public opinion on various issues. A collection of local blogs is sometimes referred to as a bloghood.

**Blog Search Engines** - Several blog search engines are used to search blog contents, such as Bloglines, BlogScope, and Technorati. Technorati, which is among the most popular blog search engines, provides current information on both popular searches and tags used to categorize blog postings. Research community is working on going beyond simple keyword search, by inventing new ways to navigate through huge amounts of information present in the blogosphere, as demonstrated by projects like BlogScope. {fix | link = Wikipedia:Citation needed | text = citation needed}.

**Blogging Communities and Directories** - Several online communities exist that connect people to blogs and bloggers to other bloggers, including BlogCatalb and MyBlogLog.

**Blogging and Advertising** - It is common for blogs to feature advertisements either to financially benefit the blogger or to promote the blogger's favorite causes. The popularity of blogs has also given rise to "fake blogs" in which a company will create a fictional blog as a marketing tool to promote a product.

### Popularity of Blogs

Researchers have analyzed the dynamics of how blogs become popular. There are essentially two measures of this: popularity through citations, as well as popularity through affiliation (i.e. blogroll). The basic conclusion from studies of the structure of blogs is that while it takes time for a blog to become

popular through blogrolls, permalinks can boost popularity more quickly, and are perhaps more indicative of popularity and authority than blogrolls, since they denote that people are actually reading the blog's content and deem it valuable or noteworthy in specific cases.

The blogdex project was launched by researchers in the MIT, Media Lab to crawl the Web and gather data from thousands of blogs in order to investigate their social properties. It gathered this information for over 4 years, and autonomously tracked the most contagious information spreading in the blog community, ranking it by recency and popularity. It can therefore be considered the first instantiation of a memetracker. The project is no longer active, but a similar function is now served by [tailrank.com](http://tailrank.com).

Blogs are given rankings by Technorati based on the number of incoming links and Alexa Internet based on the Web hits of Alexa Toolbar users. In August 2006, Technorati found that the most linked-to blog on the internet was that of Chinese actress Xu Jinglei. Chinese media Xinhua reported that this blog received more than 50 million page views, claiming it to be the most popular blog in the world. Technorati rated Boing Boing to be the most-read group-written blog.

Gartner forecasts that Hogging will peak in 2007, leveling off when the number of writers who maintain a personal Web site reaches 100 million. Gartner analysts expect that the novelty value of the medium will wear off as most people who are interested in the phenomenon have checked it out, and new bloggers will offset the number of writers who abandon their creation out of boredom. The firm estimates that there are more than 200 million former bloggers who have ceased posting to their online diaries, creating an exponential rise in the amount of ".dotsam" and ".netsam." that is to say, unwanted objects on the Web, (analogous to flotsam and jetsam).

### Blogging Consequences

The emergence of Hogging has brought a range of legal liabilities and other often unforeseen consequences.

**Defamation or Liability-** Several cases have been brought before the national courts against bloggers concerning issues of defamation or liability. The courts have returned with mixed verdicts. Internet Service Providers (ISPs), in general, are immune from liability for information that originates with third parties (U.S. Communications Decency Act and the EU Directive 2000/31/EC).

In *John Doe v. Patrick Cahill*, the Delaware Supreme Court held that stringent standards had to be met to unmask anonymous bloggers, and also took the unusual step of dismissing the libel case itself (as unfounded under American libel law) rather than referring it back to the trial court for reconsideration. In a bizarre twist, the Cahills were able to obtain the identity of John Doe, who had out to be the person they suspected: the town's mayor, Councilman Cahill's

political rival. The Cahills amended their original complaint, and the mayor settled the case rather than going to trial.

In January 2007, two prominent Malaysian political bloggers, Jeff Ooi and Ahiruddin Atan were sued by pro-government newspaper, *The New Straits Times Press* (Malaysia) Berhad. Kalimullah bin Mashaerul Hassan, Hishammuddin bin Aun and Brenden John all John Pereira over an alleged defamation. The plaintiff was supported by the Malaysian government. Following the suit, the Malaysian government proposed to "register" all bloggers in Malaysia in order to better control parties against their interest. This is the first such legal case against bloggers in the country.

In the United Kingdom, a college lecturer contributed to a blog in which she referred to a politician (who had also expressed his views in the same blog) using various uncomplimentary names, including referring to him as a "Nazi". The politician found out the real name of the lecturer (she wrote under a pseudonym) via the ISP and successfully sued her for 10,000 in damages and 7,200 costs.

In the United States, blogger Aaron Wall was sued by Traffic Power for defamation and publication of trade secrets in 2005. According to *Wired Magazine*, Traffic Power had been "banned from Google for allegedly rigging search engine results." Wall and other "white hat" search engine optimization consultants had exposed Traffic Power in what they claim was an effort to protect the public. The case was watched by many bloggers because it addressed the murky legal question of who's liable for comments posted on blogs. The case was dismissed for lack of personal jurisdiction, and Traffic Power failed to appeal within the allowed time.

**Employment :** In general, attempts at hiding the blogger's name and/or the place of employment in anonymity have proved ineffective at protecting the blogger. Employees who blog about elements of their place of employment raise the issue of employee branding, since their activities can begin to affect the brand recognition of their employer.

In fall 2004, Ellen Simonetti was fired for what was deemed by her employer, Delta Air Lines, to be inappropriate material on her blog. She subsequently wrote a book based on her blog.

Delta Air Lines fired flight attendant Ellen Simonetti because she posted photograph's of herself in uniform on an airplane and because of comments posted on her blog "Queen of Sky: Diary of a Flight Attendant" which the employer deemed inappropriate. This case highlighted the issue of personal blogging and freedom of expression vs. employer rights, and responsibilities, and so it received wide media attention. Simonetti took legal action against the airline for "wrong-

ful termination, defamation of character and lost future wages". The suit was postponed while Delta was in bankruptcy proceedings (court docket).

In the spring of 2006, Erik Ringmar, a tenured senior lecturer at the London School of Economics, was ordered by the convenor of his department to "take down and destroy" his blog in which he discussed the quality of education at the school.

Mark Cuban, owner of the Dallas Mavericks, was fired during the 2006 NBA playoffs for criticizing NBA officials on the court and in his blog.

Mark Jen was terminated in 2005 after 10 days of employment as an Assistant Product Manager at Google for discussing corporate secrets on his personal blog, then called 99zeros and hosted on the Google-owned Blogger service. He blogged about unreleased products and company finances a week before the company's earnings announcement. He was fired two days after he complied with his employer's request to remove the sensitive material from his blog.

In India, blogger Gaurav Sahnis resigned from IBM after his posts exposing the false claims of a management school. IIPM led to management of IIPM threatening to burn their IBM laptops as a sign of protest against him.

Jessica Cutler, aka "The Washingtonienne", blogged about her sex life while employed as a congressional assistant. After the blog was discovered and she was fired, she wrote a novel based on her experiences and blog: "The Washingtonienne: A Novel". Cutler is presently being sued by one of her former lovers in a case that could establish the extent to which bloggers are obligated to protect the privacy of their real life associates.

Catherine Sanderson, a.k.a. Petite Anglaise, lost her job in Paris at a British accountancy firm because of blogging. Although given in the blog in a fairly anonymous manner, some of the descriptions of the firm and some of its people were less than flattering. Sanderson later won a compensation claim case against the British firm, however.

On the other hand, Penelope Trunk, writing in the Globe in 2006, was one of the first to point out that a large portion of bloggers are -v- professionals and that a well-written blog can actually help attract employers.

### Political Dangers

Blogging can sometimes have unforeseen consequences in politically-sensitive areas. Blogs are much harder to control than broadcast or even print media. As a result, totalitarian and authoritarian regimes often seek to suppress blogs and/or to punish those who maintain them.

In Singapore, two ethnic Chinese were imprisoned under the country's sedition law for posting anti-Muslim remarks in their blogs.

### BNB 20 Question

Egyptian blogger Kareem Amer was charged with insulting the Egyptian president Hosni Mubarak and an Islamic institution through his online blog. It is the first time in the history of Egypt that a blogger was prosecuted. After a brief trial session that took place in Alexandria, the blogger was found guilty and sentenced to prison terms of three years for insulting Islam and inciting sedition, and one year for insulting Mubarak.

Egyptian blogger Abdel Momen Mahmoud was arrested in April 2007 for anti-government writings in his blog. Momen is a member of the banned Muslim Brotherhood.

After expressing opinions in his personal blog about the state of the Sudanese armed forces, Jan Pronk, United Nations Special Representative for the Sudan, was given three days notice to leave Sudan. The Sudanese army had demanded his deportation.

### Personal Safety

One consequence of blogging is the possibility of attacks or threats against the blogger, sometimes without apparent reason. Kathy Sierra, author of the innocuous blog *Creating Passionate Users*, was the target of such vicious threats and misogynistic insults that she canceled her keynote speech at a technology conference in San Diego, fearing for her safety. While a blogger's anonymity is often tenuous, Internet trolls who would attack a blogger with threats or insults can be emboldened by anonymity. Sierra and supporters initiated an online discussion aimed at countering abusive online behavior and developed a blogger's code of conduct.

### Q.9 Write about Web Site.

**Ans.** Web site is the collection of many Web pages. The home page is the first or top page of any Web site. A site can be just one page, or can comprise dozens or even hundreds of pages. In the latter case, the home page acts as a table of contents to organize the site and help users find information available on the site. Underlined or highlighted hyperlink text is often embedded in the home page. The hyperlinks serve to connect the top page with other pages throughout the site.

### Types of Web sites on the basis of

#### Web pages organized

Web sites are typically organized in one of the three ways:

(1) **Tree/Outline**- In tree /outline structure, information's are arranged in hierarchical manner, moving from general information to more specific data.

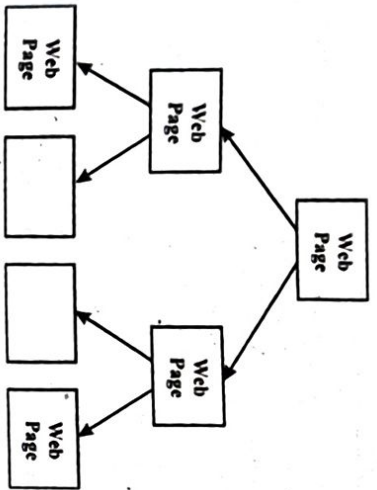


Fig. 1: Tree/Outline Web Sites

(2) **Linear**- In linear structure, one page leads 10 next page, which leads to the next one, and so on.

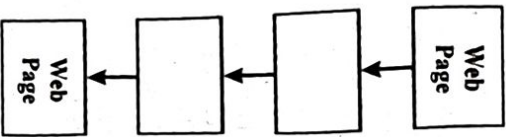


Fig. 2: Linear Web Sites

(3) **Random**- Random structure is really a lack of structure in which pages are connected to ne another seemingly at random.

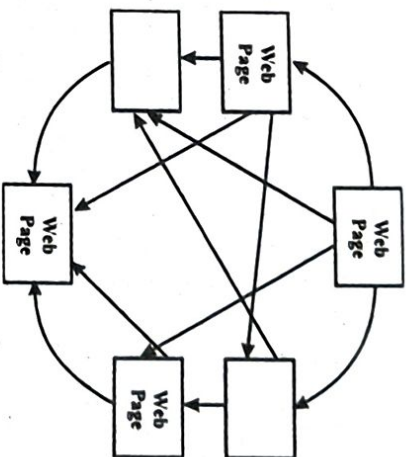


Fig.3: Random Web Sites

**What is the need of a Website?**

A website can reach out to new markets or it can help retain your current customers. It can act as a multi page advertisement or it can be an online business that generates its own income. It can act as a meeting place, a resource center or even can entertain people. If you need to advertise, inform, sell, communicate or entertain then a website can be built to fit the bill.

An advantage of the web compared to traditional media is availability. The web is available 24 hours a day through a year to a global audience. People are free to know about you at their convenient time. A well designed website has at least the following advantages-

- (i) It acts as a multi page advertisement.
- (ii) It displays the products and services as provided.
- (iii) It enables customers to purchase goods or services.
- (iv) It allows reservations to be made online.
- (v) It conveys branding identity and promotes trust.
- (vi) It develops customer loyalty through the provision of services.
- (vii) It provides contact information or direct contact through email.

**Types of Web Sites**

In fact, classifying Websites is a very difficult job. There are a variety of Web sites for different purposes having different TLDs like edu, com, org etc. However on the basis of how Websites respond to the users, they can be classified into Static and Dynamic.

(a) **Static Website-**Static means not moving or changing. Static Website is actually one that contains static Web pages. Static Web page is a Web page that displays the same content to all viewers, usually written in hypertext markup language (HTML). When a Uniform Resource Identifier (URI) representing a static page is received by a Web server, the server always responds to that request with the same set of HTML (or XHTML) and associated Web content, regardless of the user's identity or the retrieval context.

(b) **Dynamic Website-**Contrary to static, dynamic means always changing and making progress. Dynamic Website is one that contains dynamic Web pages. With the continued advancement in the World Wide Web, Web sites are taking new forms to attract the visitors. Emergence of dynamic Web pages is one of those advancements. When you open a dynamic Web page, you see that it is always changing and creating different impressions. When you hover your mouse over an image it changes to some other image and like that. Dynamic Web pages are developed at two stages; client side and server side. The Client-side dynamic content is generated on the client's computer. The web server retrieves the page and sends it as it is. The web browser then processes the code embedded in the page normally written in JavaScript and displays the page to the user. Client side dynamic content is generated using languages like JavaScript, DHTML (Dynamic Hypertext Markup Language) and Flash.

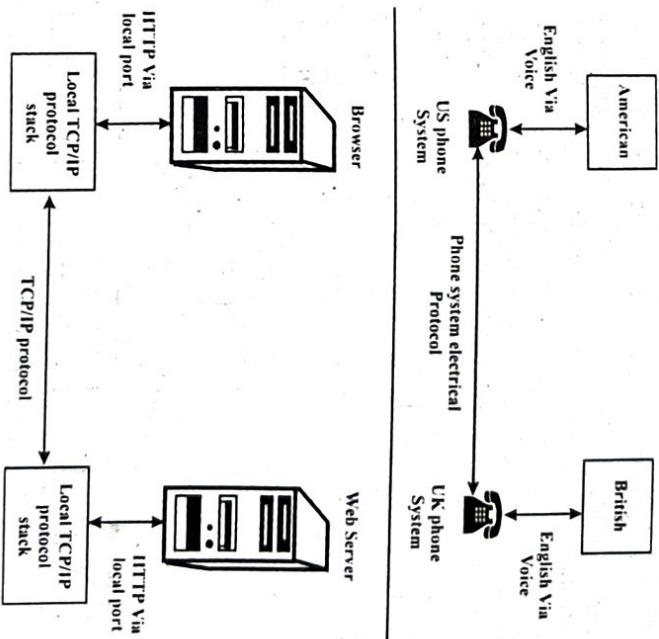
Server-side dynamic content is a bit more complicated. First the browser sends an HTTP request to the server and the server retrieves the requested script or program. After that, the server executes the script or program which typically outputs an HTML web page. The program usually obtains input from the query string or standard input which may have been obtained from a submitted web form. Ultimately, the server sends the HTML output to the client's browser. PHP, Perl, ASP, ASP.NET, CGI like languages are used for generating server side dynamic content.

**Q.10 Write about Web Protocols.**

**Ans.** Because the Web uses the internet as its communication medium, it must follow Internet communication protocols. A protocol is a set of rules governing the procedures for exchanging information. The Internet's Transmission Control protocol (TCP) and Internet protocol (IP) enable worldwide connectivity between browsers and servers. In addition to using the TCP/IP protocols for communication across the Internet, the Web also uses its own protocol, called the Hyper-Text Transfer Protocol (HTTP), for exchanges between browsers and servers. HTTP is used by browsers to request documents from servers and by servers to return requested documents to browsers. Figure 1 shows an analogy between the English language and telephony protocols over the phone system on the one hand, and HTTP and TCP/IP over the Internet, on the other hand.

**BNB 20 Question**

Browsers and servers communicate via HTTP over the internet in the same way that an American and an Englishman would communicate via English over a phone system.



**Fig. 1 : An analogy. Browsers and servers Communicate via HTTP over the Internet in the same way that an American Writer and a British editor would communicate via English over a phone system.**

**Classification of TCP/IP Protocols**

A large number of Protocols are associated with TCP/IP. These different protocols are grouped into the following categories:

- (1) General TCP/IP Transport Protocols
- (2) TCP/IP Services Protocols
- (3) TCP/IP Routing Protocols

### (1) General TCP/IP Transport Protocols

This subsection covers general protocols dealing with the addressing and transportation of packets across the LAN using TCP/IP.

(a) **Internet Protocol (IP)**- The Internet Protocol (IP) is a connectionless network layer protocol that provides datagram services and IP packets are most commonly referred to as IP datagrams. IP is a packet switching protocol that performs the addressing and route selection. An IP header is appended to packets, which are transmitted as frames by lower level protocols. IP route as packets through internetworks by utilizing routing tables that are referenced at each hop. Routing determinations are made by consulting logical and physical network device information, as provided by the Address Resolution Protocol (ARP).

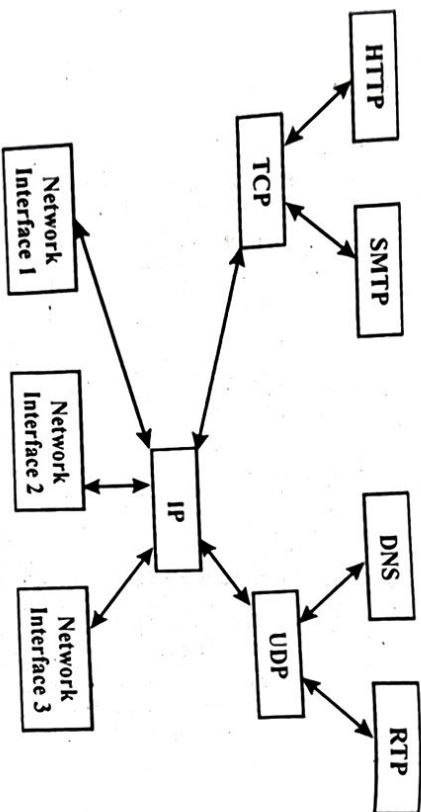


Fig. : TCP/IP Protocol Graph

IP performs packet disassembly and reassembly as required by packetization size limitations defined for the Data Link and Physical layers being implemented. IP also performs error checking on the header data using a checksum, although with data from upper layers is not error-checked.

(b) **Transmission Control Protocol (TCP)**- The Transmission Control Protocol (TCP) is an internetwork connection-oriented protocol that corresponds to the OSI Transport layer. TCP provides full-duplex, end-to-end connections. When the overheads of end-to-end communication acknowledgement isn't required, the User Datagram Protocol (UDP) can be substituted for TCP at the Transport (host-to-host) level. TCP and UDP operate at the same layer.

TCP corresponds to SPX in the NetWare environment. TCP maintains a logical connection between the sending and receiving computer systems. In this way, the integrity of the transmission is maintained. TCP detects any problems in the transmission quickly and takes action to correct them. The trade-off is that

TCP isn't fast as UDP, due to the number of acknowledgements received by the sending host.

TCP also provides and assumes message fragmentation and reassembly and can accept messages of any length from upper-layer protocols. TCP fragments message streams into segments called bundles that can be handled by IP. This process enables the application being used to not break up the data into smaller blocks. IP still can perform fragmentation for UDP packets and further fragmentation for TCP packets.

In addition to message fragmentation, TCP can multiplex conversations with upper-layer protocols and can improve use of network bandwidth by combining multiple messages into the same segment. Each virtual-circuit connection is assigned a connection identifier called a port, which identifies the datagrams associated with that connection.

(c) **User Datagram Protocol (UDP)**- The User Datagram Protocol (UDP) is a connectionless Transport (host-to-host) layer protocol. UDP does not provide message acknowledgements, rather it simply transports datagrams.

Like TCP, UDP utilizes port addresses to deliver datagrams. These port addresses, however, aren't associated with virtual circuits and merely identify local host processes. UDP is preferred over TCP when high performance or low network overhead is more critical than reliable delivery. Because UDP doesn't need to establish, maintain and close connections or control data flow, it generally outperforms TCP. The downfall in UDP is that it does not perform as reliably as TCP when transmitting data thus, UDP is often used when transmitting smaller amounts of data.

UDP is the Transport layer protocol used with the Simple Network Management Protocol (SNMP), the standard network management protocol used with TCP/IP networks. UDP enables SNMP to provide networks management data from upper layers is not error-checked.

(d) **Address Resolution Protocol (ARP)**- Three types of address information are used on TCP/IP internetworks :

- (1) **Physical Addresses:** Used by the Data Link and Physical layers.
- (2) **IP Addresses:** Provide logical network and host IDs. IP addresses consist of four numbers typically expressed in dotted decimal form.
- (3) **Logical Node Names:** Identify specific hosts with alphanumeric identifiers, which are easier for users to recall than the numeric IP addresses. An example of a logical node name is SHARMA.COM.

Given an IP address, the Address Resolution Protocol (ARP) can determine the physical address used by the device containing the IP address. ARP maintains tables of address resolution data and can broadcast packets to dis-

cover addresses on the networks segment or use previously cached entries. The physical addresses discovered by ARP can be provided to Data Link Layer protocols. All addresses in the ARP table are only local addresses. Any non-local address contains the hardware address of the local port on the router that is used to access that non-local segment.

(e) **Internet Control Message Protocol (ICMP)**- The Internet Control Message Protocol (ICMP) enhances the error control provided by Internet Connectionless protocols, such as IP, cannot detect internetwork errors, such as congestion or path failures. ICMP can detect such errors and notify IP and upper-layer protocols. A network card that is generating an error often delivers a message to other networks cards, via an ICMP packet.

## (2) TCP/IP Services Protocols

This section focuses on some of the TCP/IP services that exist within the TCP/IP protocol suite.

(a) **Dynamic Host Configuration Protocol (DHCP)**- When dealing with IP addressing, it can be very management intensive to manually assign addresses and subnet masks to every computer on the network. The Dynamic Host Configuration Protocol (DHCP) enables automatic assignment of IP addresses. This is usually performed by one or more computers (DHCP Servers) that assigns IP addresses and subnet masks, along with other configuration information, to a computer as it initializes on the network.

Most routers are configured not to forward broadcasts. DHCP, however, exchanges information by issuing broadcasts. A DHCP server, therefore, needs to be on each segment. An alternative to placing a DHCP server on each segment is to have a DHCP relay agent that forwards the client's broadcast request for an IP address to a DHCP server on another segment.

(b) **Domain Name System (DNS)**- The Domain Name System (DNS) protocol provides host name and IP address resolution as a service to client applications. DNS servers enable humans to use logical node name, utilizing fully qualified domain name structure, to access network resources. Host name can be up to 260 characters long.

(c) **Windows Internet Naming Services (WINS)**- Windows Internet Naming Service (WINS) provides a function similar to that of DNS, with the exception that it provides NetBIOS names to IP address resolution. This is important, because all of Microsoft's networking requires the ability to refer to NetBIOS names. Normally NetBIOS names are obtained with the issuance of broadcasts, but because routers normally do not forward broadcasts, a WINS server is one alternative that can be used to issue IP addresses to NetBIOS name requests.

(d) **File Transfer Protocol (FTP)**- The File Transfer Protocol (FTP) is a protocol for sharing files between networked hosts. FTP enables users to log on to remote hosts. Logged-on users can inspect directories, manipulate files, execute commands and perform other commands on the host. FTP also has the capability of transferring files between dissimilar hosts by supporting a file request structure that is independent of specific operating systems.

(e) **Simple Mail Transfer Protocol (SMTP)**- The Simple Mail Transfer Protocol (SMTP) is a protocol for routing mail through internetworks. SMTP uses the TCP and IP protocols. SMTP doesn't provide a mail interface for the user. Creation, management and delivery of messages to end users must be performed by an email application.

(f) **Remote Terminal Emulation (TELNET)**- TELNET is a terminal emulation protocol. TELNET enables PCs and workstations to function as dumb terminals in sessions with hosts on internetworks. TELNET implementations are available for most end-user platforms, including UNIX (of course), DOS, Windows and Macintosh OS.

(g) **Network File System (NFS)**- Network File System (NFS), developed by Sun Microsystems, is a family of file access protocols that are a considerable advancement over FTP and TELNET. Because Sun made the NFS specifications available for public use, NFS has achieved a high level of popularity. NFS consists of two protocols:

(i) **External Data Representation (XDR)** : Supports encoding of data in a machine independent format. C programmers use XDR library routines to describe data structures that are portable between machine environments.

(ii) **Remote Procedure Call (RPC)** : Functions as a service requester redirector that determines whether functions calls can be satisfied locally or must be redirected to a remote host. Calls to remote hosts are packaged for network delivery and transmitted to RPC servers, which generally have the capability of servicing many remote service requests. RPC servers process the service requests and generate response packets that are returned to the service requester.

## (3) TCP/IP Routing Protocols

The following sections describe two of the most common routing protocols used by TCP/IP.

(a) **Routing Information Protocol (RIP)**- The Routing Information Protocol (RIP) in the TCP/IP suite is not the same protocol as RIP in the NetWare suite, although the two serve similar functions. Internet RIP performs route discovery by using a distance-vector method, calculating the number of hops that must be crossed to route a packet by a particular path.

Although it works well in localized networks, RIP presents many weaknesses that limit its utility on wide-area internetworks. RIP's distance vector route discovery method, for example, requires more broadcasts and thus causes more network traffic than some other methods. The entire route table is also sent out on the broadcast, causing large amounts of traffic as route tables become large. The Open Shortest Path First (OSPF) protocol, which uses the link state route discovery method, is gradually replacing RIP.

(b) **Open Shortest Path First (OSPF)**- The Open Shortest Path First (OSPF) protocol is a link state route discovery protocol that is designed to overcome the limitations of RIP. On large internetworks, OSPF can identify the internetworks topology and improve performance by implementing load balancing and class of service routing.

**Q.11 Give Differences Between Blogs, Websites and Portal.**

**Ans.**

Website and Portal are distinct terms, but there exists a correlation between the two. Website and portal both have a web-based interface; a website is the collection of web pages whereas a portal acts as a gateway to world wide web and provides many services.

An organisation owns a website. On the other hand, A portal is user centric which means a user can probably provide information and data.

Basis For	Website	Portal
<b>Comparison</b>		
(1) <b>Basic</b>	It is a location on the internet usually accessed through an URL.	It provides a single point of access where the traffic is limited to the right set of users.
(2) <b>Features</b>	Owned by an organization.	User-centric.
(3) <b>Interaction</b>	User can not interact with a website.	There is a two-way communication between user and portal.
(4) <b>Property</b>	Not necessarily a knowledge domain.	Act as the gateway to the specific knowledge domain
(5) <b>Management</b>	Seldom updation of the information sources.	Regular updation of information sources.

### Difference Between Website and Blog

The Website and Blogs are somewhat similar. There are very few differences between them, but these are differentiable. The major difference

between website and blog is that a blog is more interactive, while a website is static or inactive.

If we talk about blogs, the content of the blogs is frequently changed, and these are capable of providing the fresh and updated content each time a viewer visits the blog after a period of time. Conversely, this is not the case with the websites. The contents in the other websites (that are not informational websites) rarely changes.

Basis For	Website	Blog
<b>Comparison</b>		
(1) <b>Fundamental unit</b>	Content	Post
(2) <b>Order</b>	No order	Chronological
(3) <b>Commenting</b>	Not always possible	Enabled
(4) <b>Subscription</b>	No subscription is available to the RSS feed.	One can subscribe to the blog's RSS feed.
(5) <b>Updation frequency</b>	Rare	Often
(6) <b>Home page</b>	Could be present	Mandatorily present

### Difference Between a Blog and Portal

A blog is a running commentary on one or more topics - by definition and practice, this commentary constitutes "content". Think of it as a very specific roll of toilet paper where each blog entry is one square only.

A portal is an aggregator which serves to provide a view of multiple content sources and types relative to the overall site. Think of a portal as many squares of toilet paper arranged on a page where only one or two represent the latest couple of blog entries from above - perhaps another square represents a most recent forum entry, another features a general announcement, and still another displays the most recent photo in an online photo album.

**Q.12 Write about Increasing Visibility in Digital marketing.**

**Ans. Increasing Visibility in Digital marketing**

To increase online visibility, the best marketing activities are :

1. **Blog** : Your blog is the most essential marketing tool for a small business and the hub of your inbound marketing strategy. Your blog is where you can showcase your expertise and provide value to your target audience. The more content you provide that helps your target audience, the more visible your web presence will become.

Did you know that every blog post is a unique web page? With every new page added to your website (your blog is part of your website right?), you in-

create your digital footprint and have one more opportunity to rank for a particular keyword phrase.

Ideally you should strive to blog as often as you can, but even one blog post a month will increase online visibility and advance your website in the search engine results.

**2. Learn SEO Basics :** You don't have to be an SEO expert to increase online visibility for your content. By creating quality content and using basic on-page search engine optimization techniques, you can help your content rise in the search engine results.

On-page SEO include the following :

- (i) Write quality content using variations on your main keyword phrase. Each page or blog post should focus on one specific topic, which naturally optimizes the page.
  - (ii) Use descriptive page and post titles. WordPress creates the URL for your pages and posts based on the title of the page so write compelling titles that contain your focus keyword phrase to get the most benefits.
  - (iii) Use keywords in the anchor text when linking internally. Use keyword-rich anchor text in your internal links to help the search engines understand what those pages are about.
  - (iv) Write a descriptive alt tag for all images using your focus keyword phrase. Keyword rich Alt tags help your page get better rankings. Using the keyword phrase as the file name of the image as well.
  - (v) Create unique page titles using relevant keywords. Create different titles for each page or post of your site using a specific keyword phrase for which you want the page to rank. Put the most relevant keyword first in the title.
  - (vi) Control the content that shows up in the search engine results. Writing quality descriptions with a call to action for each page and post gives searchers a reason to visit your site and increases click-through rates from the search engine results pages to your website.
- 3. Curate and Share Content :** You don't have to create original content to be perceived as a hub of useful information. By finding and sharing content written by others enhanced with your thoughts, views and commentary, you provide a valuable service to your followers. Directing people to quality nuggets of content as social media posts or email newsletters keeps you visible while strengthening your expert reputation.
- 4. Get Customer Reviews :** One of the best ways to increase your visibility is to encourage customers to provide reviews on sites such as Facebook, Yelp, Google+, Angie's List or other directories that are relevant to your industry.

try. In a recent survey, 90% of customers say that their buying decisions are influenced by online reviews.

Happy customers generally won't think to post a review but it's almost guaranteed that a customer with a negative experience will find the time to post. It is up to you to encourage reviews from your customers as part of your customer service process. You can simply ask for a review, provide a feedback form that also points to specific online profiles or if all else fails, set up a way for customers to provide a testimonial for your website.

And don't worry if you get a negative review. No matter how good you are, some people will find something to complain about. Your goal is to get many reviews because a mix of good reviews with a couple of negative ones is better than just one positive review.

**5. Become Active on Social Media :** Every business can benefit from some social media activity. Selecting the right platforms for your business and becoming active - that is posting content, asking questions and interacting with your followers - can boost your visibility.

Social media profiles frequently appear in search engine results, therefore make sure all of your social media profiles are well written, consistently branded and optimized around how you wish to be found. Make sure to include complete contact information across all profiles. The goal of creating a large digital footprint with your website as the hub is to ensure there are many ways for people to find you.

**Q.13 Write about Visitor Engagement in Digital marketing.**

**Ans. Visitor Engagement in Digital marketing**

“Visitor Engagement is visitors connection with your site.

Visitors Engagement confirms where the users would find any value in your services or products offered by you or by your Company (Organisation). If you want to reach the customer or getting closer to you client, it can be easily achieved by User Engagement. Driving User Engagement allows you to encourage your clients to share as well as interact with your brands or products offered by you. With a very good user engagement website, it will increase your company growth and prospects.

Your landing page or your website should be optimized. Your customer engagement on websites should be optimized, if you do not optimize your website you will end up losing lot of money. Or you would have spent too much of time while creating to your content.

Only just creating loads and loads of content won't make you encourage more engaged visitors or won't convert your content to profit.

### Engagement Metrics

First we need to have a platform to measure the Customers engagements, it can be website or an App, where the users will come and perform their activities. Here activities can be no of clicks, no of downloads, no of shares, no of comments or no of reaches.

This says us how is the engagement response of our users.

Where in case of engaged users who are more profitable, their activities are measured by purchases, signups for new registration subscription for emails etc.,

### Engagement Importance

One of important factor of customer engagement on website is about conversions.

Whatever the content you are showcasing should have a definite meaning. Main objective is that your readers must feel engaged and start subscribing to your emails list. This can be achieved by getting the products and services or downloading your content.

If your users won't engage with your content they will not buy the products or services or subscribe it.

So here every piece of your content must be converted to build profit for your organisation.

Now let us see how we can increase visitor engagements

#### I. Web-Site speed

(i) A best way to keep your users away from page loading is speed. For an instance if your page takes more time to load then be sure you are going to lose more users. Even you page must load fast in lower broadband speed. Since you cannot say every user has a good internet speed.

(ii) Secondly, we must use amp versions for your pages which will make the content to load faster in mobiles and nowadays most of websites are responsive type.

(iii) And another important factor is that try to maintain your site clean with unwanted content and images.

#### II. Content flow

(i) Make sure your visitors must not feel complex to go through your entire site.

(ii) Try to use more navigation in your website which makes the user easy accessible.

(iii) In your web-page use more of images rather than lump of texts where user will feel interested.

(iv) Try to link your old articles which makes new user to explore more about you page.

Q.14 Write about Understanding Conversion Process.

Ans. **Understanding Conversion Process**

CRO stands for Conversion Rate Optimization. Whatever may be the ultimate goal of your website, a conversion is the successful completion of that action. CRO is the process of optimizing the site to increase the likelihood that visitors will complete a specific action.

Conversion Rate is a key metric in e-commerce, as it reveals the percentage of the site's total traffic completing a specific goal. The higher the conversion rate, the better.

Once you have defined what conversions you want to track, you can calculate the conversion rate.

When you know what the value of a lead is, you can determine how many leads you need each month to sustain your business and how much you should pay for advertising. This is true whether you are using pay-per-click (PPC) or any offline advertising like mailers or print ads.

#### What is CRO?

Conversion Rate Optimization is -

- (i) A structured and systematic approach to improving the performance of the website.
- (ii) Informed by insights - specifically, analytics and user feedback.
- (iii) Defined by the website's unique objectives and needs (KPIs).
- (iv) Taking the traffic that you already have and making the most of it.

#### What CRO is Not

Conversion Rate Optimization is not -

- (i) Based on the guesses, hunches, or what everyone else is doing.
- (ii) Driven by the highest paid person's opinion.
- (iii) About getting as many users as possible, regardless of the quality or engagement.

#### Why do Companies Use CRO?

CRO plays an important role in improving the efficiency of critical processes. Here, we will discuss the most common areas where companies evaluate CRO.

1. **A/B testing** - What is A/B testing? In basic terms, you set up two different landing pages, each has a different element from the other. Your site presents the "A" version of these pages to half your traffic and the "B" version to the remaining half. Then you can see whether or not a small change to a call-to-action (CTA) can make a difference in conversion rates.

2. **Customer Journey Analysis** - How did your customers progress from brand awareness to purchase? Also often referred to as a Conversion Funnel.

3. **Cart abandonment analysis** - Investigate the cause of not checking out, once the items have been added to a shopping cart.

4. **Segmentation** - Segmentation shows approaches to grouping prospects and customers to deliver more relevant communications and offers for better response rates to these communications.

In addition, CRO is used for copy optimization, online surveys, and customer feedback.

**Q.15 Write about Retention in Digital Marketing.**

**Ans. Retention in Digital Marketing**

The act of making customers "come back again and again" is retention. Retention is a group of marketing tactics you use to bring people back to your company. Just as you use tactics to acquire customers, you use tactics to keep them engaged. Since retention begins after a purchase, marketers need to reframe the way they think about serving their customers.

A new marketing funnel has emerged and merges pre-purchase and post-purchase stages to present a complete view of the entire customer lifecycle. Multi-channel, multi-touch, multi-path customer journeys are the new marketing funnel.

The end goal is no longer to simply convert a lead into a customer. It's about maximizing the lifetime value of loyal customers who will come back again and again.

**How retention changes the marketing paradigm**

Marketing has historically been focused only on tactics to attract more people to a brand.

Retention changes the marketing paradigm: you no longer just look for new potential customers; you focus on making more money from your existing ones. This is not to say that you should stop doing "traditional" marketing altogether; rather, you should complement your marketing tactics focused on acquisition with those that focus on retention.

Take search engine optimization (SEO), a classic digital marketing tactic, as an example. SEO focuses on making your website attractive to search engine bots, which can increase your websites position in search results (SERPs), thus attracting more organic traffic to your site.

Every time you publish a new page that you want to rank in the search engines for a given keyword, you need to invest to attract links to it (which are one of the most important ranking factors. Depending on the industry, a link building campaign can cost from \$100 to over \$10,000.

Contrast that with a retention tactic: email post-purchase automation. Using email post-purchase customer journeys helps you bring qualified traffic

to your site, people to whom you have already convinced of making business with you. They already know you, and if you did a good job with your first sale, they probably already trust you, as well.

The cost of such campaign would be low. You need to compute the creation of the emails: copy, design, timing (which needs some analytics skills to optimize), and the cost of the email marketing provider.

The pricing delta between an acquisition campaign and a retention one can be high. What's more, the ROI of the latter can be much higher than the former, as you are targeting people who already know your brand.

According to the book Marketing Metrics, selling to a new prospect has an average profitability that ranges between 5 to 20%, while one that targets an existing customer ranges between 60 to 70%. In other words, it's more than 350% more profitable to sell to an existing customer than to a new one.

Don't get me wrong; retention is more than sending an email; it's about personalizing their shopping experience. If someone buys a product, they likely want more products related to it, at a similar price range, targeted to their own demographics.

By focusing on retention, you can increase the rate of a customer purchasing again as well as increasing the order frequency and the average order value of each repeat purchase. This, in turn, increases the customer lifetime value (CLV) as well as your long-term profitability.

### Types/ Tactics of Retention

#### Retention Tactics

Now begin to define how these objectives will be realised - by identifying which digital marketing tactics you plan to use as a retention technique in meeting the objective of the plan. The chosen tactics should be justified from the findings you uncovered in evaluating your existing customer and how they interact with your brand.

#### Search Engine Optimisation for retention

Whilst SEO will be mainly be considered as a tactic to drive your acquisition objectives, there are many opportunities to utilise SEO to assist with your retention communications.

(i) **Personalised search results** - Ensuring your brand appears in both head terms and long tail search terms for personalised search results ensures your existing customers continue to interact with your branded content.

(ii) **Google Sitelinks Search Box** - with the roll-out of the Google sitelinks search box, this means any branded searches will display an integrated search box on Google, encouraging further searches into your content marketing strategy whilst remaining on the search engine.

(iii) Create and optimise content for your existing customer base in order for them to service their existing account through a content plan

(iv) **On page optimisation** - key on page factors influence on rankings within SERPS so it's essential the content created has been optimised for visibility within search engines through best practise on page techniques - think about the URL of the page, who the content page is for, heading and image tags, as well as internal URLs and how would this page be found through the existing site architecture?

(v) **Product descriptions** - Each product on site should include relevant imagery and product information that is unique on site. Ensure the content is tailored to the defined audience from the creation of personas as mentioned in section 1

(vi) **Link building** - Pro-actively target websites your existing user-base also use. From analysing your site referrers and most effective affiliate websites, this should provide you with a pool of prospects to launch a link building campaign to drive referrals to your site. Also consider your competitor sites - ensure you're providing a level of differentiation and ask the question how is my product offering unique and why would a website link to this content over a competitor?

### Email tactics for Retention

Creation of email templates - create and test out multiple email templates to your existing customer base and begin to monitor the effectiveness of your emails - look to segment your customer base and see which segment drives the best performance based on your retention measures e.g. repeat purchase

Ensure the right email technology is in place - if you're using a 3rd party email software provider, does it provide you with the opportunity to create multiple email templates? the right metric reporting?

Ensure email lists are data cleansed before commencing a campaign - have you removed and are up to date with existing customers who wish to be unsubscribed? Have you tested out your email success rate in hitting your customer inbox?

### Social media for Retention

Analyse your current database of Social Media followers/fans

Create an Editorial content plan in place to drive timely content through SM channels - this should be based around the editorial plan mentioned under SEO in defining your content plan

Ensure you've provided in-house training for staff to use SM channels in communicating with customers - SM provides a timely and cost effective channel in providing a real-time customer service channel

### Affiliate Marketing for Retention

(i) Evaluate current program on commission levels offered compared to competitor programs - are any of your competitor programs incentivising affiliates to drive existing customer purchase and if not, could this be an opportunity for your own channel?

(ii) Analyse trends and performance of your existing affiliate program e.g. what % of sales driven through affiliates are from repeat customers?

(iii) Segment affiliate sites by performance to date.

(iv) From your personas, commence a recruitment drive in driving more affiliate websites to sign up to the program that relate to your personas.

**Q.16 Write about Performance Evaluation in Digital Marketing.**

**Ans.**

### Meaning of Performance Appraisal

In the planning for employee's development, the performances appraisal plays an important role. It is also significant in the assessment of their relative worth and limits. It helps the management to judge whether a particular employee's selection has been justified or not, and whether he deserves the promotion, incentives, etc.

Although in case of new applicants, their appraisal is useful for serving many useful purposes, if done at the time of their selection, in case of the continuing employees too during their service life, such appraisal is quite significant. Mostly, such appraisal is taken up by shrewd and experienced employers. Such evaluation is done by the management as a matter of routine in most of the cases.

### Definition of Performance Appraisal

In common words, appraisal generally means the evaluation of any person's worth, quality or merit. It is generally the evaluation of present performance as well as the capabilities existing in the employees for their future working.

According to Flippo, "Performance appraisal is a systematic, periodic and so far as humanly possible, an impartial rating of the employee's excellence in matters pertaining to his present job and to his potentialities for a better job."

Ordinarily, the two terms 'performance appraisal' and 'merit-rating' are mistakenly treated as synonyms to each other but there is some fundamental difference between the two. In fact, the merit rating is concerned with an employee's personal merits, viz. his nature, mental and physical qualities, etc., whereas the performance appraisal is concerned with the employee's working and contribution to the production enhancing its quality and quantity, etc. The former stresses upon the employee's potentialities, whereas the latter is based upon his individual merits.

The performance appraisal is a continuous activity and has to be planned in a systematic, continuous and orderly manner by the management. In it, there is the need of trained and experienced experts who could organise and operate carefully.

### Features of Performance Appraisal

1. The main characteristics of performance appraisal may be listed thus: The appraisal is a systematic process. It tries to evaluate performance in the same manner using the same approach. A number of steps are followed to evaluate an employee's strength and weaknesses.
2. It provides an objective description of an employee's job's relevant strengths and weaknesses.
3. It tries to find out how well the employee is performing the job and tries to establish a plan for further improvement.
4. The appraisal is carried out periodically, according to a definite plan. It is certainly not a one-shot deal.
5. Performance evaluation is not job evaluation. Performance appraisal refers to how well someone is doing an assigned job. Job evaluation, on the other hand, determines how much a job is worth to the organisation, and therefore, what range of pay should be assigned to the job.
6. Performance appraisal may be formal or informal. The informal evaluation is more likely to be subjective and influenced by personal factors. Some employees are liked better than others and have, for that reason only, better chances of receiving various kinds of rewards than others. The formal system is likely to be more fair and objective, since it is carried out in a systematic manner, using printed appraisal forms.

### The Process of Performance Evaluation

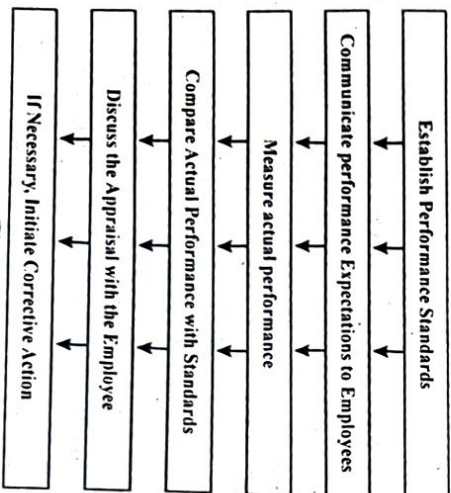


Fig. :

Process of evaluation begins with the establishment of 'performance standards'. At the time of designing a job and formulating a job description, performance standards are usually developed for the position. These standards should be clear and not vague, and objective enough to be understood and measured. These standards should be discussed with the supervisors to find out which different factors are to be incorporated, weights and points to be given to each factor and these then should be indicated on the Appraisal Form, and later on used for appraising the performance of the employees.

The next step is to communicate these standards to the employees, for the employees left to themselves, would find it difficult to guess what is expected of them. To make communication effective, 'feedback' is necessary from the subordinate to the manager. Satisfactory feedback ensures that the information communicated by the manager has been received and understood in the way it was intended.

The third step is the 'measurement of performance'. To determine what actual performance is, it is necessary to acquire information about it. We should be concerned with how we measure and what we measure. Four sources of information are frequently used to measure actual performance: personal observation, statistical reports, oral reports, and written reports.

The fourth step is the comparison of actual performance with standards. The employee is appraised and judged of his potential for growth and advancement. Attempts are made to note deviations between 'standard performance' and 'actual performance'.

At the next stage, the results of appraisal are discussed periodically with the employees, where good points, weak points, and difficulties are indicated and discussed so that performance is improved. The information that the subordinate receives about his assessment has a great impact on his self-esteem and on his subsequent performance. Conveying good news is considerably less difficult for both the manager and the subordinate than when performance has been below expectations.

The final step is the initiation of corrective action when necessary; immediate corrective action can be of two types. One is immediate and deals predominantly with symptoms. The other is basic and delves into causes. Immediate corrective action is often described as "putting out fires," whereas basic corrective action gets to the source of deviation and seeks to adjust the difference permanently. Coaching and Counseling may be done or special assignments and projects may be set; persons may be deputed for formal training courses, and decision-making responsibilities and authority may be delegated to the subordinates. Attempts may also be made to recommend for salary increases or promotions, if these decisions become plausible in the light of appraisals.

## Objectives of Performance Appraisal

The following might be mentioned as the main purposes or objectives of the 'performance appraisal':

- (1) Improving and advancing the job performance and enhancing it to further spheres.
- (2) Identifying the potentialities of the employees for other kinds of work.
- (3) To explore and discover the need, areas, for further training of the employees.
- (4) For proving helpful in determination of promotion and transfer policies of the employees.
- (5) To diminish the number of grievances and troubles as faced by the employees, particularly at personal level.
- (6) To make the compensation plans more scientific and rational.

### Importance or Significance of Performance Appraisal

The objectives are self explanatory of the importance of performance appraisal. Usually it might provide answers to the common problems faced by the management in the industrial undertakings regarding the employees. The appraisal might be based on different priorities, which might vary from time to time. But ordinarily, the following might be treated as the significance of performance appraisal:

- (1) **Improvement in Performance**- The performance appraisal psychologically exerts upon the employees to improve their working or performance while on the job. They could be made conscious about the fact that they are being evaluated and much regarding their promotion or better future would depend upon their performance.
- (2) **Better Industrial Relations**- By so appraising, the advantage or merit emerges also on the social and humanitarian front. It serves to maintain fair mutual inter-relationships among the groups within the employees, as well as the employer employee levels.
- (3) **Basis for Promotions, Transfers, etc.** it might provide information of useful nature in making and enforcing decisions about such subjects, as promotions, increase in pay or emoluments, transfers, lay-offs, etc. The information might be available in a form appropriate and adequate for making the comparisons.

(4) **Identification of Development Needs**- Such appraisal might be designed to increase its value for use in larger groups. In this method, each man is also to guide the employee development. Many people would feel interested if compared with every other man, one at the time. The results of these comparisons as to how are they doing in their service. The appraisal, besides comparisons can be tabulated, and a and created from the number of times each person using the employees about their qualities, also communicates to them their

## BNB 20 Question

weaknesses, which could be removed through organising their training and development.

### Limitations or Demerits of Performance Appraisal

Although there are many merits or uses of performance appraisal, and it might be very helpful to the employees as well as management, there are the following few limitations from which the system suffers:

- (1) In this technique of efficiency rating, some personal characteristics might not be measured or expressed in figures or quantities.
- (2) The existence of personal and subjective elements, i.e. the bias, favouritism or disfavour, etc. are generally there, despite the management's efforts to be impartial.
- (3) The basis of assigning the points, members, etc. to the employees by the management, is often liberal and sometimes too strict. It becomes difficult to maintain difference fairly among various persons.
- (4) Often the results of such appraisal are not equally proved by other motivation techniques. The managerial appraisal is generally influenced by the subjective considerations.
- (5) At times, it so happens that one who has been appraised as efficient and hardworking, whose qualities have been highly evaluated, continues to be so appraised, despite his changed tendencies.

### Methods of Performance Appraisal

Two basic types of performance appraisal used they are:

#### (A) Traits approach:

The trait approach, the first to develop in management history, led to the development of several kinds of ranking systems and graphic rating scales. There are several methods of appraisal under trait approach.

- (1) **Ranking**: The oldest and simplest method of format rating is to compare one man with all other men and place him in a simple rank order. The idea of ranking is to distribute the individuals being rated along on order of merit from best to poorest, or from most to least on one or more characteristics.
- (2) **Paired Comparison**: It is a variation of the ranking system, designed to increase its value for use in larger groups. In this method, each man is compared with every other man, one at the time. The results of these comparisons can be tabulated, and a and created from the number of times each person using the employees about their qualities, also communicates to them their

however, this requires a large number of comparisons. For a 50 men group, there would be 1225 comparisons, based on the following formula.

$$\text{No. of Comparisons} = \frac{N(N-1)}{2}$$

Where N = No. of persons to be compared.

(3) **Man to man comparison** : This system was used first by US army during world war I. In this method, certain personality factors such as leadership initiative, dependability and so on are selected for purpose of analysis. A scale is developed for each factor instead of comparing a man to another, persons are compared to key men, one factor at a time. Thus, a scale of men is created for each selected factor. This system of measurement is utilized today in job evaluation being known as the "Factor Comparison System". Though it is highly useful in measuring job, it has a very limited use in measuring people.

(4) **Grading** : In the grading system, certain categories of worth are established in advance. These are carefully defined and personnel are placed in particular group depending upon their worth.

For example, The grades may be defined as outstanding, satisfactory and unsatisfactory. Sometimes grading system is modified into a forced distribution system in which certain percentages are fixed for each grade. The basic idea behind this is to put limit for generalisation on the part of the rater. However in a small group forced distribution system is not useful.

(5) **Graphic rating scales** : It is an approach similar to that of the man to man system, except that the degree on a factor scale are represented by definition rather than by key man. The central idea behind this scaling is to provide the rater with a continuum representing varying degrees of a particular characteristics. The rater can estimate the degree to which each trait is present in his subordinates by observing their behaviour on the job. There are two types of factors which are measured on graphic scales. These are (i) personnel characteristics, such as leadership, initiative, dependability etc. and (ii) contributions such as quality and quantity of work.

(6) **Forced choice rating**: This method combine ratings with scoring system. The rater has a form on each item consisting of a group of statements pertaining to subordinates. The rater checks two of the four statements, one which he feels is the most characteristic and the other least characteristic of the person he is rating.

### (B) Appraisal by results

Managers now feel that performance is itself the most reliable indicator of potential and quality. This feeling has led to the development of appraisal by results that is against the setting and accomplishing of verifiable objective. The es-

sential feature of the appraisal is the manager's observation of the subordinates performance measured against specific predetermined goals with the subordinates actions, attitudes and general job behaviour examined in this context. Conclusions are based on observation and evidence of performance rather than the superiors opinions of the subordinates.

### 360° Appraisal And Feedback

The 360 degree appraisal involves rating of an employee or manager by everyone above, alongside and below him as shown in Fig. 1. Corporates like General Electric India (GE), Reliance Industries Ltd. (RIL), Crompton Greaves, Godrej Soaps, Wipro, Infosys, Thermax and Thomas Cook are all using this tool to find out truths about their managers. Although deployed mostly as a fact-finding technique, 360° appraisal is also used to design promotion and reward system in the organisation.

As shown in Fig. 1, besides the employee himself, superior, subordinates and peers play an important role in the appraisal. Structured questionnaires are used to collect responses about the employee from his superiors, peers and subordinates. Several parameters relating to performance and behaviour are used in the questionnaires. Each manager is assessed by a minimum of fifteen colleagues, at least two of them being his bosses, four of them peers, and six of them subordinates. Even the important customers or clients of the firm may also be requested to give their assessment of the concerned employee. The responses are presented collectively to the assessee in the form of charts and graphs. Comments and interpretations are presented later. Counselling sessions are arranged with the employee to remove the weaknesses identified in the 360 degree assessment.

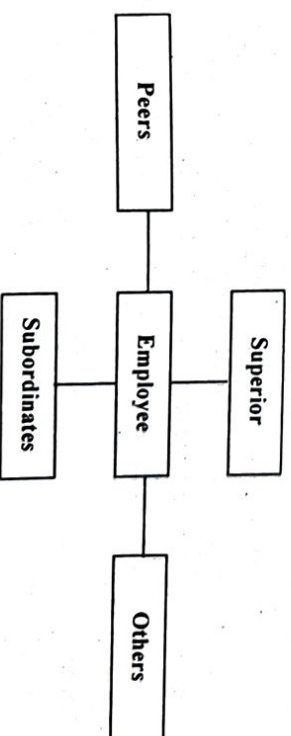


Fig. 1 : 360° Appraisal.

### Merits of 360° Appraisal

- (i) The 360 degree appraisal leads to greater self-awareness of those appraised. It reveals strengths and weaknesses in their working styles.

- (ii) The gap between self assessment and the views of one's colleagues or peer group is reduced.
- (iii) It facilitates empowerment of subordinates who get a say in the appraisal of their bosses.
- (iv) Inflexible managers are forced to initiate self-change.
- (v) Facts about organisational culture and ambience are brought to light by the multiple appraisals.

#### Limitations of 360° Appraisal

- (i) The 360 degree appraisal system ignores performance in terms of goals.
- (ii) The candidate being appraised may not accept negative feedback from the subordinates and peers. He might feel humiliated.
- (iii) Responses from colleagues often tend to be biased.
- (iv) Linking rewards to findings under 360 degree appraisal can prove to be \* unfair.
- (v) The subordinates and peers might not be fully competent in appraisal.

#### Performance Evaluation in Digital Marketing

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:

- (i) The number of social shares your blog posts receive
- (ii) The size of your fan base on social networking websites
- (iii) Mentions of your brand name on social media sites
- (iv) The number of positive reviews left about your company on sites like Google Reviews and Yelp
- (v) Inbound website visitors from social networks
- (vi) 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 : Reexamine 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 reexamine 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:

- (i) Which types of messages (i.e. text-based status updates, blog posts, videos, podcasts, etc.) are performing best with your audience?
- (ii) Do the words you've chosen for various messaging pieces seem to resonate with your audience?
- (iii) 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:

- (i) The amount you've invested into your digital marketing campaigns (Being sure to account for both financial investments and time expenditures), and
- (ii) 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.

#### Q.17 Write about Tools Needed for Performance Evaluation.

#### Ans. Tools Needed for Performance Evaluation

Digital marketing moves so quickly that it can be hard to know exactly what success looks like - and getting everyone in your organisation to agree on this can be just as complicated. Fortunately, there are plenty of online tools available to help you measure the success of a digital marketing plan in whatever form you're working towards - these are some of our favourites.

The success of a digital marketing plan can be measured in any way you want it to be - provided everyone in your organisation is on the same page! Clear and simple reporting is the best way to get everyone speaking the same language, and focusing on the same goals.

So, what tools do we recommend, then? Read on and find out...

1. **HubSpot - the all-in-one solution for digital marketing plans:** We're big fans of HubSpot, and we use it ourselves - it provides a really great all-in-one approach to inbound marketing and automation that uses a logical process to take you step-by-step through running campaigns, and monitoring and tracking the whole process.

With straightforward dashboards, you can see at a glance exactly how your website, social media channels, landing pages and calls to action are doing - how many visits they've had and where those visitors have come from, how you're doing in comparison to competitors, and how many inbound links you're getting.

It also has some simple SEO tools to help you monitor how you're ranking, and how much traffic you're getting, from specific keywords.

It's a great one-size-fits-all solution that provides plenty of feedback and support to help you make the most of your campaigns.

2. **Google Analytics - monitor your metrics a little more closely:** Google Analytics is the most-used tool for web analytics on the internet (including by us), and with good reason. The basic version is free to use, while Analytics 360 is the premium paid service designed for business owners who need a little more out of their web analytics.

You can see basic, at-a-glance information on the main analytics dashboard, and you can delve surprisingly deeply into the nuts and bolts of it all if you're so inclined to. It's another all-in-one package, like HubSpot, but focuses its attention in some different areas.

For example, it's probably the simplest tool to use for reporting on pay-per-click (PPC) campaigns as it integrates directly with AdWords, and you can also use ecommerce reporting to monitor sales activity and performance.

Google Analytics makes it incredibly easy to monitor and report on bounce rates, conversions, pageviews, visitor acquisition and segmentation - all the basic metrics that show whether your digital marketing activity is thriving or running out of steam.

3. **Hootsuite - make the most of social media:** Hootsuite is another tool we use, and it's mostly designed for managing multiple social media channels (from the major players of Facebook, Twitter, LinkedIn and Instagram to more niche applications such as Tumblr, MailChimp or Reddit) all in one place so you're not constantly switching between apps and forgetting all of your passwords. But it also contains some fantastic inbuilt reporting tools too.

Offering real-time analytics of social media metrics, including followers, mentions, engagement, clicks on links in your content, and the performance of your social media team in responding to messages, it's easy to demonstrate the ROI of your social platforms with Hootsuite's reporting functions.

Hootsuite also offers insights on which different market segments are discussing your brand, and how - whether mentions are generally positive, negative or neutral among different groups. This information on social sentiment can be key when your measure of success is more focused on brand awareness and engagement than improving sales or downloads of a certain item.

4. **Mixpanel - understand mobile devices:** Despite web users increasingly moving towards smartphones and tablets, and away from PCs, digital marketing is still playing catch-up with mobile. Everything from usage and layouts to loading times and engagement works differently on mobile, and not all analytics tools have the capability of measuring mobile metrics properly - particularly if your users are engaging with you through an app rather than a website.

Mixpanel is a great tool for mobile, allowing you to measure the ways people are using your app or site, whether they're coming back and using them again after their first visit, and the functions that make people most likely to give up - potentially losing you customers.

It also offers a very simple method of carrying out A/B testing in apps and websites, so you can directly measure the success of your new plan compared to how you were doing things before with ease.

**5. Megalytic - pull everything together :** Megalytic lets you pull in data directly from a number of different sources such as Google Analytics or Adwords - and if it's not compatible with a platform you use, then you can upload a CSV spreadsheet file of data from that platform to view it alongside everything else.

It basically makes producing reports that measure success across a large number of different metrics a lot quicker and easier, without having to build anything yourself or do too much data entry.

**6. Salesforce - incorporate sales for an integrated approach :** Sales and marketing don't exist in separate vacuums - to truly measure success, both departments need to be working together, speaking the same language, and sharing information.

Salesforce is a customer relationship management (CRM) tool that pulls together all of your customer information in one place, allowing both teams to plan and optimise customer journeys, and see the ROI of marketing activities.

The platform features analytics tools called 'Wave Analytics' that can help you build up a clear picture of how your marketing activity is impacting sales - whether you really are getting better leads or closing more deals. It allows for custom dashboards to provide an instant look at any particular metrics and KPIs that determine the success of a particular campaign.

**7. Basecamp - make sure everything runs to plan :** Is your digital plan running smoothly? Everything running on time, meeting all the key deadlines with everything getting done and shared among the team? A poorly managed project can affect the goals you're trying to meet in terms of an increase in certain metrics or revenue, and can also have big impacts on staff morale and the effectiveness of your team.

Basecamp is a project management tool that incorporates to-do lists, a calendar, fleshing, messaging, and loads more tools that, while not always essential for getting a project finished, are incredibly helpful for making sure projects run smoothly and achieve all of the goals you've set out to meet.

Organisation is key, and using a project management tool like Basecamp will allow you to review your processes and improve them in future.

## Unit-III

**Q.1** Write about Introduction to SEO and its importance.

**Ans.** **SEO Basics and Management**

With an understanding of the basics of search engine marketing (paid) campaigns, we would look at the other equally important aspect of search marketing known as SEO or Search Engine Optimization. By definition, SEO consists of all activities and techniques applied towards making a website (and inclusive webpages) rank at the top of any search engine's organic results listing. The prime aim of any SEO exercise for a marketer is to help generate awareness for its brand website by gaining attention through content relevance and keyword prominence rather than paying for it through SEM campaigns.

'Intent-Based Marketing (Search Marketing)', a search engine's key task is to crawl and index billions of websites (and their content), rank the crawled and indexed content, and present the most relevant answers to any particular query by matching them to searched keywords. A look-back at the history of how SEO services emerged, takes us to the time when the key activity behind SEO involved only submitting web page URLs to various search engines which used to crawl pages, index them, and show them up for relevant keywords for which they were developed. With marketers realizing the importance of new traffic generated through SEO and the need to show up in the top 10 results for keywords important to their business, they started manipulating the process first by stuffing keywords onto their titles, content, and keyword meta-tags (we shall cover this concept later). The search engines tried to outsmart by giving higher prominence to incoming links on web pages. The prominence of link management as a concept is also attributed to the emergence of Google's unique PageRank algorithm which along with incoming links, also shared a host of other parameters which would determine the overall ranking of websites (and webpages) for any keyword query.

Marketers then started newer forms of spamming (to get close to gaming Google's algorithm) by buying links from other sites, or swapping links in bulk. Search engines again had to qualify this parameter further so that link building retained the distinction of being the quality determinant of the website chosen by other top authority sites and not just developing links with any non-related sites. The above examples showcase the importance of search engine's ranking algorithms and how search engines like Google, Yahoo/Bing have to keep including newer and more relevant parameters as the online landscape changes

and also to reduce spamming techniques so that users get the best results at the top, quality content creation is encouraged, and spamming malpractices are reduced.

To understand the basics behind SEO, we first need to develop an understanding of key classifications like whitehat and blackhat SEO, On-Page and Off-Page optimization, and key concept areas for website execution. Ideally for marketers, SEO should start right from the stage where any website is developed. While we discuss key SEO concepts, we would also share best practices and avoidance strategies (dos and don'ts) for marketers to execute SEO successfully.

### Understanding WhiteHat and BlackHat SEO

As shared in the discussion of SEO history, marketers have always tried to be one-up to prove search engines that they are better than other competitors vying for the same PageRank. Practices which are in line with how SEO companies want websites to showcase authority and superiority in their domain are known as whitehat SEO practices while those techniques which search engines find manipulative and which violate the Webmaster guidelines are known as blackhat SEO tactics.

Key examples of whitehat SEO include the website following search engine's guidelines, developing good quality, useful content, and web pages, and ensuring that the web pages are built for customers rather than search engines. Blackhat SEO (also known as spamdexing) includes practices like paying for link building, keyword stuffing, cloaked pages, including hidden texts and links, among others. Top-of-the-order companies typically make sure that they clearly understand and follow specific search engine webmaster guidelines so that they are not unnecessarily penalized and take time to again retain their rankings status. New or aggressive companies, on the other hand, might be the ones following blackhat activities since they know that developing strong organic rankings takes time, patience, and effort, which they are typically trying to bypass.

### Basics of On-Page and Off-Page Optimization

Whitehat and Blackhat SEOs are typical classifications which let marketers know the do's and don'ts of SEO. To understand how SEO is essentially carried out, we need to look at the definitions of On-Page and Off-Page optimization.

**On-page Optimization** : It includes all activities which can be executed on the web pages themselves for SEO. These are parameters that typically can be controlled by coding on the page. Key activities include keyword development, meta tags management, improvement of quality content, web-page linking, etc.

**Off-page Optimization** : It covers activities that take place outside web pages which cannot be controlled just through web page optimization. Key examples include link building, increasing link popularity in directories, leveraging social interactions, guest blogging, etc.

### Understanding Key SEO Concepts

In this section, we would understand the key areas which form a part of on-page and off-page optimization and how they impact SEO activities:

#### (a) On-page optimization impact parameters :

- (i) Search indexing and website navigation
  - (ii) Web page tag management
  - (iii) Quality content and keyword inclusion
  - (iv) Content discovery and linkages
  - (v) Usability/user experience impact
- (b) Off-page optimization impact parameters :
- (i) Link building
  - (ii) Social reputation
  - (iii) Website authority and trust
  - (iv) Personalization and localization

### Detailing On-Page Optimization Parameters

(a) **Search indexing and website navigation** : Let us begin our understanding of SEO by taking example of the launch of the 'Xquisite' watch portal we took earlier for SEM. We start looking at each element of the website and its pages which can be optimized to support higher search engine rankings, the first of them being search engine submission.

(i) **Search engine submission** : For a new website like 'Xquisite.com', it is essential to first be listed in key search engines and directories like Google and Yahoo so that when users search for watch-specific content related to this site, the website's name comes up. The first action point for Xquisite would be to submit their website and business-related details to major search engines and get them included in their list, so that next time, the search engines are able to direct user queries to the website.

(ii) **Website navigation** : Once search engine details have been submitted and approved, next key aspect for the website is to create a robust and easy-guided navigation structure which starts from the homepage and maps the users' journeys towards discovering key products and services. Navigation structures, which have an intuitive and logical flow, are not only good for visitors but also for search engines which are able to relate to a clear flow on how the website structure flows.

(iii) **URL structure** : Easy-to-follow filenames and URL structures are keys to support search engines in crawling better. Since URLs are individual addresses for documents on the web and are also an integral part of the search ad copy, a well-planned URL structure can also help improve search ranking. If they include a descriptive use of keywords. For search engines (even if they are good at crawling complex URLs like Google), it should be made sure that enough time is spent so that there are not too many unrecognizable parameters which result in unnecessary penalization.

(b) **Web page tag management** : A title tag by definition is an HTML tag placed within the <head> tag of the HTML document. This element is meant to be the precise description of the page's content. Each page of the website should ideally have a title tag as it tells both users and search engines the specific topic covered in that particular page. Title tag of each page is also displayed as the first line of the search result.

(b) **Quality content and keyword inclusion** : Creating quality text content, which is targeted in nature, is one of the most integral aspects of SEO. Good amount of research should have gone into understanding key visitors and their needs from each web page, followed by the development of easy-to-follow and useful content refreshed regularly with structured headlines, titles, and description for each content piece. An important aspect specific to SEO which needs to be taken care is Canonicalization, which happens when two or more duplicate versions of a web page appear on different URLs. In this case, webmasters need to make sure that each of their content is related to one and only one URL and, if there are multiple versions present, then a canonical tag is used within the page that contains duplicate content which points to the master URL for which the company wants to rank.

**Keyword inclusion** : A key aspect of SEO and especially quality content creation is knowledge of major keywords that visitors typically use to search for company-related topics on the web and how marketers intelligently include these keywords not only in title and description tags but across content articles. As discussed earlier, in paid search marketing sections, search engines measure the use of keywords on a page to match the relevance of a query with a particular webpage to direct traffic over there. Pages which have included user-query-relevant keywords in their content/articles wisely have a much higher chance of ranking better in search. Concepts like keyword density and keyword abuse are important because search algorithms are advanced enough to realize whether keywords have been stuffed into articles without context merely for ranking purposes or if they are actually helping visitors with more relevant and usable keyword usage tactics like keyword prominence and placement are

important to search marketers and the internet is abound with multiple articles and views on how to best execute and reap benefits from keyword inclusion.

(c) **Content discovery and linkages** : A search engine typically does not view a website in the same way a human does. For example, it cannot intuitively understand flash content, rich images, forms, and content embedded within such components. Key considerations for managing each type of content element include:

(i) **Text content** : All text content on web pages should ideally be placed in the HTML text on the page.

(ii) **Images** : Different types of images (jpg, gif, png) should be provided with ALT text to help search engines with a text description of the images.

(iii) **Audio/video content** : Transcripts of audio/video content should be provided to support indexing of such content by search engines.

Content linking is a crucial element of content discovery which involves managing the link tags for all text, images, audio/video so that they can click and move to other related pages as desired. A link tag would typically look like this:

```
<a href="http://www.Xquisite.in">Xquisite Watches Online Store</a>
```

Here, the text (<http://www.Xquisite.in>) is the link referral location which is the destination site, while (Xquisite Watches Online Store) is the anchor text which will be visible on the webpage for the visitor (also typically referred to as Hyperlink) to click. A suitable anchor text is very useful in describing to crawlers the kind of content to which it is linked. This also helps web crawlers understand internal and external linkages, leading to guided content discovery as the website content owners would want it.

**Key link crawling strategies** : With an understanding of the importance of link tags, let us look at some key strategies web developers should follow for robust SEO:

(i) **Managing links in JavaScript, frames or iframes** : Typically, it is difficult for search engines to find text and follow links in JavaScript, frames or iframes. As far as possible, HTML should be used so that there are least chances of crawling disruption.

(ii) **Effective usage of robots.txt** : There might be certain pages which web owners might not want users to discover. For those files, web developers can place robots.txt on those pages which restricts crawlers' access to them. Search engines like Google also have robot.txt generators which help create such files.

(iii) **Usage of noindex/nofollow** : Usage of tags like noindex/nofollow tells the engines whether pages should be indexed/followed or not. Search engines might still go ahead and follow the links but they would not give them

primary importance. Nofollow, for example, is typically used in blogs where public commenting is turned on but owners might not want negative comments to be crawled by engines, thus, damaging the reputation of the blog. Apart from these, there are also other tags that can be used by developers like noarchive, nosnippet, etc., which are evident by their names in what they indicate search engines to not follow or execute.

(d) **Usability/user experience impact** : The other important allied factors which contribute to SEO are site optimization for web design, usability, and user experience. These factors impart an indirect superiority to the site over competition, which search engines are able to judge in terms of higher incoming traffic, engagement, returns, bookmarking, sharing, etc. We have already covered the basic concepts of user experience and usability in Chapter 7. Let us look in more detail the impact of usability and user experience design on SEO.

(i) **Impact of usability** : Since website usability is concerned with measuring the efficiency of users completing a part task on the site, it directly impacts a search engine's objective of closing the loop on search and being able to complete the requisite task which the user searched for in the first place. Instead of just assuming that the site is usable for target users, it is suggested that web designers use specific tools for usability like Five Second Test, Feedback Army, Silverback App, etc., to accurately test, measure, and fine-tune the most prominent aspects of their sites on various operating systems and platforms.

(ii) **Impact of user experience design** : It is important to decide the key directive to be given to a web designer. Is it to develop a search-friendly user-centric design or to develop a design which is only search-engine friendly and is aiming at getting a place in the top 10 ratings? This question itself answers the way in which web designers should be looking at developing web pages which is 'user-centric,' since search engines too push for a user-experience-oriented design rather than designing the site for just higher rankings. Apart from aspects of navigation and URL structuring covered earlier, user experience design also includes looking at aspects like overall information architecture along with consistent design, layout, and labeling of web pages for maximum return on their on-page optimization efforts.

### **Detailing Off-Page Optimization Impact Parameters**

(a) **Link building** : To understand the impact of link building we need to start with an understanding of how regular Google updates on search algorithms have resulted in this being an important parameter for sites to consider and incorporate for better rankings and higher trust:

(i) **Introduction of PageRank algorithm** : Google's dominance as the top search engine was established with its path-breaking PageRank algorithm, which puts link building as one of the prime factors for a page to increase its

rank amongst competing pages. This was the first time search engines went beyond just keyword density and meta tags as the key-ranking parameters and brought forth the concept of choosing the best site across through web voting. This seemed like students of the same class voting for a particular student as being the brightest among them (the most credible and democratic way of knowing who the best is!).

(ii) **Vince update (April 2009)** : This was Google's first major change to its algorithm in which it started favoring trusted brands over smaller competitors.

(iii) **Panda update (February 2011)** : A Google update which penalized content farms like EHow, EzineArticles.com to stop websites from gaming the system.

(iv) **Penguin update (April 2012)** : This update targeted sites that used black-hat link-building tactics, specifically over-optimized anchor text.

(v) **EMD update (September 2012)** : In this update, Google penalized sites that used the power of exact match domains to get an edge.

The relevance of the above information is to establish the importance of parameters like link building which have retained importance and gained prominence in the world of search engine rankings and how it is crucial for firms to invest time and effort to white-hat link-building strategies.

Link building essentially involves the set of techniques towards getting quality sites to link to a firm's site, thus affirming the quality and authority of its web pages. Links are like votes from other sites in similar business/functional areas which help increase the page rank for that site (and its specific pages).

**How Link Building Happens** : Link building (also known as back linking) typically is a long-term activity which requires persistent efforts, managing not only content but reputation, trust, quality, and branding. There could be multiple strategies to increase link building but the most basic link acquisition types include:

(i) **Editorial links** : Also referred to as natural links, these are the most authoritative and sought-after links acquired through relevant well-developed content, authority blog posts, credible whitepapers, useful how-to-guides, videos, eBooks, etc.

(ii) **Outreach links** : These are manual links requested from top sites and bloggers with a strong reasoning provided on the benefits of linking. This is also the hardest type of link-building technique which involves a lot of effort and persuasion to get links which would stand out in comparison to competition.

(iii) **Self-created links** : This is the most undesirable type of link building which involves developing links not directly related to web content and with

the sole aim of improving rankings through black-hat practices. Typical examples of self-created links include social profile creation, social bookmarking, blog/forum commenting, answer marketing (Quora/ LinkedIn Answers), Online PR. It should be noted that search engines are heavily penalizing such strategies of late.

Other link-building types which are also applied include:

- (i) **Acquired links** : Links acquired through payment or distribution. Examples include paid linking, article distribution, directory links, etc.
- (ii) **Reciprocal links** : Links set up in a mutual reciprocation manner between two websites to ensure traffic. Such links are not given credit these days.

**Link-building Strategies** There could be multiple ways in which link building can be executed successfully. A few of those strategies are shared here (as mentioned in The Beginners Guide to SEO by SeoMoz):

- (i) **Getting customers to link to sites** : It involves sending partnership badges to top customers and partners with graphic icons that link back to the firm's sites.
  - (ii) **Developing a company blog** : Blogs, by definition, are vehicles to build and showcase unique content which is refreshed regularly on a consistent basis. They help showcase new ideas which induce conversations, help earn listings and links from other blogs, promote sharing, all of which are strong ingredients to improve SEO.
  - (iii) **Creating content that inspires viral sharing** : Also known as link-baiting in SEO, it involves using viral elements like information, usefulness, humor, entertainment, etc., to promote content through link sharing. Such content promotes editorial links which are high quality in nature and which naturally build authority and trust.
  - (iv) **Being newsworthy** : Other strategies could also include developing content specifically for promotion, like releasing a new product, getting attention of media sites with unique articles, and even starting something controversial which people would want to talk about and share.
- (b) **Social reputation** : With the emergence of social media and newer platforms to disseminate and share information and articles, a firm's social presence also strongly testifies how much their content is liked and shared. Social links specially to prominent sites like Facebook, Twitter, LinkedIn, Google Plus, etc., have become key parameters which tell search engines how much the site is liked by specific audiences over and above competition. Thus, it becomes important for brands to be present on such social pages and forums and have similar branding and messaging as an extension of the major websites.

Also, it is crucial that to leverage social reputation, websites should link to quality accounts rather than those which are considered fake. While social media could be easy to set up, it also has to be ensured that companies manage their online social reputation by constantly mapping social sentiment across sites and quell any negative comments or feedback that may arise time and again, and could affect rankings dramatically.

- (c) **Website authority and trust** : Apart from link building and social reputation which are more of promotional in nature, it is also crucial that companies build websites which have authority in terms of being widely recognized as one of the most proficient sites in their specific field or area of operations. Thus, building authority and trust through positive reviews across the web helps a lot in positioning the company as an authentic source which the audience wants to visit as soon as they see an article being shared. Also, marketers who showcase their strong history and maintain a good track record of not violating guidelines get a preference over others in terms of rankings.

(d) **Personalization and localization** : Finally, establishing a strong identity on the web and promoting personalized and localized experiences also goes to show in a long way that a business is committed to its endeavor of keeping customer first and wooing them on a regular basis with strong, credible, and engaging content. If a site is an official site on any subject or has accreditations both from public and private bodies, it helps build a unique identity and credible relationships.

Personalization involves the site-taking efforts to develop content specific to the tastes and preferences of its audience which includes parameters like country, city, location-specific personalization. This also becomes crucial with the fast rise in mobile devices and geo-location, which can help support sharing of content in an individualized manner, which is one of the prime objectives of search engine marketing, for example, Google's Venice update placed good importance to sites physically located in visitor areas.

#### Importance of SEO

SEO stands for Search Engine Optimization. SEO is all about optimizing a website for search engines. SEO is a technique for:

- (i) designing and developing a website to rank well in search engine results.
- (ii) improving the volume and quality of traffic to a website from search engines.
- (iii) marketing by understanding how search algorithms work, and what human visitors might search.

SEO is a subset of search engine marketing. SEO is also referred as SEO copywriting, because most of the techniques that are used to promote sites in search engines, deal with text.

If you plan to do some basic SEO, it is essential that you understand how search engines work.

### How Search Engine Works?

Search engines perform several activities in order to deliver search results.

1. **Crawling** : Process of fetching all the web pages linked to a website. This task is performed by a software, called a crawler or a spider (or Googlebot in case of Google).

2. **Indexing** : Process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.

3. **Processing** : When a search request comes, the search engine processes it, i.e. it compares the search string in the search request with the indexed pages in the database.

4. **Calculating Relevancy** : It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.

5. **Retrieving Results** : The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser.

Search engines such as Google and Yahoo! often update their relevancy algorithm dozens of times per month. When you see changes in your rankings, it is due to an algorithmic shift or something else outside of your control.

Although the basic principle of operation of all search engines is the same, the minor differences between their relevancy algorithms lead to major changes in results relevancy.

Conceptually, there are two ways of optimization :

1. **On-Page SEO** : It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page, etc.

2. **Off-Page SEO** : It includes link building, increasing link popularity by submitting open directories, search engines, link exchange, etc.

**Q.2 Write about Tracking Performance/Conversion.**

**Ans.**

### Performance Reports

Advertisers must generate performance reports for campaigns, ad groups, keywords, and ads. These reports can be easily generated from the 'Reports' tab in AdWords. One can pause or modify weak performing units and put more budget on high performing units.

(1) **Segments** : In AdWords, Segments is an important tab for slicing and dicing the data and monitoring performance. One must check the performance of their campaigns by 'time' which may include by day, week, month, quarter, year, the day of the week, or even hour of the day depending upon what is more relevant to their business. For an online grocery store, it will be useful to check whether the campaigns perform better on weekends or weekdays.

Comparing CTR of ads showing on Google with that of ads showing on all the search partners of Google is also helpful. If one is setting site links for the ad campaigns, one must compare CTRs and conversions of headlines and site links. If there are four site links for different product lines, the advertiser must know which product is getting more clicks.

Another useful segmentation is by device wherein one can compare CTRs and conversions on a tablet, mobile, and desktop. The ad may come in the top position, or other position; the advertiser must compare the performance of ads in different positions. They can also check how many clicks are coming and from which geographic locations.

(2) **Search Terms** : Search Terms is one of the most useful reports; it shows the search terms that users queried that triggered their ad. It also indicates the match type whether broad, phrase, or exact. One must consider adding those search terms which have high clicks or conversions to their keywords list, which will make their list comprehensive over a period. From the search terms report, one can directly add keywords to their list. They can also identify negative keywords from this report.

(3) **Auction Insights** : This report is useful for getting some insights about other players who are participating in the same auction as the brand, and check their performance regarding impression, ad position, AdRank, etc. This report enables one to understand who are their key competitors, what is the average position of their ad, what percent of times their ad has overlapped with them, and what percent of times one has outranked their competitor. This report is only for giving insights as it is only based on sample data.

### Tracking Performance/Conversion

Although a large majority of the businesses that have gone digital are reporting positive growth, many aren't measuring their progress. As long as revenue keeps coming in, very few bother to track where their sales are coming from, let alone the satisfaction levels of their buyers.

This is a huge mistake that can be cause the downfall of your online business. If you don't measure your progress, you can't know what you're doing right and what you're doing wrong. You need to track your metrics so that you can weed out any mistakes while simultaneously investing more in areas that are contributing to your success.

Below, we discuss the top 17 metrics you need to start tracking right away!

**1. Total Website Visits :** Tracking the total number of your website visitors might seem pointless, but it is in fact the only way to determine the effectiveness of your traffic generation campaigns. This number should grow steadily. If you notice a sharp increase or an unexplained trough in your monthly visits, that would be a sign that something changed. At that point, it helps to review your campaign.

**2. Traffic By Individual Channels :** In digital marketing, there are four main traffic sources - direct traffic (people who type your brand name directly in browsers), organic traffic (those arriving via search engines), referral traffic (those coming via links on other websites), and social media traffic (those coming off social media networks). It is important to know which of these four are contributing most to your traffic generation campaign as well as those consuming your budget with nothing to show for it. You can also use customer segmentation to further nail down on traffic within each channel.

**3. Ratio Of New Versus Returning Traffic :** Keeping track of your new versus returning traffic is one of the best ways to determine whether or not your existing website or blog is wowing your visitors. If you see more return traffic compared to new traffic, the implication could be that your recent traffic generation tactics aren't working or that your content is simply amazing. If you're getting more new visitors with very few return customers, the most likely reason is that your website isn't "sticky" enough to earn return visitors.

**4. Time Spent On Your Site :** The average time spent on a website is an accurate indicator of whether a visitor enjoyed their time on the website. Ideally, you want visitors spending at least a few minutes on your site. If they're only staying for a couple of seconds before clicking away, it could be a sign that your content is poor or that visitors find it difficult to locate resources on your website.

**5. Interactions Per Visit :** In addition to tracking the amount of time visitors spend on your site, it also helps to track what they spend their time doing on the site. Which pages do they visit? How many pages in total do they visit before leaving? Which links do they click on? Do they fill out any forms? Tracking these metrics will help you improve your site so you can ultimately improve your conversions.

**6. Bounce Rate :** The goal of a business website is to help you generate leads and later convert them into customers. But, that can only happen if visitors take action on your website. Bounce rate is the percentage of visitors who come and leave without taking any action. A high bounce rate is usually an indication of two things: poor targeting and a weak landing page.

**7. Exit Rate :** Almost Similar To bounce rate, exit rate applies to situations where visitors drop out of the sales funnel midway through the conversion process. If your exit rate is extremely high, you need to immediately review your conversion funnel to locate and optimize drop-off points.

**8. Total Conversions :** This is the total number of anonymous visitors who become digital records in your CRM database either by making a purchase or performing a high-value task on your site such as filling out a form or downloading an ebook. It is considered the ultimate metric for the finance department - a barometer for success.

**9. Click-through Rate :** A click-through occurs when a site visitor clicks on a link to visit a target page on your site (usually known as a landing page). Click-through rate (CTR), therefore, refers to the average frequency at which target customers click on those links or ads. CTR is most valuable when running a PPC or email marketing campaign.

**10. Cost Per Conversion (CPC) :** Sometimes referred to as Cost Per Click, Cost Per Conversion refers to the average amount you spend to make visitors download an ebook, fill out a form, or perform any other high-value task that might eventually lead to a purchase. Put simply, it refers to the average amount you have to spend to bring a visitor into your sales funnel. It is calculated by dividing your total marketing spent by the total amount of people that enter the sales funnel over that campaign period.

**11. Lead To Close Ratio :** To help you determine the effectiveness of your conversion funnel, you also need to measure the rate at which you're closing your leads. How many of the leads are going all the way to reach the target goal? For instance, if the goal is to make a purchase, what percentage of your leads eventually makes a purchase?

**12. Cost Per Acquisition (CPA) :** The main difference between CPC and CPA is that CPA is all about revenue. While CPC is concerned with any discernible action, Cost Per Acquisition is all about what it takes to get the customer to open their wallet. It tells you how much you have to spend to get a paying customer.

**13. Return On Investment (ROI) :** This is usually the final, and perhaps most important metric for any marketing campaign as it tells you in black and white whether or not your marketing efforts are bearing fruit. Among other things, the ROI should be a positive figure. If you're getting a negative ROI, you're losing money instead of making money. Also, the figure should be as high as possible. To calculate your ROI, divide all the money spent on the campaign by all the money generated by during the campaign.

**14. Email Open Rate :** As the name suggests, this is the rate at which your contacts open your emails. It is important because without opening the

email, the recipient can't perform any other action such as reading the email or clicking on links. One thing you could do to boost your open rates is to optimize your email content for the latest smartphones and other mobile devices. Why? Because a majority of digital consumers read their emails on their phones!

**15. Shopping Cart Abandonment Rate :** If you own an e-commerce store, abandonment rate refers to the frequency at which shoppers begin the purchase process but never get to check-out. Often, it results from a complicated check-out process and previously undisclosed fees such as shipping costs.

**16. Engagement Rate :** Applied mostly in social media and content marketing, engagement rate refers to the total number of people who view or interact with your posts in one way or the other. As such, it is the sum of the number of views, shares, likes, comments, upvotes, etc. generated by a content piece.

**17. Customer Lifetime Value (LTV) :** Customer Lifetime Value (LTV) is the average amount you can expect to make from every customer throughout your relationship. To determine your LTV, you first need to find out the average lifetime of your customers. Then, divide the total amount spent by all your customers over that period by the total number of customers. If you can put a figure on this, it becomes a lot easier to project and plan for your growth.

**Q.3 Write about Creating Search Campaigns.**

**Ans. Creating Search Campaigns**

A great digital marketing campaign can help a company build a strong online reputation, increase brand awareness and encourage traffic and sales conversions. Most companies do not develop a digital marketing strategy before initiating a digital campaign. This is a bad idea. Without guidelines to follow, how can results be measured and, if successful, duplicated?

By following these simple steps you can start defining your digital campaign.

#### **(1) Define Your Goals!**

Before starting any type of digital campaign, you need to decide exactly what is to be achieved, whether it is to increase sales, brand awareness, increase customer acquisition or customer retention. Additionally, you must decide what exactly you are measuring your achievements against, as well as matching up your KPIs (key performance indicators) to these goals. Ask yourself the questions :

- (i) What are you trying to achieve?
- (ii) Who is the target audience?
- (iii) What is the budget?
- (iv) What is the estimated length of time for the campaign?
- (v) What are the results desired that will make this campaign successful?

If you have any previous digital campaigns,

- (vi) What were previous targets and were they met?
- (vii) Is there anything that could be improved upon from a previous campaign?
- (viii)

By doing so, it enables you to plan how you will get from A to B and the online tools used to reach those objectives.

#### **(2) Analyse Your Market**

An analysis of your market size and demographic, along with potential and established competition, could also help you define the tools to use. By understanding what your consumers' needs are and what they are searching for online, you can plan ways to advertise your products and services.

To do this there are various platforms you can use including: Google Analytics, FollowerWonk and the most direct way is contacting a handful of clients with a number of market research questions.

#### **(3) Choosing Your Marketing Tools**

There are a number of digital marketing channels to use to help your company's visibility online. Grasping an understanding of each digital marketing network will help you to understand which platform is best.

**(i) Search Engine Optimisation (SEO) -** Since the term was coined, SEO has evolved dramatically. Create highly engaging content and optimise current or future landing pages to guarantee the high level keywords your business would like to rank for on search engines such as Google are prominent. This will increase visibility of your website.

**(ii) Social Media Marketing -** Using social media to create digital campaigns is not only effective and somewhat inexpensive, but also allows one's creativity to shine through. Make your products and services stand out and encourage engagement with social followers.

**(iii) PPC (Pay per click) -** Advertising is not just for traditional media outlets such as a text box in the back of a publication. Using PPC is a tried and tested way of increasing traffic to a website, as the words/ phrase a potential customer is searching for will direct them to your ad.

**(iv) Email Marketing -** Who said email marketing is dead? Although click through rates have subsided for many automated e-newsletters in recent times, subscribed customers still appreciate receiving a direct commercial message (especially if the subject line features perks such as discounts or sales)

**(v) Affiliate Marketing -** This form of advertising has declined in recent years. However, if online influencers (who would feature your company's ad on their website) have been researched, have large followings and deemed appropriate, this performance-based marketing can work wonders.

(vi) **Content Marketing** - Publishing customised content, such as testimonials, case studies, blog articles, whitepapers and more, will not only increase your website's authority and ranking, but allow potential and established customers to see your company in a lifestyle perspective, which encourages conversions.

#### (4) Measuring Your Digital Marketing Campaign

Depending on the platform used, there are a number of ways to measure the success of a digital marketing campaign.

(i) **Google Analytics** - As Google is the big player in the search engine world, Google Analytics is the most prolific way to measure success. Once a GA account is established, tracking, measuring and reporting on traffic to your website is simple. Additionally, GA can display the origin of said traffic, so you can see if it is truly your digital marketing campaign driving visitors to your site.

(ii) **AWR Cloud** - This platform allows users to receive accurate rankings of your company's targeted keywords. Once set up, you'll be able to see whether your digital marketing campaign is effective in increasing the visibility of your website.

#### Q.4 Write about Optimizing Search Campaigns.

##### Ans. Optimizing Search Campaigns

Before you start optimizing your campaigns, you should have a very good understanding of what your number one goal from your search campaigns is. The ways to Optimize Your Search Campaigns are:

1. **Channel & Campaign** : When you are advertising in multiple channels or campaigns, it's important to see which channel is performing best for your primary KPI (key performance indicator). After you have an understanding as to which channels and campaigns are performing best, you can allocate your budget accordingly.

2. **Budget and Impression Share** : Another aspect to optimize towards is your budget and search impression share. It's important that your top performing campaigns are getting the majority of your budget. Therefore, review your search impression share (especially those top performing campaigns losing impression share due to budget).

3. **Bid Adjustments** : Bid adjustments can be done at several different levels. The traditional bid adjustment is done at the keyword level. This is where companies like Marin, Kenshoo, and others are making their money through automated bid adjustments based on how a keyword (or several keywords in a portfolio) are performing versus their goal. However, there are many different aspects of a paid search campaign where you could and should apply bid adjustments. This includes bid adjustments by device, hour of day, location, audience

(i.e. RLSA), and so much more. This makes one wonder, are bid adjustments based on just keyword performance enough? Most likely not.

4. **Hour of Day & Day of Week** : Adjusting bids by hour of day is one aspect you can optimize for. Another is to consider actually excluding certain times of day or days of the week based on performance to ensure you are maximizing results.

5. **Location** : Performance by location is extremely important. Some locations simply perform differently than others. By continually reviewing and making adjustments toward your number one goal, you can make your campaigns more efficient. Similar to hour of day optimization, you can either bid down on poorer performing locations or even consider excluding them completely.

6. **Search Query Analysis & Negative Keywords** : Looking at what users are actually searching for to be matched with your keywords brings a lot of light as to how paid search match type logic works, but also helps you identify queries or parts of queries you do not want to appear for (as they are less relevant or not relevant at all). This is where negative keywords come into play and are crucial to preventing wasted spend.

7. **Search Partner Exclusion** : Google Search Partners are unfortunately one of the few elements of paid search that you cannot apply bid adjustments. You either include Google Search Partners or you exclude them. Regardless, it's important to look at performance between Google Search and Search Partners on a campaign by campaign basis. I'm hoping one day, Google will implement some bid adjustments at this level.

8. **Keyword** : One aspect of keywords to review is simply performance against the goal. Are there certain keywords that simply are not performing despite reviewing search queries, making bid adjustments, and testing in different match types? If so, perhaps these keywords need to be removed from your campaign.

9. **Landing Pages** : Landing pages are perhaps the most overlooked aspect of optimization when it comes to performance, but perhaps the most important. Why are these overlooked? Well, for one, landing pages cannot as easily be adjusted as the other elements. Sometimes despite our best efforts, clients are unwilling to invest in landing pages, which is really a shame. Why are landing pages perhaps the most important? Landing pages tend to be most responsible for converting users. Keywords and ads get users to your website. But landing pages close the deal.

10. **Ad Copy** : Ad copy is another aspect within paid search that should be tested and optimized. Which ads have the highest click-through rate? Which

have the lowest cost-per-conversion? Leveraging a tool like adAlysis will help understand the different ways to optimize campaigns.

11. **Device** : Device performance is also an important aspect to review. Are your pages and landing pages even mobile-friendly? How are your campaigns performing on mobile vs. computer vs. tablet? Do adjustments need to be made to a particular device or even excluded from a campaign?

12. **Audience** : Lastly, review how your remarketing lists are performing within search and make adjustments to those as well. Or, if you are using demographics for search, how is a particular demographic (i.e. age range) performing vs. others.

### Optimizing Search Campaigns

These advanced Search optimization techniques may help you reach that objective:

1. **Build a Strong Account Structure** : To build a healthy account, determine first how many keywords are in each of your ad groups, how many ads are in each group, and how relevant the keywords are to each other and the ads.

You can start by focusing on a few campaigns around a product, location, or any other themes that fit your business objectives. Google suggests having less than 30 keywords per ad group, and 2-3 ads per ad group that are using keywords within the ad text.

Keywords, advertisements, and landing pages must be relevant to one another so that the prospect sees consistency in content with a clear next step.

2. **Running Keywords Through a Google Suggestion Tool** : These tools predict the most commonly related search phrases to your keyword, as well as a few suggestions for long tail keywords. These tools are great when you're looking for inspiration as to what topics to work on. They can also show you keyword search volume to help determine the potential traffic for each keyword.

Aside from Google Keyword Planner, some of our other favorites are Ubersuggest, Keywordtool.io, Moz's keyword research tool, and LSI Graph.

3. **Build Out Negative Keywords** : Creating a list of negative keywords can improve results and cut costs since it weeds out searches that aren't related to your business, while keeping terms that indicate buyer intent.

To identify negative keywords, use tools such as WordStream Advisor or QueryStream that can serve up actual search query data. This will help set up multiple word negatives, add keywords that can be bid on, and create new ad groups.

4. **Determine Keywords with Poor Performance** : When a keyword is not performing well, it could mean that its bid value is not high enough, it has a low search volume in general, it's not getting enough clicks, or it's too broad/ restrictive.

### BMB 20 Question

Make sure to do enough research before pausing keywords that are not doing well. You don't want to shoot yourself in the foot by stopping a potentially lucrative campaign. The idea is simply to clean up your keyword list, so you're not wasting resources on those that don't perform.

5. **Expand Current Keyword List** : Depending on the type of keyword, there are different ways you can expand your existing keywords list.

For long tail keywords, you can add adjectives or modifiers to target ads better, be specific with bids, and increase ROI. For short tail, you can take out these modifiers to expand the keyword's reach. Great places to look for keyword inspiration include keyword suggestion tools, relevant social communities, and of course, your competitors' content.

6. **Accelerated Ad Delivery** : Accelerated ad delivery can help you in various ways but can also eat up your budget quickly. It ensures maximum brand coverage and click-through rate (CTR) without much concern about budget restrictions.

For time-sensitive campaigns or short-term offers, accelerated delivery can ensure that your ads will show within the duration of the offer. It also gives you a chance to test out creative copy, targeting methods, bidding strategies, and other settings quickly. Remember to keep an eye on your bids and your budget if you're going to implement this practice.

7. **Customer Reviews** : Products and services that have at least 30 unique reviews with a minimum of four stars can be displayed as part of the ad using the seller rating extension, and are a great way to establish trust and increase CTR. The ad will show the reviews, star rating, verified links to the reviews, and text snippets.

However, reviews may not always be displayed due to different reasons like relevance score, available space on the search results page, the review not being from a publication or organization, and other possible extensions.

Keep in mind, that reviews are only displayed on desktop and search networks. So, they should focus on the entirety of the business, and that it should be distinct from the ad text.

8. **Enhanced Cost Per Click (ECPC)** : ECPC can improve campaign ROI by increasing bid for clicks that AdWords determines are more likely to convert. It looks at historical conversion data and uses this to tweak maximum CPC bids. It can also optimize your Ad Rotation settings.

This may sound great, but you should always be monitoring your CPC because ECPC may exceed your maximum set CPC occasionally. Don't let it ruin your desired acquisition cost.

9. **Geo-targeting** : Unless you're trying to build brand awareness before a product launch or a have a product or service available internationally, you should only be targeting your ads to specific locations.

Take time to analyze your geographic setting to know if your ad is running on a sound geo-targeting strategy. You can use the Geographic reporting in AdWords to analyze traffic patterns.

Geo-targeting is one of the easiest ways to reduce your SEM campaign costs and improve ROI. So, unless you've got a good reason for it, you should only serve search ads in locations where you expect to find customers.

**Always Be Optimizing :** As with other advanced SEM strategies, there's always room to improve your Paid Search. It may be a grueling task that takes a lot of time to maintain and optimize, but the results, no matter how delayed, can be significant for your business.

Additionally, make sure to understand the different aspects of Paid Search that need to be reviewed, analyzed, and optimized regularly to know which techniques would work best for your business and objectives.

The best SEM campaigns will be the ones you're able to optimize yourself, based on actual research, historical data, and continuous improvement.

### Suggestions to Optimize Search Campaigns

Though it may not seem like a top priority while you're setting up ads, optimizing your landing page can go a long way in making sure your ads are seen.

In order to ensure your landing page isn't hurting ad performance, you'll need to optimize it for easy navigation on any device (e.g., phone, tablet, laptop). You'll also want to make your page relevant to your ads. For example, if your ad is for a pair of shoes you sell online, an ad that links to a page displaying the specific shoes will rank higher than one that links to your business's home page. And finally, try to use some of your keywords and ad language in the landing page itself.

**Q.5** Write about Creating Display Campaign.

### Ans. Display Campaign Management Basics

We understood the basics of display advertising and focused on display ad servicing mechanism and key display ecosystem players. In this section, we begin with a basic understanding of key players involved in initiating and executing a display campaign and the types of display campaign inventories. Post that we will cover the key stages of display campaign management and typical stakeholder interactions that take place from the time inventory is sold and ads are delivered on multiple channels.

### Understanding Key Display Advertising Players

Before we go into understanding each of the key stakeholders in detail, let's summarize what display advertising is at the most basic level. Display advertising, by definition, includes all activities involved in creating, placing,

and analyzing ROI for image-based ads placed across multiple inventory types on the web, mobile, and other digital channels. There are four types of ad formats which constitute display ads:

- (a) Text ads involve lines of text, similar to search ads.
- (b) Banner ads involve images placed above, below, and to the side of content being viewed
- (c) Rich media ads which are high on interactivity and animation, usually of a larger file size than banner ads.
- (d) Video ads include promotional video content embedded inside rich media ads which also constitutes the larger set of display ads.

With this basic understanding of major display ad types, let us now look at the key stakeholders who initiate, manage, and support overall display campaign management activities. These include the advertisers, agencies, publishers, and tech-tool providers. Here are the key roles and objectives of each of these players:

- (a) **Advertisers :** They form the Buy Side of display advertising along with agencies. Advertisers can be classified on the basis of their overall spend budgets and the brand portfolios they handle in terms of large, medium, or small/ local advertisers. Based on the portfolio of brands and respective marketing implementation stage for each brand, advertisers of any size could look at a mix of display-marketing objectives (based on the 6S digital marketing implementation model):
  - (i) **Engagement objective (launch stage) :** Spend during this stage is primarily focused on branding. Typically, it is applied during new product launch to create buzz/awareness and establish the product in its category.
  - (ii) **Conversation objective (growth stage) :** Advertisers spend more on prospecting and retargeting for higher leads primarily through CPC/CPM models.
  - (iii) **Sustenance objective (established stage) :** For products in their mature stage, spend has to be mixed across branding, prospecting, and retargeting to maintain brand leadership or support revitalization of a stagnating/declining brand.
- (b) **Agencies :** Agencies is an industry term for a bunch of varied companies supporting advertisers with their brand and marketing objectives. The core role of agencies is to help their clients (advertisers) manage advertising budgets in the most effective manner and help them achieve desired objectives across the brands they operate. Agencies have been broadly classified as marketing agencies (those which help with media buying activities) and creative agencies (those which support creative development and deployment). But today, with a wide portfolio of digital activities to be performed across multiple channels,

specialized agencies have evolved which support various parts of the advertising value chain with their revenue model being the fee-cut they obtain from owning, developing, and running these campaigns.

(c) **Publishers** : Publishers are known as the Buy side of display advertising. Also referred to as media owners, these entities sell out real estate on their web pages, known in the industry as 'inventories', which are the spaces where we see digital ads regularly. Publishers could vary from regular Blog owners, to large news web pages, e-commerce sites to social media channels, mobile apps to online games, etc. Publishers typically decide the type of inventories and the price at which they would be sold to buyers.

(d) **Tech-tool providers** : As discussed in Chapter 6, section titled, 'Brand Based Marketing (Display Marketing)', multiple tech-focused entities have developed across the ecosystem to support the ever-growing complexities of display campaign management. These tech-tool providers in the process of providing technology-based empowerment to players on both the buy side and the sell side are also creating a niche for themselves and completely changing the landscape to compete with agencies themselves by building automated media buying and selling platforms. The most prominent of these tool providers today are Google and Facebook who are taking over a large pie of the media spend through their extensive DoubleClick and Atlas platforms, wherein they also provide campaign support services (which was earlier a core agency job). The next section on programmatic buying extensively covers how these tech-tools are taking over the display advertising process wherein more than 50 percent of the ads, in present times, are being delivered programmatically.

### Understanding Display Inventory Classification

Since inventory is the key asset which is sold by publishers to advertisers throughout the whole media buying and selling process, we will first look at how publishers forecast and classify the display inventory available to them across their websites (and web pages). Next, we will cover the display, media sales process to share key interactions between advertisers and publishers during buying and selling.

Display inventory, in most basic terms, is the number of total impressions available in an aggregate manner on all web pages of a particular website, whose inventory a publisher is looking to sell. The key difference though is the nature of this inventory which is expandable in comparison to regular media vehicle inventory (like TV, radio) which is of a fixed nature. To understand this concept, we would need to begin with the basic starting point wherein the publisher forecasts and classifies its inventory at hand.

Let us (for an easy understanding) discuss the case of a single publisher and only one of their many websites to understand how they forecast the

inventory available for sales to advertisers. The general rule for this calculation involves multiplying the number of page views in a particular period (aggregate across all web pages) for the chosen website with the average number of ad inventories available on the web page (which is typically three inventories). The number arrived through this calculation is an approximation of the total ad impressions which can be garnered across the website. Apart from the data gathered from historical pageviews (across past months), publishers utilize inputs from multiple tech-based tools with sophisticated algorithms to forecast the available inventory. Key among them include:

- (a) The ad server's in-built forecasting capabilities
  - (b) Technology solution as a feature of workflow/order management tool
  - (c) Publishers, once they have approximately forecasted the available inventory during specific range dates, also need to provide attributes to each inventory and their related page so that they can be sold based on multiple targeting criteria which the advertisers would like to select. This, refinement of inventory can be done on attributes like:
    - (a) **Media attributes** : contextual targeting, inventory Quality Score, rich media units
    - (b) **Audience attributes** : geographic, demographic, psychographic, behavioral, etc.
    - (c) **Page attributes** : above the fold, below the fold, section specific
- With an understanding of how inventory is forecasted, let us now look at the basics of how media inventory is classified in the industry. In this section, we would explain in detail two key ways of selling inventory in the traditional (manual) fashion. The newer ways of display sales, with the use of programmatic tools and real-time technologies, would be discussed in the following section in detail.

### Standard Display Campaign Workflow

There are four key stages of any standard display campaign and the key interactions between the three critical stakeholders-advertiser, agency, and publisher. In a lot of cases, the activities of an agency-will be divided between a creative agency (which builds the creative) and a media agency (which is involved in buying and selling inventory for advertiser). But for the sake of ease, we would treat both as a single identity (though in certain cases like smaller companies, the creative might also be developed in-house).

Let us now go into an in-depth understanding of each of the four key stages to understand key activities behind campaign run :

- (a) **Stage 1 : Campaign Planning** : This is the first stage of setting up a campaign and it typically starts with an advertiser developing a media plan based

upon his advertising objectives and the kind of digital properties and inventories he would want to advertise (keeping in mind the budget at hand). As discussed earlier, an advertiser would typically have three kinds of advertising objectives: engagement, conversion, or sustenance.

(i) **Campaign objectives** : The advertiser shares high-level objectives for the campaign along with a broad idea of the expected output and RoI.

(ii) **Audience and targeting** : The advertiser specifies his preference for inventory and user targeting, based upon experience and specific context related to objectives at hand.

(iii) **Pricing estimate** : The advertiser gives an indicator of overall spend across each key channel and a general idea of the deal mix (CPM -CPC-CPA) which would be best suited.

(iv) **Metrics and reporting** : Finally, the advertiser would also share the metrics he considers most essential for the specific campaign and standard/customized reports.

Once the media strategy has been finalized by the advertiser, a media brief is shared with the agency, whose main job is to decide the placement strategy on behalf of the advertiser and deal with multiple inventory owners (also known as publishers), to execute the aforementioned objectives of the client. For running these campaigns, an agency typically gets a fee of the overall campaign spend, which varies from 10-15 percent, depending upon prior relationship and campaign performance expectations. Key activities which an agency goes through to create the overall media placement plan include:

(v) **Researching inventory mix** : Agency would do a detailed analysis of the type of display inventory best suited for the campaign (Page inventory-Top/Bottom of the Fold, Run-on-Site (ROS), Run-On-Network, Standard or Rich Media Units).

(vi) **Refining target audience** : Agency would pick up advertiser's directions and further refine the target audience based on gender, age, region, buying preferences (for example, 18-25-year-old living in tier 2/3 city with a monthly mobile bill above Rs. 3000 spending a minimum of Rs. 2000 per month on e-commerce buys).

(vii) **Deciding on channels and publishers** : Agencies finalize the placements available to them like specific sites, top networks, niche portals, and the type of targeting (geo-based, user-based, inventory type, day-parting, etc.) and reach/frequency.

(viii) **Develop creative strategy** : The creative arm of the agency or a separate creative agency decides on the messaging and brand elements to be targeted to different sites, placements, etc.

(ix) **Deciding deal type** : Typically, for a brand awareness campaign, CPM is the best way to start. For conversion objectives, agencies typically put more spend on CPC and CPA with a good mix of CPM to maintain brand interaction.

Once the agency has decided on the factors above and confirmed inventory availability with publishers, it shares the detailed media plan with advertiser for his approval and creation of a formal Request for Proposal (RFP) which outlines key campaign requirements, budget, intended RoI, and campaign run dates. Once the publishers respond back to the RFP, it is evaluated by the agency and advertiser and a final go-ahead is given for the campaign to be run through creation of an Insertion Order (IO).

An IO establishes campaign parameters as approved by the advertiser and is the form document signed between advertisers and publishers to make sure that publishers accurately understand key specifications of the advertisers and deliver on impressions and other mutually agreed terms (which could range from billing, compliance, market goods, and competitor related clauses). Insertion orders (IOs) help define the following list of parameters (among many others) for all included parties :

- (i) Flight dates (start and end dates)
- (ii) Target sites and networks
- (iii) Impressions to be served
- (iv) Ad unit dimensions and creative sizes
- (v) Details on how to handle under- and over-delivery scenarios
- (vi) Monthly billing amounts and pricing structure

The publisher sales team typically uses an order management system to store all the IO details to be used by publisher's internal teams for reference and execution and even billing discussions whenever needed throughout the life of the campaign. Once the IO has been placed in the system, the agency and publishers start working towards campaign set-up which are the set of activities to be completed before Go-Live.

(b) **Stage 2: Campaign set-up** : This is the second stage of campaign management and is also generally referred to as the campaign 'pre-live' stage wherein agency and publishers perform activities which are necessary to kick-start any live campaign. Key sub-stages include:

(i) **Creative confirmation** : It involves agencies confirming the exact creative formats to be placed in specific sections of the publisher's sites. At their end, publishers would check internally and confirm those placements.

(ii) **Creative development** : The agency's creative team, in the meanwhile, would develop different types of creatives (standard and rich media) and,

after testing, share it with the advertiser for their approval. At the publisher's end, they communicate with the agency to make sure that creatives are available in time and do an internal quality assurance (QA) to ensure necessary standards approval are run on the website.

(iii) **Tags creation** : Ad tags are the HTML code used by a browser to pull an ad from an ad server. For each of the creative, an ad tag has to be built and shared with the publisher's team, which in turn, places it on its ad server to call from the specific website page on which the ad has to be displayed.

(iv) **Tags confirmation** : Once the publisher places the tags, it confirms with the agency on tags being up and, from their end, the agency confirms back that tags are being tracked. Setting up and running ad tags is important as it lets both advertisers and publishers measure and compare impressions for each creative. This is done through the implementation of conversion tags on the advertiser side and inserting landing page tags on the publisher's site.

(c) **Stage 3 : Campaign trafficking** : Also known as the Campaign Go-live Stage, this is the point where the campaign is finally launched and trafficked. 'Trafficking' as a term has a specific meaning in the advertising industry and by definition refers to the process of setting up, monitoring, and optimizing an ad campaign to meet the desired objectives. Key sub-stages during trafficking include:

(i) **Campaign launch** : The Campaign Go-live stage starts when the trafficker sets a campaign live in ad platform which is then informed to the agency via e-mail.

(ii) **Sharing screenshots** : Once the campaign starts delivering, agency and advertisers need to know that the campaign is running and ads are appearing on web pages. To support this, publishers typically send out campaign screenshots to agencies which review them at their end before sharing with advertisers for their confirmation.

(iii) **Campaign monitoring** : Since a campaign typically runs for large periods (even around a month), the key job of a trafficker and the campaign manager is to regularly monitor the campaign to ensure that campaign goals are being met on a daily/weekly basis and campaigns are not under or over-delivering. If the campaign is seen as under-delivered, a publisher can also take agency's approval to re-allocate inventory so that it is able to meet the targets in specified time.

(iv) **Campaign optimization** : Campaigns can also be optimized for under-delivery using a set of techniques which are executed in the name of campaign optimization. Optimization typically involves working with parameters

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like bid, pacing, frequency, targeting, etc., which we shall cover in more detail in the next section on real-time programmatic buying.

(d) **Stage 4: Campaign reporting** : As campaigns are being run, the publisher's team has to share regular delivery reports with the agency/advertiser (as agreed upon in the contract). There are different sets of reports typically created at each end (agency and publisher's) which help them track their campaigns and make the payment (agency to publisher) or go through with penalties (publisher side) accordingly. Key sub-stages include:

(i) **Report generation** : It involves creation of standard delivery reports (impression reports) by the publishers to share them with agency/advertisers. Agencies also receive reports from their ad servers (also known as third party reports), which they compare with publisher's reports to ensure publishers have actually delivered the promised impressions for the period measured.

(ii) **Invoice creation** : Once delivery reports have been cleared, a monthly invoice is shared by the publisher, which gets approved by the agency, and after review by the advertiser, it is put up for publisher's payment.

(iii) **Invoice payment** : It involves activities related to invoice payment being initiated from the agency side and payment acknowledgement from publishers. In parallel, the agency also submits its campaign-run invoice (agency fee) to the advertiser who makes a separate campaign payment to the agency for its work.

(iv) **Campaign reconciliation** : Once the campaign ends, a final report is generated by agency which shares any discrepancies in campaign delivery and invoicing. If it is found that the campaign has over-delivered (meaning publishers have given more impression than they signed up for), an additional payment is made to them. On the other hand, if it is seen that the campaign has under-delivered, then the publisher has to pay a penalty in the form of make goods (which involves running the campaign for a few extra days without charge or running a percentage of impressions free during the next campaign).

Only when the campaign reconciliation is complete, it is said that the campaign has finally ended. The agency at this level also shares the final campaign report with the advertiser showcasing that it has met all the key objectives stated to achieve.

### Setting Up a Display Campaign

First, you'll need to get a display campaign active in your AdWords account. To begin, click the 'red '+ Campaign' button' from within the 'main AdWords interface', then select "Display Network only" from the options that appear.

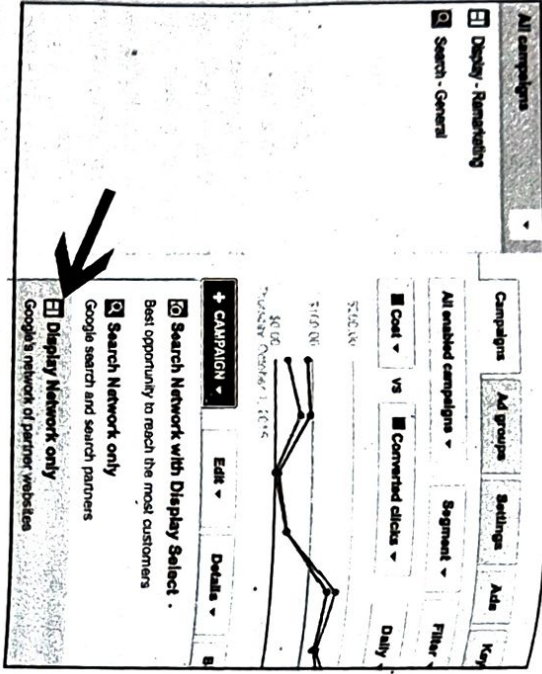


Fig.

Next, you'll walk through configuring the campaign. You can add geographic targets and set up bids similarly to in a search campaign. You will want to pay specific attention to the options under "Ad Delivery" in the setup phase.

(i) **Ad Rotation** : Ad rotation options determine whether or not AdWords will optimize how likely specific ads are to show as opposed to showing each ad approximately the same number of times. If you're planning to manage this campaign closely, you're better off choosing "rotate indefinitely," as ads will serve more evenly. You'll then be able to make better decisions for manually optimizing campaigns and knowing what ad sets performed better, as opposed to letting Google make those decisions on your behalf (which often skews performance toward particular ads over others based on minimal data).

(ii) **Frequency Capping** : Frequency capping determines how many times your ads will show to individuals in a given time period. While you want to reinforce your brand's visibility through display advertising, you also don't want to overwhelm people with seeing your ads 100 times in a day (nor is that your best investment). We'd recommend setting ad rotation to show 3-5 times per although you will find varying opinions on this topic.

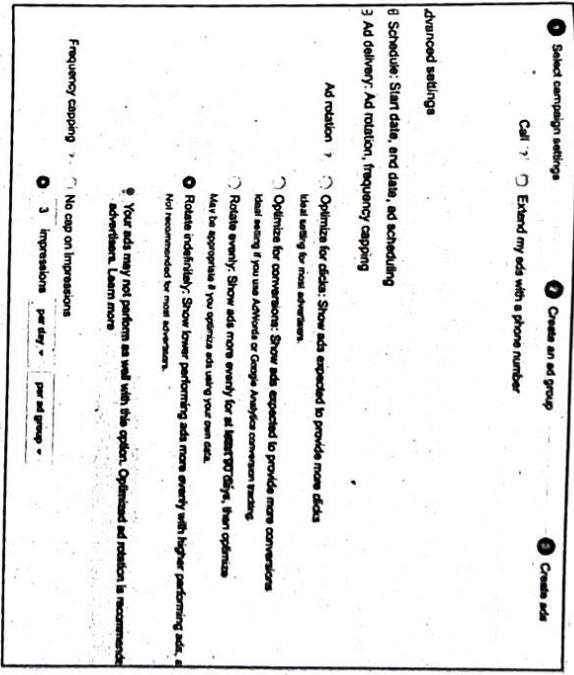


Fig.

### Configuring Ad Group Targeting

With your campaign configured, you can now build out your ad groups. Targeting parameters are setup on the ad group level, determining who you're reaching with display ads and where the ads will show up.

AdWords offers the following targeting options:

- (i) **Keyword (contextual) targeting** : AdWords determines webpage placements related to a set of keywords
- (ii) **Placement targeting** : You pick specific websites where ads will appear
- (iii) **Topic targeting** : You choose topics defined by Google, including multiple websites that fall into specific categories (for instance, home and garden)
- (iv) **Audience targeting** : You choose audience categories defined by Google, based on interests website activity (for instance, vehicle shopping)

(v) **Remarketing** : This allows you to serve ads to previous site visitors via a simple tracking code placed in your site

These targeting options can also be layered together make targeting even more precise. For example, by layering targeting options you can reach only people who both fit in an "apartments for rent" interest category and who are browsing sites within an "apartments and residential properties" category. You

should test multiple forms of targeting against each other to see what performs best for your brand. Build out multiple ad groups targeting different categories such as "interests + keywords" or "topics + remarketing," and compare performance over time.

To set up or modify targeting on a display ad group, go to the 'Display Network tab' from within the AdWords interface and select the red "+ Targeting" button.

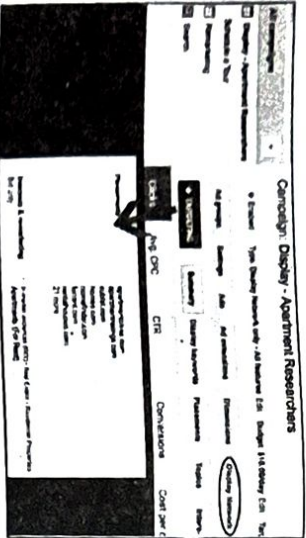


Fig.

Note that, for each of these categories, you can choose to reach only the targets you select (Target and Bid) or to simply bid on those targets while also reaching others that fit within your targeting criteria (Bid Only). In the example above, we've chosen to "Target and Bid" on the website placements, so ads will only show on the websites listed. However, we've chosen "Bid Only" on the audience category. With this setup, we can increase our audience bid to make ads be more likely to reach those heavily showing interest in apartment research, but still show ads to anyone visiting the selecting websites.

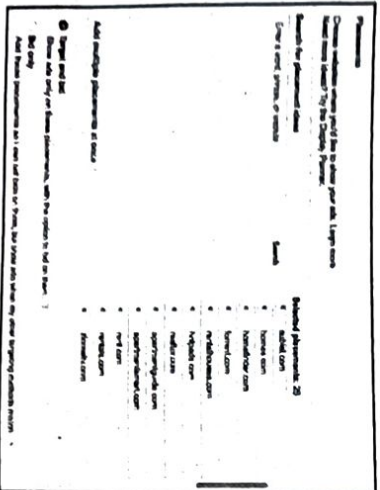


Fig.

Remarketing is a powerful option, allowing you to target people who previously visited your website. To take advantage, you'll need to ensure

the remarketing code is in place on your site and that you've built out remarketing lists relevant to the audiences you want to target. You can then add remarketing to your targeting options from the "Interests and remarketing" section.

Once you have a campaign setup with targeting options in place, you'll need to ensure you're reaching people with the right ad messaging.

### Display Ad Types

You can run text ads, static image, or animated display ads on the Google Display Network. Each type of ad has its own pros and cons.

1. **Text Ads** : Text Ads are the easiest to create, as you simply input text into AdWords. These ads also will receive wide reach, since AdWords will fit text ads into many different sized placements across a wide number of sites.
2. **Static Image ads** : Static Image ads require time to concept and design, but can drive much more visibility to your brand. You're also limited to ads appearing within placements fitting the ad sizes you've designed.
3. **Animated Display ads** : Animated Display ads utilize HTML5 to incorporate motion and interactivity. These have the advantage of further increasing ad visibility, as well as working in more messaging, since text and imagery can show through a sequence of motion. However, these ads require the most time to construct.

Note that you can use pre-built display ad templates within AdWords, which will help you save time and quickly cover a variety of ad placements. However, you also run the risk of your ads looking like the same templates countless other advertisers are using.

We'd recommend running both text ads and image ads in separate ad groups, since you can often cover more placements with text ads that may not be available with image ads alone. However, if at all possible, you should include well-designed image ads, which tend to show higher clickthrough rates and better represent your brand online.

### Conclusion

Launching a successful Google AdWords display campaign requires a combination of the right campaign settings, ad group targeting, and ad creative. You'll want to be sure that your campaign is setup properly to reach the audience that you desire to convert into sales or leads for your business. In addition, segment your targeting and ads to set yourself up for testing what performs best to drive traffic and conversions.

**Q.6** Write about Marketing on Social Networking Websites.  
**Ans.** **Community-Based Marketing (Social Media Marketing)**

Another most important type of digital marketing channel relates to utilizing consumer's need of community interaction which is the most basic of human activities. This form of marketing relates to concepts like word of mouth, influence building, networking, virality, personal communication, etc. We term this as community-based marketing, also widely known as social media marketing.

### Definition of Social Media Marketing

Social media is defined as the way people interact and communicate online utilizing platforms developed specifically for community-based networking. It refers to the process of gaining traffic or attention through social media sites.

### History and Growth of Social Media Marketing

The development of social media networks started primarily with the need to share basic news, events, information, which happens between individuals and groups. The earliest form of social networks were known as Usenet systems developed in 1979 by Tom Truscott and Jim Ellis, which let users post articles or posts (referred to as news) to newsgroups. Sites such as Google and Yahoo groups use many of the conventions established by original Usenet systems.

Unlike Usenets which have no centralized server or dedicated administrator, Bulletin Board Systems (BBS) also originated in late 1970s and were hosted on personal computers which users had to dial-in through their modem. These were meeting places that allowed users to communicate with a central system where they could download files or games and post messages to other users.

Post BBSs arrived online services like CompuServe and Prodigy which introduced chat programs and affordable online services, respectively. By 1980s, home computers became more affordable and Internet Relay Chats (IRCs) started being used for file sharing and instant messaging on a much broader scale.

Social networks as we know, were built by sites like Geocities, TheGlobe.com, AOL, which allowed users to create their own sites, interact with people of similar interests through member-created communities, and also help them publish and share content. The first truly social media sites were dating sites and also niche concept sites like classmates.com, sixdegrees.com, asianavenue.com, blackplanet.com, all of which were either developed on a special working concept or geographic/ community-based interaction idea.

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The road to exponential growth of social networks started in 2002, with the launch of Friendster.com which had a concept similar to sixdegrees.com and refined it to promote a 'Circle of Friends' concept. It was the launching pad for other top websites like MySpace, Orkut, and particularly, Facebook and Twitter to emerge later on the screen. Facebook launched in 2004 to connect Harvard College students has emerged as one of the top social networking sites in the world. Similarly, Twitter, with its unique micro-blogging concept and great media marketing, has become the leader in gauging individual popularity and reputation globally. With the growth in technology and devices, firms have come up with multiple ideas to launch many other very popular social networking platforms like Youtube, LinkedIn, Tumblr, Pinterest, Foursquare, WhatsApp, etc., all of them connecting communities through unique objectives with differentiated concepts.

### Types of Social Media Marketing

With an understanding of the history behind social media marketing, let us study the key ways in which marketers use social media for digital marketing:

- Engagement (through dedicated pages)** : Social media marketing gives a chance to marketers to create an owned media presence and engage with present customers at almost no cost.
- Advertising (through native/content ads)** : The biggest advantage is to build customized content and native ads for users who are immersed in the social media site for maximum impact.
- Viral platforms (through network effects)** : It is one of the few channels which supports the network effort and strong word-of-mouth.
- Idea/concept testing (through crowdsourcing)** : Social media can help get feedback on new concepts through influencer testing and also help obtain new ideas through crowd-sourcing (getting consumers to share their thoughts and provide ideas for free).
- Customer feedback (through listening tools)** : Social media is a very powerful tool to gain customer feedback through listening tools like social media command center.
- Learning platforms (through gamification concepts)** : It helps to propagate brand awareness and consumer connect through gamification (use of game-thinking in non-game contexts).

### Advantages of Social Media Marketing

Social media marketing's unique advantages include:

- Best channel to develop user following** : Social media with its networking effects provides the best opportunity to develop influencers and through them build user following.

(b) **The humanizing effect** : Social media is one of the few channels which help brands increase engagement by being more humanized across all their interactions.

(c) **Best channel to begin with a lean budget** : This channel requires minimum upfront investment to begin with and helps create an audience of thousands on a really lean budget.

(d) **Improved customer insights** : With listening tools being deployed extensively, social media helps understand what consumers are interested in and how they behave and react to marketing.

### Marketing on Social Networking Websites

Social media today is essentially word-of-mouth marketing. Getting people to connect with you online in the social arena helps spread the word about what your company is and what are your products and services.

### SEO and Social Media

For many teams, there are different sets of people who work on SEO and social media separately; however, this scenario is changing lately.

1. The two may still officially belong to separate teams, but social media marketers will need to be more informed on the SEO strategist's agenda, so that the SEO strategy can go hand-in-hand with content promotion.

2. SEO strategists too need to know how to work with social media marketers in order to receive the social signals it needs to make sure their company ranks high in search.

There are two functions of social media for business -

1. Are you participating in the conversation and sharing?
2. Are you listening and monitoring what is being said about you?

### Social Media Marketing Process

If you're starting from scratch with your social media strategy, here are the basic steps to get you started -

- (i) **Step 1** : Choose your social networks
- (ii) **Step 2** : Fill your profiles completely, remembering to load in your keywords
- (iii) **Step 3** : Find your voice and tone
- (iv) **Step 4** : Pick your posting strategy - how often, when, and what type of content
- (v) **Step 5** : Analyze and test
- (vi) **Step 6** : Automate and engage

Here are a few things to consider in your general social media strategy.

(1) **Facebook tops the list of social media strategy** : For many, social media starts with Facebook. Just having a page, however, does not suffice. Sophisticated content marketing is now the way to foster engagement on Facebook. If your business doesn't have a content marketing strategy or a blog, but wants to maintain a strong Facebook presence, it may be time to create a content marketing strategy for Facebook.

(2) **Optimize for mobile** : All social media efforts need to be optimized for mobile. You've probably heard, but everyone needs to make sure their websites are optimized for mobile. Social media managers need to be aware of this to ensure that the format of any promotions they do (especially those that include driving people to their company websites) are optimized for mobile. Any images used on social media should also be viewable on mobile for optimized user experience.

(3) **Emphasize on human experience** : It may be digital, but you need to consider the "human experience." Google and Facebook have made changes to their platforms to push businesses to focus more on the "human experience." For social media marketers, your social media posts need to be more relevant, provide more value to your audience, and the engagement needs to be more "human."

### Q.7 Write about Facebook Marketing.

Ans. Facebook is a social utility which connects people with friends and the others who work, study and live near them. People use Facebook to keep up with friends, upload an unlimited number of photos, post links and videos, and also learn more about the people they meet.

Facebook is basically an online social networking service. Facebook was founded in February 2004 by Mark Zuckerberg with his college roommates and his fellow Harvard University students. The website's membership was initially limited by the founders to Harvard students, but was expanded to a few other colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for the students at different other universities before finally opening to high school students, and eventually to anyone aged 13 and above. Facebook now permits any user who declare themselves to be at least 13 years old to become the registered user of the site.

Users ought to register before using the site, after which they might create a personal profile, add other users as friends, exchange messages, and receive automatic notifications when they update their profile. Additionally, users might join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists like "People From Work" or "Close Friends".

### Advantages of Facebook

The advantages of Facebook are as follows:

(1) **Sharing of Information:** The website lets us share with others what we wish to share, ask public opinion, ask question, and so on. People can share their pictures, videos and what they have been up to with all their friends. Users have complete control over how much information they want to share with whom and similarly other people share their information with you.

(2) **Chatting:** Facebook is a social networking website but people may use it to chat with their friends as well. Facebook provides a simple and small chatting application which one can use to chat with friends who are on Facebook and of course online. Thus, there is no need to install Yahoo, MSN or any other such messenger. Many people, especially students use Facebook chat for their group discussions, while some businesses use it for conducting their short meetings.

(3) **Mobile Facebook:** Whatever people could do on facebook.com they can now do it from their mobile phone Facebook app, on the go. Most of the new smart phones come with Facebook app so they can update status, comment and do a lot of things even from their own mobile phones.

(4) **Finds School, College Friends or Colleagues:** Today almost every single internet user uses Facebook. Using Facebook, one can easily find his/her old friends, colleagues with whom he has lost contact and connect with them online again. Facebook's friend finder feature permits you to find your friends with their names or email addresses.

(5) **Business Promotion:** Through Facebook Ads and Fans pages, companies may also advertise their business. Facebook offers a very customisable ads placement service, which is also very simple to use and cost effective as well. Facebook Ads allows companies to target the people of a specific age, geographic location, interests, etc, making their ads most useful and effectual.

(6) **Entertainment:** Facebook provides tons of gaming and other applications as well. Some people open Facebook just to play games. Besides games, there are tons of Facebook apps that you could use and enjoy. Apps on Facebook are of different kinds like photo editing, horoscope, etc.

(7) **Boredom Killer:** Facebook is a boredom killer, particularly for students during vacations and even elderly people who are retired from their job.

### Disadvantages of Facebook

Facebook is the most used social networking website in the world. It has many advantages but there are many disadvantages of Facebook too. These comprise of:

(1) **Account Intrusion:** It is no surprise that Facebook is vulnerable to attacks, and numerous hackers actively alter people's profile information, on a daily basis. There are hundreds of examples of this. Many Facebook and ex-Facebook users could tell that they noticed change in their profile information while they were not logged in. Also, loads of pictures are uploaded on Facebook every single day. Yes, Facebook does check every single upload for viruses but remember that Facebook or any other website can't check for all type of viruses, particularly those that are newly released. On opening those virus-attached pictures, there is a danger to the computer system as well as its hard drive.

(2) **Scams:** Many hackers have similar websites to Facebook. They continuously send emails to people asking to log in to their account in order to check new photos of their friends. When the user opens the website, it looks 100% like Facebook, and then he enters his user id and password, not knowing that his account details are being stolen by a hacker.

(3) **Waste of Time:** One of the biggest Facebook disadvantages is that it is addictive or that it can become addictive very easily. Once people get connected with their Facebook friends, they will realise how frequently they open Facebook and also spend so much time in commenting, viewing other's pictures, playing games or doing other stuff like that. Many people know drawbacks of using Facebook but still can't stop using it. Many people use Facebook day and night without thinking how much time they have wasted on it, and that they could have done much more vital work during that time.

(4) **Ruining the Professional Life:** If one is applying for a new job, then he/she knows the chances of getting that job might be so much reduced because of social networking website profile page. Often employers search for the applicant's social networking website's profile page in order to know more about them. Maybe one has put some humorous pictures in his profile or maybe he has entered some wrong information (maybe just for fun) in the profile. The employer might be shocked to see all that and the candidate will not be given the job offer.

(5) **Lack of Privacy:** No one obviously wants his personal information exposed to all his friends. On Facebook, the personal life updates come to the notice of all the friends, and thus the privacy is compromised.

### Facebook Marketing

Facebook is the most widely used social media platform with over 1.7 billion active users. A repository of people and their choices, this platform is a boon to marketers.

In 2004, Mark Zuckerberg along with four other Harvard mates launched Facebook as 'The Facebook' in a dorm room. Initially, it was a social network-

ing platform only for the Harvard community. Over time, it expanded to other colleges and universities and further to the world for public access.

Today, Facebook is revolutionising the way in which people and businesses interact. It is a huge storehouse of information about people, their interests, their likes and dislikes, etc. Table 1 shows the number of Facebook users in India over time.

**Table 1 : Number of Facebook users in India (2015-18)**

Facebook Users in India (2015-2018)	2015	2016	2017	2018
Users (million)	113.7	149	184.6	215.3
Percent of Social Network Users	70%	72%	74%	74%
Percent of Internet Users	36%	40%	43%	45%
Percent of Population	9%	12%	14%	17%

As the users are spread over different countries, they belong to different age groups and have different income levels; the probability of finding a prospective customer for almost any business is immense.

Facebook has 1.7 billion active users and is currently the largest social network - that adds up to a lot of potential brand exposure.

Your Facebook Page makes your business -

- (i) **Discoverable** : When people search for you on Facebook, they'll be able to find you.
- (ii) **Connected** : Have one-on-one conversations with your customers, who can like your page, read your posts and share them with friends, and check in when they visit.
- (iii) **Timely** : Your page can help you reach large groups of people frequently, with messages tailored to their needs and interests.
- (iv) **Insightful** : Analytics on your page will give you a deeper understanding of your customers and your marketing activities.

#### Facebook Marketing Process

Ready to get started? Let's walk through the steps!

#### Step 1 : Set Goals

Any strategy begins with goals. What do you want out of your Facebook Page? Sales is the obvious choice, but there can also be secondary goals that lead to sales.

- Consider some of these Facebook marketing goals as you craft your plan-
- (i) Increase overall exposure and awareness.
- (ii) Create a loyal and engaged community.
- (iii) Establish authority and showcase your knowledge.

#### Step 2 : Research

Your Facebook research will include these areas -

- (i) Identify your audience and where they spend their time.
- (ii) Research your competition and watch what is working for them.
- (iii) Understand the latest techniques. Make sure you know the latest techniques on Facebook that are effective. Keep up with the trends so you know what is working for others.

#### Step 3 : Design the Facebook Experience

Now that you have your goals set up, work backwards from those goals to determine how you will achieve them.

- (i) Set up an editorial calendar. Plan your content that you want to share. You can schedule your daily activity, weekly activity and monthly activity by using a simple Excel spreadsheet.
- (ii) Set up an activity calendar. Map out your long-term activity and marketing plan, along with an estimate of your outcomes. Also decide when and how often to engage with your key influencers.

#### Step 4 : Measure Your Progress

Take time to look back at your progress on Facebook so you know if your marketing is working. Become familiar with how Facebook Insights work so you know which posts are working for you.

#### Types of Adverts

Now let us see different types of adverts and how they can be mapped to different marketing objectives.

**1. Page Post Engagement Adverts** : Page Post Engagement Adverts are used to increase the audience engagement on the post. This is done through the Boost Post option on the page itself or through Ads Manager. It is recommended to use the latter as it provides more targeting and advanced setting options. (To put this in perspective, any post which is boosted is called a 'page post engagement advert'. If not, it is just a general post.) By boosting, a post gets more people to see, like, comment on and share the page's content on Facebook. It can also be used to introduce the business to new audiences. Moreover, boosting also helps in gaining insights about what type of content the customers like.

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

**3. Website Clicks and Conversions Adverts** : Facebook provides the option to run advertisements to redirect people to the company's website. When-

ever, users click on the ad, they are redirected to the website. Further, it is also possible to track conversions after landing on to the site. This can be done by simply inserting a snippet of code to the HTML of the website.

4. **App Installs and Engagement Adverts** : Nearly 80 percent users access the Internet through mobile device. Considering this, engagement on mobile is increasingly becoming important for businesses. Facebook's app installs and engagement adverts enable the business to connect with audiences who are most likely to install the business app. Also, these types of adverts can be used to promote user activity on the app such as making a purchase, booking a service or playing a game. Detailed reports about the user activity can also be obtained to know the bottlenecks for conversions on the application.

5. **Video Adverts** : Video is not only the most effective way of storytelling but is also the easiest way to build an emotional connect with the consumer. People spend more than 100 million hours every day watching videos on Facebook. The platform also is pushing video content in a big way—a narrative with drama unfolding can capture the attention of viewers and help in achieving business outcomes. These video adverts can help in communicating the brand's story and raising awareness about the brand.

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

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

For example, while studying about Forex trading, I researched online about the various Forex brokers and platforms. Couple of hours later, I found the advert of a Forex company in my Facebook news feed.

Many a times, the products an audience searches for on Amazon, instantly shows up as product advertisements from Amazon in their Facebook news feed. These adverts are also dynamic adverts, but just that businesses need to upload a catalogue of products they would like to promote. Whenever a user views a product on the business website, an advert is instantly generated from the uploaded product catalogue. These adverts are very effective in driving sales, as the audience see only adverts related to the products they have recently browsed — have shown interest in.

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

9. **Canvas Adverts** : Canvas is an immersive mobile-only advert for businesses to showcase their products or communicate their brand story. It is a combination of images, videos and call-to-action buttons. Once the user clicks on the advert in the news feed, a canvas opens within the Facebook app. It is designed to load quickly (nearly 10 times faster than the mobile browser) so that users can browse through the contents, slide through the carousel of images, zoom, tilt and view panoramic images of the canvas and have a seamless experience. It is like a mini site within Facebook. Its advantage is that the user need not go outside Facebook as the ad is preloaded on to the Facebook platform.

10. **Offer Claim Adverts** : These adverts are designed particularly to communicate to the customers any discounts/offers that might be running on the products/services. Whenever audiences claim an offer, they are redirected to the online store to shop and the related offer is applied at checkout. Offer claim adverts are most effective in boosting sales—they have better conversion rates as they provoke the customer to avail the offer and encourage them to shop.

11. **Local Awareness Advert** : Local Awareness Advert enable hyper local businesses to reach audiences nearby their business, thus increasing foot falls. They allow inclusion of specialised options like a 'Get Direction' button, to help the audience locate the business. Businesses can do radius targeting to reach people near them. It is good for businesses that wish to encourage footfalls in their stores, malls, restaurants.

### Adverts Targeting

After selecting the right type of advert for the business, reaching out to the right people is critical for success of the advert. This can be done through Facebook adverts' audience targeting option.

1. Custom Audience
  - (a) Customer File
  - (b) Website Traffic
  - (c) App Activity
  - (d) Engagement on Facebook
2. Lookalike Targeting
3. Generic Targeting
  - (a) Location
  - (b) Demographics

4. Detailed Targeting
5. Connections
6. Best Practices

- (a) Website Traffic or Website Engagement
- (b) Page Likes
- (c) Subscribe or Install Apps
- (d) Sale

#### Adverts Objective

Adverts objective answers the question, 'Why you would like to run this campaign in the first place?' Facebook broadly identified three major objectives per the needs of the advertisers. They are - (i) awareness, (ii) consideration, and (iii) conversion.

#### Other Marketing Tools

(1) **Facebook Groups** : Facebook groups is useful in building the community of a brand's customers and also allow them to interact with each other. Also, groups provide the advertiser with a good platform to communicate with customers, get feedback or provide any kind of support or assistance to them.

(2) **Hashtags** : In this method of promotion, all posts related to a topic are linked with a specific term preceded by a hashtag (#). These hashtags on Facebook are clickable and when the audience clicks on a hashtag, they can see all public posts 'which have been posted with that respective hashtag. They can be used for the following purposes:

- (i) Increasing Reach
- (ii) Branding
- (iii) Promote Events

It is very important to check if the hashtags are really improving the reach of the posts. Else, a business should try a different and a more appealing hashtag.

(3) **Facebook Apps** : Facebook apps are optional third-party additions to Facebook pages, which allow the advertiser to customise their fan page and add special features to it so as to enhance the user experience on page. These apps can be used for different purposes as per the brand's requirement.

(4) **Facebook Live** : Facebook Live is a feature that lets the advertiser communicate with their audience by broadcasting in real time. This can be used especially for live streaming any of the brand's events, new product launches, broadcasting expert interviews, etc.

The following is a list of things that an advertiser could do with their content from Facebook Live:

#### BNB 20 Question

- (i) Record the video, edit it and post it later on the Facebook page for audience who missed the recording.
- (ii) Extract the audio from the Facebook live video, make necessary corrections to the audio and then create a podcast.
- (iii) Convert the podcast audio into text format and then post video captions to the recorded version of the live video. They can also create multiple blog posts with this text version of the recording.
- (iv) Create an infographic out of the important information from this recording and post it on Facebook and other platforms.
- (v) Use excerpts from the live recording in future marketing campaigns. Facebook Live sessions can be used to promote content through multiple ways and engage audience in different formats.

(5) **Facebook Avatar** : Facebook Avatar is a temporary profile picture Facebook users switch to, in order to show their support for an event or a cause. Avatars build up a lot of curiosity in the users and thereby quickly gain a lot of attention. It is thus a great way to promote a social media campaign on Facebook.

#### Q.8 Write about WordPress Blog Creation.

Ans. WordPress (WP, WordPress.org) is a free and open-source content management system (CMS) written in PHP and paired with a MySQL or MariaDB database. Features include a plugin architecture and a template system, referred to within WordPress as Themes. WordPress was originally created as a blog-publishing system but has evolved to support other web content types including more traditional mailing lists and forums, media galleries, membership sites, learning management systems (LMS) and online stores. WordPress is used by 42.8% of the top 10 million websites as of October 2021, WordPress is one of the most popular content management system solutions in use. WordPress has also been used for other application domains, such as pervasive display systems (PDS).

WordPress was released on May 27, 2003, by its founders, American developer Matt Mullenweg and English developer Mike Little, as a fork of b2/catalog. The software is released under the GPLv2 (or later) license.

To function, WordPress has to be installed on a web server, either part of an Internet hosting service like WordPress.com or a computer running the software package WordPress.org in order to serve as a network host in its own right. A local computer may be used for single-user testing and learning purposes.

#### Create a WordPress Blog

The simple steps to create a blog involved:

- (1) Signing up with a hosting provider and choosing a domain name.
- (2) Installing WordPress.

- (3) Writing your blog.

### Step 1: Hosting and Domain Name

Assuming that you don't have a WordPress website already, our first step will be to create a new site. In order for you to start working with WordPress, you'll first have to get yourself a hosting plan and a domain name.

#### Hosting

A web hosting service is provided by a hosting company and in essence, it is where your website will be stored. The hosting provider stores all of a website's information on its servers.

In addition to storage, a hosting provider can also provide additional services like backup, security, support, and more, making it an essential part of having a smoothly working website.

Some hosting providers focus on blog hosting, others on e-commerce hosting. Some are better at supporting smaller clients, while others are geared to support big corporations. So, which one would be best for you?

#### Choosing a Hosting Plan

Choosing a hosting plan really depends on your personal needs.

(i) **How much support will you need?** Some hosting providers are aimed at more experienced users, who have some technical expertise. If, however, you're new to this and have little or no experience you might want to consider using a hosting provider with a reputation for offering great support.

(ii) **How much traffic are you expecting?** Depending on the amount of traffic you are expecting, you might find that some hosting providers may not be a good fit for you. Some may not support the rate of traffic that you are expecting, while others may offer higher, or more professional level support, for a higher price.

(iii) **What server type is best for you?** Different hosting providers offer different server types. For example:

(i) **Shared Hosting:** This is the cheapest type of hosting available. In a shared hosting plan, you will be sharing your server with other people. There are good sides and bad sides to this. Shared hosting is cheaper, however, you may find that there are performance issues.

(ii) **Dedicated Hosting:** This is a more expensive option, where you will have your own server dedicated to your website. You do gain more support, but again, this option is more expensive.

(iii) **Cloud Hosting:** Companies, like Amazon and Microsoft, now offer cloud hosting, which allows for better flexibility in terms of scaling up (if you ever want to expand your site in the future), and it works very seamlessly. Prices vary, depending on your needs.

### BNB 20 Question

#### Domain Name

In addition to hosting, you will be required to have a domain name. A domain name is your website's, or, in this case, your blog's address on the internet. For example, google.com and wordpress.com are domain names. You'll be able to choose a your own domain name once you sign up with a hosting plan.

#### Choosing a Domain Name

What kind of domain name would you like for your blog site? You've probably noticed that websites can have different suffixes (the letters on the end of a website address) like .com, .net, .info, .org, .biz, etc. They used to make a difference, but they don't matter as much as they used to. However, you should think carefully about how you would like your domain name to appear. Generally, the shorter the domain name, the better it is.

Make sure that it's easy to spell and that it uses keywords (that is, the kind of words that people usually use when they search for the subjects that you will write about in your blog). Alternatively, if this is your personal blog, why not use your name?

#### Examples of Hosting Providers

Here are some good hosting providers. You can check out their plans and services, and choose the one that works best for you.

- (i) Bluehost (ii) SiteGround

#### Step 2: Installing WordPress

##### Option 1: Installing from Your Hosting Service's Dashboard

If, for example, you've chosen Bluehost as your hosting provider then all you need to do is access to your Bluehost hosting account and click on the Login to WordPress button and follow their simple step-by-step guide to install and set up WordPress. Alternatively, if your hosting provider is SiteGround, once you have signed in, you'll be greeted by a "welcome" popup. There, select the option to install WordPress, and follow the guided steps.

##### Option 2: Installing WordPress From Scratch

- (1) Go to the wordpress.org website, and download the latest version of WordPress. Once the download is complete, unzip the file.
- (2) Create a database for WordPress on your server and a MySQL user who will have all the privileges for editing it.

- (3) Upload the WordPress files to your server.

- (4) Select the option to install now and run the installation.

Whatever way you choose to install WordPress, once you have it installed, you can simply access its dashboard by typing your domain name followed by "

wp-admin" (e.g. if your domain name is www.johnsblog.com, enter: www.johnsblog.com/wp-admin).

### Step 3: Start Blogging

Now you are ready to start writing your first post on your new blog. Here's a simple way to do that:

- (1) Go to the WordPress dashboard.
- (2) Click on the +New button on the top menu bar, and in the drop-down list of options, select Post.

Once a fresh new post page appears, enter a title, then write your blog and add your content. It doesn't have to be all text. You can add add images, videos and other media.

When you're done, and you're happy with your blog post, hit the Publish button, and that's it.

Congratulations!! You are now a blogger with your very own blog site.

### Step 4: Building a Better WordPress Blog Site

So far, we've covered the basics of how to create your very own blog site on WordPress. However, with a few additional tweaks, you can make your blog look and function even better - making it more visible on social media platforms.

### Using a WordPress Theme

If you like to dabble in web design, even a little, then you should know that WordPress comes with a default theme. However, you can customize your blog using other WordPress themes, many of which are free. Of course, there are also premium themes for that extra level of uniqueness.

So, how do you install a WordPress theme?

- (i) First, go to your WordPress dashboard and select the Appearance tab on the sidebar menu (left). Then select the Themes option.
- (ii) Once the Themes section appears, click on Add New.
- (iii) Choose a theme, and click Install. Once the theme registers as installed, click on Activate. That's all there is to it.

We recommend that you use the Hello Theme. This is a theme designed by Elementor as a lite, sometimes known as a "vanilla" theme. The advantage of this type of theme is that it is a very lean and uncluttered theme, giving you far more potential to customize your blog's design any way you want, when using it with Elementor Pro.

### Use Recommended Plugins

In addition to themes, which enhance the visual aspects of your blog, you can also add WordPress plugins that add numerous other practical benefits. Here are the recommended plugins for first-time bloggers.

## BNB 20 Question

**Yoast :** Yoast is an SEO plugin that will help you improve your position on search engine result pages.

**Google Analytics :** Google Analytics is a great tool for checking your blog's performance in terms of the number of visitors, how much time they've spent on your website, and much more. With this plugin, you can move all the information into the WordPress dashboard, easily.

**Contact Form :** Another plugin that will be of help to you in the early stages of your blogging career is the contact form which will allow people to contact you, sign up for newsletters, and more.

Luckily, if you are using Elementor, you don't need a contact form plugin. You have that, and many other functions, already built in.

### Installing WordPress Plugins

Installing a WordPress plugin is very easy.

- (i) Go to the Plugins tab on your WordPress dashboard and select the Add New option.
- (ii) A new window will open where you can choose to search for a plugin or browse the list of popular plugins. Once you have found one that you want, and click Install.

Or, alternatively, go to the WordPress plugins repository, choose the plugin you want and download the .ZIP file. Once downloaded, you can use the dashboard to upload it onto WordPress using the Upload Plugin option in the same window above.

### Next Steps

Once your blog is up and running, you may want to consider making it better and even earn some money along the way.

### Make Money

There are several ways to make money off of your blog. We'll focus on two primary methods:

- (i) **Ads :** or rather, banner adverts, are a great way to earn money on your blog. This is a visual form of advertising, which involves placing adverts on your blog pages. There are two ways to earn money via ads. One is through CPC (cost per click), where you get paid for every click on the ad. The other is CPM (cost per mile, or more commonly, cost per thousand impressions), where for every 1000 views of your banner, you will get paid a certain sum.

(ii) **Affiliate Marketing :** in the simplest definition is the process of earning a commission by promoting other people's products. There are different types of affiliate marketing, but the one most applicable to a blog is promoting the product through text and adding a unique, trackable link to the product. If a

buyer clicks on the link and buys the product, the affiliate (you) will then get a commission.

### Get More visitors

Getting more visitors is paramount to the success of the blog. The above money-making methods will work better if you get more visitors. There are several ways that can affect how many visitors you get, and they all have to do with promoting your blog.

One way to make sure that people visit your blog, is to make sure that they are aware that it exists. This entails promoting your blog on social media, through email marketing campaigns and paid ads on search engines and social media.

- (1) Social media interaction is important. You get access to millions of people, who in turn may share your blog with their friends and family. You want them to know about you, so make it easy to share your blog by placing relevant social media buttons on it.
- (2) Email marketing campaigns can be a consistent reminder of your blog. Get a contact form ready, place it on your blog, prepare a newsletter, send it out and soon you'll be seeing a great increase in the number of your visitors.
- (3) Paid ads are not the cheapest of methods, but sometimes it's the most straightforward. Get paid ads, and make sure that people see your blog when they search for certain terms and browse certain topics.

### SEO Optimization

We've mentioned SEO optimization. But we'd like to linger a bit more on the subject. Search Engine Optimization (SEO) is the art, nay, the science of making sure that your content is visible first on a search engine's results page. Why? Because people tend to choose the top results. The higher you are, the more likely they'll click on the link to your blog.

Companies hire SEO professionals to make their websites successful, but there are some things that blog owners can do themselves to optimize their SEO.

- (1) **Meta Titles & Meta Descriptions**: these are the titles and descriptions that you see on the results page. So, you need to make sure that they explain what your blog is about, and make it appealing to the reader.
- (2) **Keyword Research**: when you write your blog, make sure to do keyword research, and see what people are looking for when they are searching for a specific topic and add these keywords to your blog.
- (3) **User Experience**: User experience is affected by several factors, chief amongst them are the design of the blog, its navigation, the blog's loading

speed, and whether or not the blog is optimized for mobile devices. Make sure that you take these into consideration. Make it easy for your users to navigate from one post to another, reduce the size of your images, and make sure that the design you implement works well on the mobile platform via a responsive mode feature - just like Elementor has.

(4) **Competition**: Check out your top-ranking competitors and try to understand why they are doing better than you. Get inspiration from them and improve your blog.

(5) **Value**: Lastly, but most importantly, always think of the value you can give your users and try to give them the best experience.

### Conclusion

Creating a blog on WordPress is very easy. All you need to do is get a hosting plan, register a domain name, install WordPress and you are ready to go. However, to truly become a blogging master, we recommend that you invest a little more in the tools you use and the methods you employ.

### Q.9 Write about Twitter Marketing.

Ans. Twitter was formed in March 2006 by Jack Dorsey and by July, this social networking site was launched.

Twitter is a free social networking and micro-blogging service which enables its users to send and read messages called as tweets. Tweets are text-based posts of upto 140 characters that are displayed on the author's profile page and delivered to the author's subscribers who are called as followers. Senders may restrict delivery to those in their circle of friends or, by default, permit open access. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or the external applications. While the service itself costs nothing to use, accessing it through SMS might incur phone service provider fees.

The 140 character limit on the message length was initially set for compatibility with SMS messaging, and has brought to the web the type of shorthand notation and slang commonly used in SMS messages.

### Advantages of Twitter

One of the most significant aspects of Twitter is that one person could have the ability to reach out to or at least be seen by multiple millions of people at a single time. Twitter represents a relationship that is ongoing between the Twitter user and followers.

The advantages of twitter are given below:

- (1) **Powerful Tool for Obtaining Information/News**: Twitter users often link to the useful sites or articles and can be a source of scoops and alternative news. This is extremely useful for active social news participants as they

can subscribe to the Twitter feeds for specific websites/conferences, which lets them receive and view the content quickly. Twitter could be a rather effective search tool for researching any kind of information. The results could complement other methods or sources of information. Twitter has a wide range of users who constantly update Twitter with new information on different niches.

(2) **To Reinforce Personal Brand and Awareness:** Twitter is a social media platform that has the primary advantage of developing a social brand which is well-connected and accessible. Because of its vast usage, Twitter may be used for promoting products and services and establish the brand as well. If one has established business, he could use Twitter to enhance his brand image. On the other hand, if one has a smaller business with limited brand awareness, then Twitter could be excellent for promoting and establishing the brand among a massive audience.

(3) **Get Feedback:** Twitter provides an opportunity to join a group of interest by following the others who are influential within your niche. Twitter also permits businesses to communicate with the customers and receive feedback in a casual and cost effective manner. It could prove useful in understanding and obtaining consumer opinion about the new products or services or new ideas. Bloggers sometimes use Twitter to discuss ideas for new posts.

(4) **Use it as HR Tool to Recruit People:** Want to hire a good web analyst, web designer, or a programmer? Then, send out a tweet asking for recommendations. This is a very fast and simple way to hire freelancers or even companies based on familiar recommendations.

(5) **Marketing Opportunities:** Twitter could be used in promoting products and services. It is a cost effective method to increase awareness about the products or services. You could use it to inform the customers about any new announcement or special offers. Twitter offers all advantages of traditional text message/marketing and more. It could prove to be a useful tool for conducting market research by a better understanding of potential or existing customers.

### Disadvantages of Twitter

The disadvantages of Tweets are given below:

(1) **Character Limit:** Unlike Facebook, Twitter has a character limit to all its posts. Users should type tweets in brief, as they have 140 characters to work with. Furthermore, while Twitter enables the posting of pictures (Twitpic), it is limited when it comes to video posting. For example, while users could tweet links to YouTube videos, they are unable to actually Tweet videos from the web services or upload videos from any desktop software.

(2) **Sends Message to One User at a Time:** Twitter offers a direct message feature which allows users to speak privately to each other, similar to sending an e-mail or a message in Facebook. However, unlike those message-send-

ing avenues, Twitter allows the users to send direct messages to only one, other user at a time. This makes its messaging system incompetent as compared to the other social networking and communication means.

(3) **Spam:** Twitter says it has 140 million active users, with more joining every other day - but a small percentage of those are spammers. While Twitter has improved its security measures in order to detect bots and spammers before they become a problem, spam still exists on Twitter. Twitter enables the users to flag what they deem to be spammers. Spam on Twitter generally tags your user name with a link to a website. It is simple to remove, but it is still a nuisance.

(4) **Excessive Traffic:** Twitter frequently is overloaded and you cannot use it for a while. This causes a lot of inconvenience to the users.

(5) **Lack of Versatility:** Besides tweeting and sharing pictures, there is nothing much to do whereas Facebook offers varieties of stuff.

(6) **Less Effective:** It is not as effective as Facebook in views of business prospective. If you are looking to bring traffic to your product, website or service then, Facebook Fan pages can bring much more traffic than Twitter account.

### Twitter Marketing

With hundreds of millions of users and over 500 million tweets being sent each day, there is a great opportunity for businesses to reach a global audience of new and existing customers through Twitter.

Twitter is a social communication tool where people broadcast short messages. These messages, called tweets, are limited to 140 characters in length. As a Twitter user, you select which other people you wish to follow; when you follow someone, their tweets show up in a list known as your Twitter stream.

Anyone who chooses to follow you will see your tweets in their stream. It is not necessary to follow everyone who follows you, and not everyone you choose to follow will follow you back.

Conversations on Twitter are just like the face-to-face encounters you have with customers each day. Compelling content will help you attract new followers and keep them engaged over time, building awareness of your brand and asserting yourself or your brand as an authority in the industry or niche area.

### Getting Started With Twitter

New users who want to use Twitter are required to register an account at free of cost, using the link-<https://twitter.com/signup>. Twitter allows its non-registered users to see what's happening on different networks via Twitter's homepage. The homepage offers a variety of options for the user to choose from, it shows the trending news and groups them under different categories-Featured, News, Entertainment, Sports, Music, Government and Politics, etc. It also gives an option for the user to search on Twitter using keywords and hashtags, and relevant results are shown according to the user's location.

After creating an account on Twitter, users can send and read 140-character short messages called 'tweets'. Tweets are simply an expression of an idea or a moment. It could be in the form of text, photos, gifs, videos, and polls. When users sign on their Twitter account, they may typically find the following elements:

(i) **@Username** - Username is used to call out an individual or a brand in a tweet. It is used after '@'.

(ii) **Profile Photo** - This can be your personal picture or brand's logo uploaded on the profile. Twitter recommends a profile photo of dimensions 400 × 400 pixels.

(iii) **Bio** - Bio is an acronym of biography, but on Twitter, it is meant to showcase a small snippet of text about the user, unlike other biographies which are detailed.

(iv) **Header Image** - It gives an opportunity to the users to provide a visual representation of their brand or themselves. Twitter recommends a header image of dimensions 1500 × 500 pixels.

(v) **Pinned Tweet** - It is a tweet that the user has previously sent out and would like all profile visitors to see when they visit their profile. A pinned tweet stays at the top of the timeline for as long as the user wishes.

When users visit any profile, the aforementioned elements are displayed to them.

After logging in, one can view the section i.e., input field with a default text 'What's happening?' The user use this box (input field) to update their status (also known as a tweet).

When one starts typing in the field, a dialogue box appears with following options of a tweet.

1. Text box where to compose new tweets
2. Image upload
3. Location share
4. GIF (Graphic Interchange Format) image
5. Add poll
6. Character limit indicator
7. Submit tweet button

### Twitter Building Blocks

A timeline is the heart of Twitter accounts. When a user starts following people, their posts-called tweets instantly get displayed in the Twitter user's timeline. In the same way, the user's tweets will be shown in their followers' timeline. Some Twitter users widely use mentions (@) & hashtags (#) in their

posts. Presently, the four most important elements in Twitter are-Hashtags, Search, Mentions and Trends.

### How is Twitter Different?

There are plentiful of features that make Twitter different from other platforms. They are as follows:

1. **Anyone can Follow Anyone** - Twitter is not a two-way communication platform like other social networks such as Facebook. It operates on simple rule- 'anyone can follow anyone'. It can help businesses to find their potential customers by understanding the trends or by just following their target segment. In Twitter, every tweet arrives at every follower's feed, unlike the filter of Facebook's EdgeRank.

2. **Reach and Speed** - Opinions are stronger on Twitter as users can access any tweet. It also spreads faster due to features like retweets. Thus, it is important to reward loyalists and pacify those who are disgruntled.

3. **140-Character Limit** - In this era, people are time-starved. Users do not want others to ramble on and on. Also, people can always read the tweet, and if they are interested, they can click on a hyperlink or research further on that topic.

**Note:** Images, links, and username at the end of tweets are not included in the 140-character count.

4. **Create your List** - Users can organise the followers into lists and can create a separate list for customers, potential customers, etc. This list allows one to see the tweets from list members as a separate time line and help the user to function better regarding follow-ups, action, etc.

### Twitter Usage

Here, you will learn in detail about Twitter usage.

#### When to use Twitter

1. **Communication** : By using direct messaging or reply one can have one-to-one communication with the user. Brands call customise the communication.

2. **Customer Feedback** : Customer feedback is very important because it can give insight that can be used for improving business, products, service, and overall customer experience. It can start with a question, quick poll, product's review, etc.

3. **Influencer Outreach Programs** : This method is used to find people who are opinion leaders so that one can keep themselves updated. Once they are found, one can follow their tweets, build a relationship, and share tweets related to the domain.

## 4. Promotions :

## First Year

a. **Use Header Feature** - Twitter enables one to add an image to any profile. It is the first view that a user would see when their handle is viewed. Make the best use of it to depict your brand.

b. **Choose Twitter user ID Carefully** - A user ID is important because it identifies the brand. If people share, follow, or search, the user ID is visible. It is better to get a shorter ID because of retweets and strong memorability. It is the same as @username or @mention

c. **Link with the URL** - Adding links might help the user to know more about the brand. It can be the brand's website, blog, or other social networking website link.

d. **Run a Contest** - There are many kinds of contest that one can run.

5. **Product launches** : IIMB announced the launch of its Massive Open Online Course (MOOC) on marketing management on its EdX platform.

### Campaign Types

1. **Website Clicks Campaigns** : This type of campaign is used to increase the website's traffic, or generate leads or increase sales. The tweet in the campaign is called a website card. It has a preview image and related content. These cards will be visible in the timeline and search results. A clear call-to-action in the card should be setup to help the viewer to know more details.

2. **Follower Campaigns** : One should use this campaign to increase their follower count on Twitter. 85 percent of customers and users say that they feel more connected to a brand after following it on Twitter. Followers are more likely to become loyal customers. According to Compete, 72 percent of Twitter users say that they are more likely to purchase from a brand they follow on Twitter. When a brand creates a follower campaign, they should provide a compelling reason for the target audience to follow them. For example, one can give them some discounts or provide them exclusive details about a product launch, etc. The promoted accounts appear in the time line or the 'Who to Follow' widget in Twitter. Advertisers pay only when somebody follows their account.

3. **Engagement Campaigns** : Individuals or brands use this campaign when they want their followers to retweet more, increase favourites and use mentions. It will also play a pivotal role in building brand awareness by creating a buzz. This campaign lets the brands to promote their tweets to a larger targeted group of people. These tweets will be clearly labeled as promoted and will appear in timelines, on profile pages, and in search results. This is called promoted tweet campaign where one pays only when someone engages (favourites, retweets, replies) with them. Only one promoted tweet appears in a user's timeline at a time.

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4. **App Campaigns** : The name of the campaign itself suggests that this is to be used when one wants to increase their app downloads or encourage people to re-engage with their app. Around 80 percent of Twitter users use Twitter via mobile. It is easier for mobile users to navigate from Twitter's app to other apps. Promoted tweets with app card will be used in this type of campaign. These cards will allow users to open and download the mobile app directly from the tweets and tweets will appear only on mobile user's timeline.

**One of the Success Story** - Waterpark is a free mobile app that allows users to find free street parking places in real time. They wanted to generate app downloads and get new users to sign up for their mobile platform. Using app install campaign on Twitter, they achieved 83 percent lower cost-per-install compared to other marketing channels.

5. **Quick Promote** : This campaign should be used when a brand wants to promote a tweet quickly. The 'quick' word refers to the number of steps when compared with other campaign types. One can login to their analytics page and click on 'view tweet activity'. It will enable to the promotion of that particular tweet in few easy steps. Quick promote campaigns are used when one wants to see a high engagement rate for a tweet or an event when they are live tweeting.

### Targeting Audience Options

There are several types of targeting defined by Twitter to find exact matching needs of advertisers. They are as follows:

1. **Language Targeting** : When accounts are registered, to determine a user's language, Twitter asks for their language in their profile settings and that data is used for ads that have language targeting.

2. **Gender Targeting** : Twitter determines the user's gender by their behaviour (tweets, shares, etc.) along with their usernames and accounts they follow.

For example, a fashion brand for women would target only females by selecting 'Female' in their targeted audience.

3. **Interest Targeting** : Twitter has a broad classification of interest-based categories like auto, business, dining, finance, lifestyle, retail, sports technology, travel, and more. One can select their target audience if they fit into any of the predefined categories. Once the broader category is selected, brands will be prompted to select more specific categories under the main category, and finally, Twitter will display the potential audience size for the same.

4. **Follower Targeting** : Follower targeting helps in getting connected with the people who are the brand's prospective customers. This method works by displaying the brand's Twitter ads to users who are the followers of the usernames they select. One can leverage this targeting to get more focused or

niche followers. It will also be helpful if one wants to attract their competitor's follower base. Brands can target usernames who sell comparable products or services to them.

**5. Device Targeting :** Device targeting is useful if the product is operational on limited devices or the audience primarily uses a type of device or operating system. There may be cases when one just wants to display their campaign to desktop users or tablet users. This type of audience targeting can help to target based on operating systems such as iOS or Android. Brands can even target audience based on their mobile operators.

**6. Behaviour Targeting :** Brands can target users who are most likely to consider or buy a brand based on their online and offline activities. Twitter has also partnered with analytics companies such as Acxiom and Oracle DataLogic to help brands draw insights from users' online behaviour.

**7. Tailored Audience Targeting :** This type of targeted audience is used when one wants to target groups of existing or potential customers and remarket to them on the Twitter platform. In this type of campaign, brands can use the customer's data like emails, mobile numbers, offer page or websites, etc. They can directly upload their lists of emails, Twitter IDs, or mobile advertising IDs (Apple assigns an ID for Advertising to each iOS device, and Google assigns Advertising ID to all Android devices. These anonymous IDs can be used to deliver ads and for advertising analytics in mobile applications.) Brands can also use a code snippet on their website or in a tag manager to collect cookie IDs of visitors, purchasers, or downloaders who can also be targeted. This is also called Remarketing.

**8. Keyword Targeting :** Brands can target audience based on keywords in their timeline or tweets they recently engaged with. One is able to search and target a Twitter user who is searching for a keyword. For each keyword, one can select what type of keyword matching will suit their campaigns such as broad match, phrase match, or exact match.

**9. Geography Targeting :** One can select country, states, regions, metro areas, or postal codes to limit your audience.

### Twitter Analytics

Twitter analytics is one of the most comprehensive and effective tools, which gives insights into one's tweets, audiences, events, etc. Twitter analytics is for everyone whether they use Twitter as an individual or as a brand/business.

One can login into Twitter analytics via their Twitter credentials-<https://analytics.twitter.com>. From home page, one is able to navigate to the different sections like tweets, audiences, events, and more.

The dashboard offers one the options to explore their handle's overall summary, tweet highlights, monthly summary, tweets details, audiences, etc. Let us look at some major features of Analytics:

**1. Overall Summary -** It has a summary of tweets, tweet impressions, profile visits, mentions, and followers along with a small graph showing the trend.

**2. Tweet Highlights -** This section provides the top tweet, top follower, top mention, and top tweet with media. One will have an option called 'view tweet activity' button for the top tweet and top media tweet. If one clicks on the 'view tweet activity' button, they will be able to see the total impressions and total engagements which include likes, media engagements, retweets, links clicks, replies, and profile clicks for the particular tweet. It will also have an option to promote the tweet.

**3. Monthly Summary -** This section gives the number of tweets, tweet impressions, profile visits, mention, and new followers count for the month.

**4. Tweets Details -** It gives the maximum insights about the tweet, and will help in understanding how well the tweets have performed with one's audience. It is available to users who have an account for at least 14 days. It starts with the overall tweet impression earned in the past 28 days with a graph.

**5. Audience Details -** Using audience insights detail one is able to view their audience information, or one can also compare their audience with the overall Twitter users or with their organic users. They also have a lot of filters to compare and sort this information.

### Twitter Tools and Tips for Marketers

Twitter has many tools that can enhance its effectiveness. Some are discussed here.

**(1) Live Streaming Tool :** Periscope is a live streaming video app for mobile. Users can scope their view to friends or can choose to make videos public. It got launched in 2015, and over 100 million live broadcasts have happened which shows the application's popularity. Twitter makes it easier to see what's happening by getting Periscope's broadcasts-both live and replay directly into tweets.

Individuals, brands, politicians, and even celebrities use Periscope.

**(2) Some Management Tools :**

**a. Hootsuite (<https://hootsuite.com>) :** Hootsuite is used to manage social media posts with several features for integrations for Twitter, Facebook, Instagram, LinkedIn, Google+, YouTube, and more.

**b. TweetDeck (<https://tweetdeck.twitter.com>) :** TweetDeck is a dashboard for managing multiple Twitter accounts. One can reply, DM, retweet,

shorten a URL, and share a picture without ever leaving TweetDeck. It also has Facebook integration.

### Some Monitoring Tools

a. Klout (<https://klout.com/home>) : Klout is a mobile and web portal that uses social media analytics to rate its users according to online social influence. It gives KloutScore between 1 and 100. Klout measures the size of a user's social media network and correlates the content created to measure how other users interact with that content.

b. Crowdfire (<https://www.crowdfireapp.com>) : Crowdfire app's tagline is 'to unfollow, identify following'. Formerly known as Just Unfollow, Crowdfire is an app that helps one in the following ways:

- (i) Find inactive users and followers-unfollow them if one wishes to.
- (ii) Find relevant users to follow.
- (iii) Keep track of how one's social media updates affect their follower status.
- (iv) Check the relationship between any two Twitter/Instagram accounts and do a whole lot more.

c. Twilert ([www.twilert.com](http://www.twilert.com)) : Twilert sends alerts to the user when someone is searching or discussing them or their brand on Twitter. One can use this tool to enhance their customer service and get new business leads. It does monitoring of specific keywords, competitors' tracking, crisis management and even generating new leads.

### Important Points for success on Twitter

If you want real success and want to build your brand on Twitter, then you should always keep the following points in mind -

- (i) Use your brand name as your Twitter name. It may seem obvious, but it needs to be said!
- (ii) If branding a company is your number one priority, use your logo as your Twitter picture.
- (iii) You should tweet 10 to 20 times a day to keep your brand name in the Twitter stream.
- (iv) Schedule the tweets that have links to valuable content and complement that with 10 or so personalized tweets where you are interacting with other Twitter users.
- (v) Reply to Everything! Really, everything.
- (vi) Learn to give. To build a strong brand on Twitter you will need to give back as much as you get. Share content from your "tweeps," retweet, and favorite relevant content.

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- (vii) Follow at least two new people a day. Follow back anyone who followed you. It's the best way to keep followers! Click on "Followers" and then follow anyone in your stream that you are not connected with.
- (viii) One of the biggest mistakes people make on Twitter is not using relevant hashtags. You may want to create your own personal hashtag to archive your tweets but use hashtags that are trending when posting, so that your content gets seen.
- (ix) Tweet questions or a call-to-action when you post. People are more likely to respond when they're asked something. There's an option to create polls too.

Q.10 Write about LinkedIn Marketing.

Ans.

### LinkedIn Marketing

LinkedIn can be a powerful tool for individuals and companies looking to make new connections, generate leads, and build their brand. In addition to being a great way to recruit new talent, LinkedIn marketing is a likely top marketing tool to employ for B2B businesses. It consistently proves to be the platform of choice for marketing product launches and lead generation.

A comprehensive LinkedIn marketing strategy requires ongoing management, monitoring, analysis, and adjustments.

### Importance of LinkedIn

LinkedIn is a social networking site that has specifically proven to be a valuable platform for an individual's career and professional life. Over 467 million users in over 200 countries use LinkedIn to build their relationships with potential customers, clients, partners and colleagues (LinkedIn Press, 2017). The site is dedicated to building strategic relationships that could help members in their professional lives, unlike other social networking sites where you might become 'friends' with anyone and everyone. LinkedIn is the fourth fastest-growing social network after Facebook, YouTube, and Twitter (eBizMBA, 2017).

Their earnings are majorly from the premium subscriptions, marketing and talent solutions.

When it comes to directing traffic to the main site, LinkedIn is by far the premier social referral source. LinkedIn got the highest average order value of e-commerce purchases worldwide in 2015 among social media.

### Why it is Important to Have LinkedIn Presence

LinkedIn is a powerful tool for individuals and organisations that are looking to make new connections, generate leads, and build their brand. The platform offers a variety of opportunities like job-hunting, freelance work, and potential partners. LinkedIn is used widely for the following purposes:

- (i) Getting connected to potential customers to get updated about them.
- (ii) Receiving endorsements and recommendations from network, thus showcasing skills and abilities.
- (iii) Creating an online business card or resume where potential clients, joint venture partners, and employers can learn about the advertiser and get connected.
- (iv) Job-hunting through LinkedIn-many job posts are exclusive to LinkedIn i.e., they are not advertised elsewhere.
- (v) Being active on groups for different communities that align with the interests of the advertiser. Individuals and businesses can also participate in the discussions. Groups are seen as a place where one can build trust and rapport that is needed to cultivate new prospects.

It is also to be noted that one can even download their connections list in the 'csv' format with their first and last name along with their email address. In case of company's page, it is not possible to download the list of followers. Hence, it is important for a person to be active on his personal profile in addition to the company's page.

### LinkedIn Strategy

LinkedIn offers multiple marketing opportunities for individuals as well as organisations. Let us learn to build an effective strategy for desired results.

(1) **Build a Robust Company Page on LinkedIn** : The company page is like a real estate that must be leveraged to the fullest. The image, the description and different sections of the page must be optimised.

(2) **LinkedIn Groups** : Groups are a powerful feature of LinkedIn. One can leverage it by becoming member of groups that are of interest to them and grow their network.

Group members can send messages to one another and connect with more people to build their network.

(3) **Leverage Paid Ads and Sponsored Updates** : There are many marketing solutions that LinkedIn offers; advertisements are one such solution. These ads are paid in nature. You can achieve the following using paid ads:

- (i) Unlock a unique audience:
  - (a) Reach more than 450 million active professional members
  - (b) Promote your company or brand in a professional context
- (ii) Target the right people
- (iii) Attract talent and recruit candidates from the world's largest talent pool that is there on LinkedIn.

Using LinkedIn's Hire, one can:

- (a) Post jobs - Target the right candidate for any job
- (b) Source talent - Find active and passive talent
- (c) Build your brand - Showcase your unique culture
- (iv) Create easy and effective ads - Using LinkedIn Market, one can build their brand, raise awareness, and generate leads with LinkedIn. It offers to:
  - (a) Boost content across all the devices with Sponsored Content
  - (b) Deliver relevant, personalised messages
  - (c) Generate quality leads in minutes with ads

(v) Drive real business results by:

- (a) Setting your own budget
- (b) Paying by clicks or impressions
- (c) Stopping your ads at any time
- (d) Measuring conversions from your ads

(4) **Use Advanced Search** : Advanced Search is one of the most powerful features of LinkedIn where one can directly find targets. Even without the upgraded LinkedIn membership, a user can have great filters for narrowing down their search such as company name, school, title, etc. If they have premium subscription, then they can use advanced filters such as years of experience, function, seniority level, company size, etc. By using all these filters, there is no doubt that one can reach their precise target audience.

### Sales Leads Generation Using LinkedIn

It is becoming increasingly important in the age of social media to leverage a social, professional network like LinkedIn to drive one's own sales leads. Today, marketing drives only 30 percent of the total sales leads. To be successful, sales managers need to have their own lead generation solutions to achieve their sales goals. Traditional lead generation methods are long drawn processes of prospecting and cold calling. This was limiting sales professionals to efficiently search for high-quality sales leads. LinkedIn helps users to bridge this gap.

### Why Use LinkedIn for Sales Lead Generation?

In Sales Lead Generation, one can use LinkedIn's advanced search and filtering system to quickly identify influencers and decision makers and create high-quality lead lists.

LinkedIn Sales Navigator can also be your Lead Generation Solution with following features:

- (i) **Advanced Search with Lead Builder** - Use custom criteria to build sales lead lists.
- (ii) **Lead Recommendations** - Get recommendations on who are the influencers and decision makers.
- (iii) **Team Link** - See who within your company is connected to your prospects for warm introductions.
- (iv) **Extended Network Access** - Unlimited searches in your extended network - 1st, 2nd, and 3rd degree.

### LinkedIn Analytics

LinkedIn provides companies with metrics about pages. Only the company page's administrators can access this tab. This helps them to understand the profile of their followers-like their demographic details, reach, engagement level, follower's trend, page views, and unique visitors. Let us understand the difference between metric and analytics first.

Metric is about counting, tracking and presenting the past data this is derived from web visits, campaigns, etc. Analytics, on the other hand, refers to looking at past and present data that gives rich insights, optimisations, and predictions. Data can anyway be gathered from different systems, software, and external tools.

LinkedIn has broadly divided their analytics section into three categories-(i) Updates, (ii) Followers, and (iii) Visitors.

### Targeting

A unique feature of LinkedIn is that it allows page admins to target not only paid ads but also organic content. Most users post content to all followers, but this only leads to spamming and hence users do not pay attention to the content. Best practice is to target even organic content as content on LinkedIn is highly specialised and is not of general interest. Targeted updates allow page admins to target their company posts or updates to specific followers so that they can deliver the most relevant content to the most appropriate audiences. LinkedIn has rich targeting options as follows:

- (i) Industry
- (ii) Company
- (iii) Job Title
- (iv) Size
- (v) Seniority
- (vi) Demographics-gender, age, school, education

- (vii) Job Function
- (viii) Skills
- (ix) Groups

### Important Points for success

Here, we have listed down a set of important tips to help you get the most out of your LinkedIn Marketing strategy

- (1) **Create a dynamic company page for your brand** : To create a business presence on LinkedIn and gain access to additional features that enhance your visibility, you must build a LinkedIn company page. Consider this page an extension of your website and fill out the complete profile, including products and services. Invite your employees and customers to follow the page.
- (2) **Be an authority in your industry** : You need to plan out what type of content you can provide that will have decision-makers thinking twice about the approaches they're taking. Think about the discussions you can create that make you stand out as a thought leader. Also determine whether the content is relevant and for whom, and whether the content inspires prospects to want to take action.

- (3) **Engage in the community** : It's not about how many connections you make or followers you have on LinkedIn and other social media platforms. It's about how many people you reach and engage with. The best way to engage in social media is to create a community.

In LinkedIn, you can create actual groups that you manage. Consider taking an active role and creating a group in the industry that you are active in. Or, simply join an existing group and share the relevant content. Either way, you'll be creating new contacts and participating in worthwhile conversations with industry leaders in your field.

- (4) **View the stats** : The new LinkedIn Publisher stats offer amazing insight into not only how many people are viewing each post, but the lifespan of each post, reader demographics, and the people who engage with your posts.

To see your stats, go to the Who's Viewed Your Posts tab, which is located under Profile in the main navigation under Who's Viewed Your Profile. Click on any post to see a graph that shows the number of views in the last 7 days, 15 days, 30 days, 6 months or 1 year.

This gives you incredible perspective to see the shelf life of each post. Review these numbers, as well as the elements of the posts themselves, to see patterns that will tell you what topics, format, and length your readers are most interested in.

**Q.11 Write about Instagram Marketing.**

First Year

**Ans.** Worldwide, there are more than 700 million users of Instagram out of whom 300 million use Instagram daily. Users share an average of 95 million photos and videos per day on the platform. The numbers are huge and irrespective of the age, gender, occupation, and education of one's target audience, one can surely reach them on Instagram.

The platform has huge potential for marketers, but more than just numbers, on Instagram, the real potential lies in the user's behaviour. The central point is that users like to interact with brands on Instagram. Research has indicated that brands enjoy several distinct benefits on Instagram.

- (i) On Instagram, brands enjoy engagement with 4 per cent of their followers, whereas on other platforms such as Facebook and Twitter, the engagement rate is less than 0.1 per cent.
- (ii) 70 per cent of Instagram users search for brands on the platform.
- (iii) 62 per cent of users follow a brand on Instagram.
- (iv) Only 36 per cent of marketers use Instagram, compared to 93 per cent of marketers who use Facebook.
- (v) In India, only 29 per cent marketers use Instagram for brand marketing.

In India, Instagram has more users than Twitter. The platform is basically meant for visual content. But only visuals are not enough; they should also tell a story. So, captions should be used to communicate something meaningful. The links in Instagram are not clickable; therefore, the images and content posted should be self-sufficient without depending upon the landing page.

There is no algorithm that filters the content that users see in their feed. Hence, all the posts come in the feed of the followers. However, priority is given to posts of users you engage with and thus have affinity with, fresh new posts and posts which have greater user engagement in terms of likes, comments, etc. Some brands such as Nike, Starbucks, and Nordstrom are doing very well on Instagram. To achieve success on Instagram it is important to have clear objectives, content strategy, style guidelines, and execution.

**Objectives**

To identify clear objectives, marketer should ask questions:

- (i) Why is the brand on Instagram?
  - (ii) What is the role of Instagram in helping the brand achieve their marketing objectives?
  - (iii) How is the brand utilising it differently from other platforms?
- Once the answers to the aforementioned questions are found, one will have clarity on the purpose and fit of the platform with their brand. One can then pose 1-2 objectives. Typically, marketers have the following objectives:

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- (i) Creating awareness about the brand
- (ii) Showcasing their product or services
- (iii) Building a community
- (iv) Showcasing the company's culture and values
- (v) Increasing brand loyalty

The best practice is to focus on just few goals and align content strategy and metrics with it. For example, Buffer has the goal of building a community of active Buffer users. It targets featuring the work or passion of 4-6 Buffer community members per week which means connecting with about 250 people per year on a one to one basis. Another goal of Buffer, which is also related to building a community, is to have engagement rate with followers higher than industry average. Buffer achieves an engagement rate of 1.75 per cent (average engagement per post/number of followers), which is better than industry standard and Buffer intends to maintain or improve it.

**Content Strategy**

The heart of content strategy is creating content that is unique to the brand, that personally energises them and that resonates with their target audience. Creating good quality content that adds value to the users is the only way of successfully leveraging the platform.

Whether a small or a big business, each has some stories worth telling its audience. A simple framework marketers can use for content strategy is : (i) Product is the hero, or (ii) User is the hero.

If one believes that the product is the hero then the content strategy can focus on product uses, demonstration, and product is at the centre of the story. For example, Oreo and McDonald's have product as the hero and develop interesting images and videos showcasing different recipes of the product, etc. Nike Running for example focuses on shoes and equipment as enhancers for running performance of athletes.

On the other hand, brands can have their users as the hero in which case they show how the aspirations, desires of the target audience is met by the product or show the lifestyle or characteristics of the target audience making them aspirational. Most luxury brands and transformational and experiential products such as apparel, designer accessories, perfumes, watches, and cigarettes go for user as the hero.

Buffer aspires to build one to one relations with its community of users. It has created a hashtag #BufferStories which allows community to share experiences that have touched them personally and professionally. The focus in this content is on the user and not the product.

The 3E (educate, entertain, and excite) strategy of content of Social Media Marketing applies to Instagram too.

Some other content themes can be:

- (i) User generated content
- (ii) Product showcase/demonstration
- (iii) Behind the scenes
- (iv) Company culture
- (v) Customer testimonials
- (vi) Life hacks
- (vii) Contests

Buffer, for example, works with themes of user generated content, productivity and motivation, and digital nomad lifestyle. Many brands rely on user-generated content. For example, the Micromax logo is crowdsourced, the rupee symbol is crowd sourced. There are some agencies like Talent House that specialise in crowdsourcing.

There are many apps that support running of contests on Instagram. Brands may wish to explore Gleam that will place widget on their website so that users can participate in contest. Wispond and Woobox offer hashtag photo sharing contests.

Users want good content; it is therefore important to post regularly, at least once a day. A research revealed that an average Instagram account posts once a day. However, accounts which have high number of followers post more than the average (two or three posts per day).

Instagram also has a feature called Stories in which the posts disappear like Snapchat. This creates urgency to read as otherwise content will be gone. It also ensures privacy as posts self-delete themselves.

### Style Guidelines

Style guidelines are important as they ensure consistency across social media channels and across different pieces of content on the same channel. They enable the brand to have a distinct look and feel which makes it recognisable. It takes into consideration these four following elements: Profile, composition, colour and filters.

(1) **Profile** : One must create a profile which should explain briefly what the business is all about. It should include brand hash tag and should provide link to the landing page, thus helping drive traffic to the website. It is basically the home page on the platform. It can also include the brand's tagline. The profile of Nike Basketball includes the hashtag and URL. The description should reflect the brand and should connect with their followers.

(a) **Profile Picture** : The profile picture should be recognisable as that increases the chances of users engaging with your content. Typically, brands will use a logo or a mascot as their profile picture.

(b) **Link** : Something unique about Instagram is that it does not allow one to put links in posts unlike other social media platforms. Users get only one link and that is in their profile. This link thus becomes vital for driving traffic to the website. Most brands customise the link to the content of their posts and campaigns so that after seeing them, users can click on the link in the profile and engage with the brand more on the landing page.

Gary Vaynerchuk does a great job of customising the link in bio. Whenever he publishes content online, he puts up related content on his Instagram account too and updates the link in his bio to direct users to the online content.

(2) **Composition** : It refers to the arrangement of different aspects of the post such as background, image, and text so that there is a consistent and unique look and feel to it. For instance, Volkswagen believes in minimalist strategy so that there is a neat look to the content. There is a lot of white space and small text.

(3) **Colour** : One must have a strategy for colour. It does not mean that advertisers must limit themselves to only specific colours, but there should be some uniformity. One can choose vibrant colours, for example, Frootti which uses bright colours, or one can opt for softer palettes such as grey, white, black. Brands that wish to give retro look often go for black and white.

(4) **Filters** : An amateur photographer, with no photo editing software and equipment can use Instagram filters to enhance their photos with just a few taps. These filters can dramatically alter the images so one must choose only few filters that go well with their brand and stick to them. Constantly changing the filters will give very different look to the brand and erode consistency and make the Instagram feed look disparate.

Researchers studied thousands of photos and analysed which ones got more engagement and found that filtered photos are 21 per cent more likely to be viewed and 45 per cent more likely to be commented on than unfiltered ones. They also studied the type of filters that work best and found that filters that create the following get more views and comments : (i) higher exposure, (ii) warm temperatures, and (iii) higher contrast.

It is also recommended to shoot square photos. Some smartphones and digital cameras have this feature so there is no need to crop the photo later.

### Hashtags

Hashtags are important on social media, but, Instagram is one platform where they are most important. Unlike other platforms where users get fatigued

with hashtags, on Instagram they are very useful for increasing one's reach to a larger and relevant target audience. If a brand wants to increase their number of followers, they should try using hashtags. Instagram allows maximum 30 hashtags per post. A study done by TrackMaven found that Instagram posts with 11 hashtags have the highest number of engagement. It is important for brands to find out which hashtags are followed by their target audience and use them in their posts. One can check out top 100 hashtags from Websta. They can also choose to have brand hashtag and popularise it. A study found that 7 out of 10 hashtags on Instagram are branded. One may decide to use only their hashtag to keep the focus. For example, during 2014 FIFA World Cup in Brazil, Nike posted inspiring content about children from economically challenged backgrounds playing beautiful soccer in streets. They used only their hashtag which is also their brand slogan-#justdoit.

Emoji is also becoming very popular on social media. Instagram reported that about 50 per cent of all captions and comments on the platform have emojis.

### Videos

It is a good idea to mix photos with videos since audiovisual is a powerful medium. A study from Locowise found that only 10 per cent of all posts are videos but they get 18 per cent of all comments 16.

### Sponsored Ads

Out of all the digital media platforms, Instagram is one of the cheapest and has high number of users. One must leverage sponsored ads to reach out to more people in your target audience instead of limiting your reach to only your followers. Sponsored ads appear regularly in users' feed. One can run ads on Instagram through Facebook Ad Manager. The targeting options are the same since Instagram is also owned by Facebook. Advertisers should link their ad to their Instagram account because linking to website is not allowed.

### Apps

Instagram has many customised apps of its own such as Hyperlapse for time lapse videos, Layout for image collages, and Boomerang for GIFs. With the help of these custom apps one can create unique content tailor-made for Instagram without having design and video production capabilities.

### Generate Leads

Brands should generate leads by capturing email IDs; use a call-to-action in caption such as 'click on link in bio to download an ebook' or 'attend a webinar'. Give this customised link in their profile. To leverage the lead capabilities, one should make a custom landing page for their Instagram followers which references Instagram account and has the same look and feel.

## Q12 Question

Write about Social Media Analytical Tools.

### Social Media Analytics

Social media analytics is the process of tracking, collecting and analyzing data from social networks. It is used by marketers to understand social media performance, keep track of important social media metrics and create social media reports.

Social media analytics may involve:

- (i) A single social network : This approach can be useful when you're looking into the results of a specific social media campaign.
- (ii) All the social media networks your business is active on : This approach is useful for long term goal-setting and assessing the business impact of your social media presence.

Basically, the scope of your social media analysis can be as narrow or wide as you need it to be, depending on the insights you're looking for.

Social media analytics tools are usually used to complement social media management tools. The latter lets you plan and schedule your social media content while the former enables you to measure the performance and informs your strategy.

Social media analytics can help you understand which of your social media activities and strategies are working, and which aren't. This allows you to better focus your time, effort, and budget.

Analytics also help you create social media performance reports to share with your team, stakeholders, and boss.

### Importance of Social Media Analytics

Social media analytics is something that every marketer should rely on. It is the only one thing that gives you insights into what is working and not, at the same time, indicating what would be nice to change in order to get better results.

Through the power of social media analytics you can see which are the platforms that work best for your business and direct your efforts towards it.

Or you can always compare present campaigns to previous ones, especially if they have a similar objective, in order to see if there's something that changed in your fan's behaviour or interests.

When creating a social media strategy, you must take into consideration some key tactics for which social media analytics will play a huge role:

- (i) Measure engagement by social channel
- (ii) Compare your ongoing social media campaigns
- (iii) Get insights from your competitors
- (iv) Tracks your influencer's campaign results

### Social media analytics tools can help you track your social presence:

(1) **Sprout Social** : The need for cross-channel social media analytics makes Sprout Social an easy choice for No. 1 on our list. Whether you want to dive deep into your performance on a single network, or quickly compare results across multiple networks at once, Sprout has you covered. Track Facebook Page impressions, tally up Twitter link clicks, measure Instagram follower growth, evaluate LinkedIn engagement, assess content performance on Pinterest and much more, all from the same location. Then quickly organize and share your data with easy-to-understand, presentation-ready reports. Or take it a step further with Premium Analytics and create your own custom report, tailored to your organization's KPIs. Sprout comes complete with both templated and customizable reporting options, meaning you have multiple ways to not only gather essential social metrics, but truly understand what they mean and present them to others including only the metrics you care about most and reducing the noise. From tags to trends and everything in between, Sprout puts powerful analytics at your fingertips. You can even access data related to internal team performance and competitor activity to help you improve customer care or benchmark your brand against others in your industry. But that's only scratching the surface. Sprout's Advanced Listening tool arms you with valuable data related to audience demographics, industry influencers, campaign performance, share of voice and consumer sentiment. No matter your social media analysis and reporting needs, Sprout has been built from the ground up to give you a fast, user-friendly way to discover and display social insights.

(2) **HubSpot** : With HubSpot's analytics tools you can tie social media performance to business and revenue growth. Whether publishing directly through HubSpot, or publishing using other tools or while on the go, you'll be able to report on the success of your social strategy across every channel. You can also compare the performance of multiple social channels to measure campaign performance. HubSpot's social analytics tools offer expansive graphs and visuals that break down the numbers by specific platform features, like audience, session lengths, and impressions. What's important to highlight is that HubSpot's social analytics tools is part of HubSpot's Marketing Hub, their all-in-one inbound marketing software. This means that using the platform you'll have insight into the entire customer journey, not only social media-specific metrics. You'll be able to see which marketing tactics are working best for your business, how are they impacting your bottom line, and learn about your social media campaigns ROI. That makes HubSpot an excellent choice for businesses whose marketing teams want to keep all campaign functions in one place.

### BNB 20 Question

(3) **TapInfluence** : The boom of influencer marketing has created a need for social media tools specifically tailored for influencer campaigns. Enter TapInfluence, an analytics platform which removes many of the "what-ifs" related to influencer marketing. This includes metrics such as reach, engagement rate and the potential price tag behind any given influencer. In short, TapInfluence highlights relevant influencer metrics in black and white so brands can better understand whether or not a potential relationship makes sense prior to outreach. Influencer campaigns shouldn't be a black hole of ROI. In addition to individual influencer metrics, the platform also measures the performance of overall campaigns against industry benchmarks.

(4) **BuzzSumo** : Although not strictly a social tool, BuzzSumo is an awesome resource for analyzing the social engagement of any given piece of content. If you want to see how many shares your latest blog post received on Facebook, Twitter or Pinterest, BuzzSumo can provide you with that data. You can also monitor the performance of content competing for relevant industry keywords, allowing you to see how your content marketing campaigns are stacking up against the competition. Social media remains one of the top distribution channels for content. By analyzing social shares, you can see which types of posts receive the most engagement and use that data to inform your own content strategy. BuzzSumo can also help you understand variables in top-performing content such as length, publish date and headline type.

(5) **Snaplytics** : The popularity of ephemeral content on social media speaks for itself. Snaplytics focuses solely on analytics for Snapchat and Instagram Stories. The platform looks at metrics such as open and completion rate, allowing brands to see where story engagement peaks and likewise at what point viewers drop off. The need to optimize story-based content is something that modern brands should overlook at their own peril. Although Snapchat might have fallen out of favor for some brands, bear in mind that the network still boasts hundreds of million active users among millennials and Gen Z. Meanwhile, Stories represent one of the most-engaged methods of Instagram promotion. Going beyond native analytics is a smart move for brands who want to craft more compelling Stories or eventually run story-based ads.

(6) **Curalate** : More and more brands are trying their hands at direct social selling. Platforms such as Curalate serve as a hybrid storefront and analytics tool for companies looking to maximize their sales from Instagram. Chances are you've seen a branded or unbranded "Like2Buy" link in the wild. Major brands like Bose take advantage of Curalate for social sales - take a peek at their Instagram bio. Upon clicking through, we're led to a social storefront where users can shop directly. Curalate's platform empowers businesses to understand which products score the most clicks and sales. This can directly inform your

future campaigns and product strategy as you learn which sort of posts click with customers. Additionally, Curatale tracks product tags and mentions, making it a cinch to spot and analyze the performance of user-generated content campaigns.

(7) **Keyhole** : For the sake of expanding your content's reach, hashtag analytics are a must-have. Tools such as Keyhole provide a real-time performance analysis of the industry and campaign-specific hashtags on Twitter and Instagram. Doing so allows brands to promote during peak times and likewise understand which tags are most popular among their followers.

(8) **Google Analytics** : While it's not solely a social media analytics tool, Google Analytics is one of the best ways to track social media campaigns and even help you measure social ROI. You likely already have an account set up on your website to monitor and analyze your traffic right now. But did you know you can access and create reports specifically for social media tracking, too? For instance, you can see how much traffic comes to your website from each social network, or use UTM parameters to track specific social media campaigns.

(9) **ShortStack** : Typically, running a social media contest requires a surprising amount of legwork. From the process of picking a winner to analyzing engagement from a giveaway campaign, ShortStack can pick up the slack. For brands running frequent contests or giveaways, a dedicated contest analytics tool ensures that you aren't just giving away freebies for no reason. ShortStack looks at everything from entry data to long-term campaign performance to do just that. By analyzing your contest's performance with a social analytics tool like ShortStack, you'll be able to see engagement metrics and identify which types of contests work best with your audience.

(10) **SHIELD App** : As the source of 80% of B2B social leads, B2B brands are paying more and more attention to LinkedIn. Meanwhile, the increasing need for employee advocacy means that brands should be tracking the LinkedIn presence of individual salespeople in addition to their company page. Up-and-coming social media analytics tools like SHIELD are helping bridge that gap. For example, SHIELD examines the performance of individual employee profiles and their posts. Content analytics including average likes, comments and hashtags can help employees optimize their posts prior to sharing to maximize their reach. Additionally, SHIELD's team report allows businesses to showcase side-by-side **share engagement and growth of individual employee profiles over time.**

## Unit-III

Q1 Write about Meaning and Use of Search Engine Marketing.

Ans.

### Meaning of Search Engine Marketing

Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages (or SERPs). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.

These ads, often known by the term pay-per-click ads, come in a variety of formats. Some are small, text-based ads, whereas others, such as product listing ads (PLAs, also known as Shopping ads) are more visual, product-based advertisements that allow consumers to see important information at-a-glance, such as price and reviews.

Search engine marketing's greatest strength is that it offers advertisers the opportunity to put their ads in front of motivated customers who are ready to buy at the precise moment they're ready to make a purchase. No other advertising medium can do this, which is why search engine marketing is so effective and such an amazingly powerful way to grow your business.

### Importance of SEM

Coupled with SEO, SEM helps your business be on the top of search results in Google, Bing, and other search engine players. The first page of search results gets over 71% of all the clicks.

Search engine marketing becomes more and more significant as a traffic generation channel. While click-through rates of organic search results have fallen by 13% in the first quarter of 2019, SEM skyrocketed by 75% in the same span.

Better yet, audiences are loyal to SEM. 75% of people said paid search ads help them find the information they search for, and over 30% clicked on a paid search ad because it directly answered their search query.

This data shows that search engine marketing is a great traffic source and customer acquisition channel. Read on to learn how your business can benefit from SEM.

### Benefits of Search Engine Marketing

- (i) Higher conversion rates
- (ii) Better brand awareness

- (iii) Immediate results
- (iv) Consistent traffic

It's tempting to neglect paid search activities and invest in other marketing channels instead. However, SEM has tangible advantages. Let's take a closer look at some of them.

(i) **Higher conversion rates** : Using keywords, search engine marketing only catches customers who are potentially interested in your proposal. Half of the audience that comes to a retailer's website from paid ads is likely to make a purchase compared to those who come from an organic link.

(ii) **Better brand awareness** : SEM not only converts audiences who already know your brand; it can also boost brand awareness by up to 80%. When people search for something and see ads, they may not click on them, but still can recognize the product, brand, or even the URL.

(iii) **Immediate results** : While pushing your website to the top of organic search results often takes months, paid ads appear on top and bring results immediately. They help you reach your target audience instantly.

(iv) **Consistent traffic** : While your SEM campaigns are running, they generate additional traffic to your website. According to Google, 89% of this traffic is not replaced by organic clicks when ads are paused. This number is consistently high among different industries, such as automotive, healthcare, or travel. Put simply, SEM generates sustainable traffic all the time during your ad campaigns.

With all those benefits, search engine marketing looks too appealing to leave it on the table. Now it's time to discover how SEM works.

### Use of SEM Software

SEM tools are used to optimize digital marketing campaigns. The tools are used by website owners and professional digital marketing experts for site analysis and optimization. You can also use the tool to ensure that your digital marketing campaigns help in attracting targeted and qualified leads. The tool also helps in improving the visibility of online products in search engine results.

### Features of SEM Applications

SEM tools have different features that allow you to optimize paid search results. All SEM apps have a keyword research feature. You can use the tool to find out relevant keywords for your website. Additionally, the application allows you to analyze competitors to find out relevant high impression keywords. Some tools also allow you to analyze and boost online ad campaigns so that they attract maximum qualified leads towards your website.

### Tools Used in Search Engine Marketing

**Pay Per Click** : Pay-per-click (PPC) is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of websites) when the ad is clicked.

Pay-per-click is commonly associated with first-tier search engines (such as Google Ads, Amazon Advertising, and Microsoft Advertising formerly Bing Ads). With search engines, advertisers typically bid on keyword phrases relevant to their target market and pay when ads (text-based search ads or shopping ads that are a combination of images and text) are clicked. In contrast, content sites commonly charge a fixed price per click rather than use a bidding system. PPC display advertisements, also known as banner ads, are shown on web sites with related content that have agreed to show ads and are typically not pay-per-click advertising. Social networks such as Facebook, Instagram, LinkedIn, Reddit, Pinterest, and Twitter have also adopted pay-per-click as one of their advertising models. The amount advertisers pay depends on the publisher and is usually driven by two major factors: quality of the ad, and the maximum bid the advertiser is willing to pay per click. The higher the quality of the ad, the lower the cost per click is charged and vice versa.

However, websites can offer PPC ads. Websites that utilize PPC ads will display an advertisement when a keyword query matches an advertiser's keyword list that has been added in different ad groups, or when a content site displays relevant content. Such advertisements are called sponsored links or sponsored ads, and appear adjacent to, above, or beneath organic results on search engine results pages (SERP), or anywhere a web developer chooses on a content site. The PPC advertising model is open to abuse through click fraud, although Google and others have implemented automated systems to guard against abusive clicks by competitors or corrupt web developers.

#### Purpose

Pay-per-click, along with cost per impression (CPM) and cost per order, are used to assess the cost-effectiveness and profitability of internet marketing and drive the cost of running advertisement campaign as low as possible while retaining set goals. In Cost Per Thousand Impressions (CPM), the advertiser only pays for every 1000 impressions of the ad. Pay-per-click (PPC) has an advantage over cost per impression in that it conveys information about how effective the advertising was. Clicks are a way to measure attention and interest. If the main purpose of an ad is to generate a click, or more specifically drive traffic to a destination, then pay-per-click is the preferred metric. The quality and placement of the advertisement will affect click through rates and the resulting total pay-per-click cost.

### Display Advertising Techniques

Display advertising is defined as a mode of online advertising where marketers use banner ads along with other visual ad formats to advertise their product on websites, apps, or social media. A popular and effective format of digital advertising is display advertising. It is completely driven by the visuals it uses to attract attention and spread brand awareness across the internet. Display ads are a lucrative method of advertising for marketers looking for ways to reach and acquire customers. They make generous use of visual media in the form of texts, images, or even videos to catch people's attention. You can usually spot display ads in designated corners of webpages and social media platforms, and they are usually showcased in the form of a banner ad (graphic or text). All campaigns ranging from the ones using simple text to those with attractive videos can be grouped under display advertising. Most successful display advertising campaigns use a clever combination of images, text, gifs, and videos to stand out on the internet and send their message across to the targeted audience. Marketers can play around with language, design, shapes, and sizes of banners to create engaging display ads.

So, now that you have your answer to 'what is display advertising?', let's explore the concept in-depth.

### The Display Advertising Targeting Process

One of the most vital features of display advertising is its ability to target specific sections of the audience that match parameters based on the advertiser's requirement. The display advertising targeting feature ensures that you ad reaches the right audience, and ad spend isn't wasted on a demographic that isn't interested in your product/service.

The multitude of options available when it comes to display ad targeting can be overwhelming; it is important to have clarity about the kind of demographic that you want to cater to, and accordingly choose from available targeting options.

Display advertising targeting is a complex process - here's a look at some of the steps you can take to maximize this feature:

(1) **Define your demographic** : You can segment the audience based on their basic demographic details like age, gender, interests, etc.

(2) **Identify target keywords** : This allows you to reach the target demographic based on selected keywords as per your product or service. The display ad network will match your keywords with words/phrases present in the publisher's site where your ad will be displayed.

(3) **Zero-in on the topic** : This feature lets you choose a group of websites that fit a specific topic/category within which your business operates.

(4) **Formulate the ideal placement** : You can choose the website you want your display ads to run on. For example, if you're targeting customers of a specific car variant, you can display the ads on articles related to that model, or even on a product review page.

(5) **Show ads based on interest** : Google collects data on its users' behavior, and depending on what users are searching for, you run display ads that resonate with specific interest areas. For example, a car enthusiast may be researching tires, car stereo systems, etc. Interest-based display ad targeting will place your ad on all relevant webpages.

(6) **Retarget based on past behavior** : Also known as retargeting, this display ad targeting feature lets you target users who have already visited your website, thereby reinforcing the brand's impact and recall.

### Report Generation

Search Marketing reporting is the process of measuring progress, showing value, and identifying actionable steps to improve marketing performance and meet your goals. While we all do it, many of us don't fully understand what we should be reporting on and how to do it effectively - that's why we created this guide. So if you want to develop systematic and effective marketing reporting practices, then this article has been crafted just for you.

### The Benefits of Search Marketing Reporting

Let's take a moment to outline some benefits as to why we should build reporting into our day to day workflows.

Firstly, while it might be completely obvious to us that marketing is worth the investment, there are other people in this world that don't agree with this assessment. Marketing is an investment in growth but there are some people see marketing as a support function and consider it as a cost. This is where marketing reporting comes in.

Marketing reports show the worth of our efforts. If you can show that your campaigns are fulfilling goals, generating sales-ready leads, and bringing in revenue, then you have proven your and your department's value.

More than that, however, marketing reports provide you with a benchmark for how things are working. Where are we succeeding? What needs to be tweaked and improved? Which channels are working and which are not? Where should we focus our efforts and our budgets? All of these questions can be answered with marketing reports and they will guide you on where to focus your time and effort in marketing. Without marketing reporting, your team is flying blind so it's vital reports and reporting become a core part of your day to day marketing operations and workflows.

### The Basics of Search Marketing Reporting

So now we know why we should be creating marketing reports, the next question is, what constitutes a marketing report? Honestly, a report can look nearly any way - and what's most important to you and your team might not be what's important to another. That being said, a typical marketing report is broken up into a few main sections:

(i) **Summary** : This section breaks down the key points, including successes, challenges, and goals for the next reporting period

(ii) **Traffic metrics** : Here you look at top of funnel acquisition numbers, then broken down by channel and device

(iii) **Engagement metrics** : This shows on-site activity and how interested someone was when they visited your site - these include time on site, bounce rate, and frequency of visit to name just a few

(iv) **Conversion metrics** : Conversions are typically what most stakeholders are interested in, and you should break down new conversions by channel, revenue, cost per lead or acquisition, and other relevant dimensions for your business

(v) **Business impact metrics** : This is what it ultimately comes down to as these metrics prove marketing success and include things like opportunities, pipeline generated, and revenue

### Search Marketing Reporting

Do you produce search marketing reports for clients? Many agencies and Internet marketers deliver a summary of performance for PPC and SEO on a weekly or monthly basis, but who decides what data goes into these reports, what metrics to include, and which graph to use to visualize the data?

Monthly reporting is necessary to keep clients happy, but what you put in these reports is even more important. Even the easiest client in the world wants to see what is going on if they are paying you money to manage a marketing campaign.

Clients are unique and different, from B2C to B2B to e-commerce and lead generation, but the reporting process is usually very similar. Depending on what campaigns you are managing data for, reporting will be used from Google Analytics, AdWords, Bing/Yahoo, Facebook, Twitter, email, etc.

If your client is e-commerce, you can get revenue from most of these data sources, but if your client is B2B with sales over the phone or offline, this creates a common reporting challenge.

I used to only require a client to give me the revenue generated from SEO or PPC. This is definitely something you should do, but it's also good to ask for

### B2B 20 Question

The total company revenue to get a sense of the financial health of the client. Web analytics shows us immediate data to measure results, but with multichannel attribution, multidevice, and human error, it is important you see the whole picture before reporting or making any decisions. My favorite metric for measuring marketing and campaign performance is revenue per visitor (RPV).

The goal of reporting for agencies is to show results and prove value. Usually you are looking to deliver metrics that highlight positive results or trends.

In a perfect world, metrics tie back to the business goals and can be defined and easily measured. Metrics should not report meaningless averages, but instead appropriate segmentation must be set up so the client and agency have a clear view of how different types of visitors behave. The more segmentation you do the more actionable the data can be and the quicker the insights on specific traffic. Remember, always compare to a previous time period in your reporting because numbers without comparison or percentage change mean nothing.

Q.2 Write about Understanding Google Analytics.

Ans. **Understanding Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. Google launched the service in November 2005 after acquiring developer Urchin.

Google Analytics is the most widely used web analytics service on the web. Google Analytics provides an SDK that allows gathering usage data from iOS and Android app, known as Google Analytics for Mobile Apps.

Google analytics is used to track the website activity of the users such as session duration, pages per session, bounce rate etc. along with the information on the source of the traffic. It can be integrated with Google AdWords, with which users can review online campaigns by tracking landing page quality and conversions (goals). Goals might include sales, lead generation, viewing a specific page, or downloading a particular file. Google Analytics' approach is to show high-level, dashboard type data for the casual user, and more in-depth data further into the report set. Google Analytics analysis can identify poorly performing pages with techniques such as funnel visualization, where visitors came from (referrers), how long they stayed on the website and their geographical position. It also provides more advanced features, including custom visitor segmentation. Google Analytics e-commerce reporting can track sales activity and performance. The e-commerce reports shows a site's transactions, revenue, and many other commerce-related metrics.

On September 29, 2011, Google Analytics launched 'Real Time analytics', enabling a user to have insight about visitors currently on the site. A user can have 100 site profiles. Each profile generally corresponds to one website. It is limited to sites which have traffic of fewer than 5 million pageviews per month (roughly 2 pageviews per second) unless the site is linked to an AdWords campaign. Google Analytics includes Google Website Optimizer, rebranded as 'Google Analytics Content Experiments'. Google Analytics' Cohort analysis helps in understanding the behaviour of component groups of users apart from your user population. It is beneficial to marketers and analysts for successful implementation of a marketing strategy.

**Q.3 Write about Setting up Analytics Account.**

**Ans. Create a Google Analytics Account**

First, you need to have a Google Analytics account. If you have a primary Google account that you use for other services like Gmail, Google Drive, Google Calendar, Google+, or YouTube, then you should set up your Google Analytics using that Google account. Otherwise, create a new one.

1. Once you have a Google account, you can go to Google Analytics by clicking the Sign into Google Analytics button.
2. After you click the Sign Up button, you will need to fill out information for your website. You can have up to 100 Google Analytics accounts under one Google account.
3. Once you've filled in the properties for your website, click the "Get Tracking ID" button. Agree to the terms and conditions and you will get a Google Analytics code. This must be installed on every page on your website. The installation will depend on what type of website you have.
4. After you install your tracking code on the website, you will want to configure the Goals Setting. Goals will tell Google Analytics when something important has happened on your website.
5. In Google Analytics, click the New Goal button. From there, you will choose the custom option or template options. You can create up to 20 goals on your website. Be sure that the ones you create are highly important to your business. This is the simplest of all conversion tracking in Google Analytics.
6. If you want to add a new Google Analytics account, you can do so by going to your Admin menu, clicking the drop-down under the Account column, and clicking the Create New Account link. Once you've installed Google Analytics on your website(s), set up your goals, and wait about 24 hours for it to start getting data.

**Q.4 Write about Adding Analytics code in a Website.**

**Ans. Google Analytics Code**

This code is for tracking web analytics such as unique users, pageviews, bounce rate, etc. Google provides a free web analytics service that offers tracking and reporting of users for the website. When the code is put in the global elements i.e., header or footer, which are common across pages, and not local elements, such as deeply embedded pages, then the code gets applied to all the pages of the website.

Figure 1 shows the tracking code that must be generated from Google Analytics and put inside HTML code of the webpages as shown in Figure 2.

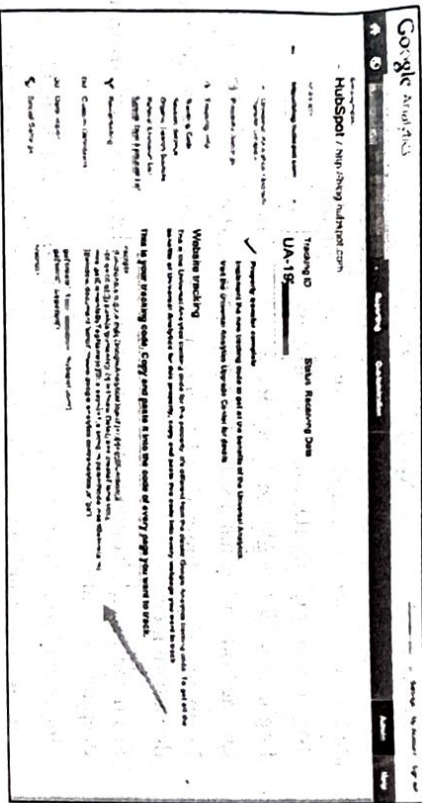


Fig. 1 : Google Analytics tracking code

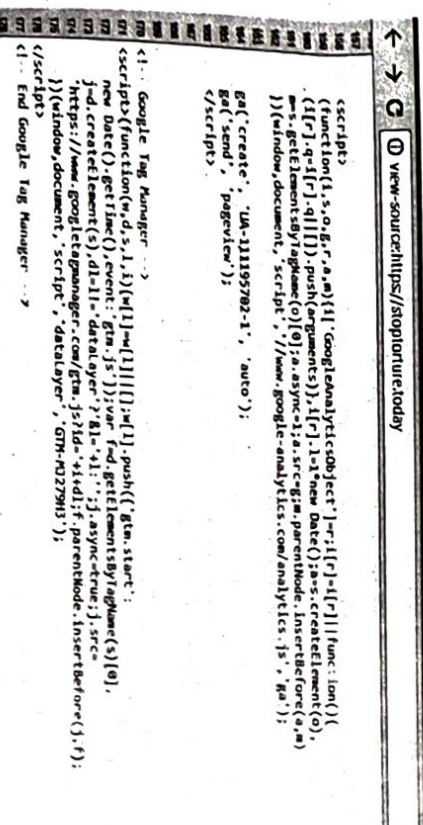


Fig. 2 : Google Analytics code snippet on website

There are a few ways to add Google Analytics tracking code to your website. Adding Google Analytics to your website enables you to track the number of visitors to your site, the search keywords they use to find your site, the time spent on your site, goal conversion and much more.

Here we assume that you already have a Standard Google Analytics account and not a Google Analytics 360 account. Second, that you have already set up a property in Google Analytics, which allows you to generate a tracking ID.

With that settled, we'll explore two ways to add Google Analytics code to your website.

### I. Google Analytics Tracking Code

The first step you'll need to do is find your tracking ID, which is a unique ID created for your Google Analytics account.

To get your tracking ID, follow these steps:

1. Log in to your Google Analytics account
  2. On the bottom left-hand side of the page, click Admin
  3. From the left column titled 'Account', select an account from the dropdown menu
  4. From the middle column titled 'Property', select a property from the dropdown menu
  5. Under the Property column, click Tracking Info → Tracking Code
  6. Your website's unique tracking ID is shown at the top of the page under Tracking ID and starts with UA
- Once you've identified your tracking ID, you'll need to get your tracking code snippet, which can be found on this page as the Global Site Tag (gtag.js). The gtag.js is the tracking code for this specific property and you'll need to copy and paste this code to every webpage you want to track on your website.

To copy and paste your gtag.js, follow these steps:

1. Copy the gtag.js shown on the page (example shown below)

```
<! -- Global Site Tag (gtag.js) - Google Analytics - ->
<script async src="https://www.google-analytics.com/gtag/
js?id=Ga_TRACKING_ID"></script>
<script>
```

```
window.dataLayer = window.dataLayer || [];
```

```
function gtag () {dataLayer.push (arguments); }
```

### BNB 20 Question

```
</script>
gtag ('js', new Data ());
gtag ('config', 'GA_TRACKING_ID');
```

2. Replace the GA\_TRACKING\_ID with your unique tracking ID provided by Google Analytics

3. Paste the code snippet right after the <head> tag on each page of your site that you'd like to track in Google Analytics

Keep in mind that gtag.js (launched in 2017) is a newer, more expanded version of analytics.js.

### II. Google Tag Manager

You can also use 'Google Tag Manager' to add the Google Analytics code to your website. Google Tag Manager is a free tool and is useful for websites that use multiple analytics or advertising performance tools from multiple campaigns.

To install Google Analytics code via Google Tag Manager (GTM), follow these steps :

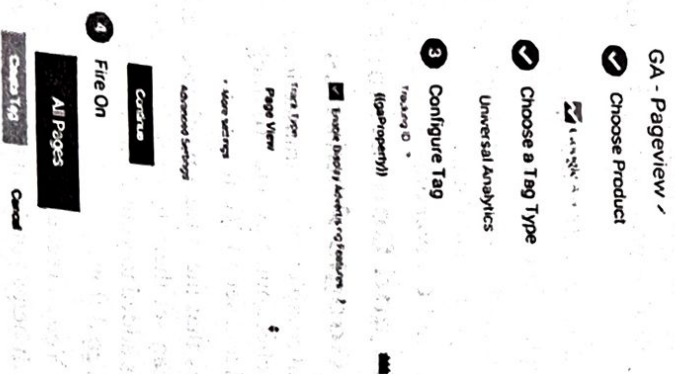


Fig.

1. In GTM, select 'Create Tag' and choose 'Google Analytics'
2. Then select 'Universal Analytics'
3. Name your tag, preferably something related to Google Analytics (like GA). Add your Google Analytics property ID or gaProperty variable.
4. Choose the Track Type (i.e. Page View)
5. Choose your firing triggers such as 'All Pages', with which the tag will fire the tracker on every page of your website

### gtag.js or Google Tag Manager?

If your website is already using Google Tag Manager, then gtag.js is not necessary and continue to use GTM. Since GTM inherently combines event data from Google Analytics and Google Adwords, it's best to keep it running if it's already in place.

However, if you haven't installed GTM and are not planning on investing in Google Adwords, using the gtag.js may be beneficial to your website. The gtag.js tag makes the tracking process easier by:

- (i) Streamlining the installation process to get Google Analytics code on your site faster
  - (ii) Allowing you to send event data to multiple tools as once
  - (iii) Keeping all tracking tags in once place in your website code
- Either way, we recommend that you add Google Analytics to your website, so you can keep track of all your event data.

**Q.5 Write about Goals and Conversions in Google Analytics.**

**Ans.**

### Goals and Conversions in Google Analytics

Conversion is a goal completion or a transaction by a user on your website. For example, download, checkout, buy, etc. To track conversions in analytics, you need to define a goal and set a URL that is traceable.

1. **Goals :** Metrics that measure a profitable activity that you want the user to complete. You can set them to track the actions. Each time a goal is achieved, a conversion is added to your data. You can observe goal completion, value, reverse path, and goal flow.

2. **Ecommerce :** You can set ecommerce tracking to know what the users buy from your website. It helps you to find product performance, sale performance, transactions, and purchase time. Based on these data, you can analyze to be beneficial and what can incur you loss.

3. **Multi-channel funnels :** Multi-channel funnels or MCF reports the source of conversion; what roles the website plays, referrals' role in that conversion; and what all slabs did when users pass through landing page to conversion. For example, a user searched for a query on Google search page, he visited the website, but did not convert. Later on, he directly typed your website name and made a purchase. All these activities can be traced on MCF.

4. **Attribution :** Attribution modeling credits sales and conversions to touch points in conversion tracking. It lets you decide what platforms or strategy or module is the best for your business. Suppose a person visited your website through AdWords ad and made no purchase. A month later, he visits via a social platform and again does not buy. Third time, he visited directly and converted. Here, the last interaction model will credit direct for the conversion, whereas first interaction model will assign credit to paid medium. This way, you can analyze what module should be credited for a conversion.

**Q.6 Write about Setup Goals in Google Analytics.**

**Ans. Setup Goals in Google Analytics**

Goals in Google Analytics allow you to track specific user interactions on your site. These user interactions can be anything including form submissions, button clicks, ebook downloads, and more.

When a website visitor performs the specific action that you've defined as a goal, Analytics records that as a conversion.

### How to Create a New Goal in Google Analytics

Sign into your Google Analytics account and select the website for which you'd like to create a new goal.

In the left panel, click 'Admin'. Then in the View column, click 'Goals'. To create a new goal, click the '+New Goal' button.

Now you'll be prompted to enter a description and the details of your goal. You can enter a suitable name and choose the right goal type.

You'll see four different goal types to choose from. They are:

(i) **Destination :** You can choose this goal type if you want to treat a pageview or screenview as a conversion.

(ii) **Duration :** You can measure user engagement by treating time spent on a page as a conversion.

(iii) **Pages/Screens per session :** This is another way to measure user engagement. You can measure the number of pageviews per session as a conversion.

(iv) **Event** : You can treat user interaction like button click, video play, ebook download as a conversion.

For the sake of an example, let's create a goal to track how many people are submitting your contact form. (If you're using the MonsterInsights Forms Addon, it will do this for you automatically - no need to follow the steps below.)

To do this manually, let's specify the name of your goal as 'Form submission', and choose the 'Destination' type.

Bear in mind that you'll have to set a 'thank you' page on your site that should be loaded when your form is being submitted. You can redirect visitors to a 'thank you' page after submitting your form easily if you use a plugin like WPForms.

After you've chosen your options, click 'Continue'.

Now you'll be asked to enter the destination URL. In our case, it's the thank you page URL. You can choose 'Equal to' from the drop-down menu. Then enter only the URL slug of your thank you page by removing the domain name in the 'Destination' field.

If needed, you can create a monetary value to the conversion. For example, if you're setting up the goal for tracking ecommerce transactions, you can specify the goal value to measure the revenue each transaction generates.

In our case, let's leave the Value option as it is.

As an optional choice, you can also turn on 'Funnel' if needed. This is helpful if you're looking to direct your visitors to multiple pages to complete a conversion.

You can also click on the 'Verify this Goal' link if you want to measure how often this goal would have converted on your data from the past 7 days.

Click 'Save'.

#### Q.7 Write about Bounce Rate on Google Analytics.

**Ans.** Bounce Rate is the percentage of single-page visits. They are visits in which user leaves from the landing page without interacting with the page. If the user interacts by playing a video or answering a poll or using a flicker or closing a pop-up, then it will not be counted as a bounce. One can also modify the way bounce rate is calculated based on the nature of their website. If you are a blog and the time spent on the website is important for you then you can change the setting and define bounce rate as say 10 second. So, if a user is on the site for 11 seconds or longer, then irrespective of how many pages visit or views, it does not bounce.

**Note** : Do not confuse bounce rate with exit rate, they are fundamentally very different metrics. Everyone who comes to a website must exit; almost no one who comes to the site needs to bounce.

There are some acceptable pages with high bounce rate such as 'Contact Us and FAQ'. Users find what they are looking for and bounce off the site. Typically, 30 percent bounce rate is considered very well. It means 70 percent of the users interacted with the site. 50 percent bounce rate means there is a cause for worry and more than 70 percent is unacceptably high.

If a user visits one's sub-domain from their site, that will also count as someone leaving the website, and thus increase the bounce rate.

A visitor can bounce from one's site by:

- (i) Clicking on a link to a page on a different website
- (ii) Clicking the 'Back' button to leave the website
- (iii) Closing an open window or tab
- (iv) Typing a new URL
- (v) Session timeout

A bounce is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session.

Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.

These single-page sessions have a session duration of 0 seconds since there are no subsequent hits after the first one that would let Analytics calculate the length of the session.

#### Is a high bounce rate a bad thing?

It depends.

If the success of your site depends on users viewing more than one page, then, yes, a high bounce rate is bad. For example, if your home page is the gateway to the rest of your site (e.g., news articles, product pages, your checkout process) and a high percentage of users are viewing only your home page, then you don't want a high bounce rate.

On the other hand, if you have a single-page site like a blog, or offer other types of content for which single-page sessions are expected, then a high bounce rate is perfectly normal.

## Lower your bounce rate

First Year

Examine your bounce rate from different perspectives. For example:

- (i) The Audience Overview report provides the overall bounce rate for your site.
  - (ii) The Channels report provides the bounce rate for each channel grouping.
  - (iii) The All Traffic report provides the bounce rate for each source/medium pair.
  - (iv) The All Pages report provides the bounce rate for individual pages.
- If your overall bounce rate is high, then you can dig deeper to see whether it's uniformly high or whether it's the result of something like one or two channels, source/medium pairs, or just a few pages.

For example, if just a few pages are the problem, examine whether the content correlates well with the marketing you use to drive users to those pages, and whether those pages offer users easy paths to the next steps you want them to take.

If a particular channel has a high bounce rate, take a look at your marketing efforts for that channel: for example, if users coming via display are bouncing, make sure your ads are relevant to your site content.

If the problem is more widespread, take a look at your tracking-code implementation to be sure all the necessary pages are tagged and that they're tagged correctly. And you may want to reevaluate your overall site design and examine the language, graphics, color, calls to action, and visibility of important page elements.

**Q.8** Write about Difference between bounce rate and exit rate.

**Ans.**

### Difference between bounce rate and exit rate

**Bounce Rate :** the percentage of single-engagement sessions

**Exit Rate :** the percentage of exits on a page

In more human words, bounce rate is determined by calculating the number of bounces over the total number of pageviews to a page. A bounce occurs whenever a user enters the page and subsequently exits without visiting another page on the website or interacting with any of the elements on the page (e.g. commenting).

Exit rate, on the other hand, looks at the number of people who exit your website after landing on a page and compares it to the total number of views the page received.

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Bounce Rate

Exit Rate

$$R_b = \frac{T_v}{T_e}$$

$$R_e = \frac{T_{\text{exits}}}{T_{\text{views}}}$$

$R_b$  = Bounce Rate

$R_e$  = Exit Rate

$T_v$  = Total one-page visits

$T_{\text{exits}}$  = Total exits from page

$T_e$  = Total entrance visits

$T_{\text{views}}$  = Total visits to page

Unfortunately, Google's definitions of these metrics make it very easy to confuse the two since they sound so similar. After all, the basic goal of these metrics is the same: calculate the percentage of people who leave a page after opening it. There is one significant difference:

Exit rate is the percentage of visits that were the last in the session whereas bounce rate is the percentage of visits that were the only one of the session.

This means, bounces are only recorded if a user exits directly from the page they entered while exit rates are recorded regardless of a user's prior activity on your website. Therefore, all bounces are exits but not all exits are bounces.

To clarify the difference, we can consider a simple website with four pages: Home Page, Product Page, Confirmation Page, and Contact Us Page. We can imagine five different sessions to this website over the course of a week.

- (i) Monday : New Visitor → Home Page → EXIT
- (ii) Tuesday : New Visitor → Home Page → Product Page → Confirmation Page → EXIT
- (iii) Wednesday : New Visitor → Home Page → Product Page → EXIT
- (iv) Thursday : New Visitor → Contact Us Page → EXIT
- (v) Friday : New Visitor → Confirmation Page → Contact Us Page → EXIT

Out of the above five sessions, there were only two bounces.

Even though exits occurred on all five days, bounces occurred only on Monday and Thursday because those were the only two days where the visitor exited as soon as they entered the site. On every other day, the visitor visited at least two pages before exiting.

For these five sessions, the following Google Analytics report would be produced.

- (i) HOME PAGE : 3 entrances | 3 page views | 33% bounce rate | 33% exit rate

- (ii) PRODUCT PAGE: 0 entrances | 2 page views | 0% bounce rate | 50% exit rate
- (iii) CONFIRMATION PAGE: 1 entrance | 2 page views | 0% bounce rate | 50% exit rate
- (iv) CONTACT US PAGE: 1 entrance | 2 page views | 100% bounce rate | 100% exit rate

Therefore, a high exit rate doesn't necessarily equate to a high bounce rate since users might have landed on the page from somewhere else on the site. Similarly, a low bounce rate does not mean a low exit rate since bounce rate doesn't account for most exits, only those that occur on the first page the user lands on.

Always remember that exits can be more than one-page visits while bounces are always one-page visits.

### Q.9 Write about Reducing bounce rate in Google Analytics.

#### Ans. 11 ways to reduce bounce rate

##### 1. Optimize Page Load Time

Many marketers assume that if their bounce rate is high, the issue must lie with a page's content - when, in fact, serious problems can arise before a user even has the chance to read a page at all.

Of all the problems a web page can have, taking forever to load is arguably the worst. After all, it doesn't matter how good or bad a page's content is if a user can't read it (or even see it), and 47% of users expect a web page to load in two seconds or less, making on-page optimization crucial to reducing your bounce rate.

This is especially true for mobile sites. According to data from Radware, a connection speed delay of just 500 milliseconds can result in an increase in "peak frustration" of more than 26%, and a decrease in engagement of 8%.

Further, slow-loading pages are among the leading causes of shopping cart abandonment for ecommerce retailers. Amazingly, only 2% of the world's leading 100 ecommerce websites have mobile sites that load fully in less than five seconds on mobile devices - and one-fifth take almost eight seconds to load completely, an almost criminally long time for sites that live and die by conversion rate optimization.

Before you even think of looking at the content of your pages, make sure your visitors can actually view them in a reasonable amount of time.

### 2. Make Your Content More Accessible with Smart Formatting

Ever clicked through to a blog post or web page, only to discover an immense, intimidating wall of text? If so, you already know how discouraging this can be to readers. Even if your content is incredibly valuable and completely unique, it won't matter if your readers are scared off by the prospect of wading into a blog post of equal density as *War and Les Miserables*.

Formatting your pages to be as welcoming and accessible as possible is one of the best ways to reduce your bounce rate. The less "work" a visitor has to do to get what they want, the more likely they are to stick around. Don't overwhelm your visitors with weighty paragraphs that span entire pages, and make use of white space to make your content more approachable.

Here are some ways to make content less visually intimidating:

- (i) Appropriate use of headers
- (ii) Frequent subheadings
- (iii) Suitable images
- (iv) Bulleted lists (see what I did there?)

Use of these formatting options makes your content more accessible and allows the reader to scan or skim your content quickly to identify points that are most relevant to their needs.

That said, don't insult your readers' intelligence, either. Trust your audience to know what they need, then give it to them. I've seen blogs that, while offering useful information, insist on using a line break or including an image between every single sentence, which can be just as annoying as huge walls of text.

### 3. Use Sidebar Widgets and Promotions Sparingly

Some web pages are an ideal vehicle for offering relevant content, offers, and other material to your audience. Blog pages are a prime example, and you'd probably struggle to find a decent blog without something in the sidebar. However, cramming the digital margins of your content with ads, offers, award emblems, and other crap is a surefire way to overwhelm your visitor and tempt them to bounce.

If you want to highlight relevant content from your sidebar, do so in a way that offers the reader additional value. For example, related article recommendations that expand upon the topic covered in a blog post is a great way to make your site "stickier" as well as provide genuinely valuable and useful content to your readers. Similarly, if you choose to include awards and trust signals

in your sidebar, make sure they're from only the most reputable and renowned sources so that they serve an actual purpose.

Also, be wary of the type of pop-ups offered by services such as Bounce Exchange. These promotions can be highly effective, but they can also be terribly distracting, especially if you set them to appear the moment a user visits a page. Give your visitors enough time to immerse themselves in your content before pouncing on them with newsletter sign-up offers or other promotions. Don't push too hard, too fast.

#### 4. Cross-Reference Bounce Rate with Time on Site

As the old saying goes, "No metric is an island" (or something), and taking bounce rate data out of context can be as dangerous as relying on it exclusively as an indicator of your site's performance.

It's important to look at your bounce rate within the wider context of your site in general. Doing so allows you to ascertain more accurately whether the problem is with a specific page, a type of page (such as your site's blog or product pages), or your site as a whole. If your 'Time on Site' metrics are decent, but your blog pages have a high bounce rate, the problem may be with your content. On the other hand, if your bounce rate is high and Time on Site is low, you may not be giving visitors what they want in a more general sense.

As with any metric, be sure to investigate usage trends with wider site data to make sure you're not dealing with an anomalous outlier of a page when making decisions that will affect your whole site, or that you're not missing a larger problem by focusing too narrowly on the details.

#### 5. Ruthlessly Optimize for Relevance

Aside from technical considerations like page load times or failing to adhere to formatting best practices, one of the biggest contributing factors to high bounce rates is relevance - or irrelevance.

Some sites target certain keywords very effectively, only to serve content that is tangentially relevant to that query at best, or downright irrelevant to it at worst. If the page you're serving isn't directly relevant to a user's query, you can almost guarantee that they're going to bounce. For this reason, it's vital that you optimize for relevance above all other considerations.

If you decide to go after a keyword, and end up ranking for it, make sure the content of the page you serve is highly relevant to that query. Consider user intent when targeting keywords. Is the prospect looking to learn something, or buy something? What stage of the funnel are they in? What problem are they trying to solve? These are all questions that can help you provide the most relevant content to your audience, and the more relevant your content is to

users' queries, the more likely they are to stick around once they've arrived on your site.

#### 6. Include a Single, Clear Call to Action

Just as you should consider what the user wants when serving content, you should also think about what specific action you want users to take when they've consumed whatever content you're offering. Once you know what you want them to do, you can prompt your visitors to take action by including ONE crystal-clear call to action.

The more CTAs you include on a single page, the more likely you are to confuse and overwhelm your visitors. Sure, it'd be great if we could include several CTAs on a single page and trust visitors to diligently investigate and evaluate each before taking an action, but let's face it - this doesn't happen very often. Your site should make it effortless for visitors to find - and do - what they want to, quickly and easily.

Don't overwhelm your visitors with dozens of CTAs. Think about user intent and how your pages can help visitors accomplish their goal, then include a clear, relevant call to action that helps them get the job done.

#### 7. Use a Logical - and USEFUL - Internal Linking Structure

Many people advocate for including dozens of internal links in your content as a way to reduce your bounce rate. Although this strategy can work well, as it provides Analytics with that essential second click to accurately measure Time on Page, it can also backfire by making your content seem, well, a little sleazy or cheap. We've all seen sites that link internally in every other sentence, and not only does this look awful, it doesn't do much to enrich the user experience or offer audiences something of genuine value.

*This principle comes back to relevance. If you have a useful, highly actionable blog post that outlines a specific topic in great depth and would be of interest (and value) to your audience, by all means link to it from other pages. However, don't go overboard with the internal links. This can confuse and overwhelm your visitors (see above), and can also dissuade visitors from clicking any of the internal links in the first place.*

*When choosing internal links and anchor text, focus on relevance and a logical linking strategy.*

*Resist the temptation to internally link to every article in your archive, and focus on linking to useful articles or pages that are highly relevant and potentially useful to your visitors.*

## 8. Rework Your Product Pages

Getting product pages can be tricky. Offer too much information and you risk overwhelming your visitors. Offer too little and your prospects may not feel as though they have enough information to make an informed decision. However, if you spend even a little time looking at product pages, you'll probably notice several opportunities for optimization that could not only decrease bounce rates, but improve conversion rates.

One of the major reasons people fail to convert from product pages is because they aren't ready to complete a purchase or transaction. Sometimes this is as simple as buyer hesitation or an aversion to price, but sometimes, it's because the information they want about a product isn't provided. This could include details on where something was manufactured, the specifics of your return policy, or user reviews.

It's worth remembering that bounce rates from product pages can be a little higher than some other types of page, and that this can vary further depending on the nature of the product or service in question. However, if you're noticing unusually high bounce rates on your product pages, consider testing whether adding more information helps. Is your return policy clearly stated on your product pages to offset prospects' risk aversion? Is it clear how and where the product was made? What do your satisfied customers think of your products, and are these rave reviews featured prominently? As always, be sure to A/B test these variables before committing to any firm decisions.

## 9. Make Your Site Easy to Search

Even in 2019, site search functionality is one aspect of the Web that seems to have remained largely unchanged since the migraine-inducing days of Geocities sites. For whatever reason, site search is considered an afterthought by many websites, representing a huge missed opportunity to provide your visitors with the tools they need to find what they want and reduce your bounce rates.

Even the most accurate, relevant content recommendations still put the ball firmly in your court in terms of control. Site search, on the other hand, allows visitors to find what they want, not what you think they want. If you've ever tried to search a site only to be presented with a "Page Not Found" or "No Results" page for a search query that should have offered dozens of results, you know how needlessly frustrating this can be.

Sure, your site's search functionality will probably never be as good as Google, but that doesn't mean you should overlook or ignore it, either. The more easily users can search for and find what they're looking for, the more likely they're to stick around.

## FIG 20 Question

### 10. Optimize for Mobile

It's a little sad that we have to reiterate how important this is, but the number of websites that still aren't optimized for mobile is breathtaking. With the number of users accessing the Web primarily from mobile devices increasing every year, failing to optimize your site for mobile is practically begging for users to bounce and take their business elsewhere.

Unfortunately, launching a mobile-friendly site is a huge pain in the ass, especially for larger websites. It's just that simple. It can be a painstaking process, and may be beyond your own technical capabilities, which means it can also be another (considerable) expense for your site or business. However, it's hard to understate just how crucial mobile optimization is for every type of site, and you should strongly consider making your site mobile friendly, regardless of the time, effort, and expense involved, or the ulcers or sleepless nights you incur in the process.

It's also vitally important to remember tip #1 when optimizing your site for mobile. It doesn't matter how pretty your site looks on an iPhone if it takes more than a minute to load.

### 11. Make Your Site's Navigation Effortless

In the simplest (though perhaps harshest!) terms, you can think of your site visitors as lazy, entitled, spoiled little snowflakes that want everything spoon-fed to them with minimal effort. This might not be the most pleasant way to imagine your audience, but let's be honest - if you force your users to do even the slightest bit of work to get what they want, they'll simply go to another site. For this reason, it's crucial that your site navigation be as effortless as it possibly can be.

Picture a typical browsing session on your site from the perspective of a user. They arrive at your site, and after evaluating your content for a second or two - and oftentimes that's literally all the time you have - they decide that although this page isn't precisely what they're looking for, your site could potentially give them what they want. They then attempt to locate the page they are looking for, only to find that your navigation is hidden behind illogical animated drop-down menus, or image links that don't look like image links, or some similarly atrocious navigational horrors.

Q.10 Write about monitoring traffic resources in Google Analytics.

Ans.

### Monitoring traffic resources in Google Analytics

The Google Analytics "Traffic Sources" can help ecommerce marketers understand how well campaigns are working and how better to invest in site content, advertising, or other forms of engagement.

Google Analytics is a free service that uses cookies - to monitor how visitors are interacting with a particular site. The Traffic Sources overview and its various sub-menu items describe how visitors are getting to your site.

### 3 Basic Traffic Mediums

The Google Analytics Traffic Sources section categorizes your site traffic as "direct" traffic, "referring" traffic, or "search engine" traffic.

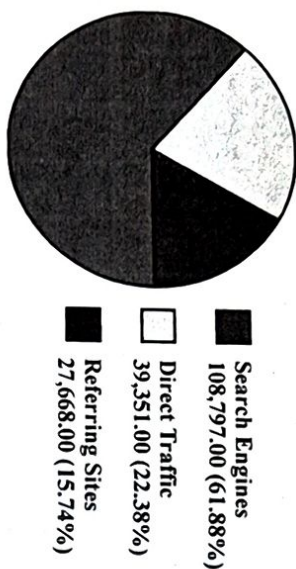


Fig.

(1) **Direct traffic** : Direct traffic represents those visitors that arrive directly and immediately on your site by: (i) Typing your URL into the browser's address bar; (ii) clicking on a bookmark; or (iii) clicking on a link in an email, SMS, or chat message. Direct traffic is a strong indicator of your brand strength and your success in email or text message marketing. Direct traffic can also be an indicator of offline marketing success.

(2) **Referring traffic** : Referring site traffic, which is sometimes called referrer traffic or referral traffic, counts those visitors that click a link on another site and land on your site. Referral traffic can be indicative of social media marketing success.

(3) **Search engine traffic** : Search engine traffic is that traffic that comes from visitors clicking on links on a search results page for any search engine - whether Google, Bing, Yahoo!, Blekko, or similar. This traffic source is divided into organic or non-paid search engine traffic - meaning that the visitor clicked on a so-called natural search result - and CPC or paid search engine traffic, which is the traffic you purchase (via pay-per-click ads) from search engines. Search engine traffic usually indicates that you have good or at least reasonably good content. It also can mean that you have chosen a good software platform. Be sure to learn which keywords are driving this traffic. Multi-channel merchants, as an example, may find that their brand name is a key search term. In this case, offline marketing is usually the real traffic driver.

In the default table for the Traffic Sources report, Google Analytics shows a source followed by its medium.

Selecting "All Traffic Sources" from Google Analytics left-side navigation will show you a table listing the most active traffic sources and their medium. Direct traffic, as you would expect, has a medium of "none." Traffic from Facebook, as an example, will have a medium of "referral." Search engine traffic will have a medium of "organic" or "CPC" as described above.

Sometimes you will see a search engine domain, like Google.com, with the medium "referral." This indicates that the site sent you traffic from a page other than a search engine results page. This could be a link from a Google+ account or some other Google service.

### Interpreting the Traffic Sources Report

Of course, data - not interpreted and analyzed - will be unable to inform your marketing planning or investment. So take the excellent information found in the Traffic Sources section and discern what it says about a website and that site's marketing.

Put another way, looking only at the sources that drove the most traffic will not tell you anything about why visitors are coming or whether the site is meeting expectations or making sales. Rather, you need to look at traffic sources in context in order to properly interpret them.

### Q.11. Write about Online Reputation Management.

#### Ans. **Meaning of Online Reputation Marketing**

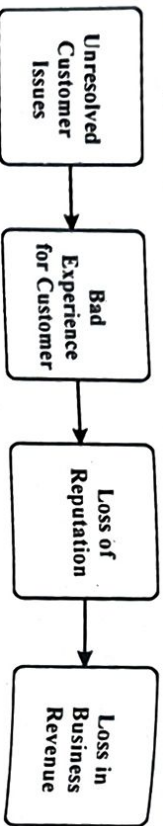
Online reputation marketing refers to the strategy and tactics related to presenting your brand in the best possible light at all times. It involves promoting positive brand messaging, managing negative criticism responsibly, and more.

Reputation has prime importance in business. Reputation management helps you in building brand. You put a lot of efforts in shaping our business. You structure your online reputation and struggle to improve its visibility. At times you feel that you have put in your 100% efforts. Yet, there are dissatisfied customers not pleased with your products or services.

On the contrast, the negative reviews of the customers on the Internet reach to large number of people, far and wide. The negative reviews can impact your brand adversely and give a cut-off to efforts and time you spent on building your reputation. Hence it is important to gain customers' trust, and experience with your business to keep the reputation high.

## Managing Reputation

Online Reputation management is monitoring the status of your business on internet by managing the negative content that is destroying the reputation and using customer feedback solutions to give them satisfactory results. Here is what happens in practice :



If you provide a great experience to your customers, they share it with their friends and the good words spread. If your business has good reputation, it grows to generate more revenue.

You should know what others are saying about you. Monitor the web by activating Google alerts and If This Then That (IFTTT). See the negative content, react on it and manage searches for your name such as site links and business details on maps. Use customers' feedbacks and reviews to mind the difference in how you identify yourself and how customers view it.

- (i) Develop 5-star reputation
- (ii) Market your reputation
- (iii) Manage your reputation
- (iv) Make reputation management a practice to be followed.

### History of Business Failures Due to Negative Feedbacks

There are so many companies that failed in digital world due to negative reviews of customers.

**Nestle :** Nestle receives negative reviews about their environmental practices. They paid no heed to it. People started becoming hostile and posted against the company, thus forcing the company to shut their public page.

**Dark Horse Cafe :** They responded coldly to some a negative tweet against their inability to provide electrical outlets for laptops. This was termed in negative public relation case.

### When You Should Worry About Reputation?

You should take it seriously if you encounter the following things against you :

- (i) **Negative Reviews :** It may lead to loss in sale.

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(i) **Hate Sites :** These sites address businesses with insult and false information.

(ii) **Negative Media Coverage :** Bad publicity adversely impacts your brand name.

### What Should You Aim for about Reputation?

This is what you need to be ready for at any given point of time :

- (i) Respect
- (ii) Transparency
- (iii) Know what is in air about you
- (iv) Quick reaction
- (v) Understanding your critic
- (vi) Learning from your mistakes

### How to Manage Online Reputation

Here are some tips on managing online reputation :

- (i) Improve tagging and SEO.
- (ii) Strive to build links from strong and reliable sources.
- (iii) Use authentic customers' testimonials to rule out negative content.
- (iv) Do not impose invalid reviews in order to push customers' testimonials.
- (v) Publish original posts with valuable information.
- (vi) Do not copy or post vague articles.
- (vii) Submit press releases to mark your presence. This lets other know your brand.
- (viii) Get mentioned by third party to show your credibility. Make sure you ask a prominent name for this.
- (ix) Respond to negative reviews politely. Do not use harsh words. Also, do take care to address your customer immediately.
- (x) Offer great products and services to satisfy your customers.
- (xi) Motivate all your clients to give you reviews. Better reviews help in better sales.

### Q.12 Write about Email Marketing.

**Ans.** 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.

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. Mailchimp can help you design, build, and optimize your email marketing to get the best ROI in your marketing program.

When you want to grow your brand or sell your stuff, email marketing is one of the most popular-and effective-tools around for marketing campaigns. In this article we'll discuss how email marketing - and the usage of promotional emails - can help you to grow your business, and we'll give you a few tips to help you get started with a successful email marketing campaign.

### 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. Check out Mailchimp's email templates to see more of what you can do with email marketing.

### Tips for Building your Email Marketing List

But how do you build an audience of people to send email to as part of your internet marketing efforts in the first place? There are a few ways, and all of them have to do with treating your customers right, taking into consideration *marketing best practices*.

**Don't buy email lists :** Many email marketing companies (including Mailchimp) have a strict, permission-based policy when it comes to email addresses, which means that sending to purchased lists is prohibited. Instead, concentrate on encouraging folks to opt into receiving messages from you by using lead magnets. You could offer a discount on your customers' first orders when they sign up for your email list via a custom signup form. Or maybe you can offer new subscribers free shipping on their next order-or give them a chance to win a prize when they join your list. Here are some more tips to help you build an email list.

**Be aware of national (and international) email regulations :** Make sure you adhere to any legal requirements and applicable laws in your area when sending automated emails, like the CAN-SPAM Act in the United States, the Canadian Anti-Spam Law (CASL), or the General Data Protection Regulation (GDPR) in the European Union for the treatment of personal information. The regulations are based on both your location and the location of your subscribers, and it's your responsibility to know which laws apply to you. Here's more advice on avoiding email spam filters.

**Use email to have a conversation with your customers :** Email is a great marketing tool, but it can help your business in other ways, too. Consider taking the occasional break from your regular marketing content to send out surveys, tell you customers how much you appreciate them after buying from you, following up after an abandoned cart, or just say hello. Not only does it give your audience a chance to provide you with valuable feedback, but it also allows them to get more insight into the person behind the business.

**Only send when you really need to :** Once someone has trusted you with their email address, don't abuse that trust. Flooding your audience's inbox with superfluous emails will cause them to lose interest or unsubscribe entirely. Focus on sending them relevant, engaging messages about the stuff they like, and they'll be loyal for a long time to come.

### Types

Email marketing can be carried out through different types of emails:

**Transactional emails :** Transactional emails are usually triggered based on a customer's action with a company. To be qualified as transactional or relationship messages, these communications' primary purpose must be "to facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the sender" along with a few other narrow definitions of transactional messaging. Triggered transactional messages include dropped basket messages, password reset emails, purchase or order confirmation emails, order status emails, reorder emails, and email receipts.

The primary purpose of a transactional email is to convey information regarding the action that triggered it. But, due to their high open rates (51.3% compared to 36.6% for email newsletters), transactional emails are an opportunity to introduce or extend the email relationship with customers or subscribers; to anticipate and answer questions; or to cross-sell or up-sell products or services.

Many email newsletter software vendors offer transactional email support, which gives companies the ability to include promotional messages within the body of transactional emails. There are also software vendors that offer specialized transactional email marketing services, which include providing targeted and personalized transactional email messages and running specific marketing campaigns (such as customer referral programs).

**Direct emails :** Direct email involves sending an email solely to communicate a promotional message (for example, a special offer or a product catalog). Companies usually collect a list of customer or prospect email addresses to send direct promotional messages to, or they rent a list of email addresses from service companies.

### Q.13 Write about Affiliate Marketing.

**Ans.** Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

Affiliate marketing, while often referred to as a "channel," is really a model or framework that makes it possible for brands to partner with individuals or companies (referred to as "affiliates," "partners" and "publishers"), to track and measure their performance and do so in an efficient, scalable, and cost-effective way.

For example, let's say you are a Direct-to-Consumer company that sells engagement and wedding rings. Through your affiliate program, you might partner with...

- (i) Websites focused on having budget-friendly weddings
- (ii) Engagement/wedding ring review sites
- (iii) Publishers who have the capabilities to promote sign-ups for your "free ring sizer kit," thus driving high-value leads for you.

Whatever you are wanting these partners to do - drive sales, leads, new customers, etc. - you pay them after they've delivered on that desired action.

In other words, you're paying for actual outcomes.

### Players in the Affiliate Marketing Model

**Brands (Advertisers/ Merchants) :** Companies that sell a product or service. Industries include retail, direct-to-consumer, subscription services, financial services, travel, telecom, broadband, gaming, e-commerce, marketplaces, B2B and more.

**Affiliates (Publishers, Partners) :** Marketing partners to brands. They can be bloggers, active social media posters, niche content sites, personal website owners, product review websites, shopping sites, mobile apps, app-to-app marketing platforms, mass media sites, loyalty, coupon and reward websites and even other brands.

**Affiliate Networks :** In an affiliate program, affiliate networks typically handle all tracking, reporting and payment to affiliates. In addition to providing tracking technology, some affiliate networks also provide full-service management or self-service management of a program. Affiliate networks also give brands access to a network of affiliates who apply to join their network, which also gives these affiliates access to hundreds, even thousands, of affiliate programs.

**Software as a Service (SaaS) Platforms :** In an affiliate program, SaaS platforms also provide companies with performance tracking, reporting and payment, however, they do not manage affiliate programs or provide companies with access to a network of affiliates. Their focus is just on the technological aspects of an affiliate program. Brands select either an affiliate network or a SaaS platform as their technology partner, not both.

**Affiliate Agencies :** Oversee and manage the day-to-day operations, and strategy of a program on behalf of brands, including partner relationships, partner recruiting, activation and optimization. They work directly with affiliates and with the affiliate network or SaaS platform that services the technological needs of the program.

**Customers :** The audience that affiliates look to influence to make a purchase, submit a lead form, sign up for a newsletter, test out a service, become a new customer, etc.

### Working of Affiliate Programs

To those on the outside, the inner workings of affiliate marketing programs can be mysterious and confusing. Some marketers even think it's a channel that you can turn on and turn off like you can with paid search or paid social (spoiler: it's not).

While affiliate partnerships are multifaceted, it's a structure that's built on transparency and real relationships, not one-off transactions.

The overall goal of an affiliate program is to create a win-win framework for both brands and their affiliate partners - a structure that, when established properly and strategically managed, can make up a significant portion of a brand's online revenue, with high ROAS and low CPA.

**Example of affiliate marketing being used to drive a sale:**

- (1) Affiliate partner promotes a brand's products or services on their site.
- (2) Consumer clicks on brand's promotion on the affiliate's site and a cookie is then stored on the consumer's browser (see the next section below for more on cookies); this is what makes it possible for the affiliate network or SaaS platform to track the consumer's progress from the affiliate's website through to the brand's shopping cart.
- (3) Consumer is redirected to brand's website.
- (4) Consumer purchases a product/service from the brand.
- (5) The network or SaaS platform then automatically pays out a commission to the affiliate (based on the rules set by the brand) for driving that sale.

### Tracking Performance in Affiliate Marketing

Affiliate Marketing uses tracking cookies and a pixel placed on the brand's site in order to track and measure their partners' marketing activity. The metrics generated from this tracking structure tend to be more tangible than other forms of marketing and can lead to a highly reliable ROI calculation for the brand, including:

- (i) Registrations, email sign-ups, giveaway entries
- (ii) Sales, orders, subscriptions
- (iii) Conversion Rate
- (iv) New vs Returning customer
- (v) Average Order Value
- (vi) Cost Per Action (CPA)
- (vii) Customer Lifetime Value (CLV)

### Affiliate Program Management

On average, companies either manage their affiliate programs in-house or they partner with an affiliate management agency (sometimes referred to as an OPM) to manage the day-to-day needs requirements of an effectively run program. There are also brands, particularly enterprise brands, who take a "hybrid" approach to the management of their program where they oversee

elements of it in-house and partner with an agency to manage the day-to-day aspects.

### In-House affiliate program management tends to work best for:

- (i) Companies that have intentionally decided to run a small, private affiliate marketing program with only a few select partners. An in-house manager can generally manage this type of affiliate program without much difficulty.
- (ii) Companies that are not looking to grow their program. Partnering with an affiliate agency is an investment; if a company is not investing in their program, the spend may not be worthwhile.

### Affiliate agency program management tends to work best for:

- (i) Companies (typically on a growth path and who have \$8M+ in online sales) who lack the in-house resources, operational and industry expertise, platforms and affiliate partnerships to manage their affiliate program effectively.

### Hybrid affiliate program management (in-house + agency) tends to work best for:

- (i) Enterprise brands who need a substantial team to run their program.
- (ii) Brands who want to use an agency for particular purposes or to strategically expand their geographic footprint.

When managed well, with the right partners, affiliate marketing is arguably one of the most efficient and cost-effective marketing models for driving new revenue, new customers, high-value leads and incremental sales.

The growth of affiliate marketing, now over 20 years old, is a testament to the model's adaptability and versatility. It's also why it's an integral part of the marketing and acquisition strategies for the world's industry-leading brands.

### Q.14 Write about Google Adwords and its Algorithms.

**Ans.** Google AdWords is a marketplace where companies pay to have their website ranked right with the top organic search results, based on keywords.

The basic gist is, you select to promote your brand based on keywords. A keyword is a word or phrase the user searches for, who then sees your ad. Your ads will only show up for the keywords you pick.

Google counts the clicks on your ads and charges you for each click. They also count impressions, which is simply the number that tells you how often your ad has already been shown when the users searched for that keyword.

If you divide clicks by impressions, you get the click-through-rate or CTR. This is the percentage of users who land on your advertised page, because they clicked on your ad.

Fig.

Consider Google AdWords to be an auction house. You set a budget and a bid. The bid sets how much you are willing to pay per click. If your maximum bid is \$2, Google will only show your ad to people, if other aren't bidding more on average.

Google doesn't just want to show people the ads by the highest bidder - they could still be horrible ads. They care about their users so much that they'd rather show them a more relevant and better ad by someone who pays less.

Therefore : Quality ads + good bid = win!

### Create a Google AdWords Account

To create a Google AdWords account, visit - [www.adwords.google.com/](http://www.adwords.google.com/). From there you'll create your account, and set up your first campaign. Here are the steps -

- Step 1 : Select your campaign type and name.
- Step 2 : Choose the geographic location where you'd like ads to show.
- Step 3 : Choose your "bid strategy," and set your daily budget. Change "default "Bid strategy" to "I'll manually set my bids for clicks". This gives

you more control and will help you learn AdWords at a greater level of understanding.

**Step 4 :** Create your first ad group, and write your first ad. More people click on ads when the headline includes the keyword they're searching on. So use your keywords in your headline when you can.

You're limited to 25 characters here, so for some search terms, you'll need to use abbreviations or shorter synonyms.

**Step 5 :** Insert your keywords into the keyword field in your account. Paste in your keywords. Start with just one set, and add plus signs (+), brackets ([ ]), and quotes (" ") to see precisely how many searches of each type you'll get.

**Step 6 :** Set your maximum cost-per-click. Set your maximum price-per-click (called your "default bid"). However, realize this: Every keyword is theoretically a different market, which means that each of your major keywords will need a bid price of its own. Google will let you set individual bids for each keyword later.

**Step 7 :** Enter your billing information and Voilà!

### Google adwords rank Algorithms

Google's AdWords Ranking Algorithm is a mathematical calculation that uses a variety of different factors to ultimately determine your AdWords ad position. It's a value that is used by Google to determine exactly where your ads are shown on a particular page and, in many cases, whether your ads will appear in front of your target audience at all.

#### Adwords Adrank Factors

AdWords ranking factors currently used by Google to determine your AdWords ad position include things like the following :

- (1) **Bid Amount :** The maximum amount you're willing to pay for someone to click on your ad.
- (2) **Quality Score Components :** Including things like Click-Through Rate, Ad Relevance, Landing Page Experience and more.
- (3) **Impact of Extensions :** The expected impact of extensions and other ad formats on your overall campaign success.

Understanding your AdRank calculation puts you in a better position to fix small problems that could be having huge impacts on the overall effectiveness of your Pay-per-click Adwords campaigns moving forward.

**How Does The AdRank Formula Impact Ad Position?**

By considering factors like relevance, click-through rates and even the prominence of extensions on a search results page, Google uses your AdRank calculation to determine which audience is the right fit for your messaging at a given moment. By following all of these rules it's possible to win a higher position on a search results page at a lower price, especially if your keywords and ad content are more relevant than the competition - even if competitors have higher bids. (IE the higher the quality score, the lower the CPC.)

How is AdRank Determined = Quality Score \* CPC Bid

**Improving AdRank**

While there is no "quick fix, magic bullet" solution for improving adrank, there are some optimizations to improve Quality Score. As Quality Score is a fundamental element in the overall Google adwords ranking algorithm, this can help improve your rank sooner rather than later. Review Quality score improvement tips.

**Ad optimization tips**

Remember to make use of geo-targeting to have your campaign success increase in the specific regions that you're targeting.

- (i) Use device targeting to help optimize how your ads display on different devices like a smartphone versus a desktop.
- (ii) Always try to make sure that your ad copy is as relevant to a searcher's query as possible.

**Q.15 Write about Creating Ads.****Ans. Creating The First Ad Campaign**

To better understand the following sections, we will take the case of Ram's online grocery store in Bengaluru. To get more control on the position where his website appears on search engine result page, he decides to go with Google search advertising. We will start by creating a basic advertising campaign for his business. The concepts in the following sections apply to all the main search engines; however, for specific examples, we will consider Google search engine.

**(1) Architecture of Search Advertising Account**

Google provides an online platform called AdWords to create and manage one's online advertisements. Advertisers must create an account to use AdWords, which is organised like a tree structure. One should try to mimic their website structure in the account structure—create separate campaigns for different product lines or services. For example, an online grocery store can have

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separate campaigns for each of the product categories like 'home care products', 'personal care items'. This would allow the advertiser to allocate independent budgets for each product category. A campaign can contain multiple ad groups. Within the product category of home care, each sub-category such as detergents, cleansers could be different ad groups. Each ad group should have related items since the set of keywords is defined at ad group level. For each ad group, depending on the number of products and benefits offered by the online store, one could have one or more ads. Figure 1 shows an example of an AdWords account structure for an online grocery store.

If their business serves in several areas, one might create a separate campaign for each location. For example, if a store has two separate campaigns, each targeting one of the locations as budget and bids will vary accordingly. Similarly, if one is running discounts on certain products and wants to allocate greater budget to advertise that product, then they should run it as a separate campaign as the budget setting can be done only at the campaign level. The account structure should be created thoughtfully as reorganising the account will delete accumulated data and affect the performance of ads.

Account			
Online grocery retail store			
Campaign		Campaign	
Home Needs		Personal Care	
Ad group	Ad group	Ad group	Ad group
Fresh Produce	Groceries	Cosmetics	Hair care
Ads	Ads	Ads	Ads
Ad 1	Ad 1	Ad 1	Ad 1
Ad 2	Ad 2	Ad 2	Ad 2

Fig. 1 : AdWords account structure for an online grocery retail store  
Let us now look at each of these in detail.

**1. Google AdWords Account**

In case the advertiser has an existing account with Google, they can use the same details to log in to AdWords.

## 2. Campaigns

An important setting at campaign level is the daily budget which allows to set a maximum daily expenditure possible for the campaign. One can have multiple campaigns region-wise to save cost. If the target audience is more in Mumbai, then they must keep the budget higher for Mumbai, and lesser for the other regions. Also, the bidding rates for keywords will be different in different markets. For instance, rates are likely to be higher in metro cities such as Mumbai as compared to tier-2 cities. Putting them together in the same campaign would mean that the advertiser will have to pay higher rates even for a tier-2 city. One company targeted the US, Australia, as well as the UK in a campaign. Agency suggested separate campaigns for separate countries and it reduced the cost by 40 percent. Similarly, advertisers should also choose respective currencies for different countries. One can choose to show ads only on Google or on all search partners. Many search engines partner with Google to show ads on their search results page. The default setting is all search partners. If one wishes, they can uncheck 'all search partners'.

An important setting is bidding model where the advertiser can choose among cost per click (CPC), cost per acquisition (CPA), or cost per lead (CPL). Most advertisers go for CPC model, but they independently track conversions as well. Another important setting is location. It can be of two types- (i) geographical location, and (ii) location of interest. Geographical location refers to the physical location of the user, whereas location of interest means that the user is geographically not in the location but is interested in that location. Interest is determined by the user's search query having location as the phrase. Search engines determine geographic location with the help of IP addresses and domain. Google allows a user to search for region-specific domains such as 'google.co.in' instead of the universal 'google.com'. In the first case, they would attribute the user to be from India and in the second case from the US. In case users in England search for restaurants on Indian domain, they will be shown ads targeted for India and not for England. In one instance, a company operated only in Bengaluru, but on analysis of AdWords reports it was found that the ad was seen in the US, Australia, etc. Further investigation revealed that it happened because the targeting chosen was location of interest and not geographical location; hence if people in the US searched for 'online grocery Bangalore',

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the ad would be shown to them. After the targeting was changed from the location of interest to geographical location, ads stopped showing to people outside Bengaluru. A hotel in Paris may show ads to people outside Paris, but who are interested in the place.

One can create ads in different languages depending on their target customers. For example, an Indian cuisine restaurant located in Switzerland may want to target Indian travellers in Switzerland, and hence might want to create ads in Hindi or English rather than in French or German.

### 3. Ad Groups

Each campaign is made up of one or more ad groups. An ad group is a bundle of keywords and ads. The best practice is to have 10-15 tightly themed keywords in an ad group. Advertisers can make multiple ads in an ad group. When a user searches for a keyword, the ads are shown in rotation. In AdWords, an important setting done at the ad group level is default bid. This bid is then applied to all keywords. One can also set bids for individual keywords. In such a case, keyword bids will override the ad group bid. But, if the company is a large corporation with global operations and many divisions, for example, Samsung, then their keywords can run into millions. In such a situation, setting bids for individual keywords may not be possible.

We will create a search campaign for our exercise. For understanding, let us create two ad groups, one for groceries and other for fresh fruits and vegetables.

### 4. Ads

Google provides a preview tool for ads within AdWords where one can view the ads that are running based on device and location settings. It is strongly recommended that the advertisers use the preview tool to know if their ads are showing or not for certain keywords. One may be thinking why it is not good to check if ad is showing or not in search engine results page. If one checks and do not click, their CTR will drop!

a. **Anatomy of a Search Ad** : An ad shown on the search engine has three main components-(i) headline, (ii) description, and (iii) URL.

A search engine allows to specify a different display URL (for displaying within the ad) and different destination URL (that users are taken to once they

click on your ad). The domain name, however, should be the same in both. The benefit of having two URLs is that users typically see domain name with keywords-[www.example.com/vegetables-in-ad-content](http://www.example.com/vegetables-in-ad-content) so that they know what content to expect and once they click on the ad they are directly taken to the vegetables page.

### 5. Keywords

Keywords are the single most important component of the search advertisement. Keywords determine the search terms for which the ads will be shown. Appropriateness of keywords would determine if the ads are reaching the target audience or not. Poor choice of keywords will not show the ads to target customers or cause one to spend more on their campaigns or both. One should use match types to narrow down their target audience. Keywords should be relevant to the search term as well as the ad.

Another classification of keywords is category, brand, and competition. Category keywords are generic keywords, which have high search volume. But many players would be interested in them, and hence the prices are higher. Brand keywords will trigger ads only when users search for the specific brand. Since search volume as well as competition will be low for such keywords, the CPC is lower. Brands can take a decision whether they want to bid on competition keyword or not. In the case of the automobile industry, generic keywords would be 'cars', 'buy cars', 'luxury automobiles', etc. It is recommended that if the advertiser is a small company, then they must start with category and competition keywords. Because they have a limited budget, they can avoid bidding on their brand as anyway it will show up in organic search results. Also, because they are small, bigger players will not bid on their brand. Since they are a small company, bidding on bigger competitors can drive traffic to their website. But the bid will have to be very high on competition keywords to make up for the low quality score as all the three components-ad relevance, CTR, and landing page quality, will be low.

Ideally, one would want keywords that have high traffic, low bid amount, low competition and are relevant to their business. This might not always be possible since keywords with high traffic attract more bidders thus raising the bid value. As with any business decision, one must decide on a trade-off that So, in the case mentioned earlier, for Ram's website, the advertiser

will have to study the keywords that are most appropriate for a grocery store. They must use a keyword planner tool within AdWords to choose the right keywords. They can get a list of suggested keywords with the monthly search volume for a defined geographical location, the intensity of competition, and suggested bid. One can also get ad group suggestions. It is the best to download the report in a spreadsheet.

The advertiser can start with 70 percent of the suggested bid and if the ad does not show or shows in lower positions, increase the bid gradually. Try to limit the number of keywords to 10 in each ad group. If the bid amounts for the selected keywords are high, try to change the keyword combinations, and make them more focused or long tail.

Google also gives quality score for each keyword based on all the three dimensions discussed previously. It ranges from 1-10 where 4, 5, 6 is not good; 7, 8 is good; 9 is very good; and 10 is rare. If the quality score is 6 or less, one should try to improve it by improving the relevance of ad and of landing page.

One can also map keywords to the consumer buying funnel. The user query can help in determining at what stage of the buying cycle the user is in.

### (2) Best Practices for Creating Effective Ads

Some ads are more clickable i.e., the content of the ad lends itself easily to clicks from users. These ads attract the attention of viewers and thus give better CTR to the advertiser. Table shows few tips to consider for creating effective ads.

Table : Tips for Creating Effective Ads

Ad text phrases	Good/Bad	Reason
Satisfaction guaranteed	x	The phrase is too vague for the user and conveys no clear benefit
Up to 50 percent discounts	✓	The benefit to user is clear from the text
Click on this ad to buy shoes	x	Uses unnecessary keywords like click on this ad
Limited period offer	✓	The message creates urgency for the users to click on the ads

Some basic things that you should keep in mind while creating the text ads are as follows :

- (i) Highlight the USP (unique selling proposition) of the business.
- (ii) Include time-specific elements that benefit users such as discount, promotions, offers, etc.
- (iii) Include a call-to-action or active verbs like 'purchase', 'avail discounts', 'order now', and so on.
- (iv) Include keywords in the ad content. This will increase the relevance of the ad to keywords.
- (v) Create multiple ads for different benefits and rotate them for keywords, instead of trying to fit all content in one ad.
- (vi) Match ad text to landing page content to get a higher quality score.
- (vii) Monitor ads closely to see which ads perform better. The ads that do not have acceptable performance should be modified or removed.

The ads need to run for few days before one can analyse the performance and take corrective action. Search advertising needs a lot of optimisation. One must review the performance of keywords, ad groups, ads, and campaigns, and optimise them periodically. The objective should be to bring down the CPC and increase the CTR over a period. One may be wondering how frequently they should optimise the campaign. The answer depends on what is the duration of the campaign. If the campaign is for a week or two weeks, they will need to optimise daily. If it is for eight weeks, one can optimise twice in a week. The more they optimise, the higher would be the performance, and lower would be the cost.

### Creating Ads

The biggest challenge with mass media channels was inability to target specific consumers hence a lot of money spent on advertising went down the drain. Digital Marketing Ads has solved for this & provides ample opportunities for reaching out to relevant audience online.

Digital Marketing or Digital Advertising provides razor-sharp targeting techniques but the effectiveness of any campaign is determined by how the user reacts to Digital Marketing Ads. With the evolution of Digital Marketing over last decade the formats of Digital Marketing Ads have also evolved.

### Types of Digital Marketing Ads

Digital Marketing Ads can be broadly classified into following three buckets:

### (1) Text Ads

As the name suggests 'text ads' are simple text copy served mostly on search engines like Google, Bing etc. Text ads are simplest form of Digital Marketing Ads which require basic knowledge of factors like word limit, keyword matches etc. At an advance level one should be aware about factors like relevance score, trademark policies etc. Text Ads are descriptive in nature & they run on search engines, websites etc.

### (2) Banners Ads

Ads having visual elements with which the user interacts are known as banner ads. Unlike text ads which have very poor visual appeal, banner ads make Digital Marketing Ads looks appealing, glamorous & interactive. Banner ads run mostly on websites, social media platforms such as Facebook, LinkedIn, and Twitter etc. Search engines like Google also allow usage on product images on certain types of search ads known as 'Product Listing ads'. Banner Ads require high level of creativity quotient & typically it takes a team of designers & copywriters to produce appealing Digital Marketing Banner Ads, though nowadays there are multiple free online tools which allow banner ads creation in a given template.

Banner ads are of various types i.e. static & dynamic. A static banner ad is a single frame with visual, copy & a call to action whereas dynamic banner ad will have multiple frames which rotate with unique visual, copy & call to action. Different formats allow different types of banner ads & the difference is primary in dimensions & types of banner ads.

Following are few standard dimensions of banner ads :

- (i) Vertical rectangle: 240 × 400
- (ii) Mobile leaderboard: 320 × 50
- (iii) Banner: 468 × 60
- (iv) Leaderboard: 728 × 90
- (v) Square: 250 × 250
- (vi) Small square: 200 × 200
- (vii) Large rectangle: 336 × 280
- (viii) Inline rectangle: 300 × 250
- (ix) Skyscraper: 120 × 600
- (x) Wide skyscraper: 160 × 600

- (Ni) Half-page: 300 × 600
- (Nii) Large leaderboard: 970 × 90
- (Niii) Large mobile banner: 320 × 100
- (Niv) Billboard: 970 × 250
- (Nv) Portrait: 300 × 1050

With mobile becoming the preferred device for browsing through internet Digital Marketers need to be extra careful about rendition of search & banner ads on mobile devices. As the resolution of mobile devices differs from those of desktops & laptops hence the ads are also customised for mobile platforms. Digital Marketing Ads being served on mobile differ in terms on dimensions, ad size & call to action. Since users can directly call from mobile devices hence Google allows presence of 'Call Extension' on mobile devices using which users can directly call the business they are looking for.

**(3) Video Ads**

These are latest ads on the block & are being used widely across social media platforms, websites etc. Video ads comprises of animated ads and adaptation of TV ads etc. YouTube is the world's largest video sharing website which accounts for maximum Video Ads. Social platforms like Facebook, Twitter, and Instagram & LinkedIn are also promoting use of video ads on their respective platforms. Videos ads are inherently interactive in nature but they require relatively larger investments as compared to banner ads. Though platforms like YouTube offer free apps for creating video ads for free.

YouTube is by far the largest video sharing platforms & hence gets lion's share of video ads. It has over a billion users which is 1/3rd of all people on internet. Hence it becomes an obvious choice for marketers when it comes to reaching out to their target audience. Initially brands uploaded TV commercial (TVC) videos on YouTube but gradually brands have started creating custom campaigns for YouTube viewing. Most TVC's are sub 30 second videos as media cost on TV advertising is very high. On YouTube brands can afford to create relatively longer videos with a different theme. YouTube also provides multiple ad formats to suit a brand needs.

**Types of YouTube Ad Formats**

Following are most prominent types of YouTube Ad formats:

- (1) **Display Ads** : Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player.

- (2) **Overlay Ads** : Semi-transparent overlay ads that appear on the lower 20% portion of your video.
- (3) **Skippable Video Ads** : Skippable video ads allow viewers to skip ads after 5 seconds if they choose. Inserted before, during, or after the main video.

(4) **Non-Skippable Video Ads** : Non-skippable video ads must be watched before your video can be viewed. Long non-skippable video ads may be up to 30 seconds long. These ads can appear before, during, or after the main video.

- (5) **Bumper Ads** : Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed.

Following is a summary of various ad formats:

Ad Type	Works On	Engagement	Budget
Text Ads	Search, Websites, Facebook,	Low	Low
Banner Ads	Websites, Facebook, LinkedIn,	Medium	Medium
Video Ads	YouTube, Facebook, Instagram, Twitter	High	High

**Essentials of Digital Marketing Ads**

Following are key ingredients of a successful digital marketing ad:

1. **Relevance** : Digital marketing platforms enable razor-sharp targeting. Hence it's important that the creative copy should be relevant to the website or search query or social media platform where the ad is being served. If a user is searching for 'Hotels in Delhi' then the ad should contain term 'hotel In Delhi' for high relevance. Similar banners & video ads should have relevant content.
2. **Easily consumable** : Digital Advertising should be easy to comprehend as the user attention span is gradually decreasing. Hence the user should be able to quickly understand USP of the products or services being promoted. Also, the ads should be interactive in nature.
3. **Clear 'Call to Action'** : Unlike traditional media a user can be directed to take a specific action while interacting with Digital Advertising. For example, a user can be directed to leave their contact details or can be asked to

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call at given number. These 'Call to Actions' should be clearly displayed & should grab user's attention.

4. Adherence to policies : All major Digital Marketing platforms like Google, Facebook, Twitter, Instagram, and LinkedIn have clearly defined Do's & Don'ts for ads to be run on these platforms. Advertiser should create Digital Ads which adhere to these policies else these ads will get disapproved.

**Resources for creation of Text, Banner & Video Ads**

All major Digital Marketing platforms offer free resources for creation & review of Digital Marketing Ads:

**I. Google**

- (i) Adwords Ad preview tool : <https://goo.gl/2E2e6y>
- (ii) Display Ad Builder: <https://goo.gl/THFQQA>
- (iii) YouTube Ad Builder : <https://goo.gl/dxMth1>

**II. Facebook**

- (i) Facebook ad builder & review tools : <https://goo.gl/j3ZLwn>

**III. LinkedIn**

- (i) LinkedIn : <https://goo.gl/ogv2qk>

The above resources are really helpful while Digital Marketing Ads are being created. Digital Marketing Ads are providing a never before opportunity to advertisers of reaching out to relevant audience & providing engaging content.