DIGITAL MARKETING: 18 MBA303A: Dr. JOYSINGHA MISHRA

MOD:-1

EVOLUTION OF DIGITAL MARKETING:

Digital Marketing is an important promotion tool of products over the internet or any form of electronic media. According to the Digital Marketing Institute, "Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses." Technological advances have resulted in considerable loss of the customer-base of traditional marketing agencies & departments. People have moved on to tabs, phones, and computers, which are the areas where digital marketers have grown the most pounded ground.

People are consuming digital content on a daily basis. The term Digital Marketing was first used in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform. That allowed users to find the information they wanted but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment. In 1993, the first clickable banner came as live, after which HotWired purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace. Although early desktop publishing software in the first PCs caused a surge in print marketing in the 1980s, the computers were little more than a glorified typewriter. Launched by Tim Berners-Lee and his team in 1991, the World Wide Web Project didn't really take off until the first successful mass-market browser, Netscape, was released in 1994. In the following two years, the number of people using the web soared from 16 million to 70. The very same year, Yahoo was launched "Jerry's Guide to the World Wide Web" after its founder Jerry Yang, Yahoo received close to 1 million hits within the first year. This prompted wide changes in the digital marketing space, with companies optimising their websites to pull in higher search engine rankings. 1996 saw the launch of a couple of more search engines and tools like HotBot, LookSmart, and Alexa.

Google was launched in 1998. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search. Two years later, the internet

bubble burst and all the smaller search engines were either left behind or wiped out leaving more space for the giants in the business. The digital marketing world saw its first steep surge in 2006 when search engine traffic was reported to have grown to about 6.4 billion in a single month. Not one to get left behind, Microsoft put MSN on the backburner and launched Live Search to compete with Google and Yahoo. Then later Web 2.0 facilitated the users to became more active participants. Web 2.0 allowed users to interact with other users and businesses. Labels like 'super information highway' began to be applied to the internet. As a result, information flow volumes –including channels utilized by digital marketers- increased manifold, and by 2004, internet advertising and marketing in the US alone brought in around $2.9 billion.

Soon, social networking sites began to emerge. Myspace was the first social networking site to arrive, soon followed by Facebook. Many companies realized all these fresh new sites that were popping up were beginning to open new doors of opportunities to market their products and brands. It opened various avenues for business and signalled the beginning of a new chapter in business with new resources that the users' looked-for new approaches to promote their brands and capitalize on the social networking platform. The mass adoption of the internet into everyday life is the single biggest event that has affected marketing over the last three decades.

As users increased, the site evolved, from email to search engines like Yahoo! (1994) and Google (1997) and e-commerce sites like Amazon (1994) and eBay (1995). For marketing, this was a goldmine. Email became a new outbound marketing tool, joining the traditional cache of TV, radio and print advertisements and telephone sales. While search engines catalogued the new websites that were being created and allowed users to find the information, products and services that the users desired the comfort of their own home.

Marketers used early SEO (search engine optimization) techniques like keyword stuffing, excessive tagging and backlinks to create high rankings. One successful company at the time, renowned for its aggressive marketing tactics was Razorfish now one of the biggest interactive media agencies and was a key player in early SEO, as well as a pioneer of the "server push" possibilities of the Netscape browser.

The cookie was another important milestone in the digital marketing industry. Advertisers had begun to look for other ways to capitalize on the fledgling technology. One such technique was to track common browsing habits and

usage patterns of frequent users of the internet so as to adapt promotions and marketing collateral to the best tastes. The first cookie was designed to record user-habits. The use of the cookie has changed over the years, and cookies today are coded to offer marketers a variety of ways to collect literal user data.

Products marketed digitally are now available to customers at all times. Statistics collected by the Marketingtechblog for 2014 show that posting on social media is the top online activity in the US. The average American spends 37 minutes a day on social media. 99% of digital marketers use Facebook to market, 97% use Twitter, 69% use Pinterest and 59% use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are far more likely to buy brands that they follow on Twitter. 83.8% of luxury brands have a presence on Pinterest. The top three social networking sites used by marketers are LinkedIn, Twitter, and Facebook.

The digital market is in a constant state of change. A Digital Marketing Professional must find ways to keep up with this change. They need to be able to keep an eye out for emerging trends and the development of newer and Smarter Search Engine Algorithms.

DIGITAL MARKETING LANDSCAPE:

The digital marketing landscape is constantly changing. In 2020, all perceive new marketing trends alongside some older, ongoing trends that are still effective: Chatbots—personal assistance without the personnel; 2020 tech breathes new "life" into chatbots, making them more convincing. The digital marketing landscape is evolving state of digital media and advertising including social media marketing, influencer marketing, pay-per-click advertising, SEM (search engine marketing), SEO (search engine optimization), content marketing, web development, email marketing, video production, podcasting etc. A digital landscape is a collective name for websites, email, social networks, mobile devices (tablets, iphones, smartphones etc.), videos (YouTube), and others. These tools help business organizations to sell their products or services. Since the digital marketing space keeps changing it is required to be on the lookout for emerging trends. Companies that are unable to adapt to these changing trends find themselves being pushed to extinction by competition and it will take time for them to find relevance again.

Some trends/innovations that influence the digital marketing landscape.

3 Drivers of Digital Marketing Success

- Evoke Emotion. Customer conversion relies heavily on the ability to capture an audience's attention and keep them positively engaged with your brand throughout the buying cycle.
- Pick Your Platforms.
- Analyze and Adjust.

One of trends and drivers of change is the **responsive design** and the pervasive mobility. These trends provide people with identical capabilities. In some other cases, tablet and other mobile phones are faster and more efficient than desktop or personal computers.

There are several elements to consider when you are developing your marketing strategy.

- Segmentation. The existing and potential customers fall into particular groups or segments, characterised by their 'needs'.
- Targeting and positioning.
- Promotional tactics.
- Monitoring and evaluation.
- Marketing plan.
- Digital customer:
- Digital customers use digital channels — Web, mobile and social — to consume content, engage with brands and complete a transaction. Customers don't think of their experience in digital and non-digital categories. They want to access companies in the most convenient way possible, regardless of channel.
- A digital experience strategy requires brands to think differently about their customer engagement approach and identify how digital fits into the overall customer experience and customer experience journey. Simply adding digital tools on top of marketing, sales, or service interactions is not sufficient.

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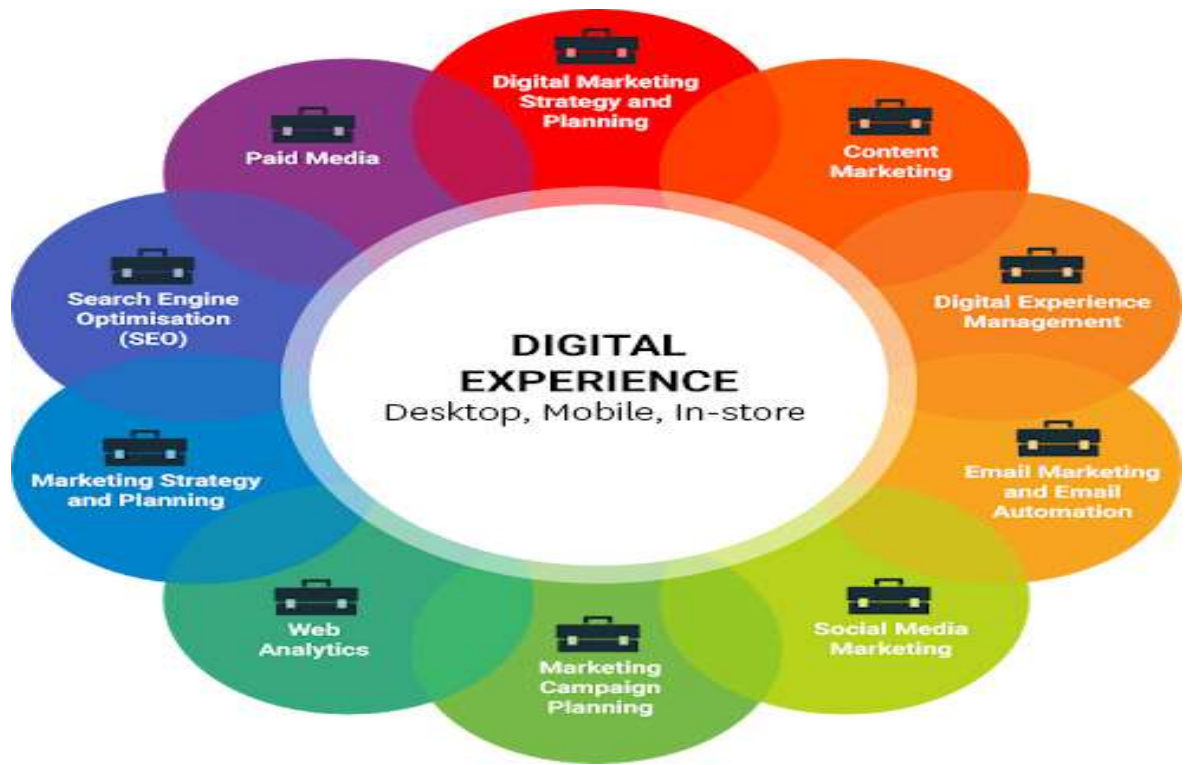
FIGURE 1:

Digital Customer Experience (DX) areas

The DX a company delivers to its customers is highly dependent on the maturity of its digital channels in six key areas, assessed from the customer's perspective.

Digital Customer Experience Excellence

- Reachability
- Service convenience
- Purchase convenience
- Personalization
- Simplicity and ease of use
- Channel flexibility

Customer experience:

Customer experience is a key business driver for any company, few have yet to understand that, in the digital age, when customers can instantly access swathes of information about a company and its competitors, it has become fundamental to obtaining a real, sustainable, competitive advantage in a rapidly changing marketplace. With customer expectations becoming much more demanding, it is essential for any business to think with the customer at the centre when making any business decision. To help make your digital strategy more customer-centric we recommend these 6 requirements for a digital strategy development process.

Digital Consumers and Communities:

People who use technology to buy and sell products and services are known as digital consumers. They are the same people who walk into your business, order on a telephone, or request for a discount. A customer community is an online or mobile space for customers to connect on a regular basis to have conversations, answer questions, and share ideas and information.

Communities of interest or place that rely on digital technologies such as mobile phones, the Internet and e-mail to communicate, network and disseminate information.

A Digital community, also called an internet community or web community, is a community whose members interact with each other primarily via the Internet. Members of the community usually share common interests. For many, online communities may feel like home, consisting of a "family of invisible friends" Social communities are online communities using social platforms. They include personal communities and communities as they are built using tools such as LinkedIn or tailored customer and/or internal community platforms.

The Six Types of Online Communities

- Brand Communities.
- Support Communities.
- Learning Communities.
- Networking Communities.
- Social Communities.
- Fan Communities.

Examples of Digital Communities

- Open-Source OS Communities. HP's 'OpenSwitch' is a Full-Featured Community-Based System.
- Global Match making Apps.
- Photography Community Apps.
- Recipe Discovery Platforms.
- Locals-Connecting Apps.
- Peer Marketplace Apps.
- Second hand Exchange Marketplaces.
- Online Gardening Communities.

The Six Types of Digital Consumers

- Digitally Driven Segment.
- Calculated Shoppers.
- Basic Digital Consumers.

- Retail Scouts.
- Brand Scouts.
- Eternal Shoppers.

Generation Y is the first generation to grow up with the internet, cell phones and digital communication. "Digital natives'' is a term often used to describe people who grew up tech-savvy. These professionals are comfortable learning and using the latest software releases in the workplace.

How to market Gen Y:

1. 10 Marketing Strategies to Sell to Gen Y.
2. Transparency is all you need.
3. Hang out with new modes of content.
4. Don't ever (EVER) try to deceive them.
5. Make them a priority.
6. Learn to collaborate and keep them on the winning team.
7. Sell use-cases, not ownership.
8. Make the buying experience fun.

Netigens are the people who are the active participants in the online community of the Internet. In general, any individual who has access to the internet has the potential to be classified as a netizen. In the 21st century, this is made possible by the global connectivity of the internet. People can physically be located in one country but connected most of the world via a global network.

There is a clear distinction between netizens and people who come online to use the internet. A netizen is described as an individual who actively seeks to contribute to the development of the internet. Netizens are not individuals who go online for personal gain or profit, but instead actively seeks to make the internet a better place.

With time, more and more people have started interacting and building communities online. Some communities are so strong, they outsmart offline-communities. The effect it has on human psychology and life is of major interest and concern of researchers. Several studies are being done on netizen under the name Netizens' Psychology. Problems are internet addiction, mental health outrage, and effect on kids' development are some of the many problems netizen psychology tries to focus on.

5 Things That Matter In Digital Marketing

- Revenue of digital market : Google and Facebook Inc.
- Five Key factors for successful digital marketing.
- Understand the customer.
- Flawless Communication.
- Choosing appropriate media.
- Media Strategy.
- Engage with your content.

MOD 2:

PPC:-

PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. It is an online advertising model where advertisers run ads on a platform such as Google Ads and pay a fee every time someone clicks on it. Run almost any search on Google (or Bing), and you will see ads displayed at the top of the results page. The buyers will only pay for advertising if the ad is actually clicked on. It's essentially a method of 'buying' visits to site, in addition to driving website visits organically.

Social media marketing is the use of social media platforms and websites to promote a product or service.[1] Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.[2] Most social media platforms have built-in data analytics tools, enabling companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, Journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone."

Social media platforms like Facebook, Instagram or Twitter have yet to reach their full potential. They are still great platforms to boost brand awareness and engagement. One can use the platforms to drive traffic to website and improve ROI.

Social Media Strategy:

There are two basic strategies for using social media as a marketing tool:

Passive approach

Social media can be a useful source of market information and a way to hear customer perspectives. Blogs, content communities, and forums are platforms where individuals share their reviews and recommendations of brands, products, and services. Businesses are able to tap and analyze the customer voices and feedback generated in social media for marketing purposes in this sense the social media is a relatively inexpensive source of market intelligence which can be used by marketers and managers to track and respond to consumer-identified problems and detect market opportunities. For example, the Internet erupted with videos and pictures of iPhone 6 "bend test" which showed that the coveted phone could be bent by hand pressure. The so-called "bend gate" controversy created confusion amongst customers who had waited months for the launch of the latest rendition of the iPhone. However, Apple promptly issued a statement saying that the problem was extremely rare and that the company had taken several steps to make the mobile device's case stronger and robust. Unlike traditional market research methods such as surveys, focus groups, and data mining which are time-consuming and costly, and which take weeks or even months to analyze, marketers can use social media to obtain 'live' or "real time" information about consumer behaviour and viewpoints on a company's brand or products. This can be useful in the highly dynamic, competitive, fast-paced and global marketplace of the 2010s.

Active approach

Social media can be used not only as public relations and direct marketing tools, but also as communication channels targeting very specific audiences with social media influencers and social media personalities as effective customer engagement tools. This tactic is widely known as influencer marketing. Influencer marketing allows brands the opportunity to reach their target audience in a more genuine, authentic way via a special group of selected influencers advertising their product or service. In fact, brands are set to spend up to $15 billion on influencer marketing by 2022.

Technologies predating social media, such as broadcast TV and newspapers can also provide advertisers with a fairly targeted audience, given that an ad placed during a sports game broadcast or in the sports section of a newspaper is likely to be read by sports fans. However, social media websites can target niche markets even more precisely. Using digital tools such as Google AdSense, advertisers can target their ads to very specific demographics, such as people who are interested in social entrepreneurship, political activism associated with

a particular political party, or video gaming. Google AdSense does this by looking for keywords in social media user's online posts and comments. It would be hard for a TV station or paper-based newspaper to provide ads that are this targeted (though not impossible, as can be seen with "special issue" sections on niche issues, which newspapers can use to sell targeted ads).

Social networks are, in many cases, viewed as a great tool for avoiding costly market research. They are known for providing a short, fast, and direct way to reach an audience through a person who is widely known. For example, a sportsperson who gets endorsed by a sporting goods company also brings their support base of millions of people who are interested in what they do or how they play and now they want to be a part of this athlete through their endorsements with that particular company. At one point consumers would visit stores to view their products with famous athletes. Latest apparel online with the click of a button. He advertises them directly through Twitter, Instagram and Facebook accounts.

Facebook and Linkedin are leading social media platforms where users can hyper-target their ads. Hypertargeting not only uses public profile information but also information users submit but hide from others. There are several examples of firms initiating some form of online dialog with the public to foster relations with customers.

The Top SEO Techniques For Your Digital Marketing Strategy

- Optimizing for local. For small businesses and local mom-and-pop shops, local SEO is the way to go.
- Speeding up your website.
- Creating optimized landing pages.
- YouTube SEO.
- Guest posting.
- Mobile SEO.
- Keyword research.
- Creating high-quality content.

Online marketing includes third party like media, web content, search e-mail, social media. Offline marketing includes mass media, phone center, telephone. Online marketing communicates customers with e-mails, chat, social media. Offline marketing communicates with customer with their mobile number and staff.

Keyword advertising is a form of online advertising in which an advertiser pays to have an advertisement appear in the results listing when a person uses a

particular phrase to search the Web, typically by employing a search engine. The particular phrase is composed of one or more key terms that are linked to one or more advertisements. The most common form or keyword advertising, focused on payment methods, is pay per click (PPC), with other forms being cost per action (CPA) or cost per mille (CPM). Keywords are words or phrases that are used to match ads with the terms people are searching for. Selecting high quality, relevant keywords for advertising campaign can help to reach the customers want, when required.

Google Webmaster tools is Google's collection of Search Engine Optimization (SEO) tools that help you manage your site in Google Search results. Now categorized and housed under Google Search Console, they provide you with the data your organization needs to rank higher in search.

How to share or access to Google Webmaster Tools Account

1. Sign into Google Webmaster tools at Google.com/webmasters.
2. Click the Manage Site Button and Choose Add or remove Users.
3. Click Add a New User.
4. Enter the User's Email, Select the Permission level and click Add.
5. 9 Tricks to Become a Google Drive Expert.

One of the best ways to explain the difference between Google Webmaster and Google Analytics Tools is: Google Analytics reports on how website users interact with site, while Google Webmaster Tools reports on how search engines interact with site.

Artificial Intelligence

The use of machine learning has already taken off and we are going to see more use in the field of consumer predictive analysis. Companies will have a better grasp of various factors that influence consumer behaviour.

Chatbots

Chatbots use is on the rise in the area of customer care. The chatbots have moved from answering simple customer questions to helping in setting up applications. We are going to see more of this changing how we view digital marketing. Chatbots are going to be used for lead generation, self-service customer care to helping with your online shopping experience.

Social media marketing

More focus on mobile

Now so many people now owning smartphones. So, the digital marketing landscape is going to focus more on mobile ads than ever. This will mean that companies will need to optimize their websites and emails for the mobile view.

Personalized digital marketing

When combine the power of AI and chatbots, consumers are going to enjoy more personalized marketing content. Personalization is improving the customer experience hence leading to higher conversion rates. It helps to promote brand loyalty. In the world of business there is a smarter and speedier competitor just around the corner with a better use and understanding of technology about to crop market. The world is living in a digital era, almost everything can be done online (from shopping to banking, to work and socialising). Now human life depends on digital services.

India is emerging as one of the fastest growing economies on the global landscape. The opportunities for growth of businesses are incredible, especially for digital marketing. It is not just an assumption that in the coming years, digital marketers will be huge in demand, but an analysis that is entirely based on facts. At present, around 35% of Indian population access to the internet, and this figure is expected to reach above 55% by the end of 2025 through the rapid development of telecom infrastructure. According to the Mary Meeker annual Internet trends report for 2017, the internet usage in India is expanding rapidly, signifying that in India the Golden Age of digital marketing is yet to come.

A major difference between the traditional media also known as push marketing (television, radio, and print media) and digital marketing is called as the pull channels (blogs, email, mobile, videos, social networks and search engines) are the way they reach to their potential customers. Digital marketing uses online vehicles to market services and products to the potential customers when they look up for any kind of need of product or service. This ability to micro-target customers is game-changing for a market as diverse in India. Gradually businesses in India are becoming aware of the importance of online presence and are driving the budget allocated for digital marketing expenditure to a new height. As per GroupM's forecast, the advertising expenditure of India will grow by 13% in 2020. Discussion on the prospects of growth of digital marketing, CVL Srinivas, country manager, WPP India and chief executive officer, GroupM South Asia, says, "2020 will be a relatively better year from an ad-spend perspective.

But while growth in digital will outstrip other media, India will continue to see traditional media formats."

Key Drivers of **Digital Marketing** Acquisition Strategy Success.

There are still some main tactical drivers are ready to guide the way toward a successful strategy like think fast, mobile first, lead via digital PR, disambiguate for search engines, and connect together via social media relationship building. A constantly changing organic search and consumer behaviour landscape can make digital marketing as an acquisition channel success seem to be more indirect.

Think fast – grab attention

Today's consumer has over abundance of information to consume, whether that be in tweets, Facebook posts, push notifications, Instagram images to pore through, or any number of other distractions in various content forms.

Whilst the memory span of humans was thought to have shortened to less than that of a goldfish, based on a study carried out by Microsoft, and reported on various news sources such as Time Magazine, The Guardian etc., this has been refuted several times, by other credible sources such as Google, who claim that it is not the attention span which has shortened, but the attention filter.

They claim, it is not that human can't concentrate for a long, but it is merely a case that brands need to break through a very short scan which human undertake to see whether something is interesting enough to focus upon. Human will still give up precious time and attention to content which is compelling enough a kind of 'attention filter'. Users can concentrate for very long period after all – otherwise they would not discharge watch Netflix shows for entire weekends curled up on their sofa.

It is just that the users are increasingly selective about where they will use attention.

Human attention as a study area for marketers and analytics companies is undoubtedly growing important because of the congested battleground to catch the consumer eye (or ear) like stimuli. Google have launched their own research initiative into this area, calling the study of attention, 'an industry challenge'.

With all of this in mind, it is safe to say that whatever tactic undertaken with digital marketing campaigns, it needs to have a hook which will capture the scanning eye (or ear) of the consumer quickly with eye-catching images, compelling short statistics, short and punchy bold statements whilst avoiding bait and switch or clickbait posts and many more. Take a stock and flow approach to the content marketing by feeding out very short flow pieces via social media channels and leading the prospect to the stock asset (e.g. website) via short bursty flow tweets and posts on social media. Inducing with punchlines (but avoid click-bait, which is frowned upon as an underhand tactics).

Get content noticed
Users need to get noticed in that short attention filter. Once they get over that initial attention hurdle then, as long as content is compelling enough, the user will retain the attention for the longer term. For example, the meta-description (when not being rewritten by Google), often presents an opportunity to quickly capture the attention of the prospect in this stock and flow manner. However, it should take particular care to ensure that meta-descriptions actually match with the content expectations of those are looking to tempt a click-through. Again, disappointing visitors because of over-promised and under-delivered on content may click through from social posts or search engine results pages. It is a sure-fire way to send them running for the hills, and never to return to blog or website. It is important to treat snippets in organic search results, paid search advertising or social media posts as A-board in the SEO equivalent of the high street. So to utilise meta-description well as a clear (not spammy) call to action and strong, but snappy, description of what delights the user can expect to find should they venture from the Search Engine Results Pages (SERPs) into store or brochure site. Grabbing attention fast means must to have a fast loading webpage.

Make sure website is fast
Slow loading websites directly impact the bottom line. There have been several studies over the past decade or so into the impact on conversion which speed has.

Search engines are acutely aware of the impact which reduced speed has on the user experience, particularly on mobile devices. To this end Google have introduced speed ranking factors. Initially for desktop in 2010 and then in July 2018 for mobile users.

There is plenty speed up website and certainly no excuse to allow this to hold back in search, since Google, in particular have provided lots of useful guides and there are a number of speed checking and improvement tools available to both diagnose and begin to fix latency issues.

Use tools such as Pingdom, GTMetrix, Lighthouse audits, Batch Speed and Google's Page Speed Insights to begin identification of speed problems.
Google now even provide a feature in their Google Search Console suite which is experimental (beta) and is based around speed reporting. URL samples are flagged as either slow, moderate or fast.

Google Search Console reporting is usually based on samples so would not get every URL in the reports should get enough to be able to pick up some strong clues as to the types of pages or templates which are problematic and those which are fast.

Take the learnings from those which are fast to identify what makes them different from a load perspective when compared to the slow loading pages. Regardless of whether focusing on SEO, PPC or social media to drive acquisition, a fast website when visitors arrive is a no-brainer.

So, grab attention with punchy meta-descriptions, ad creative, social media posts and serve the visitor well with a speed-optimised page when prospects do decide they want to learn more about offering.

As more consumers rely on their mobile handsets to access the web, mobile content is increasingly becoming an essential part of any marketing campaign. In 2017, according to Google's Global Consumer Barometer, which monitors online user behaviour across 63 countries, for the first time, more consumers were using search on mobile devices than desktop.

As Google decided to initiate a switch to mobile-first indexing. Historically mobile websites (such as m dot websites) were merely ranked based on their desktop equivalents and given a slight ranking boost for passing a mobile-friendly test. Now, this has been flipped on its head.

Instead, websites are indexed (and ranked) based on their mobile equivalent. It's not only essential to have content parity between both mobile and desktop offerings (if they are separate), but to also consider the limited space (and bandwidth (see speed factors above in particular)) of the mobile user. One

should also consider the types of activities which mobile users undertake as they are likely different to those undertaken by users when accessing a desktop device. Mobile activities tend to be much more task and sub-task focused, and the interaction between mobile user and device is typically in short, sharp bursts of activity versus the longer sessions undertaken on desktop. Every website and business offering are different that one should explore Google Analytics to identify which device users are utilising most. Focus there initially from a priority perspective. There's not a huge deal of point in optimising website for mobile to then find that the whole desktop experience falls apart, particularly if this is where users carry on their sub-tasks towards completion of a larger goal and transact with brand.

Digital world care about user job requirements and to help them to undertake tasks quickly and efficiently on meeting their information precisely with locational map, with interactive maps and directions sometimes mobile-optimised video experience.

Think about Google's 'moments' – key intent signals
Think about Google's 'moments', which are short opportunities for well-known brands, and lesser-known brands too, to help the prospect on multiple occasions as they traverse through the exploratory stages prior to engaging with a brand transactional.

The four 'moments' Google have identified as key parts of the customer journey are as follows:
1.   want to know moments
2.   want to go moments
3.   want to do moments
4.   want to buy moments

Looking further into what each of these moments means for your consumers and how you can help your audience meet their informational needs provides us with the following information:

Want to know moments

In 'want to know moments', the user is in the earlier stages of their journey towards a transaction, but they are still researching. They are seeking information of some kind, but have not yet made any decisions. They might well not even realise they have a need per say, and are not in purchase mode at this

stage so their intent to transact is understood rather than unambiguous at this stage. The types of content which meet this momentary need might well be made up of a combination such as:

- How to guides
- News content
- Explainer videos
- How to Do videos
- Blog content
- Calendars
- Tutorials
- Webinars
- Question and answer pieces
- Listicles
- Curated directional content
- Pretty much any other kind of informational content
- Recipes
- Images

Paid search Marketing Content Marketing	CALLS	INBOUND AND OUTBOUND MARKETING
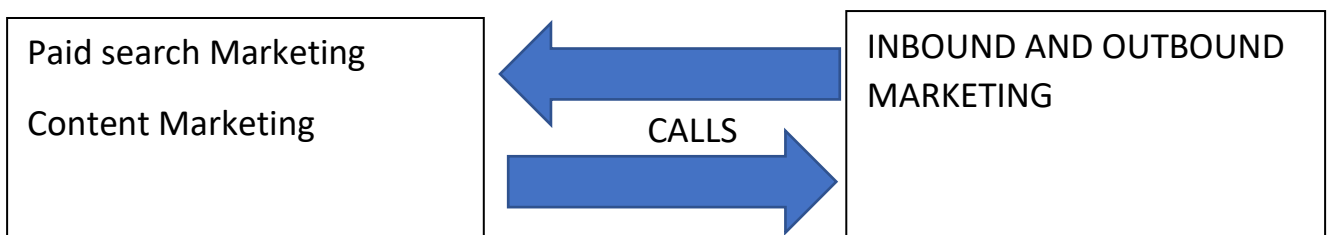
Generation Y or Gen Y refers to people born between the early to mid-1980s and the early 2000s. We also call it the 'Millennial Generation.' We often refer to people born during that period as 'Millennials.' People base the name 'Generation Y' on the generation that preceded the Millennials, i.e., Generation X. Generation X people were born from the mid-1960s to the late 1970s. Some people refer to Generation Y people as Echo Boomers or the Boomerang Generation.

Gen Y people are tech-savvy because they grew up with computers, laptops, and electronic games. At least half of them also grew up with smartphones and tablets. Compared to their predecessors, they are immune to most traditional marketing and sales techniques. Not only did they grow up with technology, but also with exposure to sophisticated marketing since early childhood.

According to a new report from Forrester Research, financial services firms' prospects are clouded by a new breed of Net-empowered consumers who don't value the traditional service provided by today's leaders. Financial firms will have to expand beyond their existing organizations to create autonomous subsidiaries, make acquisitions, or find partners willing to share risk.

"Today's younger consumers are tomorrow's affluent customers and the future of financial institutions," said Jaime Punishill, analyst in Online Financial Services Research. "They are better informed, more self-sufficient, and want to take an active role in their investing and insurance decisions. The Net generation has internalized the new rules of the Internet, where building trust doesn't require face-to-face interaction."

Research shows that to meet the changing expectations of these customer segments, financial firms must undercut productive channels, products, and organizations -- a process Forrester Research calls "proactive destruction." This practice requires financial institutions to anticipate demand before new competitors capture the emerging market.

Because financial services is one of a few industries at ground zero for Internet commerce, firms are wisest to make the most aggressive response to the Net: Create an independent subsidiary unconstrained by the bureaucracy and central process of the existing organization. Carefully chosen leaders, creative compensation packages, and a business model that complements the strengths of the parent company will enable an independent subsidiary to succeed. Financial institutions that are laggards in technology adoptions and business design will have to trade their cash for time by acquiring smaller firms. Smart firms will recognize the high cost of waiting and will pay higher prices in order to bring new business models to fruition. The new acquisition will benefit by piggybacking on the brick-and-mortar assets and marketing efforts of the parent company while maintaining its own identity and standards.

Executives who face insurmountable channel conflict or who have not embraced the Net can't justify an independent subsidiary or acquisition. They can practice proactive destruction by taking a minority stake in a publicly traded company or

partnering with a venture capital firm, which reduces the necessary capital investment and provides much needed outside expertise.

"Firms that dip their toes slowly into Internet waters are doomed, because the Net crowns winners more quickly than the offline world," added Punishill. Forrester Research is an independent research firm that analyzes technology change and its impact on business, consumers, and society.

Customer engagement is the means by which a company creates a relationship with its customer base to foster brand loyalty and awareness. This can be accomplished via marketing campaigns, new content created for and posted to websites, and outreach via social media and mobile and wearable devices, among other methods. Customers want companies to keep track of their data if it leads to a better customer experience. So better digital customer engagement leads to more customer data and better customer experiences, which can lead to higher profits.

An effective engagement strategy will ensure that always know how customers feel about product or service, the qualities that they value, and any areas of improvement needed to provide a better experience. Digital customer engagement is all the ways a customer interacts with business via technology, and how to interact with them. Think of it like this: it's all of the digital interaction customer has with brand, including email, social media, and even website. These experiences work together to build (or hurt) relationships with customers.

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 may overlap with other Internet marketing methods, including organic search engine optimization (SEO), paid search engine marketing (PPC – Pay Per Click), e-mail marketing, content marketing, and display advertising.

Affiliate marketing is frequently overlooked by advertisers. While search engines, e-mail, and web site syndication capture much of the attention of online retailers, affiliate marketing carries a much lower profile. Still, affiliates continue to play a significant role in e-retailers' marketing strategies. Affiliate marketing is a type of performance marketing. It is one of many partnership-driven marketing strategies that exist under the umbrella of partner marketing.

In affiliate marketing, an individual (the affiliate) earns a commission for promoting an advertiser's product.

CRM & CX:

Critical to service leader's success are CRM systems and improving the customer experience (CX). However, CRM and CX strategies must adapt as the organization, its customers and its environment evolve. Failing to do so puts the organization at risk. Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships to grow your business. The CRM system focuses on the management of information about customers, CX, or Customer Experience Management drills down deeper into customers' experience, to get an overview of their unique perspective.

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations.

Content strategy:
A content strategy is a way a business can outline its identity and purpose through published assets, online and offline. It is a strategic marketing approach purely focused on creating and distributing valuable, relevant, engaging and consistent content. Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps business top of mind of the online customers and to decide when it's time to buy and what to sell.

Customer segmentation and Positioning:
Customer segmentation (or audience segmentation) is the process of grouping your customers together based on shared characteristics so that you can deliver more tailored messaging and build a stronger connection with them. In digital marketing, STP is an acronym for segmentation, targeting and positioning. Most digital marketers are familiar with this model because it's quite effective for deciding on the best type of content for ads. The STP strategy uses marketing personas to target the right messages to the right customers.

Here the marketers focus on trying to deliver the right message to that group of customers and hope for the best. In digital marketing, no two customers are exactly the same; there is no clumping, grouping, or general assumptions about what makes buyers buy. A digital marketing plan is a document that defines what the marketer wants to accomplish within a given time frame so the customers can meet a set of business objectives.

DIGITAL MARKETING MOD 3

Display advertising refers to the process of advertising a product or service through visuals like images and videos on networks of publisher websites such as the Google Display Network and Facebook etc.

Display advertising is a method of attracting the audience of a website, social media platform or other digital mediums to take a specific action. These are often made up of text-based, image or video **advertisements** that encourage the user to click-through to a landing page and take action (e.g. make a purchase).

Display ads are placed on relevant third-party websites in the form of banner, image, and text ads. Display advertising is pretty much a blanket term that includes every visual ad placed on a website, however, it can be divided into three basic categories.
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1. **Site placement advertising:** In this type of display advertising, the advertiser/ marketer chooses the website they would like to run their display ads on.

2. **Contextual advertising:** In this type of display advertising, networks place ads on relevant websites, for example showing an ad for dog food on a pet adoption website.

3. **Remarketing:** Remarketing display ads appear in front of users who have been on the website or post-click landing page but have left without completing the relevant conversion goal.

Some of the reasons why users opt to use Ad block software include the threat of malware, interruption, slow website loading time, too many ads on too many web pages, and tracking by unknown parties.

Display ads are actually better for building brand awareness. Since people are browsing Facebook and **display** websites for social or research reasons, they aren't looking to convert. That means that your **ads** need to focus on awareness, not conversions.

Digital display advertising is graphic advertising on Internet websites, apps or social media through banners or other advertising formats made of text, images, flash, video, and audio. The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors.

According to eMarketer, Facebook and Twitter will take 33 percent of display ad spending market share by 2017. Google's display campaigns reach 80 percent of global internet users. Desktop display advertising eclipsed search ad buying in 2014, with mobile ad spending overtaking display in 2015.

Terminology used in Display advertising:

1. ROI

"ROI" is shorthand for "return on investment." The advertiser measures the success of his/ her advertising by ROI, such as how much sales have increased in comparison to what is spent on the ads.

Sometimes, ROI is not so concrete. For example, if it is focused on brand awareness for ad campaign, then it would be measured success in terms of brand mentions, web traffic, or leads. These things don't put money in advertiser's pocket right away, but they do meet the goals of the campaign.

Ads should have a good ROI to be considered worthwhile or successful. How you measure the ROI can vary significantly.

2. A/B Testing

A/B testing, also known as split testing, is a method of testing the effectiveness of ads.

With A/B testing, the advertiser changes a specific element of an ad, such as the adverb used in the call to action or the shape of the button that people have to click. Here is shown the two ads under the same circumstances and see which one performs better.

The goal of A/B testing is to narrow down the elements that are making the most impact on an ad. That way, one can put only the effective elements into the ad for maximum returns.

3. Cost Per Click

Many ads are sold on a cost-per-click model, also known as CPC. You may also hear these ads referred to as PPC, or pay-per-click. The ads run, and each time someone clicks on the ad, you pay a set rate, which can be as little as a few cents or few dollars or much, much more.

CPC ads are quite popular because they charge only for results.

4. Impressions

Impressions refer to the number of times that a user views the ads. The second most-common price model for ads is by impression. Often, ads are charged by the number of 1,000 viewers.

An impression model is usually the choice when companies are most interested in creating greater brand awareness.

5. Click-through-Rate

Even the best ads don't get a 100 percent response. The click-through rate refers to the number of clicks compared to the number of times the ad was viewed. The higher the click-through rate, the more successful the ad was. However, the average click-through rate drifts around 1 percent to 2 percent.

6. Retargeting

Targeting refers to the specific characteristics and demographic components that an advertiser chooses to focus on in the ad or that is chosen as criteria for showing the ad to users. Retargeting occurs when the advertiser chooses to show his/ her ad only to those users who have looked at the targeted site or promoter's products previously.

Retargeting is a highly effective for conversions because it acts as a gentle reminder to users for items in which they have already shown interest.

7. Display Ads

The term "display ad" is a carryover from newspaper advertising, in which ads were printed on the page. Now they refer to any type of graphic ad that appears on a web screen, such as a banner, skyscraper, or rectangle.

8. Interstitials

Interstitials are ads that appear between pages. For example, if a user clicks on a link to go to another page, they will be taken to the interstitial ad instead. Interstitials are common with online newspapers, offering subscriptions or the opportunity to pay for an individual article. They are also quite common for mobile content.

9. Overlays

Overlays are similar to pop-up ads, but they cannot be blocked by ad-blocking software. An overlay floats over site content. One type of overlay expands to cover the full page if a user flew over it for a second or two. Advertisers then pay for the ad based on the number of times it is expanded.

10. Native Advertising

Native advertising is any type of ad that matches the look and feel of the site on which it appears. For example, a paid search ad is native advertising. A sponsored post, a blog post referring to a company or linking to a product, a video tutorial – they can all be native ads.

Native ads are very popular because they evade ad blockers and they engage users, helping them to be more successful.

11. Paid Search

Most marketing efforts focus on organic search, which refers to a site's ability to appear at the top of the results page when a user search for something. Paid search ensures that you get right at the top. Whenever someone searches for the terms you choose, your ad appears at the top if you have paid a high bid. You then pay that bid every time someone clicks on the ad.

Remarketing is a way to connect with people who previously interacted with your website or mobile app. It allows you to strategically position your ads in front of these audiences as they browse Google or its partner websites, thus

helping to increase the brand awareness or remind those audiences to make a purchase.

5 benefits of remarketing

- **Benefit** #1: improving brand recall. Remarketing is a fantastic tool for reminding prospects of brand.
- **Benefit** #2: Improved conversion rates.
- **Benefit** #3: audience targeting.
- **Benefit** #4: Improves relevancy of ads.
- **Benefit** #5: Reduce loss.

Types of Mobile Marketing

- SMS marketing.
- MMS marketing.
- Bluetooth mobile marketing.
- Mobile Internet marketing.
- Application Marketing.
- Mobile Games.
- Barcodes/QR (quick-response barcodes).
- Because people always look at their mobile screens more than ever

4 Types of Marketing Strategies to Spice Up Ad Campaigns

- **Cause Marketing**.

  Cause marketing, also known as cause-related marketing, links a company and its products and services to a social cause or issue.

- **Relationship Marketing:**

  Digital relationship marketing is the new business strategy across the world to focus on online clients for online shopping and consumerist behaviours. In this Digital Relationship Marketing customer and service provider communicated with each other's fluid information network or web space.

  The biggest advantage of the internet from relationship marketing is the interactivity. Organization through email and online chat can establish customer relationship and data collected from this interaction serves as base for future product offering and other personalized services.

- **Scarcity Marketing**.

  Scarcity marketing is a tactic where marketers increase the value of a product by reducing the supply. This type of marketing thrives on the economic scarcity principle which states that limited supply equals an increase in demand. Scarcity marketing is a tactic where marketers increase the value of a product by reducing the supply.

Undercover Marketing.
Undercover marketing or stealth marketing is a marketing strategy where a company markets their product in a subtle and 'hidden' way, such that the consumers don't realise that it is a marketing strategy. It refers to marketing and advertising products in a lesser manner, using unconventional tactics.

Undercover marketing. Also known as "stealth marketing," marketers disguise themselves as peers amongst their target audience. One example is Sony's campaign in 2002, in which actors were hired to wander about cities, asking strangers to take a photo of them.

MOBILE MARKETING:

Mobile marketing can reach the customers with the time and location sensitive information of customer's behaviour regarding its products. Today mobile marketing has emerged one of the biggest platforms where the target consumers spend most of the time on mobile devices. If company does not have any properly planned mobile marketing strategy for 2021-22 then messages are sent to lose a big potential market share that can be generated from mobile marketing trends taking place now. Mobiles are widely used as a global payment model. As per the reports, there has been a great change in the mobile usage as compared to desktop and this means of customers are using mobile platform for doing online shopping. It is also estimated that the search queries to surpass the desktop. There is a year-on-year increase in the number of mobile devices shipped to India as per reports.

Advantages of Mobile Marketing

There are many advantages of mobile marketing today as given below

- Large audience base – as many of prospects are mobile today, have a larger potential customer base to target.

- Low Cost – The cost of mobile marketing is much lower as compared to other digital mediums such as print or television. There are many types of mobile media that can be used to promote your goods or services. The major types of mobile media widely used are SMS, In-App advertisements, mobile-friendly website ads etc.
- Easy tracking – Due to the advancement of app-based mobile advertising the tracking and performance of mobile advertising campaign is very easy now. The advertiser gets complete analytics of the data such as impressions, click through rate, call to actions, demographics of targeted audiences and much more.

- Quick Response – As the recipients of mobile ads always are near to their smartphones or mobile devices the response is quick enough. Either some actions will be taken on advertisement or it will be rejected.

Mobile marketing in India and all over the world can be done by placing different types of advertisements on mobile smartphones & tablets it may come in header, footer, YouTube videos or as a pop up also. There are also different types of mobile marketing software's available today.

It is absolutely clear that the mobile industry is clearly changing the game the way audiences today are engaging with their brands and products. People are opting to do all their daily works through mobile devices such as listening music; writing emails watching movies, Web browsing and much more. It is very important to engage the customers with their mobile devices.

Different types of online advertising

- Banner Ad: A banner contains a short text or graphics to promote a product or service.
- Pop-up Ad: Pop-up ad appears in its own window, when the user opens or closes a web page.
- Interstitial Ad:

  Interstitial ads are interactive, full-screen ads that cover the interface of their host app or site. These ads appear between content, so they place at natural transition points or breaks, such as in between activities or game levels.
- Coupons.
- Reward Programme.
- Pay per advertising view.
- Banner Swapping.
- Tracking.

4 major types of Ad on Digital platform:

- Display Advertising.
- Video Advertising.
- Mobile Advertising.
- Native Advertising.

Different Ad format for Digital Marketing:

The ad formats available to the advertiser depends on campaign type-

- Apps,
- Display,
- Discovery,
- Local,
- Performance Max,
- Search,
- Smart,
- Shopping, and
- Video

and

campaign goal (for example, "Drive conversions" for Video campaigns or "App installs" for App campaigns). He has to learn and practise more about the different campaign types available. The ads may show on numerous devices, such as mobile (off and smart phones), desktop, or TV.

Each ad format has its own benefits, whether it's the ease and affordability of running a text ad, or the colourful storytelling that comes with video. The advertiser can run multiple kinds of ads from the same Google Ads account and, in some cases, from the same campaign.

How to calculate ROI of Digital Campaign:

- The basic ROI calculation is:
  (Net Profit/Total Cost) X100.
- Unique Monthly Visitors.
- Cost Per Lead.
- Cost Per Acquisition (CPA OR CAC).
- Return on Ad Spend (ROAS).
- Average Order Value (AOV).
- Customer Lifetime Value (LTV).
- Lead-to-Close Ratio.