

Digital marketing

MODULE-TWO

Introduction to digital marketing.

- Digital marketing is the use of digital technologies and platforms to promote products and services, as well as to connect with potential customers. It is an incredibly versatile and powerful tool that can be used in various ways to reach people worldwide. Digital marketing utilizes multiple digital technologies to deliver promotional messages, such as mobile phones, computers, and other digital media and platforms.

It can be used for B2B (Business to Business) and B2C (Business to Consumer) marketing, depending on the goal and objectives of the campaign. Digital marketing offers unique advantages such as greater reach, improved targeting, personalized messaging, and better ROI (Return on Investment). It also allows businesses to stay up-to-date with marketing trends and technologies. With the right strategies and tactics, companies can leverage digital marketing to increase their visibility and

- **Some Facts on Digital Marketing**
- Digital marketing has become a popular way of reaching out to potential customers, as it is efficient, cost-effective and provides more control over the targeting of advertisements. Digital marketing channels such as search engine optimization (SEO), pay-per-click (PPC), social media marketing (SMM) and email marketing are used to create and deliver marketing messages, as well as measure the success of campaigns.

- Some key facts on digital marketing include the following:
- Compared to \$491.70 billion in 2021, the amount spent on digital advertising in 2022 increased by 16.2%.
- Organic search is the most popular form of digital media, accounting for 34% of all online traffic.
- Companies are expected to invest an average of 9% of their total marketing budget in digital channels.
- Mobile advertising will account for over half of all digital ad spending this year.
- Email campaigns have an average return on investment (ROI) of \$44 for every dollar spent.
- Video content is growing faster than any other type of online content, with 87% of marketers using video content in their campaigns.

TYPES OF WEB PRESENCE

- Digital marketing can take many forms:
- Search engine optimization (SEO): This entails increasing a website's presence on search engine results pages. (SERPs).
- Search engine marketing (SEM): To do this, paid advertising must be used in the search engine results pages.
- Content marketing: To attract and keep a clearly defined audience, this entails producing and distributing valuable, pertinent, and consistent information.
- Social media marketing: This entails utilizing social media websites to interact with clients and advertise a company.
- Email marketing: This involves using email to send marketing messages to customers and potential customers.

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- Email marketing: This involves using email to send marketing messages to customers and potential customers.
- Mobile marketing: This involves using mobile apps, SMS, and other mobile channels to reach customers.

- **E-COMMERCE BUSINESS MODELS,**
- E-commerce business models can generally be categorized into the following categories.
- Business - to - Business (B2B)
- Business - to - Consumer (B2C)
- Consumer - to - Consumer (C2C)
- Consumer - to - Business (C2B)
- Business - to - Government (B2G)
- Government - to - Business (G2B)
- Government - to - Citizen (G2C)

- Business - to - Business
- A website following the B2B business model sells its products to an intermediate buyer who then sells the product to the final customer. As an example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to the final customer who comes to buy the product at one of its retail outlets.

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• BUSINESS - TO - CONSUMER

- A website following the B2C business model sells its products directly to a customer. A customer can view the products shown on the website. The customer can choose a product and order the same. The website will then send a notification to the business organization via email and the organization will dispatch the product/goods to the customer.

- CONSUMER - TO - CONSUMER

- A website following the C2C business model helps consumers to sell their assets like residential property, cars, motorcycles, etc., or rent a room by publishing their information on the website. Website may or may not charge the consumer for its services. Another consumer may opt to buy the product of the first customer by viewing the post/advertisement on the website.

CONSUMER - TO - BUSINESS

- In this model, a consumer approaches a website showing multiple business organizations for a particular service. The consumer places an estimate of amount he/she wants to spend for a particular service. For example, the comparison of interest rates of personal loan/car loan provided by various banks via websites. A business organization who fulfills the consumer's requirement within the specified budget, approaches the customer and provides its services.

- Introduction to payment gateways,
- In simple terms, a payment gateway is a network through which your customers transfer funds to you. Payment gateways are very similar to the point-of-sale terminals used at most brick and mortar stores. When using a payment gateway, customers and businesses need to work together to make a transaction.

PAY PAL AND CASE STUDY

PayPal is an online payment service that lets individuals and businesses electronically transfer money. You can send, receive and hold funds in different currencies worldwide.

- **MODULE -2**

- INTRODUCTION TO QUALITY,
- a quality item (an item that has quality) has the ability to perform satisfactorily in service and is suitable for its intended purpose. There are five aspects of quality in a business context: Producing – providing something. Checking – confirming that something has been done correctly.

AUDIENCE PROFILING AND SEGMENTATION

- Segmentation sets the stage for personalized marketing by creating smaller audience groups based on unique characteristics. Profiling picks up where segmentation leaves off, by turning those characteristics into messaging across platforms and channels.

INTERNET USAGE PATTERN

- The Internet allows you to keep your audience up-to-date with your business's latest trends and changes. They can see when you launch new products or offer new services. It's a great way to keep your audience informed. You will generate growth by keeping your audience up-to-date with the latest trends and changes.

- Rapid growth of online shopping activities in recent years has required careful identifications of key factors influencing consumers' behaviors and attitudes toward online shopping. Identifying critical factors influencing online consumer behavior is very crucial for effective customer relationship management. It is very important that online seller
- search engine marketing- Introduction , Email campaign creation and management, Google adward, Search and display on search engines, pricing models online , introduction to page ranking

- EMAIL CAMPAIGN CREATION AND MANAGEMENT,
- An email campaign is a sequence of marketing efforts that contacts multiple recipients. Email campaigns are designed to reach subscribers at the best time and provide valuable content and relevant offers. Email campaigns allow you to build deep and trusting relationships with your customers.

SEARCH ENGINES,

- A search engine is a coordinated set of programs that searches for and identifies items in a database that match specified criteria. Search engines are used to access information on the World Wide Web. **Crawling.** Crawlers discover what pages exist on the web. A search engine constantly looks for new and updated pages to add to its list of known pages. This is referred to as *URL discovery*. Once a page is discovered, the crawler examines its content. The search engine uses an algorithm to choose which pages to crawl and how often.

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

- **Description:** By matching relevant advertising content to the content on a publisher page, Adwords present an efficient way for an advertiser to increase traffic on their website without having to purchase advertising inventory on other sites. Advertisers usually pay for a click generated (cost per click), which is revenue to Adwords, which is shared with the publisher in a certain percentage. This helps not only the advertiser to pay for traffic which is real as Adwords employ a lot of methods to detect and minimise fraud clicks, but also helps publisher monetise its content which was previously less monetised or not monetised at all. Besides CPC (cost per click) advertising, Adwords offers CPM (cost per mile) advertising, site targeted advertising (exclusively for text, banner and rich media ads) and re-targeting.

- Pricing modeling refers to the methods you can use to determine the right price for your products take into consideration factors such as cost of producing an item, the customer's perception of its value and type of product—for example, retail goods compared to services. They are often visually represented on a chart such as a demand curve. The best pricing model will be the one that maximizes revenue for your particular business, and the strategy you use might vary between products and over time.

- **7 types of pricing models**

- If you want to analyze your own pricing and perhaps make modifications necessary, it might be useful to know about some common pricing models.

- **1. Cost-plus pricing model**

- Cost-plus pricing can be a relatively straightforward yet powerful strategy for setting your prices. To use cost-plus pricing, you calculate the total cost of materials, labor overhead that go into making a product and then adding a markup so you earn a profit.

- **2. Value-based pricing model**

- Value-based pricing uses the customer's perception of your product's value to set prices. Using this strategy involves measuring and analyzing your customer base's ideas about your products worth.

- **3. Hourly pricing model**

- Hourly pricing is used primarily to price services rather than goods or physical products. This pricing model often takes factors such as the value of the provider's labor and any associated expenses into account. Hourly pricing can require more documentation than other kinds of pricing, especially on the part of the service provider, because customers often like to know exactly what tasks were accomplished in the period of time they paid for. For example, an hourly freelance designer might need to specifically document the tasks they accomplished in a period of time according to type so the client can see the use of that billable time.

- **4. Fixed pricing model**

- Fixed pricing, also known as project-based pricing, involves setting a price for an entire contract or project. This method offers consistency for the customer and might maximize profits if the business can complete the project efficiently.

- **5. Equity pricing model**

- In some cases, you may be willing to accept equity, or stock in a company, as compensation for your product or services. Choosing to offer equity pricing can depend on factors such as the size and success of a client company as well as the anticipated performance of their stock.

- **6. Performance-based pricing model**
- Performance-based pricing relies on the quality of a specific service provided to determine the price. This model works best when you can document the outcomes of your work and agree on payment for those outcomes ahead of time. For example, if you design an app that is meant to increase customer engagement you may discuss the specific metrics that will result in a specific price point.

- **7. Retainer pricing model**

- Retainer pricing involves determining prices for service and agreeing upon them with the customer before work is completed. Retainer prices can be set using the value of the service provided—for instance, charging a set amount for a certain number of customer engagements each month—or using time, such as a contract that includes 80 billable hours of consultation work each calendar month.

Module-4

- What is Social Media? Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and YouTube accounts.



Social Media

['sō-shəl 'mē-dē-ə]

A computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities.

- **How Social Media Originated and Evolved**

- Social media started out as a way for people to interact with friends and family but soon expanded to serve many different purposes. In 2004, MySpace was the first network to reach 1 million monthly active users.³
- Social media participation exploded in the years that followed with the entry of Facebook and Twitter (now X platform). Businesses gravitated toward these platforms in order to reach an audience instantly on a global scale.

- **What Social Media Is Used for Today**

- Social media platforms are often divided into six categories: social networking, social bookmarking, social news, media sharing, microblogging, and online forums.
- These diverse platforms serve a vast range of purposes and user interests. Some appeal to hobbyists, others to people in their work lives. People use them to find others across the globe who share their political or other views. Entertainers use social media to engage with fans, politicians with voters, charities with donors. Governments often turn to social media to convey vital information during emergencies.

- Online Public Relations
- Online Public Relations (E-PR, Digital PR) is a form of web-based public relations that employs all the resources provided by online media. Its goal is to increase the online presence of an organization, company, or individual using online channels.

It functions as the web relationship influence among internet users and it aims to make desirable comments about an organization, its products and services, news viewed by its target audiences and lessen its undesirable comments to a large degree .

- **3 Types of Digital PR**

- Now it's time to present the three main types of digital PR:

- **1- PR Link Building for SEO: Unlinked mentions, outreach, etc.**

- PR Link Building is all about using techniques based on public relations. For instance, press releases and media pitching to ensure that valuable editorial links lead back to your website.

- **2- Social Media PR: Crisis management, influencer relations, etc.**

- [PR crisis management](#) includes social media actions, as part of a communication strategy. If a crisis occurs, social media will come to the rescue. Crises are handled by the public relations teams and social media is the tool to handle any misunderstanding.

- **3- Press Releases: Share company news, get mentions in big publications, etc.**
- The digital era has affected the distribution and [monitoring of news](#). Digital news releases are created in a way that a journalist or blogger gets all the information they need.
- You can share a variety of information related to your company (contact links, images, video, etc) to optimize your digital news release to maximize web exposure.

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Benefits of Digital PR

The key benefits are the following:

1- Digital PR Increases Brand Awareness

A well-shaped brand enhances trust among its audience, which is one of the most important aspects of a digital marketing strategy.

Using digital PR strategies boosts not only customer trust but of course brand awareness. Positioning your brand as an industry leader is considered highly essential for a brand's well-being.

- **2- Improved Organic Rankings**

Another benefit is improving organic rankings on your website. [Search engines](#) and SEO play an important part in enhancing your presence in organic search results. There is a lot of value in high-quality external links that lead back to your website.

- **3- Increased Website Traffic**

On that note, SEO and digital PR combined can increase your organic web traffic and referral traffic with the help of social media coverage.

- For example, quality links in articles, and shares on social networks make it a lot easier for people to find you online.

- **4- Enhanced Brand Credibility**

Maintaining a solid online presence on social media allows you to build your credibility as a brand and improves the quantity as well as the quality of business leads.

- **5- Digital PR Increased Sales**

- Increased website traffic and a strong brand reputation indirectly affect your sales. The more your audience trusts you the more you will see the results you want.

- Blog Marketing is a content marketing strategy. The marketing strategy uses blogs to address potential customers directly and individually, thus achieving customer loyalty for their own brand. This type of marketing uses viral marketing methods in which an interest group is built based on a blog.
- Blogging helps drive more sales by boosting your brand awareness and improving the rankings of your product pages. Creating a successful blog will help you to rank higher in search results when your customers are looking to buy from you.

- A **blog** is an online source of information such as news, a diary or a journal that is updated frequently or periodically following a consistent schedule. A blog is a tool that is used to express and share information with the purpose of educating your online audience. You can consider a blog your personal website that is updated frequently to maintain value for your followers.
- The word [blog](#) is short for weblog and can be used interchangeably. Blogs started originally as a way for people to describe their day-to-day activities through writing. In time, the writing of everyday tasks became the foundation for journal entries. Eventually, these journal entries gained a following and the social art of blogging was created. Nowadays bloggers write about much more interesting topics, usually around a central topic. Blogs can be used as very valuable marketing tools.

- The Importance of Blogs
- Blogs are platforms that get your voice heard. There are not any mediums quite like the Internet in terms of audience reach potential. Bloggers have an opportunity to reach thousands of people every day with a direct message about a specific topic. Every human wants their voice heard and a blog allows for that voice to be heard by the masses.
- Some individuals still use blogs to share the daily details of their lives. Other bloggers see more value in blogging valuable content to a potential a mass audience. These individuals use blogs to educate visitors about specific topics that they are passionate about and socially promote services or products they are fond of. Bloggers that choose to educate are especially valuable to digital marketers because the blogger's following is directly interested in the service, idea or product of their blog is about.

- INTRODUCTION TO ONLINE:
- Online reputation management is a practice of structuring a brand's reputation on the internet by displacing misleading content, uploading trending content, and making it visible through the help of other internet algorithms.
- For a user, the brand must display or provide correct solutions for their queries. If the questions are not resolved, a user may not trust the brand for their requirement, thus making the user provide negative comments on the brand, which is then marked by the internet algorithms. This takes a heavy toll on the brand's reputation as it slips down from the search results giving a window for the competitors to rise higher.

- How is online reputation management different from SEO and ORM?
 - Online reputation management serves as a tool to track, trace and repair a brand's image. Now, the doubt that arises here is to understand the difference between SEO and ORM.
1. SEO is refining a website to increase its visibility on Google, Bing, and other search engines. Where as ORM is a process of filling the page with positive content that will generate trust with the user.
 2. SEO builds strategies to help websites rank on the top where as ORM works in association with SEO to displace or remove misleading content and websites in search results
 3. SEO targets at dominating the search results for many related keywords or search terms where as ORM targets at dominating the search results for specific related keywords or search terms

- How is online reputation management implemented?
- 1. Creating the right presence** – This means displaying the only thing that a business needs to show to its customers. To create the right presence on the internet, a business must monitor all the content, ad plays, and inter-linked sites that are associated with its business site. This includes making industry-specific content, promoting press coverage, backlinking rich media sites, continuous up-gradation, etc.
- 2. Make sure that your business is found** – This means creating a space on the internet exclusively for the business. SEO helps bring the business to the top of the search results. It is the ORM's responsibility to help the search engines find the page suitable and suggestive for every related search term. Hence, ORM managers of the business must produce relevant content, research the user behavior, update the site and check for the trustworthiness of the content.

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3. Providing sufficient content – Content is the King. It is a business's responsibility to supervise that the content published on its website has 100% relevance to the industry that it represents. Without accurate content, the user would not be interested in visiting the website, thereby disturbing the reputation of the business.

4. Interact with customers – Customer interaction is one of the crucial parts of managing online reputation. If a customer has a complaint, a business should understand the complaint. The business should try its best to resolve the complaint.

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5. Advertise only what a business can provide – One of the most destroying factors of a business downfall is that it promotes way more than what it can provide. For example, when a business promises to provide a discount of 10%, it should give a discount no matter what the situation is. If a business has terms and conditions levied to the discount, it should properly mention them to keep its customers aware.

6. Get active on social media – Social media serves as social evidence of a business's existence. Brands that are present on social media have many benefits. First of all, it can tell a business what audience is generally interested in hearing and buying from the business.

- **7 Essential Elements of Online Reputation Management:**

There may occasionally be unhappy clients for companies of all sizes and industries. Most customer issues are resolved swiftly and effectively over the phone or via email. However, the situation may worsen if the customer posts unfavorable reviews about your company online. Having an [online reputation management strategy](#) in place before a possible crisis occurs is crucial to minimizing the impact of negative reviews. With some preparation, your company can respond swiftly and cleverly to minimize financial loss. A brand must integrate all seven elements to manage its online reputation effectively.

- 1. Get active on social media and other platforms.
- Your social media presence significantly impacts your brand's reputation. The presence of consumers' favorite companies on social media is expected. Social media platforms allow businesses to interact more personally with their clients, reach wider audiences, and emphasize their uniqueness and authenticity. There are various advantages of having a good online reputation on social media. 75% of customers will boost their spending with a business when they follow it on social media. That number is significant and may make the difference between a static brand and one that expands. The more social media activity you have, the better. Utilize social media to engage with new audiences, market your company, engage with customers, and provide top-notch customer service. Engaging on social media will help you connect with customers, build your brand's reputation, and expand your business.

- 2. Manage your social media profile.
- Your online impact will rise if you can keep your followers interested by regularly posting valuable content. Routinely maintaining your social media accounts and building an organic following is a type of online reputation management practice. To do this, you must seek help from an integrated marketing communication company like Konnect Insights if you need to increase your online engagement or get started.

- 3. Respond to online reviews.

Before making a purchase, most people check online reviews of potential vendors. This shows the value of reviews in maintaining an online reputation. Encourage satisfied customers to discuss your company and leave reviews on various social media channels. In addition to gathering thoughts, managing your online reputation hinges on how you react to bad reviews. Therefore, don't ignore, or run away from bad reviews. Instead, respond to them by issuing an apology or working out a compromise over the phone or via email.

- 4. Respond appropriately to negative reviews.
- The impact of a negative online reputation is worst on a business's online revenue and negative reviews play an important role in it. Negative reviews are very unpleasant and personal for a small business owner. However, if you react correctly, you can prevent harm to your online reputation and enhance it. You can resolve the issue and convince the client to change their viewpoint by interacting with them and making a personal connection. You'd be shocked at how often a kind reply to a negative review will convince the reviewer to give your company another try. Send a private message promising to address a customer's issue if you believe you can. Once the customer's problem has been resolved, kindly ask them to change their mind. Send the customer a brief and polite public message thanking them for their business and their comments if you cannot remedy their problem. Even if you cannot fix their problem, you can gain their trust and get another chance if you can speak to them about their experience and discuss any improvements you may have made. Other potential clients will read your response and be able to gauge your professionalism and dedication to giving every client the most incredible experience possible.

- 5. Get positive reviews

Customers are satisfied with businesses that have been operating for a while. They wouldn't be in business if they didn't. Most satisfied customers will only leave a review if you specifically request it. However, the majority of businesses need better ratings. Reviews are perceived logarithmically. You are a horrible firm if you have five reviews, two of which are unfavorable. If you have 500 reviews, however, and ten are unfavorable, ten people are having a bad day. Instead of just asking for reviews, build a strategy for asking for favorable ones from customers.

