

## Unit-2

# Digital Marketing Planning and Structure

### Creating initial digital marketing plan

A **digital marketing plan** is a document sharing the details for all the planning for your digital marketing campaigns or actions. It details, among other things:

- Short, medium and long term business goals.
- The strategies to achieve the goals at the digital level.
- The channels to use.
- Action and development plans.
- Investment and budget.
- The timing and roadmap.

According to Philip Kotler, considered one of the fathers of modern marketing, a traditional marketing plan serves: “to document how the organization’s strategic objectives will be achieved through specific marketing strategies and tactics, with the customer as the starting point. It is also linked to the plans of other departments within the organization.”

With this in mind, does your company need a digital marketing plan? According to Premarketing and in our opinion, the answer is a resounding yes: 100% yes. You need it to:

- Attract, convince, convert, and **make your customers fall in love with your product or service.**
- Plan all the strategies and actions to reach your target customer.
- Segment your marketing campaigns to **provide value** in every stage.

Before developing the steps that define a digital marketing plan’s structure, you need to feel comfortable in your corporation’s online domain, your target, the channels where you should be present, and who your competition is and what they do.

Next, we’ll give you a break-down of the step-by-step structure for your digital marketing plan:

## Targeted group analysis

**First Approach:** The target group is known and can be easily defined by sociodemographic characteristics. Using geographic analysis with a GIS (Geographic Information System, e.g. Online GIS), you can locate the areas in which the characteristics of your target group are particularly frequent. This allows you to perform an overlay analysis, which combines multiple target group characteristics, such as age, purchasing power and attitudes towards a specific topic.

Thus, for example, you can find the regions in Germany or Austria where an especially high number of women live who are between the ages of 40 and 60, have an above-average purchasing power and a garden.

**Second Approach:** You do not know your target group yet, or not in enough detail. With GIS software you determine or expand your target group. How does it work?

You know from your company data where the high-revenue regions and branch locations are, and where the customer density is high. If you do not have this information, a geomarketing analysis will provide it. Now you can draw conclusions about potential target groups: Why are sales so high in this particular location? What are the characteristics / similarities of customers in this region?

Having further defined your target audience in this way, the GIS software will help you discover other regions where people live that have exactly those characteristics. For example, women between the ages of 40 and 60 who have a higher than average purchasing power and a garden..

## Content marketing

*Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.*

### Domains

Domain name is the address of your website that people type in the browser URL bar to visit your website. In simple terms, if your website was a house, then your domain name will be its address.

#### **A more detailed explanation:**

The Internet is a giant network of computers connected to each other through a global network of cables. Each computer on this network can communicate with other computers.

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## **What is Traffic?**

Traffic is visitors to your website. They are grouped into different segments, depending on how they found you. Get your head around the types of traffic that you'll commonly see used in online analytics:

**Direct traffic** URL type-ins, bookmarks, or media links that are not tracked

**Campaign traffic** display ads, email campaigns, social media campaigns (you can create a campaign tag to link to a landing page to track this)

**Search traffic** from search engines, including both organic (defined below) and paid search

**Referral traffic** from other sites that have direct links to your site

**Organic traffic** all traffic that comes to your site as a result of unpaid search results.

**There are 3 main traffic outcomes that you can measure:**

**Quantity** will show you how many people come to your site

**Quality** will demonstrate how your visitors have engaged with your site, including the **bounce rate**, which is how many people have clicked on to your page and then closed it down And finally the **cost** of traffic: how much did it cost you to get them there and doing something? Here's where the **CPA** comes in, which can be cost per acquisition or cost per action.

## Understanding Leads

A lead in digital marketing is the communication details that you use to contact your customer or potential customer about your product or service.

The main purpose of sourcing, collecting and storing leads is so that you can have the ability to broadcast messages to the people within the niche group regularly, with items that would be of interest to the group.

Some people use automatic email delivery systems, known as auto responders. Messages are loaded into the auto responder service, and sent at timed intervals, and sometimes marketers use broadcast messages once they have built a sufficient email list.

Leads can be obtained by advertising in newsletters and by making joint venture deals with other businesses in the niche group, of who already have a profitable and responsive email list.

Buyer leads have a higher response rate than email leads that have been obtained via offering something free, such as an eBook or product sample.

## World Wide Web (WWW)

**World Wide Web (WWW)**, byname **the Web**, the leading information retrieval service of the Internet (the worldwide computer network). The Web gives users access to a vast array of documents that are connected to each other by means of hypertext or hypermedia links—i.e., hyperlinks, electronic connections that link related pieces of information in order to allow a user easy access to them. Hypertext allows the user to select a word or phrase from text and thereby access other documents that contain additional information pertaining to that word or phrase. Hypermedia documents feature links to images, sounds, animations, and movies. The Web operates within the Internet's basic client-server format; servers are computer programs that store and transmit documents to other computers on the network when asked to, while clients are programs that request documents from a server as the user asks for them. Browser software allows users to view the retrieved documents.

## Domain

A domain is your property. A stake in one of the few things you can really own online. You can throw a copyright on every piece of content. But nothing can really stop anyone from right clicking and selecting “save,” not to mention the power of *Ctrl+a* with *Ctrl+c*. But that domain is really yours. Unless you are a victim of cybercrime, no one can take your domain away from you.

What's in a name? It's you. A domain is everything; it shows what you do as a business and what you're all about. It's the first ten seconds of an interview, the first impression you can't undo. A misspelled, clunky, overly long domain might as well spell a cheap suit and sweaty palms.

It's worth pointing out that throughout this book, and in the real world, when talking about domains, we are not referring to <http://www.example.com>, the URL, rather just the "example" section. The parlance of the web isn't always in line with how we communicate, so if we refer to any specific part of the whole domain, we'll point it out.

The constituent parts are important not only in the understanding of what's below, but as you'll learn, it'll help you navigate the world of domain registrars. For example, the difference between a domain that drives traffic and one that doesn't could be something as simple as a variation to a top-level domain (TLD) or hyphenation of a longer domain. The anatomy of a URL can be like a puzzle. Knowing how to manipulate a part separately can make the whole task less daunting.

## **Buy a Domain Name**

Here are 10 tips to consider before you buy a domain name.

### **1. Check the competition**

Look at the domain names of competitors and leaders in clients' industries. Note any keywords they include and their domain extension – everything to the right of the dot (also called a TLD). A client operating a bicycle shop would likely find relevant domain names include some variation of bike, bicycle or cycle.

Once you come up with something you like, check its availability with Media Temple's [domain name search tool](#).

### **2. Make it easy to type & remember**

Even if a website ranks well in searches, it's still important to have a web address that clients can relay via word of mouth. That can mean limiting creativity a bit, as it's very difficult to visualize and remember domains with odd spellings of words, multiple hyphens or other characters, numbers and so forth.

People should know how to type it as soon as they hear it or after a very brief explanation. In the domain industry this is commonly referred to as the "radio test." If your client is running an ad or talking about their business over the air, how do they

say the domain? Something like katz4life.com presents far more of a problem than, say, catsrock.com for a web address.

Also try to avoid words that have more than one common spelling, such as ambience (which can also be spelled ambiance). If you must use one of these, try to register an additional domain with that alternate spelling. It's very easy to forward the variant to a primary domain, letting people find the website without confusion.

### **3. Avoid slang & pop culture**

Imagine if today you tried appealing to a millennial demographic by using the term xtreme in a domain. You might reel in droves of fortysomethings, but the target audience would likely find that choice of words laughably outdated.

Planning for long-term success means picking a web address with classic appeal, not something that fades from popularity within a few years.

Similarly, avoid slang or use only slang that's universally recognizable. With the global reach of the internet, it's not unthinkable that you'll attract some folks who speak English as a second language. Make it easy for them.

### **4. Shorter is better**

As we just discussed, a good domain name is easy to remember – and shortening it helps a lot. If there are multiple words in the domain, people will need to remember all of them and the order they're in, not to mention correctly typing the whole thing out. There aren't many one-word domain names available today, but we're about to go over a key strategy for finding a short domain.

### **5. Look beyond .com**

At the time of this writing, the average length of a .com domain name hovered around 15 characters. That's quite a mouthful, even if you break it into several words. Fortunately, the growth of the internet means new domain extensions get released regularly – and today there are nearly 300 of them.

Looking beyond .com can make the difference with a memorable domain that tells a story about what you do. For example, imagine working with a client who operates an upscale yoga studio. If you stuck with only .com for their web address, you probably wouldn't have much luck.

Fortunately, the .studio TLD was released recently enough that there are more short and memorable domains available. It's also a perfect fit for the industry and would create very little confusion for people trying to remember the web address.

## **6. Check social media handles**

Before registering your great idea, take a few minutes to see it's already in use as a handle on social media platforms. It's ideal to have a client's domain and social media handles match in order to create a stronger brand. Visitors will feel more confident finding your client online, and they'll have more credibility when you share all the cool stuff you're doing.

## **7. Avoid trademarks**

With all the new domain extensions available, the unscrupulous individual might be tempted to piggyback off the reputation of an established brand. Imagine registering a domain using the word nike paired with a domain extension that just came out, and then using it to market the sports gear of a client you hope to impress.

This might seem like an easy win, but it wouldn't be long before it caught the eye of Nike's legal department.

This also might occur purely by mistake, but either way you're on the hook. If you have a great idea, make sure someone else didn't have it first with a quick search at the [United States Patent and Trademark Office](#). It'll reveal if anyone else registered the basic word mark that you're after.

## **8. Protect your brand**

Even if you trademarked your great idea, somebody could still imitate you without legal repercussions. For example, an imitator of your client's yoga studio might try using a similar domain that uses another extension, perhaps dropping .studio in favor of something else. You can head off bad actors by registering multiple variants of the domain you want to protect, and then forward them to that online property.

## **9. Hyphens are a close call**

If a domain name uses two words, it might be tempting to add a hyphen for readability. The problem is people might not remember the hyphen and wind up at someone else's site.

It used to be a common belief that hyphenated domains were easier for search engines to parse, so they had better SEO value. However, today it's understood that search engines actually associate hyphenated domains with spammy behaviour – and could penalize them.

## **10. So are numbers**

Like hyphens, numbers can present a dilemma if people aren't sure if you're using a numeral or spelling out the number. Most of the time, it's safe to assume it's spelled

out, like twobrothers or threeroses. On the other hand, numerals in a street address or year might present as much a challenge as a branding opportunity. You can easily overcome this simply by registering both versions of the domain, and then forwarding one to the other, opting to make the stronger domain the primary address.

## **Website Language & Technology,**

The most common programming languages on the Web include HyperText Markup Language, JavaScript, Cascading Style Sheets and PHP: Hypertext Preprocessor. Some are used in conjunction with each other while some can be used almost entirely separate from the other languages to create an interactive or static website. Although you may find other languages, these are the primary ones used to deliver content through a Web browser.

### **HTML**

HTML is one of the most common programming languages used to create and design websites and pages. This type of programming language is known as a markup language, which means it is distinguished by markup tags. Markup tags are keywords surrounded by brackets and when used, they create a specific output in the browser window. Hundreds of different markup tags exist, and they all serve different purposes. Some of the most common markup tags include `<html>`, which opens an HTML document; `<body>`, which is the main section where content is stored and displayed; and `<p>`, which starts a new paragraph.

### **CSS**

CSS is a complementary language that helps to style HTML markup code. A page's CSS styles are usually called between the HTML tags. This method of styling a page is incredibly useful because it allows a website developer to change all of the same HTML elements on a page without the need to change each one individually. It allows developers to save time and to test new design styles with ease.

### **JavaScript**

JavaScript resembles more traditional computer programming languages but allows Internet users to perform certain actions on a website and interact with the content. The scripting language uses function calls and supports object-oriented elements. It can be used outside of the Web, for example, in PDF documents. This language should not be confused with the similar sounding language, Java.

## PHP

PHP is a pre-processor hypertext, server-side language. A server-side language means that all of the processing is done on the server rather than inside of the browser. The server processes the Web page before it is displayed to the user. PHP code can be embedded inside of a regular HTML document or used as a stand-alone file. Both instances require the server to have one of the latest PHP platforms installed.

## Website Optimization

Website optimization is the process of using tools, advanced strategies, and experiments to improve the performance of your website, further drive more traffic, increase conversions, and grow revenue.

One of the most critical aspects of website optimization is search engine optimization (SEO). The technique not only focuses on getting various pages of your website to rank high in the SERPs for specific keywords but enables prospects to find your brand in the easiest possible manner. The other critical aspect here is on-page optimization. This technique ensures that prospects that land on your website has the best user experience compelling them to take the desired action and convert into a lead.

So, by optimizing your website, you can not only tap into an untapped market in the most effective and efficient manner (without paying for advertising) but open doors to more conversions and revenue gains.

**But, while SEO is an essential part of website optimization, it's not the end-all-be-all of optimization.**

Optimizing your website for real people helps you gain your visitors' trust, starts building a relationship, and lets you sell products without having to jump on a sales call.

A holistic website optimization approach combines a variety of disciplines to make sure your website performs ideally in all areas:

- SEO
- Copywriting
- Analytics
- UX Design (Frontend)
- Web Development (Backend)
- CRO/Landing Page Optimization.

## Design of Word Press web

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

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

- **Blog** – A blog is a special type of website devoted to sharing thoughts, photos, reviews, tutorials, recipes and so much more. Blogs usually display the most recently-published content first.
- **E-commerce website** – An e-commerce website allows you to sell goods or services online and collect payment via an online payment system. You can download and install a WordPress e-commerce plugin to extend the default functionality of WordPress so you can have an online store on your website.
- **Business website** – Many businesses will benefit from having an online presence in the form of their own website. If your business needs a website for customers to learn about your company and what you have to offer, WordPress is an excellent option. Customers can contact you, ask for a quote, schedule an appointment and much more.
- **Membership website** – A membership website allows you to put content behind a paywall or an account login. To access pages or posts, users must login or pay for the content. WordPress can also handle membership websites with additional plugins.
- **Portfolio website** – Show off your artwork, design skills and more with a portfolio website built on WordPress.
- **Forum website** – A forum website can be a helpful place for users to ask questions or share advice. Believe it or not, many forum websites run on WordPress.
- **Event website** – Hosting an event? WordPress makes it easy for you to share your event details and sell tickets.
- **E-learning website** – Students can take online courses, track their progress, download resources and much more from an e-learning website. With a special kind of plugin called a Word Press LMS plugin, you can offer online courses from a Word Press website.
- **Wedding website** – Share the details of your big day with a wedding website built on Word Press. With an array of WordPress wedding themes, you can get a website up quickly and easily.

## SEO Optimization

This guide will be an introduction to and overview of search engine optimization (SEO), a hugely important tactic for driving traffic to your site.

In this guide you'll learn:

1. What is SEO & Why is it Important?
2. SEO Keyword Research & Keyword Targeting Best Practices
3. On-Page Optimization Best Practices

Let's get started!

## **1. What is SEO & Why is it Important?**

Search engine optimization is the process of optimizing web pages and their content to be easily discoverable by users searching for terms relevant to your website. The term SEO also describes the process of making web pages easier for search engine indexing software, known as "crawlers," to find, scan, and index your site.

While the concept of SEO is relatively straightforward, many newcomers to SEO still have questions about the specifics, such as:

- How do you “optimize” for your site or your company’s site for search engines?
- How do you know how much time to spend on SEO?
- How can you differentiate “good” SEO advice from “bad” or harmful SEO advice?

Perhaps the most important aspect of search engine optimization is how you can actually leverage SEO to help drive more relevant traffic, leads, and sales for your business.

## **Web Analytics**

Web Analytics is the methodological study of **online/offline** patterns and trends. It is a technique that you can employ to collect, measure, report, and analyze your website data. It is normally carried out to analyze the performance of a website and optimize its web usage.

We use web analytics to track key metrics and analyze visitors’ activity and traffic flow. It is a tactical approach to collect data and generate reports.