Subject-Digital Marketing – (406)MM - 2021

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Unit-1 Introduction to Digital Marketing

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Digital marketing meaning

Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers.

Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing.

Digital Marketing Concepts

- **Search Engine Optimization (SEO)**: One of the most specialized and sought after tool, SEO focuses on making your business website rank top in the search engines such as Google, Yahoo, etc.

- **Email Marketing**: Did you know that email marketing is the cheapest, most preferred and most effective digital medium? It comprises building a subscribers list and sending emails to the target audience.

- **Content Optimization**: Some digital marketing experts say that content is the silver bullet of digital marketing. Whether it is a website, social media platforms or emails, the quality, consistency, relevance and frequency of updation of content plays a crucial role. Nobody likes information which is poorly written in context and full of grammatical errors!

- **Marketing Analytics**: Marketing analytics play a very important role in evaluating data to design the complete strategy of marketing. Those who are looking to learn marketing analytics can enrol to the Marketing analytics course by XLRI.

Do note that content can be published in various ways
- Web pages
- Blogs
- Info graphics
- Whitepapers
- E-books
- Videos
- Webinars
- Podcasts

- **Pay-Per-Click (PPC) Advertising**: Well, it doesn't cost you more bucks if you prefer organic advertising. But, the number of people you can reach is only limited. Whereas, paid advertising, especially on Facebook and Twitter, can increase your digital footprint to a larger audience.

- **Mobile Marketing**: With 80% of internet users relying on their smartphones to search for information and buy products, mobile marketing is the way to tap them. It is a tool to appeal the mobile device users via SMS, responsive websites, apps and personalized notifications. (Source: Smart Insights)

Measurement
The beauty of digital marketing lies in the fact that ROI on every penny spent can be tracked. It also monitors the number of leads and conversions.

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Digital Marketing Process

1. **Online Visibility of Business**

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

2. **Generating potential traffic for business**

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

3. **Make customer engagement plans**

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

4. **Lead Generation for business**

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

Micro Leads:

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

Macro Leads:

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

5. **Calculation of ROI**

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

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

Meaning visibility

The term "visibility" is used to portray the extent to which a company's management or analysts can estimate future performance. Visibility can range from low to high or from the near-term to the long-term.

Increasing visibility

Use these strategies to boost your visibility:

- Speak up in meetings.

- Strengthen your relationship with your boss.

- Ask for high-visibility projects.

- Volunteer to represent your team.

- Participate in learning opportunities.

- Demonstrate your expertise.

- Form a Mastermind Group.

- Grow your network.

- Find a mentor.

- Highlight others' achievements.

Concept of engagement

I am in the final drafting stages of a literature review on active learning spaces, one of the major projects I was committed to doing on sabbatical. A number of the studies my co-author and I included in the review approach the topic of "engagement" in some way or another. Although we see the need to discuss these results, I've been resistant to including that discussion in the paper because the term, "engagement", is so poorly-defined that it seems meaningless. But it's too popular of a concept to just leave out. So I drafted the following as part of the paper, and after the fact I thought it might make a good blog post. So here it is in first-draft form, formatted a little differently than it will be in the paper to make it more like a blog post.

Visitors engagement

Visitors Engagement confirms where the users would find any value in your services or products offered by you or by your Company (Organisation).

- If you want to reach the customer or getting closer to you client can be easily achieved by User Engagement.
- Driving User Engagement allows you to encourage your clients to share as well as interact with your brands or products offered by you.
- With a very good user engagement website will increase your company growth and prospective.

Engagement Importance

Why user?s engagement is important?
One of important factor of customer engagement on website is about conversions.

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

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

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

Now let us see how we can increase visitor engagements

Web-Site speed

- A best way to keep your users away from page loading speed. For an instance if your page takes more time to load then be sure you are going to lose more users. Even you page must load fast in lower broadband speed. Since you cannot say every user has a good internet speed.
- Secondly, we must use amp versions for your pages which will make the content to load faster in mobiles and nowadays most of websites are responsive type.
- And another important factor is that try to maintain your site clean with unwanted content and images.

Content flow

- Make sure your visitors must not feel complex to go through your entire site.
- Try to use more navigation in your website which makes the user easy accessible.
- In your web-page use more of images rather than lump of texts where user will feel interested.
- Try to link your old articles which makes new user to explore more about you page.

Home page

Home page is the page which says what is your company is about where it should be more attracted for visitors.

Visitors must engage your website with good images filled with color. Here website says to your visitors what is your website is about by its appearance.

Even it will be better to provide 30 seconds video what the services you offer to your customers.

Let us see what all important factors your page should have

- Use Catchy headlines.
- Blogs should be updated regularly.
- Use right photos to your content.

Visitor engagement is overall co related with total profitability.

- Visitor attention is a very important resource where if the visitor spends too much of their time on your site or an app.
- It shows clearly that they are interested in your service. This notifies you that your business will make money from your products or services. That will be reached your customer by your ads, subscriptions or sales.
- Your highly engaged users are more interested to buy and share the products or services with their Connections this can be a very good Online Reputation Management (ORM) for your company.

Engagement examples

Commenting

- For an instance if your content is really good as well as meaningful, then your viewers will be really interested in discussing it and sharing across the social media Channels.So they can post their comments.
- If users have any further queries you can start solving their queries It is a good sign that you are having very good customer engagement rate.

Social media sharing

- At the beginning we discussed about the optimizing the site here social media buttons supports it very well.
- With the help of these social media buttons the visitors can share the content if they really like it. Which indirectly increases you engagement rate and there is a chance that we may get new subscribers

Bringing Targeted Traffic

Find Your Ideal Audience

Here's a quick pop quiz. True or false: All website traffic is basically the same, so quantity matters more than quality. If you guessed false, you got it right. Not all website traffic is equal. It is better to have fewer hits from people who actually care about your business than scads of traffic from people that will never purchase your product or service. When building website traffic, you need to find the right audience for what you have to offer. One way to do this is by looking at similar websites. Here's a quick breakdown of the process:

1. Find the website that has the audience you want.
2. Collaborate with the owner of that site and have guest posts published on their blog.
3. Remember you have to give something in return. This might be another guest post from them on your blog or some advertising.

You can also post on popular sites in your industry and include links back to your own website. These are all great ways to bring more of the right people to your site

Promote Your Website Through Multiple Channels

Unless you're a completely new business, you probably already have a client base and a number of fans of your business. You can convert new and existing clients to website traffic by putting your website URL in every place possible. This can include your email signature, invoices, marketing materials and social media accounts. Additionally, you should use social media to your advantage and promote blog posts and specific landing pages on your site. Advertising can be another effective way to bring in targeted traffic. Just make sure to send people gained through social media or advertisements to a page with a clear focus and call to action. There's nothing worse than sending a person to the home page of your site and losing them because there wasn't a clear indication of what action they should take next.

Create a Site That's Easily Found by Search Engines

The importance of search engine optimization is no secret. Many people find websites through search engines these days, and it's important to make sure your website is optimized for search engine algorithms. Google is probably the most important search engine you should care about, and they are constantly changing the algorithm they use to rank sites. Despite the many updates to search algorithms, there are a few important things to remember:

- Focus on creating outstanding content that speaks in a language your buyers will understand.

- Use buyer personas to create keywords your audience would actually search for.

- Remember the differences between how people search by voice as opposed to typing.

- Don't forget about location keywords to gain more targeted traffic.

Make Your Site Useful and Easy to Use

Once you bring people to your site through the previous methods, the trick is knowing how to keep them there. You can do this in a number of ways:

- Invest in outstanding design.

- Make sure your site is mobile-friendly.

- Regularly publish useful content for your audience.

- Offer website visitors something of value such as information, coupons or giveaways.

In summary, the important things to remember when building website traffic are to create a website that speaks to your ideal customers, promote the website in multiple different channels and keep visitors coming back by creating a user-friendly site with content they can use.
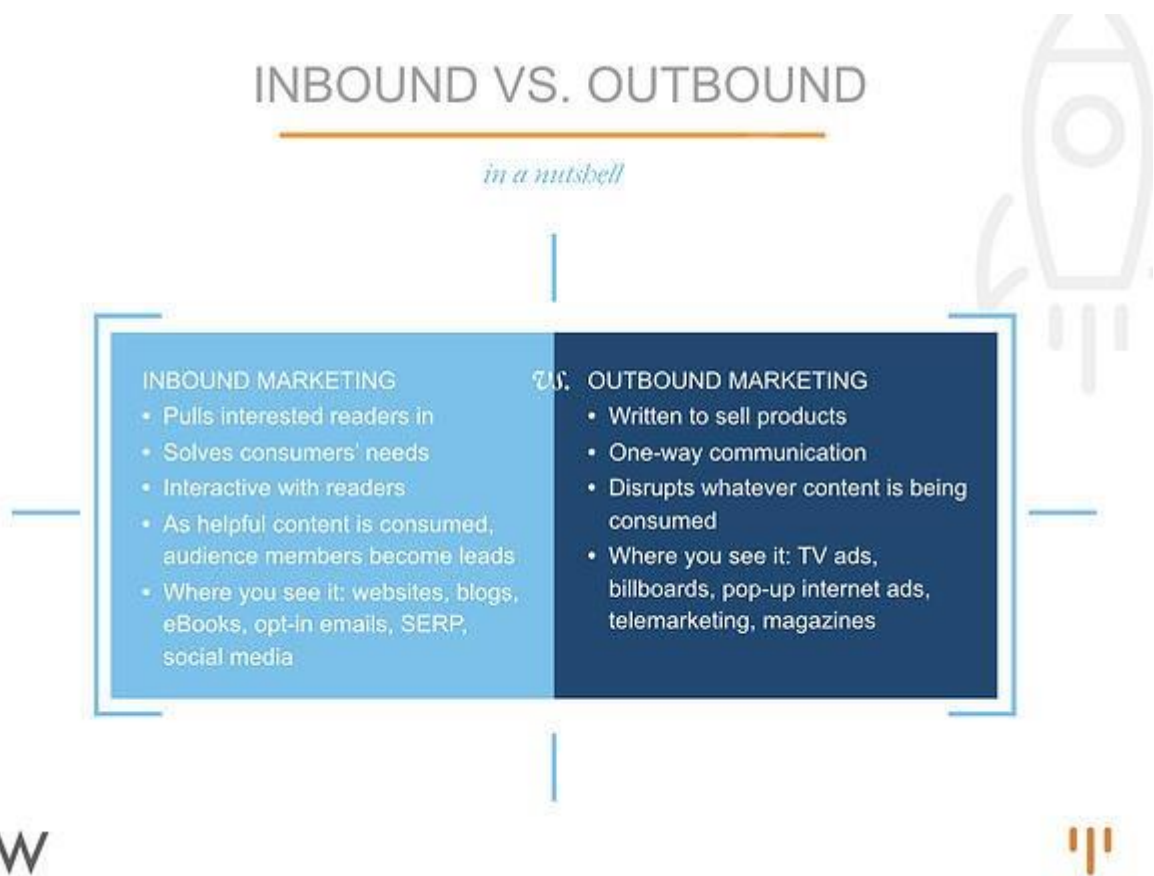

Inbound and outbound marketing

INBOUND MARKETING

- Pulls interested readers in
- Solves consumers' needs
- Interactive with readers
- As helpful content is consumed, audience members become leads
- Where you see it: websites, blogs, eBooks, opt-in emails, SERP, social media

OUTBOUND MARKETING

- Pushes messaging at everyone
- Written to sell products
- One-way communication
- Disrupts whatever content is being consumed
- Where you see it: TV ads, billboards, pop-up internet ads, telemarketing, magazines

INBOUND VS. OUTBOUND

in a nutshell

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What is Outbound Marketing?

Outbound marketing, also referred to as "interruption" or "push" marketing, uses tactics that get a message to a large number of people in an effort to make a sale. Print/TV/radio advertising, cold calling, direct mail, mass emails, and other methods

are aimed at large audiences of people (most of whom may not even be looking for the marketer's product). It's a one-way conversation that typically focuses on the product and reasons why the audience should buy it.

THE PROBLEMS WITH OUTBOUND MARKETING

The big problem with traditional marketing is that in order to be appropriate for the largest number of people, the message must be very general. In other words, with traditional marketing tactics it's impossible to be relevant to a variety of specific needs and challenges. There are other reasons traditional marketing isn't working today:

- 60% of surveyed **TV viewers** would make the effort to find and download TV shows to avoid advertisements[2]. With the growing number of online TV streaming services, television ads can be skipped, and you can't make an impression on your audience if they've tuned out.
- Digital music services and satellite radio make it easy for listeners to avoid **radio advertising**. As of December 2019, there were 271 million active Spotify users alone[3]. Radio doesn't have the impact it once did.
- 58% of **direct mail** recipients never read or scan their direct mail pieces[4]. Referred to as "junk mail," this tactic has low effectiveness.
- The average person gets bombarded with over 1,700 **banner ads** per month but only sees half of them[5]. Not exactly a lot of bang for your buck.
- The average office worker receives 120 **emails** every day[6], and 55% of all of that email is spam[7]. So, people expect to tune out most email.
- The estimated loss of revenue due to **ad blocking** is expected to increase to $2.12 billion in 2020[7].

Pushing messages out isn't effective anymore because your audience has options and ways to avoid them. Marketers who are still using outbound tactics are asking themselves: 1) "How do we reach buyers who are looking for our solutions?" and 2) "What will it take to turn those prospects into customers?" Hint: Google processes over 3.5 billion searches per day[8].

What is Inbound Marketing?

While outbound marketing pushes messages to a wide audience, inbound marketing is "magnetic." Rather than sending out general messages to uninterested audiences, inbound marketing allows you to attract your best prospects — and those who are actively looking online for solutions. When they get to your site, those prospects find help, guidance, and education directly related to the searching they're doing online.

Converting traffing into leads

Getting More Traffic To Your Website

In order to be successful, your online strategy must focus not only on increasing your overall traffic to the website, but increasing the right kind of traffic; that being the number of visits from real people who appear to have the potential of becoming a customer for your business.

This can be achieved through search engine optimization strategies and online marketing campaigns like pay-per-click advertising. These tactics help to increase your visibility for people who are searching for, or are interested in your products and services.

Convert Your Website Traffic Into More Leads and Sales

Getting more leads is still only half the battle. If they're getting to your website and consistently not converting, then the effort and expense that has gone into increasing your good quality traffic are all for naught.

For that reason, it's a good idea to begin the process by having a comprehensive audit and evaluation of your current website done by an expert digital marketing firm.

They will be able to make suggestions and recommendations on improving your website ability to convert visitors.

At the end of the day, your best chance for improving the overall performance of your website is to adopt an online strategy that is not solely focused on increasing the sheer number of visits.

Instead, aim to increase the number of right visitors for your business as well as implement practices that will increase the likelihood of them converting from prospect to customer.

Contact Lead to Conversion and let's discuss how we can convert your website traffic into more leads and more sales.

Types of conversion
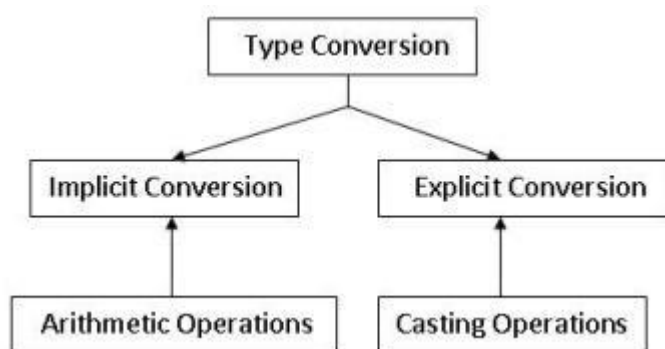
Tools of Digital marketing

1. Social media platforms

A common part of any integrated marketing strategy, social media platforms like Facebook, Instagram and Snapchat are a great way for marketers to engage with their audiences and generate buzz around their brand. In addition to the standard features these platforms offer, there are also some features that are designed specifically for marketing. These include Facebook Ads Manager, which allows marketers to run ads and track ad performance. As an

added bonus, social media management tools like Buffer and Hootsuite also integrate well with these platforms, making it easy to schedule social posts and measure engagement.

2. Design tools

Another key part of digital marketing is design and this is especially common when it comes to creating ads and content like social media posts and blog posts. Because digital marketing is such a design heavy field, doing it effectively wouldn't be possible without design tools like Canva and Photoshop, programs that allow those without extensive graphic design skills to add dynamic images to their content.

3. Analytics tools

Another set of helpful tools for digital marketers are analytics tools. These include everything from Google Analytics (designed to track stats for web traffic to a particular site) to social media analytics tools like Facebook Insights and Twitter Analytics which provide metrics related to engagement and help marketers optimize their campaigns. For measuring stats on the backend of a site (particularly related to conversions, sales and user demographics), there are also tools like Periscope that track user data, site searches and conversion metrics.

4. Content marketing tools

For marketers who are more focused on content marketing, tools like CoSchedule and Hubspot are a big help when it comes to content creation and curation. They can help marketers identify content opportunities and craft engaging blog and social media posts that will resonate with their audience. And since Buffer also offers the ability to see what fans are talking about on social media, that content is almost guaranteed to be impactful and to generate attention for a specific event or news story.

5. Email marketing tools

The final set of tools in a digital marketer's toolbox are email marketing marketing tools. These help marketers create email campaigns that amplify their content and encourage their users to become more engaged with their brand — taking additional steps like signing up for events and buying products. Common email marketing tools include email marketing platforms like MailChimp and Iterable which allow marketers to build email lists and automate their email campaigns. These platforms also provide analytics for every email campaign, making testing and optimization quick and easy.