Unit-4

Computer Laboratory Work

Contents:-

Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. (UI and UX) PPC Advertising With Google Ad-words Create Search Campaigns Creating Display Campaign Optimising Display Campaign Remarketing Google Ad-words Social Media Marketing like •Creating Search Engine Campaign Ads •Creating Display Campaign •Optimising Display Campaign •Creating Facebook Advertising Campaign and other social media campaign •Create Remarketing Campaign •PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience •Use of Marketing Communication tools effectively •Prepare the MARCOM strategy

Create a Search campaign

Search campaigns allow you to place ads across Google's vast network of search results. You can show ads to people actively searching online for your products and services.

A Search campaign is one campaign type available to you in Google Ads.

Benefits

- **Reach goals:** Search campaigns can help you get more sales, leads, or website traffic.
- **Highly relevant targeting:** Target people actively searching for your specific products and services.
- **Easy setup:** Ads are easy to create and don't require special assets.

Instructions

1. Create a new Search campaign

You'll begin by creating a new campaign in your account and selecting a goal for your campaign.

CREATE IN MY ACCOUNT

2. Select campaign settings

You'll now choose who to target with your ads, how you'd like to spend your budget, and how to enhance your campaign with extensions.

3. Set up ad groups

After selecting your campaign settings, you'll create groups of ads. Each group should be relevant to what people interested in your products are searching for online.

There are two ways to create ad groups:

1. **Standard**: You enter a set of [keywords](#) related to searches and create ads to match them.
2. **Dynamic**: Google uses content on your site to automatically target searches and create ads.

4. Create Search ads

When creating your Search ads, one of the most important things to focus on is relevance to your keywords. You'll want to create headlines and descriptions that match the keywords in your ad group.

It's also recommended to create at least 3 ads per ad group.

Creating Display Campaign

Campaigns are used to show ads to people who have visited your website or used your app. These campaigns provide you with extra settings and reports specifically for reaching previous visitors and users. The first time you set up a remarketing campaign, you'll also complete the process to create your remarketing tag and lists.

This article explains how to set up your first display remarketing campaign.

Before you begin

Keep in mind that your remarketing tag shouldn't be associated with any personally identifiable or sensitive information. Sensitive categories of websites and apps can't use remarketing. If you're setting up a remarketing campaign and placing the remarketing tag on your website or mobile app, you need to follow the Policy for Personalized advertising.

Instructions

1. Sign in to your Google Ads account.
2. Click **Campaigns** from the page menu.
3. Click the plus button to create a new campaign.
4. Choose your campaign goal among the options for "Goals".
5. Select **Display** as the campaign type. From the "Campaign type" section, select **Display Network.**
6. Name your campaign and specify locations, languages, bidding, and budget.
7. Your selections in the "Targeting" section is where dynamic remarketing comes in. For optimal targeting, select "Automated" so that Google's machine learning can help you target with the greatest reach. This includes remarketing. If you want to target specific audiences only, set targeting to "Manual" to choose audience groups in the audiences menu. The tracking from your global site tag helps Google identify the best audiences for you to choose from. Once you've manually selected a list from the list options, click **Done**. You'll also be able to add more targeting options and can incorporate "Targeting expansion," which lets Google target the highest performing audiences for your ads.
8. Then create your Display ads. Learn how to create your responsive Display ads
9. Click **Create campaign**

Optimising Display Campaign

1. Set your display campaigns up for success

- **Check that you're accurately tracking website and app conversions.**

Why: Your ability to optimize is only as good as the data you're using.

Get started: Check your conversion tracking tag.

- **Keep search and display campaigns separate for more control.**

Why: Search and display ads reach consumers in different contexts, managing them separately allows you to optimize for those contexts.

Get started: Create separate campaigns or use Search Network with Display Select to let Google Ads automatically manage.

- **Think beyond last-click attribution.**

Why: It's important to account for all of the media touch points that led to a conversion.

Get started: Add view-through conversions to placement reports for a more complete picture of the conversion path.

Read more about building successful display campaigns.

2. Reach the right audience at the right moment

- **Re-engage past site visitors with remarketing.**

Why: On average, consumers visit websites 6 times in the purchase process－re-engage them when they're most likely to buy.[1]

Get started: Learn how to reach customers using remarketing with our Display remarketing guide.

- **Enhance your remarketing with similar audiences.**

Why: This can grow your remarketing conversions by up to 38%, compared to using remarketing alone.[2]

Get started: Add similar audiences to reach people similar to your site visitors.

- **Find additional customers with keyword targeting and in-market audiences.**

Why: Both can cost effectively deliver new and highly-qualified customers.

Get started: Choose keywords for your Display Network campaigns.

- **Use automatic targeting in display.**

Why: You can drive more volume based on your performance goals.

Read more about choosing the right audiences.

3. Match the message and bid to the moment

- **Use both responsive and image ads in multiple sizes and formats.**

Why: On average, advertisers see 50% more conversions at a similar cost-per-action when they use both responsive ads and image ads, compared to image ads alone.[3]

Get started: Use Responsive display ads to build beautiful ads quickly and for free.

- **Automate your bids.**

Why: Save time and improve performance.

Get started: Apply an automated bid strategy to your Display campaigns.

Read more about choosing the right display ads and bids.

4. Optimize for better display performance

- **Exclude underperforming site categories and placements.**

Why: Avoid content that your target audience isn't likely to visit.

Get started: Use the exclusions on site categories and placements that your target customers are not likely to visit.

Creating advertise on Facebook

1. Choose your objective. Log into **Facebook Ads** Manager and select the **Campaigns** tab, then click **Create** to get started with a new **Facebook ad campaign**. ...
2. Name your **campaign**. ...
3. **Set up** your **ad** account. ...
4. Target your audience. ...
5. Choose your **Facebook ad** placements. ...
6. Set your budget and schedule. ...
7. **Create** your **ad**.

Create your first display remarketing campaign

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Digital marketing

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones.[6] The extension to *non*-Internet channels differentiates digital marketing from online marketing.

Event management

Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organizations, and interest groups hold events in order to market their label, build business relationships, raise money, or celebrate achievement.

The process of planning and coordinating the event is usually referred to as **event planning** and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors, and emergency plans. Each event is different in its nature so process of planning & execution of each event differs on basis of type of event.

The **event manager** is the person who plans and executes the event, taking responsibility for the creative, technical, and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, logistics, budgeting, negotiation, and client service.

Due to the complexities involved, the extensive body of knowledge required, and the rapidly changing environment, event management is frequently cited as one of the most stressful career paths, in line next to surgeons.

Advertising

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.[1]:465 Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual.[1]:661,672 Advertising is communicated through various mass media,[2] including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an **advertisement**, or "**ad**" or **advert** for short.

Commercial ads often seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known as direct-response advertising. Non-commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement. Advertising may also help to reassure employees or shareholders that a company is viable or successful.

Modern advertising originated with the techniques introduced with <u>tobacco advertising</u> in the 1920s, most significantly with the campaigns of <u>Edward Bernays</u>, considered the founder of modern, "<u>Madison Avenue</u>" advertising.[3][4]

Worldwide spending on advertising in 2015 amounted to an estimated <u>US</u>$529.43 billion. Advertising's projected distribution for 2017 was 40.4% on TV, 33.3% on digital, 9% on newspapers, 6.9% on magazines, 5.8% on outdoor and 4.3% on radio.Internationally, the largest ("Big Five") <u>advertising-agency</u> groups are <u>Dentsu</u>, <u>Interpublic</u>, <u>Omnicom</u>, <u>Publicis</u>, and <u>WPP</u>.

In Latin, *advertere* means "to turn towards".

Packaging

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of designing, evaluating, and producing packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, <u>logistics</u>, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

Marketing Communication Tools

What are Marketing Communication Tools?

Simply put, the tools that help your marketing team to support sales and generate awareness about your product or brand are known as marketing communication tools. The main purpose of marketing communication tools is to connect with the target audience effectively, regardless of the mode of communication.

List of Marketing Communication Tools

Following are the best 18 marketing communication tools to reinforce your brand message and promote sales:

1. **Advertising**

   This is one of the biggest communication tools that marketing teams have. The greatest advantage of this mode is that it can be paid and unpaid, both. Advertising has a wide reach and great for small-scale companies or start-ups that are going low on the marketing budget.

Advertising is based on above the line marketing. So, it is ideal for brands that do not have much exposure or a target audience.

2. Sales promotion

The sales promotion tool is all about promoting your product. It is a great communication tool, particularly because of direct interaction with the customers. One of the benefits of sales promotion is that you can promote the product directly to the consumer effectively and promptly. It builds brand loyalty and helps your brand to flourish.

Sales promotion comes in all forms such as free samples, gift vouchers, discounts, deals, etc.

3. Direct marketing

In today's world, we regard online marketing as direct marketing. Direct mails to get prospects and lead have more benefits than conventional marketing.

Thanks to personalization tools, consumers find direct mails and catalogs easier to process. Moreover, direct online marketing yields a high response rate as compared to traditional marketing. Commercials do not catch much attention but giving access to consumers in receiving messages can definitely change the game.

4. Email campaigns

Email marketing is another great tactic for marketing communication. Overall, it enables a brand to generate more leads and prospects while driving traffic to their official website. Moreover, this marketing tool is a self-lead-qualifying process.

5. Newsletter

Likewise, newsletters are a great way to nurture prospects and leads. If you have a strong list of recipients, you can send personalized content straight to their inboxes. This tactic enables you to drag them to sales funnel pages. Consequently, keeping them engaged with your brand.

6. Personal selling

Think of it as a great communication tool in which the salesperson goes to the potential customers himself and promote the product through its benefits and features.

While doing so, a salesperson must follow the dynamics of AIDAS. This is a mandatory cycle to follow if you are looking to increase the sales.

Even though personal selling requires a lot of hard work, the results are usually positive. So, you can say it's a long shot but its worth it.

7. Public relations

With this tool, you can improve your brand's image and place in the market. Maintaining public relations with influential people across the industry is a great tool to grow your business.

Using this tool at the right time and in front of the right people can help you increase sales dramatically. One of the greatest advantages of this tool is that you do not have to spend much on public PR campaigns as publicity is not a significant part of public relations.

8. Social media

Social media allows the brands to reach a wide base of the target audience while promoting their products and company values through videos, ads, photos, videos, and great content.

For example, Tiktok has become a broad platform for brands to reach consumers through video makers.

Potential customers, nowadays, love to connect to the brands using social media platforms. Other than that, you can even put up testimonials on these platforms to attract more customers in the long run.

9. Catalogs

The primary use of catalogs is to announce the launch of a new product. However, the key to success lies in holding a true value proposition. Catalogs, when combined with email marketing are a great way to convey information to your potential and existing customers.

10. Trade shows

Trade shows are becoming more and more popular. With the pandemic going on, online trade shows are becoming a thing now. Many brands are adopting and hosting trade shows to introduce a new product/service.

Marketing Communications Strategy

As I mentioned earlier, marketing communications strategy defines the entire range of activities you will do to market your products. This includes everything from paid marketing to media relations (PR).

Any integrated marketing communications strategy (IMC) should have three guiding principles:

- **Brand alignment:** Whatever marketing channel you choose should have the same brand perception as yours. For example, if you sell luxury watches, build relationships with journalists from TIME magazine, not those writing in your local newspaper (unless you live in the Hamptons!).
- **Customer alignment:** Follow the oldest rule in marketing – 'be where your customers already are'. Pick channels where your consumers are already active. If you're targeting younger millennials, advertise on social media platforms like Instagram, not Facebook, and certainly not day-time TV!
- **Budget alignment:** Choose a marketing channel that fits your budget (obviously). If you don't have a budget, getting a print ad in WSJ will be out of your reach. But perhaps you can get a free press mention on WSJ's website by reaching out to the journalists (as I'll show you below).

Any large company's marketing plan will have several campaigns on multiple channels simultaneously. The combination of all these channels – PPC, social media, advertising on TV, print, radio, etc. – is called the "marketing mix" of your marketing communications strategy.

Smaller businesses, however, usually stick to one or two marketing channels to reach their target customers. Else you risk diluting your budget and focus.

A trade show is a great chance for the customers to meet the brand representative and give valuable feedback.

Steps in Creating an Integrated Marketing Communications Strategy

Keeping the above principles in mind, you should create an annual or bi-annual Integrated Marketing Communications Strategy (IMC). Here are the key steps to follow.

1. Understand Your Target Audience

Before you can create a strategic communications plan, you need to understand your target audience.

Any marketing communications plan has to be formulated for a specific group of target customers. Your IMC has to define the needs and characteristics of this target audience.

The simplest way to do this is to study your existing customers through surveys, interviews and so on. Ask:

What needs do most of your customers have in common?

Why are they buying your products or services?

These consumer insights are crucial for creating highly targeted marketing messages that your persona can truly relate to.

Your integrated marketing communications plan should always follow an outside-in approach, i.e. be centered around extensive customer analysis. You should invest time to stay in touch with shifting customer needs even if you are doing business-to-business marketing and you think you already know your customers very well. Avoid using an inside-out approach which does not invest sufficient resources in researching and analyzing customers. A marketing communication mix based on insufficient research is bound to be flawed.

2. Define your Unique Selling Proposition (USP)

Your USP is the foundation of your integrated marketing communications plan. The USP should be reflected in every message your brand sends out across all communication channels, whether it's for PR, sales or content marketing.

A clear USP will ensure that your brands messaging is clear, consistent and recognizable. It will also help you in crafting compelling media pitches.

Doing a SWOT analysis of your company from the viewpoint of your target audience will help you frame your USP. Ask:

Why will a consumer choose you over a competitor company?

Where do you fall short of your competition?

Survey your existing customers about their purchase intention. Understand the rationale behind the decision-making process of your typical consumer.

3. Determine your Marketing Communications Mix

Marketing communications mix is the combination of channels you use to reach out to potential customers.

Your marketing mix could include:

- online advertising on AdWords, Facebook, etc.,
- offline advertising on print media, billboards or TV,
- direct marketing,
- personal selling,
- events,
- sponsorships,
- content marketing,
- an annual sales promotion.

Large corporations would have dedicated teams within their marketing/sales division to take care of each of these activities. However a startup or small business would have to choose only two or three of these marketing strategies as part of their communication process.

The decision to choose which marketing initiative would yield the most ROI is a tough one for most small businesses, the American Marketing Association recently published an article comparing ROI of advertising vs. other marketing initiatives which sheds some light on this decision.

As I mentioned before however, the most budget-friendly channel that drives the maximum results is DIY PR – that is Do It Yourself Public Relations.

4. Define Branding Elements

Branding is a vital part of your IMC. It broadly includes two things.

At the most basic level branding is about having a consistent look and feel across all your online and offline marketing materials such as your:

- website,
- apps,
- social platforms,
- sales collateral,
- direct marketing campaigns,
- advertising campaigns,
- business cards and so on.

However, at a deeper level, branding is about the core identity of your company. It's about what you stand for, and what you want people to recognize you as. For example, Apple's branding is all about cutting edge but extremely user-friendly technology. This identity should be a part of every marketing communication your organization sends out whether it's for PR outreach, a new advertising plan for a sales promotion or a personal selling campaign.

5. Define Success Metrics

Once you have decided on your promotional mix for your integrated marketing communications plan, you also need to plan the right set of success metrics for all communication channels.

For instance, your success in Public Relations can be measured by a range of outcomes from brand awareness to sales. Here are a few metrics:

- the number of mentions on different outlets and blogs,
- number of website visits or signups from each article,
- number of backlinks acquired,
- website visits from social media shares,
- the number of leads or sales that can be attributed to Public Relations (This is easier to track in services businesses such as a graphic design or software services company.)

You will have to define metrics for each component of your communication mix.

These metrics will determine whether you are fulfilling the key objectives of your communications plans. So make sure you pick metrics that actually drive value to your business, irrespective of what communication platforms you are measuring.

For example, just because you are measuring social media, don't use vanity metrics such as likes or retweets. Instead, go for website visits, leads acquired, etc. that indicate a higher degree of engagement by your target audiences and potential consumers.

6. Execution

That's it!

Once your plan for you marketing communication process is ready, you execute these marketing strategies, measure your success and modify your approach as necessary.

How to Develop a Marketing Communications Strategy for Your Startup

If you're a small company or startup, your marketing communications strategy will be vastly different from that of a large business. The P&Gs and IBMs of the world can be on multiple channels and communication platforms at once – online and offline advertising, public relations, social media etc.

For you, however, being *effective* and *cost–effective* matter the most.

And one of the most effective marketing strategies is to get free press for your business.

This is the process of approaching influencers, journalists, and bloggers with stories about your company, your brand, and your products.

Depending on the target and your own goals, you can often turn this outreach into guest spots on high-value publications, press mentions, and interviews – all things crucial for a successful marketing communications strategy.

A story in a top media outlet is an excellent way to get in front of a vast number of potential customers. It can work wonders for your brand awareness, generate website visitors, signups and backlinks – all objectives you would have expected from advertising or any other paid marketing channel.

A marketing communication plan for getting press has three steps:

1. Creating a story that works on your target channel (press) and aligns with your brand image. The story should address the interests of your ideal customers.
2. Finding press targets that have interest in your product and the same audience as your target market
3. Building relationships with press targets and pitching them your ideas