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B.Com III Year

Subject- Digital Marketing

SYLLABUS

Class – B.Com. III Year

Subject – Digital Marketing

UNIT – I	Digital marketing, Understanding the Marketing Process, Increasing Visibility, Types of visibility, Examples of visibility, Visitor Engagement, Bringing Targeted Traffic, Inbound, Outbound, Understanding Conversion Process, Retention, Types of Retention, Performance Evaluation, Tools Needed.
UNIT – II	Understanding Internet, Difference between Internet & Web, understanding websites and domain names, extensions, Web server & web hosting, different types of web servers, Planning and conceptualizing a website, building website using CMS in Class.
UNIT- III	Understanding Google Analytics, set up Analytics account, add Analytics code in a website, understanding goals and conversions, setup goals, understanding bounce rate, Difference between bounce rate and exit rate, reduce bounce rate, Monitoring traffic sources.
UNIT- IV	Marketing on Social networking websites, viral marketing and its importance, Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, Video Marketing, Pinterest Marketing.
UNIT – V	Introduction to SEO and its importance, Google AdWords overview, Understanding AdWords Algorithm, creating search campaigns, Creating Ads, Tracking performance/conversion, Optimizing Search Campaigns, Creating Display Campaign.



UNIT I

Marketing

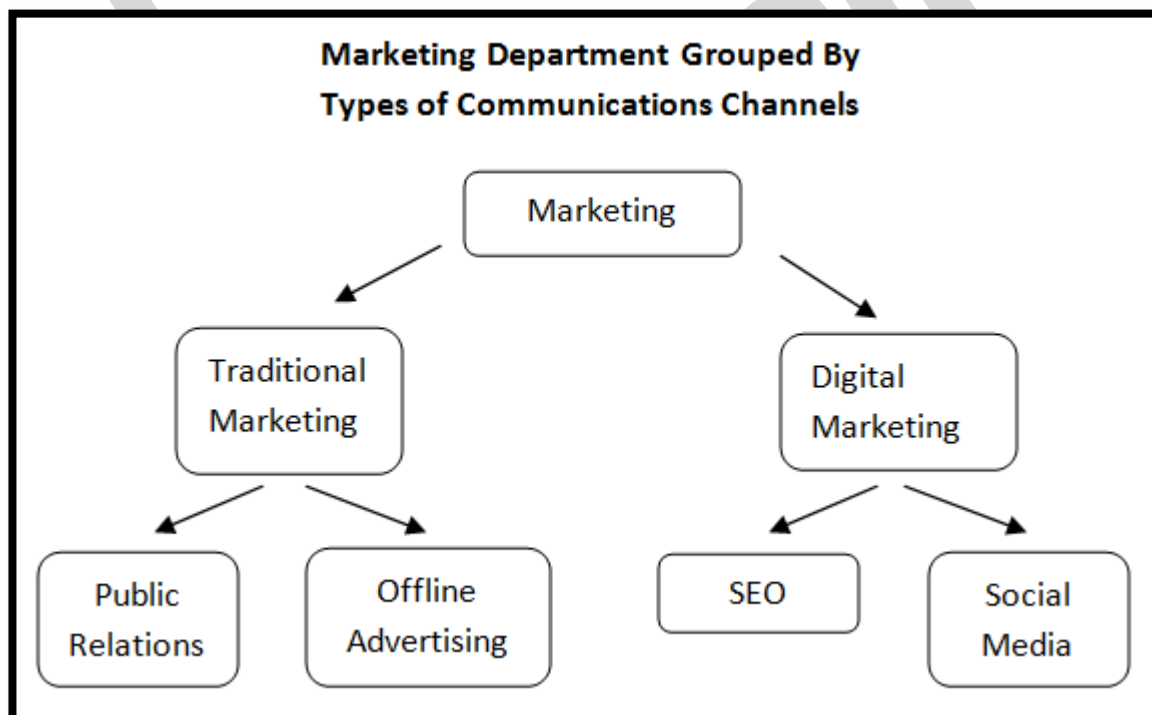
Marketing is not about promotion or advertising only. Marketing is a complex topic or a concept which is used to make a comprehensive plan of action or a strategy to increase sell, create awareness about brands and products etc.

In very simple terms “Marketing means communicating the RIGHT message, to the RIGHT people using RIGHT medium.”

Marketing plays a major role in creating awareness about a business, increasing customer base, growing sales and building brand. Marketing is one of the most important parts of any business and without effective marketing, growing business becomes almost impossible.

There are two types of marketing

- Traditional Marketing
- Digital marketing



Digital Marketing



Digital marketing is all about promoting business using digital channels like Internet, website, blogs, social media platforms, video marketing, mobile marketing, email marketing and the list is huge...

Digital marketing is not new. It's been around since the Internet started. Now digital marketing is becoming popular due to the increase in internet users, mobile phone users and digital content consumption.

Difference b/w Traditional Marketing & Digital Marketing

TRADITIONAL MARKETING

1. Communication is unidirectional in traditional marketing, which means, an organization communicates about its services with its audiences
2. Medium of communication in traditional marketing is generally phone calls, emails, and letters.
3. Campaign in Traditional marketing takes more time as designing, preparing, and launching are involved.
4. It is best for reaching local audience.
5. It is almost impossible to measure the effectiveness of a traditional marketing campaign

DIGITAL MARKETING

1. Communication is bidirectional in Digital Marketing as businesses can communicate with customers and customers can ask queries or make suggestions to businesses as well.
2. Medium of communication is more powerful and involves social media websites, chats, apps and Email.
3. Digital marketing campaigns can be developed quite rapidly and with digital tools, channelizing Digital Marketing campaigns is easier.
4. It is very effective for reaching global audiences.
5. Digital Marketing lets you measure the effectiveness of a digital marketing campaign through analytics

Why Digital Marketing????



In digital marketing, a reporting and analytics engine can be layered within a campaign which allows the organization or brand to monitor in real-time how a campaign is performing, such as what is being viewed, how often, how long, as well as other actions such as response rates and purchases made.

- The use of digital marketing in the digital era not only allows for brands to market their products and services but also offers online customer support through 24x7 services to make the customer feel supported and valued.
- The use of social media in digital marketing interaction allows brands to receive both positive and negative feedback from their customers as well as determine what media platforms work well for them.
- Digital marketing provides increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs, and websites about their experience with a product or brand.

Visibility

Visibility is any type of product or services to reach more people to aware of your product or service.

The more visibility you have your brand so that the more chances you have to bring a new customer to your product or services.

They are getting the awareness of the product or services what you are providing to them.

9 Ways to increase online visibility

If you want to increase brand visibility online you should know these are the basics way to improve the online presence of your product or service. There are 9 ways to increase your brand visibility online.

1. Social Media Marketing
2. SEO (Search Engine Optimization)
3. SEM (Search Engine Marketing)
4. Pay Per Click Advertising
5. Affiliate Marketing
6. Email Marketing
7. Content Marketing
8. Video Marketing
9. Customer Reviews



Types of Visibility

There are several platforms that will allow you to get the paid and organic visibility that your business needs. These include:

- Social media
- Websites
- Links
- Reviews
- Landing pages
- Directories

Benefits of having broad online visibility

If you do those things that increase online visibility here is what you should see.

1. Your website will rank for both commercial and non-commercial keywords
2. The number of searches for which your website appears in search results will increase
3. Your content will be getting shared on social media and with the right promotion, acquiring links to your website
4. Your rankings for all keywords should move upward over time
5. Your traffic from search engines will increase as the site becomes more visible
6. Given the increase in targeted traffic the number of people entering your online marketing funnel should increase
7. And if you are good at converting your increased inquiries your sales should also be increasing.

Example of Visibility

Visitor 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.



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- With a very good user engagement website will increase your company growth and prospective.

So far we have seen what user engagement is, now let us see visitor engagement with respect to Digital Marketing.

- Optimize it is first thing you must keep it mind.
- Now arises the question what, which should be optimized,
- Solution is very simple; it is your landing page or your website

Your customer engagement on websites should be optimized, if you do not optimize your website you will end up losing lot of money. Or you would have spent too much of time while creating to your content.

Only just creating loads and loads of content won't make you encourage more engaged visitors or won't convert your content to profit.

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.

Increase visitor engagements

- Web-Site speed
- Content flow

Targeted Traffic

Targeted Traffic consists of preselected visitors arriving at a website who have already expressed an interest in the site's subject. The opposite would be a visitor randomly or accidentally arriving at a site basically looking for something else.



Digital marketing targeting is a formalized method that identifies and then intentionally aims created content, connections and the use of platforms toward a specific demographic, psychographic and/or geographic audience, their needs and concerns

Bringing Targeted traffic

- Publish articles around your keywords on as many sites as possible.
- Consider starting a 'webzine'.
- Another great way to get traffic is to join the social sites
- Distribute an E-book all over the Internet with your links in it.
- Set up a blog.
- Have a Press Release
- Use Google
- Submit your site to search engines.
- Buy leads from a lead selling site
- Buy A Responsive Targeted Opt-In Email List

Inbound

Inbound marketing is best described as a method of attracting prospects to your business's products or services through the creation of related content and incentives, which inspire people to identify themselves and request more information or make a purchase. Inbound marketing is closely aligned with content marketing, Search Engine Optimization (SEO) and social marketing, because each of these programs focuses on attracting unknown prospects to your business.

Inbound Marketing Examples

Further examples of inbound marketing include most of the following.

- Website content
- Search engine optimization (SEO)
- Blog content
- Video content
- Social media posts
- White papers
- eBooks
- Surveys, studies and analyst reports
- Webinars

Outbound



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Outbound marketing on the other hand starts with some basic knowledge of your target audience and builds programs to educate those very specific prospects about your products and services in a meaningful way. Outbound marketing typically is accomplished using the more traditional ways such as direct mail, telemarketing, email marketing and events.

Outbound Marketing Examples

Examples of outbound marketing include some of these.

- Cold emailing
- Cold calling
- Direct mail
- Events
- Display ads
- TV and radio ads
- Press releases

Difference between inbound and outbound marketing

The difference between inbound and outbound marketing is subtle and often the lines between the two are blurred. For example, an inbound marketing program can be utilized as the first step in a long-term marketing campaign to capture lead data; whereas a related outbound portion would be used to nurture and educate those prospects to the point where they are ready to make a buying decision. Together they create a sustainable, long-term program that can produce a continuous stream of sales opportunities.

Understanding conversion process

A conversion occurs when a visitor to your website completes a desired goal, such as filling out a form or making a purchase. The percentage of total visitors that convert is called your conversion rate. Depending on your site's or business's goals, conversion types might include:

- Online sales
- Leads
- Email signups



- Form completions

In order to track conversions, conversion rate, and cost per conversion, you need to make sure to use conversion tracking.

Conversion rate optimization, or CRO, is the process of improving your conversion rate. A/B testing or split testing is one of the techniques used to test and monitor the conversion performance of different landing pages or ads. It helps to identify which elements on your ads and pages optimize your online conversion rate. For example, you might test different headlines, buttons, calls to action, or images on your landing pages to see which variations lead to more conversions.

$$\text{Conversion rate} = \frac{\text{Number of Goal Achievements}}{\text{Visitors}}$$

Retention

Retention marketing is a new form of marketing that is becoming more and more prevalent in the ecommerce world. The focus of this school of marketing is to create engaged customers that return to your store to shop again. It is a shift in focusing only on the acquisition of countless new customers, to also focusing on the profitability of those you already have!

In short, retention marketing is:

The activities a store uses to increase the likelihood of a customer purchasing again, while focusing on increasing the profitability of each repeat purchase.

Retention Marketing vs. Acquisition Marketing

Retention is your store's defense and acquisition is your offense, play both to truly dominate the game!

Types of retention

3 **Types** of Effective **Retention Marketing** Strategies.

- 1) Redefine how you measure customer value. Customer acquisition is easy to measure.
- 2) Make the investment in data-driven technology.
- 3) Reprioritize and restructure priorities.



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Retention rate is the **percentage** of a school's first-time, first-year undergraduate students who continue at that school the next year. For example, a student who studies full-time in the fall semester and keeps on studying in the program in the next fall semester **is counted** in this **rate**.

Employee Retention Formula:

Retention equals number of employees who stayed for the whole time period* divided by the number of employees you had at the start of the time period. We then multiply the result by 100 to get our **retention rate**

Tools needed

When it comes to digital marketing, few things are as important as the tools digital marketers rely on to get their jobs done. These include everything from social media platforms like Facebook and Instagram to analytics tools like Google Analytics. Allowing marketers to create, test and measure the performance of their campaigns, digital marketing tools ensure that marketers can launch and test campaigns quickly and effectively.

Here are the five common digital marketing tools.

- Social media platforms
- Design tools
- Analytics tools
- Content marketing tools
- Email marketing tools

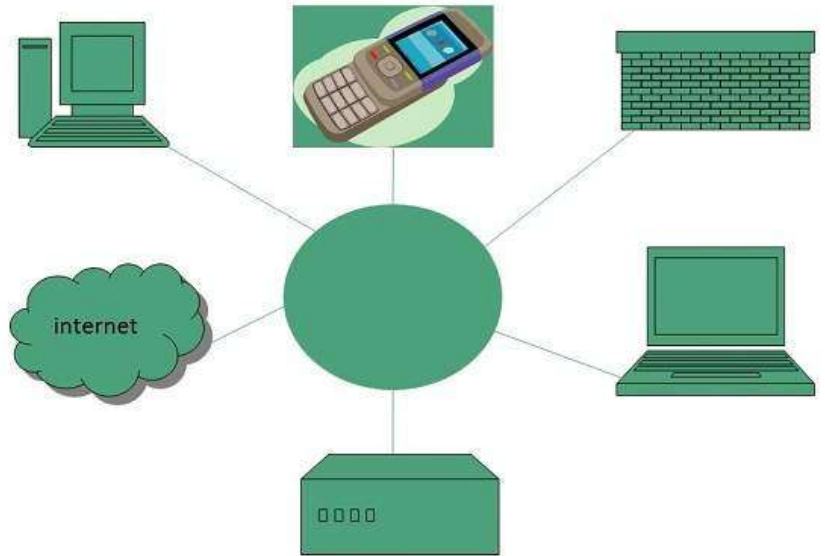


UNIT II

Internet

Internet is defined as an Information super Highway, to access information over the web. However, It can be defined in many ways as follows:

- Internet is a world-wide global system of interconnected computer networks.
- Internet uses the standard Internet Protocol (TCP/IP).
- Every computer in internet is identified by a unique IP address.
- IP Address is a unique set of numbers (such as 110.22.33.114) which identifies a computer location.
- A special computer DNS (Domain Name Server) is used to give name to the IP Address so that user can locate a computer by a name.
- For example, a DNS server will resolve a name **http://www.google.com** to a particular IP address to uniquely identify the computer on which this website is hosted.
- Internet is accessible to every user all over the world.



Evolution

The concept of Internet was originated in 1969 and has undergone several technological & Infrastructural changes as discussed below:

- The origin of Internet devised from the concept of **Advanced Research Project Agency Network (ARPANET)**.
- **ARPANET** was developed by United States Department of Defense.
- Basic purpose of ARPANET was to provide communication among the various bodies of government.
- Initially, there were only four nodes, formally called **Hosts**.
- In 1972, the **ARPANET** spread over the globe with 23 nodes located at different countries and thus became known as **Internet**.
- By the time, with invention of new technologies such as TCP/IP protocols, DNS, WWW, browsers, scripting languages etc., Internet provided a medium to publish and access information over the web.



Advantages

Internet covers almost every aspect of life, one can think of. Here, we will discuss some of the advantages of Internet:

- Internet allows us to communicate with the people sitting at remote locations. There are various apps available on the web that use Internet as a medium for communication. One can find various social networking sites such as:
 - [Facebook](#)
 - [Twitter](#)
 - [Yahoo](#)
 - [Google+](#)
 - [Flickr](#)
- One can surf for any kind of information over the internet. Information regarding various topics such as Technology, Health & Science, Social Studies, Geographical Information, Information Technology, Products etc can be surfed with help of a search engine.
- Apart from communication and source of information, internet also serves a medium for entertainment. Following are the various modes for entertainment over internet.
 - [Online Television](#)
 - [Online Games](#)
 - [Songs](#)
 - [Videos](#)
 - [Social Networking Apps](#)
- Internet allows us to use many services like:
 - [Internet Banking](#)
 - [Matrimonial Services](#)
 - [Online Shopping](#)
 - [Online Ticket Booking](#)
 - [Online Bill Payment](#)
 - [Data Sharing](#)
 - [E-mail](#)

Social
Networking

Education and
technology

Internet
Advantages

Entertainment

Online services

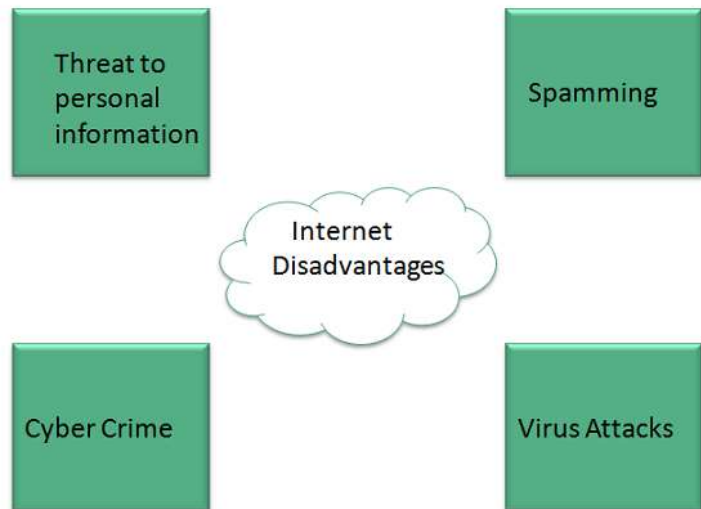


- Internet provides concept of **electronic commerce**, that allows the business deals to be conducted on electronic systems

Disadvantages

However, Internet has proved to be a powerful source of information in almost every field, yet there exists many disadvantages discussed below:

- There are always chances to lose personal information such as name, address, credit card number. Therefore, one should be very careful while sharing such information. One should use credit cards only through authenticated sites.
- Another disadvantage is the **Spamming**. Spamming corresponds to the unwanted e-mails in bulk. These e-mails serve no purpose and lead to obstruction of entire system.
- Virus** can easily be spread to the computers connected to internet. Such virus attacks may cause your system to crash or your important data may get deleted.
- Also a biggest threat on internet is pornography. There are many pornographic sites that can be found, letting your children to use internet which indirectly affects the children's healthy mental life.
- There are various websites that do not provide the authenticated information. This leads to misconception among many people.



The Internet and the Web

1. The Internet:

In simplest words it is a global network of smaller networks interconnected using communication protocols that are **standardised**. The Internet standards describe a framework known as the Internet protocol suite. This model divides methods into a *layered system of protocols*.

These layers are as follows:

- Application layer (highest)** – concerned with the data(URL, type, etc), where HTTP, HTTPS, etc comes in.
- Transport layer** – responsible for end-to-end communication over a network.
- Network layer** – provides data route.



Provides a variety of information and communication facilities; contains forums, databases, email, hypertext, etc. It consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies.

2. The World Wide Web:

The web is a subset of the internet. It's a system of Internet servers that support specially formatted documents. The documents are formatted in a markup language called HTML (that supports links, multimedia, etc). These documents are interlinked using hypertext links and are accessible via the Internet.

To link hypertext to the Internet, we need:

- The markup language, i.e., HTML.
- The transfer protocol, e.g., HTTP.
- Uniform Resource Locator (URL), the address of the resource.

We access the web using web browsers.

INTERNET	WEB
Internet is the library and web a collection of books. The internet also consists of databases, email, forums, etc.	Web is a subset of the internet. The web is a large portion of the internet but it isn't all of it.
The internet is a network, a way of transporting content and web lets us use that content.	The Web is ideally a way of accessing information over the medium of the Internet. Web is a collection of internet servers that can host HTML formatted documents. A collection of pages, of information connected to each other around the globe. Each page can be a combination of text and multimedia.

Website

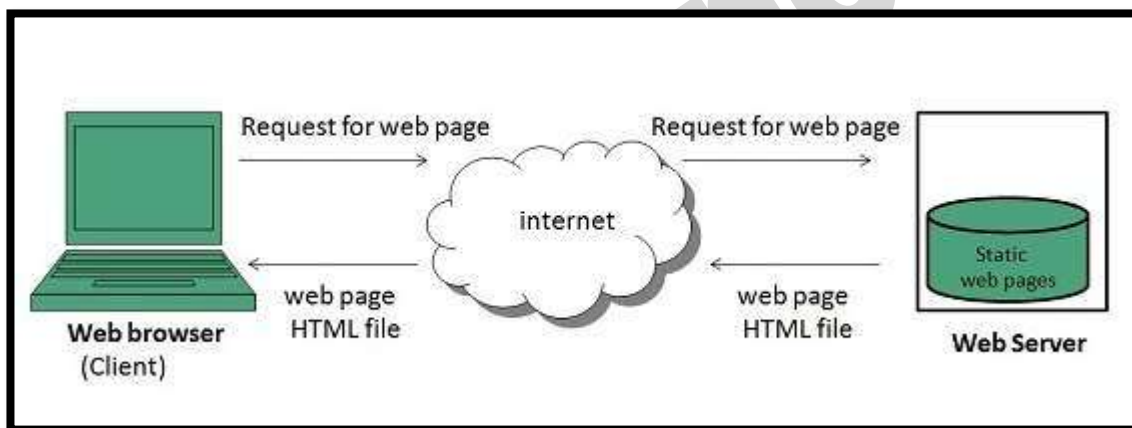
Website is a location on web and is hosted on a web server. It is a set of related web pages. It is accessed using Internet address known as Uniform Resource Locator

Static Websites



Static websites are also known as flat or stationary websites. They are loaded on the client's browser as exactly they are stored on the web server. Such websites contain only static information. User can only read the information but can't do any modification or interact with the information.

Static websites are created using only HTML. Static websites are only used when the information is no more required to be modified.



Dynamic Websites

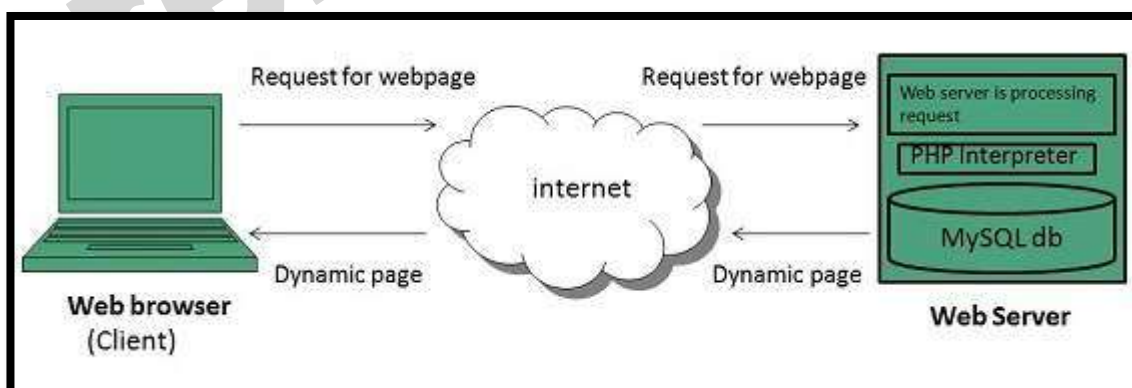
Dynamic websites shows different information at different point of time. It is possible to change a portion of a web page without loading the entire web page. It has been made possible using **Ajax** technology.

Server-side dynamic web page

It is created by using server-side scripting. There are server-side scripting parameters that determine how to assemble a new web page which also include setting up of more client-side processing.

Client-side dynamic web page

It is processed using client side scripting such as javascript. And then passed in to **Document Object Model (DOM)**.



Domain name



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A domain name is the part of your Internet address that comes after "www". For example, in Tutorialspoint.com the domain name is tutorialspoint.com.

A domain name becomes your Business Address so care should be taken to select a domain name. Your domain name should be easy to remember and easy to type.

How to Get a Domain Name?

When you plan to put a site online, this is one of the important steps to buy a domain name. This is always not necessary that whatever domain name you are looking that is available so in that case you will have to opt for any other good domain name.

When you buy a domain name it is registered and when domain names are registered they are added to a large domain name register, and information about your site – including your Internet IP address is stored on a DNS server and your contact information etc. is registered with your registrar.

You can buy domain name from any domain registrar like [GoDaddy](https://www.godaddy.com)

Domain Extension Types

There are many types of domain extensions you can choose for your domain name. This depends on your business nature.

For example, if you are going to register a domain name for education purpose then you can choose **.edu** extension.

Below is a reference of the correct usage of certain extensions. But there is no hard and fast rule to go for any extension. Most commonly used is **.com**

- **.com** – Stands for company/commercial, but it can be used for any website.
- **.net** – Stands for network and is usually used for a network of sites.
- **.org** – Stands for organization and is supposed to be for non-profit bodies.
- **.us, .in** – They are based on your country names so that you can go for country specific domain extensions
- **.biz** – A newer extension on the Internet and can be used to indicate that this site is purely related to business.
- **.info** – Stands for information. This domain name extension can be very useful, and as a new comer it's doing well.
- **.tv** – Stands for Television and are more appropriate for TV channel sites.

Newer domain extensions such as .biz .info and .us etc. have more name choices available as many of the popular domains have yet to be taken and most of the them are available at very nominal prices.



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Web server

Every Website sits on a computer known as a Web server. This server is always connected to the internet. Every Web server that is connected to the Internet is given a unique address made up of a series of four numbers between 0 and 255 separated by periods. For example, 68.178.157.132 or 68.122.35.127.

When you register a web address, also known as a domain name, such as tutorialspoint.com you have to specify the IP address of the Web server that will host the site. You can load up with Dedicated Servers that can support your web-based operations.



There are four leading web servers –

Apache, IIS, lighttpd and Jagsaw. Apart from these Web Servers, there are other Web Servers also available in the market but they are very expensive. Major ones are Netscape's iPlanet, Bea's Web Logic and IBM's WebSphere.



Apache HTTP Server

This is the most popular web server in the world developed by the Apache Software Foundation. Apache web server is an open source software and can be installed on almost all operating systems including Linux, Unix, Windows, FreeBSD, Mac OS X and more. About 60% of the web server machines run the Apache Web Server.



Internet Information Services

The Internet Information Server (IIS) is a high performance Web Server from Microsoft. This web server runs on Windows NT/2000 and 2003 platforms (and may be on upcoming new Windows version also). IIS comes bundled with Windows NT/2000 and 2003; Because IIS is tightly integrated with the operating system so it is relatively easy to administer it.



lighttpd

The **lighttpd**, pronounced *lighty* is also a free web server that is distributed with the FreeBSD operating system. This open source web server is fast, secure and consumes much less CPU power. Lighttpd can also run on Windows, Mac OS X, Linux and Solaris operating systems.



Sun Java System Web Server



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This web server from Sun Microsystems is suited for medium and large websites. Though the server is free it is not open source. It however, runs on Windows, Linux and Unix platforms. The Sun Java System web server supports various languages, scripts and technologies required for Web 2.0 such as JSP, Java Servlets, PHP, Perl, Python, Ruby on Rails, ASP and Coldfusion etc.



Jigsaw Server

Jigsaw (W3C's Server) comes from the World Wide Web Consortium. It is open source and free and can run on various platforms like Linux, Unix, Windows, Mac OS X Free BSD etc. Jigsaw has been written in Java and can run CGI scripts and PHP programs.

Web hosting

Web hosting deals with putting the contents of your website on a Web server. Hosting your website on your own server could be an option. But this will become very much expensive unless you are hosting a site like yahoo.com or google.com

Buying a server space or renting a complete server from an Internet Service Provider (ISP) is the most widely used option. This section guides you to choose a hosting type and makes you aware of other related concepts.

Hosting Platforms

You can go for any of the following two most widely used hosting platforms –

- **Windows Hosting Servers** – If you are a Windows lover then you will find many hosting servers running different flavors of Windows and you can buy space from these servers. Normally Windows hosting servers are more expensive because of lot of software licensing costs are involved with these servers.
- **Linux Hosting Servers** – If you want to go for Linux then opportunities are unlimited and they will have to pay less than what you will pay for Windows Hosting Server. There are many ISP who provides Hosting Servers with different flavors of Unix.

Hosting Types

There are many options available and you can select any hosting type based on your requirement and budget. Following are most widely used hosting types –

Free Hosting

Yes, this is true there are many service providers who will give you free space on their web server with a condition that you will allow them to run their advertisement at your web pages. So if you are OK with this option, then you have nothing to pay for a space. There are some websites like geocities.com, lycos.com, myspace.com, etc. that give you space to build your web pages.

Shared Hosting



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With shared hosting, your website is hosted on a powerful server along with other websites. On a shared host, you will have your own user ID and password to login to the shared host and you will be allowed to work in your work area. You would not be able to touch any file or directory belonging to other host partner. Even you would not know how many sites are hosted on your shared host. This type of hosting is very cost effective and good for small websites where your space and speed are not very important. Here traffic on one site will affect the speed of all other hosted sites.

Virtual Dedicated Hosting

This type of hosting is better for medium size business. With virtual dedicated hosting, you will have a dedicated bandwidth and dedicated RAM for your site. You will be given a root ID and password to maintain your Web server. You will be the complete owner of your virtual dedicated server and will be able to install or de-install any software. This type of hosting is created on a single server, but it is managed in such a way that every user will have dedicated speed and bandwidth. This is bit more expensive but really good one for medium size business.

Dedicated Hosting

This type of hosting is very similar to virtual dedicated hosting, but here, a complete machine will be allotted for you. They are more expensive than virtual dedicated hosting and should be considered when you have a very high traffic requirement.

Collocated Hosting

It is very difficult to set dedicated resources such as high-security against fire and vandalism, regulated backup power, dedicated Internet connections and more. Collocation is the option which allows you to put your machine in a service provider's premises to avail all the available facilities. This is also a very expensive option and should be opted when you have very high traffic requirement.

Hosting Components

When you buy a Web server space, then you should be clear about the follows. You should do a price comparison between different service providers based on the following components –

Disc Space

A small or medium website will require between 10 and 100MB of disk space. If you plan to keep a lot of audio and video on your website, then you need plan to buy more space. Before buying server space, you should check the options available to expand your disc space if you need it in future.

Monthly Traffic

A small or medium website will need between 1GB and 10GB of data transfer on a monthly basis. If you plan to keep a lot of audio and video on your website, then you need a plan with more data transfer capacity. Check different options based on your requirements. What are the other options available in case you cross the given data transfer limit. Your site should not be stopped in case you exceed given limit.

Processing Speed



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If you are buying space on a shared machine, then you cannot guess how much speed will be given to you. In that case, only way is to see other hosted sites with the same service provider to know about their hosting quality. But if you are buying virtual dedicated server or dedicated server, then you should consider how much RAM is being allocated to you. Your pricing will depend on the given processing power to you.

Connection Speed

Nowadays, most service providers allow very fast connection speed. So choose a service provider who is giving better connection speed in terms of bits per second. You can have a connection speed ranging from 64Kb per second to 2.488Gb per second.

Email Accounts

Make sure you are going to get sufficient number of e-mail accounts. There are many other options available which come along with your e-mail account. Like, will you get IMAP, POP and E-mail Forwarding options available along with your e-mail facilities.

Emailing Support

Apart from having email accounts, it is also very important that your web server should have a facility to send emails from back-end. In case your site visitors want to contact to you using a form, then you will be able to use that emailing facility to send emails to your designated account. In simple terms, you should make sure that the SMTP Server is setup and working on your Web server.

Latest Technologies

You should make sure that your web server is equipped with all the latest technologies. It should have the latest version support for PHP, PERL, ASP and JAVA, etc.

Databases

There are many databases available MySQL, Oracle, SQL Server, etc. You should choose your server based on your database requirement. If you are buying space on a shared server, then you need to verify how much space will be allocated for your database. Many ISPs do not give more than a limited space for databases. If your site needs a lot of database size, then you should go for a virtual dedicated server.

Server Uptime

It is important that you buy a web server from a reliable and reputed ISP. You should make sure your ISP is giving you 99.99% server uptime. If the server is down, then there are many service providers who give you compensation in case your site goes down more than a limited number of times.

Backup & FTP

Make sure your Service Provider is giving you more ways of taking regular backup of your website. If your site is changing everyday, then it becomes very important that you should take regular backup of your website. Many service providers do it on your behalf by charging a small cost for this service.



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Control Panel

Just make sure what type of facilities you will get to maintain your hosting account. Check if your service provider is providing you an easy-to-use Control Panel or some other similar tool. Using a Control Panel, you should be able to maintain basic operations related to your website such as logging your service request, your reboot request, or any other problem.

Customer Support

Before finalizing a deal with your service provider, you should make sure they provide you the required support. You can get this information using Internet forums or from your friends. There are many service providers who give you 24x7 support for any technical or non-technical problem.

Planning and conceptualizing a website

Web design is a process of conceptualization, planning, modeling, and execution of electronic media content delivery via Internet in the form of technologies (such as markup languages) suitable for interpretation and display by a web browser or other web-based graphical user interfaces (GUIs).

The intent of web design is to create a web site (a collection of electronic files residing on one or more web servers) that presents content (including interactive features or interfaces) to the end user in the form of web pages once requested. Such elements as text, forms, and bit-mapped images (GIFs, JPEGs, PNGs) can be placed on the page using HTML, XHTML, or XML tags. Displaying more complex media (vector graphics, animations, videos, sounds) requires plug-ins such as Flash, QuickTime, Java run-time environment, etc.

Plug-ins are also embedded into web pages by using HTML or XHTML tags. Improvements in the various browsers' compliance with W3C standards prompted a widespread acceptance of XHTML and XML in conjunction with Cascading Style Sheets (CSS) to position and manipulate web page elements. The latest standards and proposals aim at leading to the various browsers' ability to deliver a wide variety of media and accessibility options to the client possibly without employing plug-ins.

Typically web pages are classified as static or dynamic.

- **Static pages don't change content and layout with every request unless a human (web master or programmer) manually updates the page.**
- **Dynamic pages adapt their content and/or appearance depending on the end-user's input or interaction or changes in the computing environment (user, time, database modifications, etc.)**

Content can be changed on the client side (end-user's computer) by using client-side scripting languages (JavaScript, JScript, Actionscript, media players and PDF reader plug-ins, etc.) to alter DOM elements (DHTML). Dynamic content is often compiled on the server utilizing server-side scripting languages (PHP, ASP, Perl, Coldfusion, JSP, Python, etc.). Both approaches are usually used in complex applications. With growing specialization within communication design and information technology fields, there is a strong tendency to draw a clear line between web design specifically for web pages and web development for the overall logistics of all webbased services.



Building website using CMS in class

An effective business website must be flexible enough to *scale up or scale down* (quickly add and/or subtract new pages) and update its content (change ads, change promotions, change prices, and so on). The way to do this is to rely on just a handful of page templates — such as a category page, a landing page, and a detail page — and populate them dynamically with appropriate content that resides in a database.

For example, if a user is browsing an online store and visits the Gardening section, the single category-page template displays the images and text and any promotions associated with the Gardening department. If the user visits the Home Décor section next, that same category page template updates with the new content.

The real task for this online store example, therefore, is managing the content that resides in the database. The company database must allow effortless access and fast updates — on a daily, if not hourly, basis. Of course, databases don't have the friendliest of interfaces — so websites often have a middle layer between them and their databases called a *content management system*, or CMS for short.

A CMS is often a separate, secure website that only administrators have access to. An administrator logs in to the web-based CMS, makes changes to the content, and pushes the updated content to where it has to go: either to a *staging server* (a private preview website where the company can verify the information) or to the live main site. A successful CMS interface is neatly organized and easy to use, which empowers a team of non-technical people (such as brand managers and product managers) to manage their content efficiently.

There are a lot of factors to consider that drive what type of content management system is right for the new site. Some factors to consider are as follows:

- **Platform:** What development platform is the site being built on? And here are a couple of related questions: What databases are you drawing content from, and where is the site being hosted? Can the CMS you're considering integrate well with all these technical factors?
- **Language:** Should the website support multiple countries and languages? Will administrators around the world need to manage translated content and custom products — and the accompanying imagery — for their respective regions or countries?
- **E-commerce:** Does the website need to tie into the company's existing product or sales databases? Does the site need to integrate with multiple systems? Does it need to tie into SAP — the business software platform used to manage products, supply chain, sales, and inventory levels?
- **Administration:** Do you need to set up multiple levels of site administration access? For example, will some users be able to change fundamental site structures, while other users can only change the content of certain pages?
- **Unique product or services:** Does the website offer unique products and services (for instance, a site that lets users create and distribute their own online books) that don't fit the mold of off-the-shelf content management systems?



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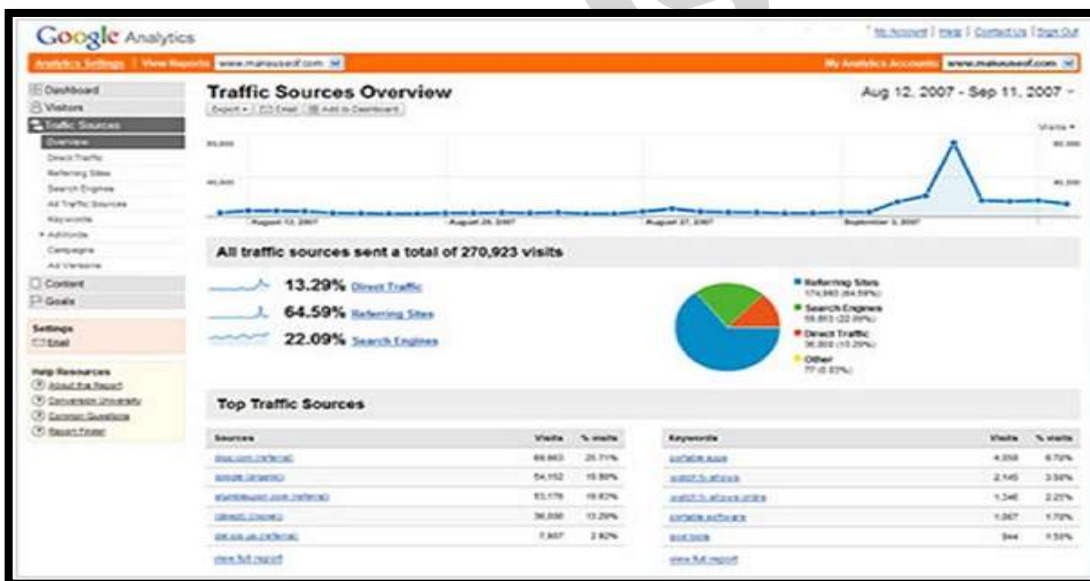
- Google Analytics
- Set up analytics account
- Add analytics Code in a website
- Understanding Goals and conversions
- Setup goals
- Understanding Bounce Rate
- Difference between Bounce rate and exit rate
- Reduce bounce rate
- Monitoring traffic sources

Google Analytics

Analytics Tools offer an insight into the performance of your website, visitors' behavior, and data flow. These tools are inexpensive and easy to use. Sometimes, they are even free.

Google Analytics

Google Analytics is a freemium analytic tool that provides a detailed statistics of the web traffic. It is used by more than 60% of website owners.



Google analytics helps you to track and measure visitors, traffic sources, goals, conversion, and other metrics (as shown in the above image). It basically generates reports on –



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- Audience Analysis
- Acquisition Analysis
- Behavior Analysis
- Conversion Analysis

Audience Analysis

As the name suggests, audience analysis gives you an overview of the audience who visit your site along with their session history, page-views, bounce rate, etc. You can trace the new as well as the returning users along with their geographical locations. You can track –

- The age and gender of your audience under **Demographics**.
- The affinity reach and market segmentation under **Interests**.
- Language and location under **Geo**.
- New and returning visitors, their frequency, and engagement under **Behavior**.
- Browsers, Operating systems, and network of your audience in **Technology**.
- Mobile device info under **Mobile**.
- Custom variable report under **Custom**. This report shows the activity by custom modules that you created to capture the selections.
- Benchmarking channels, locations, and devices under **Benchmarking**. Benchmarking allows you to compare your metrics with other related industries. So, you can plot what you need to incur in order to overtake the market.
- Flow of user activity under **Users flow** to see the path they took on your website.

Acquisition Analysis

Acquisition means 'to acquire.' Acquisition analysis is carried out to find out the sources from where your web traffic originates. Using acquisition analysis, you can –

- Capture traffic from all channels, particular source/medium, and from referrals.
- Trace traffic from **AdWords** (paid search).
- See traffic from **search engines**. Here, you can see Queries, triggered landing pages, and geographical summary.



- Track **social media traffic**. It helps you to identify networks where your users are engaged. You can see referrals from where your traffic originates. You can also have a view of your hub activity, bookmarking sites follow-up, etc. In the same tab, you can have a look at your endorsements in details. It helps you measure the impact of social media on your website.
- See which plug-ins gave you traffic.
- Have a look at all the campaigns you built throughout your website with detailed statistics of paid/organic keywords and the cost incurred on it.

Behavior Analysis

Behavior analysis monitors users' activities on a website. You can find behavioral data under the following four segments –

- **Site Content** – It shows how many pages were viewed. You can see the detailed interaction of data across all pages or in segments like content drill-down, landing pages, and exit pages. **Content drill-down** is breaking up of data into sub-folders. **Landing page** is the page where the user lands, and **exit page** is where the user exits your site. You can measure the behavioral flow in terms of content.
- **Site Speed** – Here, you can capture page load time, execution speed, and performance data. You can see how quickly the browser can parse through the page. Further, you can measure page timings, user timings, and get speed suggestion. It helps you to know where you are lagging.
- **Site Search** – It gives you a full picture of how the users search across your site, what they normally look for, and how they arrive at a particular landing page. You can analyze what they search for before landing on your website.
- **Events** – Events are visitors' actions with content, which can be traced independently. Example – downloads, sign up, log-in, etc.

Conversion Analysis

Conversion is a goal completion or a transaction by a user on your website. For example, download, checkout, buy, etc. To track conversions in analytics, you need to define a goal and set a URL that is traceable.

- **Goals** – Metrics that measure a profitable activity that you want the user to complete. You can set them to track the actions. Each time a goal is achieved, a conversion is added to your data. You can observe goal completion, value, reverse path, and goal flow.
- **Ecommerce** – You can set ecommerce tracking to know what the users buy from your website. It helps you to find product performance, sale performance, transactions, and purchase time. Based on these data, you can analyze what can be beneficial and what can incur you loss.



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- **Multi-channel funnels** – Multi-channel funnels or MCF reports the source of conversion; what roles the website plays, referrals' role in that conversion; and what all slabs did when users pass through landing page to conversion. For example, a user searched for a query on Google search page, he visited the website, but did not convert. Later on, he directly typed your website name and made a purchase. All these activities can be traced on MCF.
- **Attribution** – Attribution modeling credits sales and conversions to touch points in conversion tracking. It lets you decide what platforms or strategy or module is the best for your business. Suppose a person visited your website through AdWords ad and made no purchase. A month later, he visits via a social platform and again does not buy. Third time, he visited directly and converted. Here, the last interaction model will credit direct for the conversion, whereas first interaction model will assign credit to paid medium. This way, you can analyze what module should be credited for a conversion.

Create a Google Analytics Account

First, you need to have a Google Analytics account. If you have a primary Google account that you use for other services like Gmail, Google Drive, Google Calendar, Google+, or YouTube, then you should set up your Google Analytics using that Google account. Otherwise, create a new one.

- Once you have a Google account, you can go to Google Analytics by clicking the Sign into Google Analytics button.
- After you click the Sign Up button, you will need to fill out information for your website. You can have up to 100 Google Analytics accounts under one Google account.
- Once you've filled in the properties for your website, click the "Get Tracking ID" button. Agree to the terms and conditions and you will get a Google Analytics code. This must be installed on every page on your website. The installation will depend on what type of website you have.
- After you install your tracking code on the website, you will want to configure the Goals Setting. Goals will tell Google Analytics when something important has happened on your website.
- In Google Analytics, click the New Goal button. From there, you will choose the custom option or template options. You can create up to 20 goals on your website. Be sure that the ones you create are highly important to your business. This is the simplest of all conversion tracking in Google Analytics.
- If you want to add a new Google Analytics account, you can do so by going to your Admin menu, clicking the drop-down under the Account column, and clicking the Create New Account link. Once you've installed Google Analytics on your website(s), set up your goals, and wait about 24 hours for it to start getting data.

Google Analytics Tracking Code



The first step you'll need to do is find your tracking ID, which is a unique ID created for your Google Analytics account.

To get your tracking ID, follow these steps:

1. Log in to your Google Analytics account
2. On the bottom left-hand side of the page, click **Admin**
3. From the left column titled **Account**, select an account from the dropdown menu
4. From the middle column titled **Property**, select a property from the dropdown menu
5. Under the Property column, click **Tracking Info > Tracking Code**
6. Your website's unique tracking ID is shown at the top of the page under **Tracking ID** and starts with UA

Once you've identified your tracking ID, you'll need to get your tracking code snippet, which can be found on this page as the Global Site Tag (gtag.js). The gtag.js is the tracking code for this specific property and you'll need to copy and paste this code to every webpage you want to track on your website.

To copy and paste your gtag.js, follow these steps:

1. Copy the gtag.js shown on the page (example shown below)

```
<!-- Global Site Tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=GA_TRACKING_ID"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'GA_TRACKING_ID');
</script>
```

1. Replace the GA_TRACKING_ID with your unique tracking ID provided by Google Analytics
2. Paste the code snippet right after the <head> tag on each page of your site that you'd like to track in Google Analytics

Understanding Goals and Conversions



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Conversion is when a user visits your page and performs an action, for example, purchase, sign-up, download, etc.

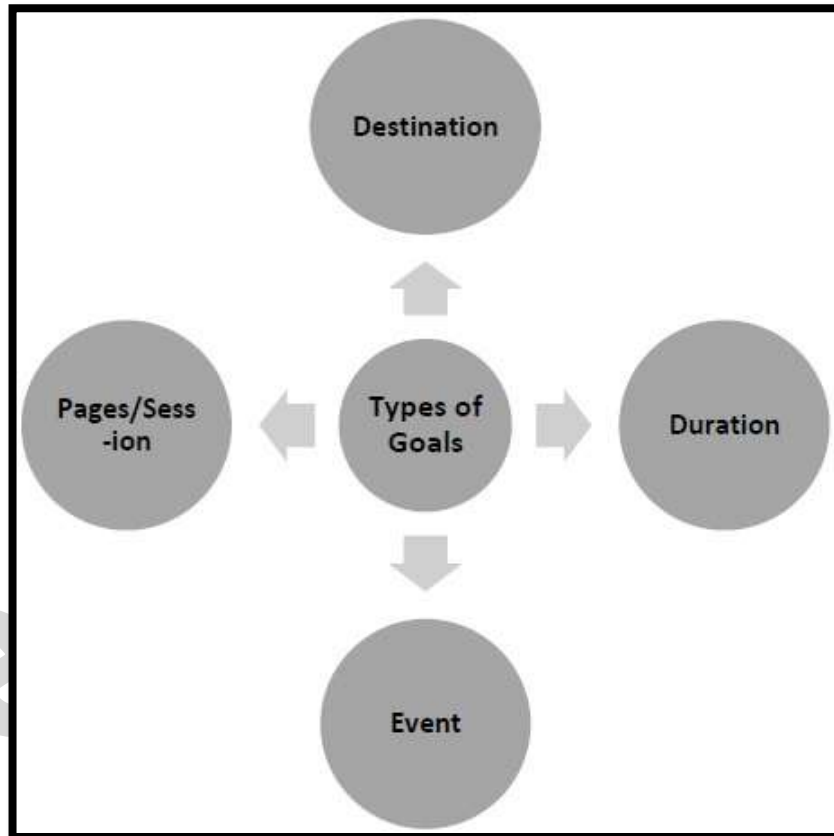
Goals

Goals are used in analytics for tracking completions of specific actions. With the help of goals, you can measure the rate of success. Goals are measured differently in different industries. For example, in an e-commerce website you can measure the goal when a product gets sold. In a software company, you can measure the goal when a software product is sold. In a marketing company, goals are measured when a contact form is filled.

Types of Goals

Goals can be divided into the following categories –

- **Destination Goal** – Destination goal is used to find pageviews of a website. Put a destination URL in the destination field to complete your goal.
- **Duration Goal** – You can measure the user engagement with the help of duration goal. You can specify hours, minutes, and second field to quantify the goals. If a user spends more than that much of time on the page, then the goal is completed.
- **Event Goals** – You can measure user interaction with your event on the site. It is called as event goals. You must have at least one event to compose this goal.
- **Pages/session Goal** – You can measure the user engagement with pages/session goal. First, you have to specify how many pageviews/session counts as goal complete. Then, with the help of goal metric, you can analyze how many goals are completed.



Funnels

Funnels are the steps to complete your goals. With the help of funnels, you can review your goals completion steps. Let's suppose for an ecommerce company, product sale is goal completion. So, funnels are the steps to purchase that product. If most of the visitors leave the website after carting the products, then you have to check why users are leaving. Is there any problem with the cart section? This can help you improve your product performance or steps to sale the products.

Multi-Channel Funnels

Multi-Channel Funnel (MCF) report shows how your marketing channels work together. MCF report shows that how many conversions are done and by which channel. In MCF report, you can find the following data –

- **Assisted Conversion** – In assisted conversion, you can find which channel has assisted the highest number of conversions.
- **Top Conversion Path** – Top conversion path report shows the following picture.



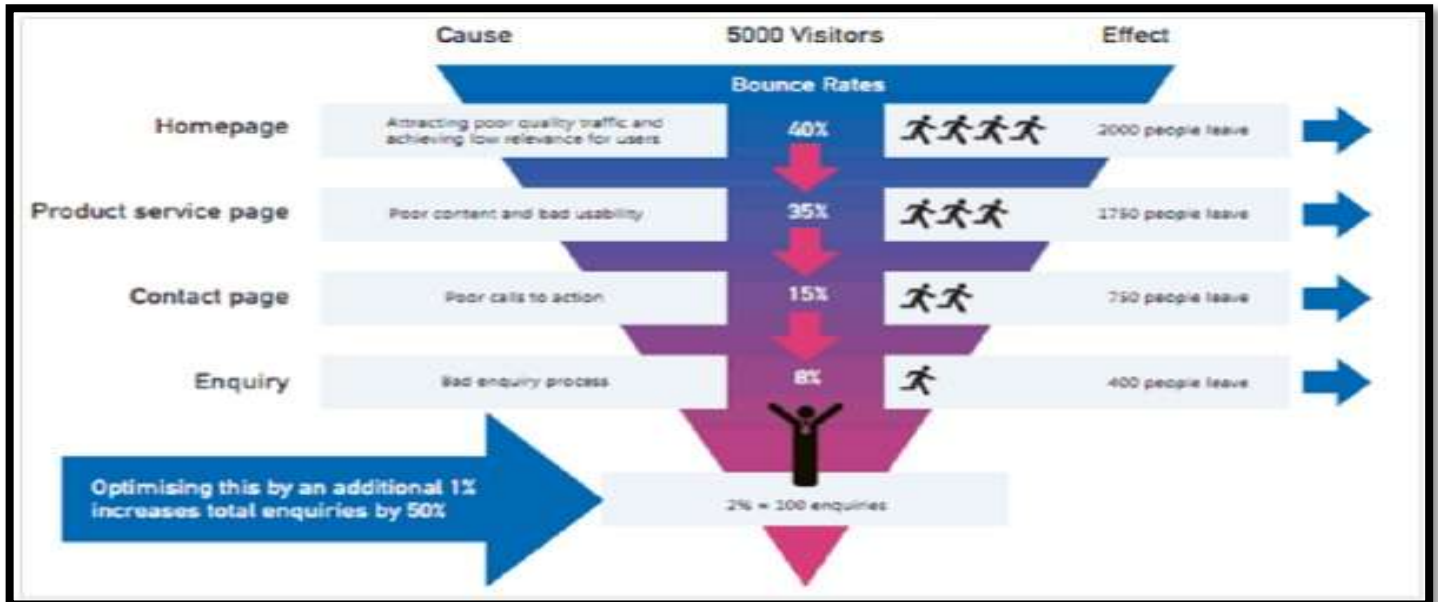
MCF Channel Grouping Path ?		Conversions ↓
1.	Organic Search → Direct	11 (3.03%)
2.	Organic Search → Direct × 2	8 (5.84%)
3.	Organic Search → Direct × 3	5 (3.65%)
4.	Direct × 3	4 (2.92%)
5.	Organic Search → Direct × 7	3 (2.19%)

In the above picture, you can see that Organic search > > Direct has 11 conversions. It means the user first interacts with your product via organic search. Later on, he/she comes to the website direct and makes a purchase. So, with the help of this report, you can easily analyze your top conversion path to improve your funnels.

Conversion Funnels

Conversion funnels is the path by which a goal (Product purchase, Lead form done, Service contact form submitted, etc.) is completed. It is a series of steps covered by the visitors to become customers. It is explained in the “Bertus Engelbrecht’s” image, given below. If more numbers of visitors are leaving the website without any purchase, then you can use conversion funnels to analyze the following –

- Why are they leaving the website?
- Is there any problem with the conversion path?
- Is there any broken link in the conversion path or any other feature that is not working in the conversion path?



Conversion funnels help you visualize the following aspects in the form of graphics –

- The hurdles the users are facing before converting
- Where the emotional behaviors of the users alter
- Where the technical bugs become nuisance for the customers

Understanding Bounce and Exit rate

It is a metric that represents the number of the visitors who visit your website and then quit instead of continuing to view other pages within your website. They just traversed a single page for a short span.

All of the following ways of leaving your site constitutes a bounce –

- Hitting the back button
- Opting to surf a different URL
- Exiting the tab
- Shutting down the window
- Clicking on an external link
- Session timeout

$$\text{Bounce Rate} = \frac{\text{Bounces}}{\text{Entrances}}$$

Reasons for a High Bounce Rate

It might happen owing to the following reasons –



- **Single Page Site** – Your website has no other page to visit.
- **Slow Page Load Time** – people tend to give up if the website does not load in 4 seconds.
- **Bombarding Visitors with Offers** – Lot of induced banners and intrusive advertisement force the users to leave the page. Such sites are even lesser trustworthy.
- **Irrelevant Content** – When a user does not see what he is looking for, he will quit in seconds. Also the content should use proper grammar and easy to understand literature.
- **Long Fill-up Forms** – It is a nasty thing to keep filling the forms. The longer is the form, the more the users sway. Asking for too much information is never entertained.
- **Design of the Page** – A messy page with lot of images and banners with unclear text do not hold the visitor for long.

Ways to Reduce Bounce Rate

Through continuous efforts, strategic approach and a few best practices might help you in reducing the bounce rate.

- **Set Realistic Expectation. Unrealistic goals will only demotivate you.**

Checkout benchmark averages for bounce rates –

- Content Websites: 40-70%
- Lead Generation Pages: 30-40%
- Blogs: 70-90%
- Retail Websites: 30-40%
- Service Providers: 20-30%
- Dedicated Landing Pages: 80-90%
- **Attract Relevant Traffic** – Use targeted keywords that matches with your content. Swarming irrelevant traffic will only bounce. It will serve no purpose.
- **Create Multiple landing pages targeted with specific keywords.** Write attractive and useful meta description.
- **Improve Usability** – Make use of readable and grammatically correct text. Use white background, proper fonts. Make your headlines shine boldly. Use clear headings and subheadings.



- **Well-Organized Layout** – Create a website that is easy to navigate. Make it simple and easy to navigate the design of the webpage. Do not put too many call-to-action buttons in the first page itself. Too many call-to-action buttons is the reason for high bounce rate.
- **Page Load-Time** – Improve the page speed score of the website. Avoid using self-loading multimedia content. Set external links to open in new tab. This will help you to improve bounce rate and traffic as well.
- **Avoid distracting pop ups in the website** – All intrusive advertisements should also be gotten rid of. You may entertain static ads and place them onto the sides.

What is Exit Rate

The exit rate is the percentage of people who were the last in the session i.e. who left your website from that page. It may or may not be one page in a session. If it is not the one page in the session, it means that the visitor may have landed from another page and exited from this page.

To analyze the exit rate you need to check your funnel. Track who are the customers leaving your page. Find out what type of customers may get you maximum conversion.

Work to optimize that segment. When you are done optimizing traffic, optimize pages of your website.

$\text{Exit Rate} = \text{Exits} / \text{Page Views}$

Ways to Reduce Exit Rate

Following are the ways to reduce the exit rate.

Create exit surveys – Exit surveys can save you more than 15 percent visitors. It is loaded with essential information about the visitors' satisfaction level at your website. You can retain your customers here and give them exclusive offers to lure them to convert.

Trigger exit pop-ups with a different persuasive message – Pop-Ups with messages can direct them to some similar products.

Optimize Call-to-action button – We have to check on the page if the call-to-action button is hard to find for the users. If call-to-action button is not visible to the users, then the exit rate can go high. Try to place call-to-action button in the first fold of the page itself.

Do A/B Testing – A/B Testing is almost a perfect solution for any dilemma. If we talk about exit rate, it works tremendously well. To make your test result clear, you need to include both testing measures, i.e. quantitative and the qualitative analysis of your website.



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The second best practice is start testing from the bottom part of the funnel and keep testing towards the upper levels.

Undoubtedly, higher conversions or increase in sale means your testing was successful; decreasing leads means you've failed, though not miserably, because it was just a test.

Google Analytics Traffic Sources

Your site's traffic comes from many sources. Let's take a look at each so you'll know what the stats mean when you look in Google Analytics for the traffic sources of specific pages.

Organic Traffic

This is traffic that comes from search engines such as Google, Yahoo, and Bing.

High organic traffic usually means your SEO efforts are paying off and your keywords are strong. It also means you're getting new readers to your website regularly, people trust your website enough to visit it, and your success is on the rise.

Referral Traffic

Traffic that comes from any other source besides a search engine, such as a link on another website that leads to your website, is referral traffic.

If you have a lot of referral traffic coming to your website, you're an established website in your industry that others trust enough to cite on their own website for their own target audience to click on and view.

Referral traffic can help you build a strong influence in your niche, monetize your site with advertisements other businesses trust to place on your website, and even boost conversions rates as people visiting sites similar to yours begin to frequent your site and see what you have to offer.

Not to mention, outbound links to your website help your search rankings.

Social Traffic

This kind of traffic comes from social media networks such as Facebook, Twitter, LinkedIn, and Instagram.

Having a strong presence on social media is important for interacting with loyal followers, reaching a wider audience, and sharing different types of content with your target audience.

Paid Search

If you use Google AdWords and someone clicks on your ad from a search engine result, this counts as a paid search traffic source.



Email Traffic

Anyone that clicks on a link that leads to your website from an email marketing campaign, such as a newsletter, is considered email traffic. Knowing whether your site visitors are coming from your email campaigns is great for finding out whether you encourage site visitors to come back to your site or not.

Direct Traffic

Direct traffic is usually reserved for site visitors that access your website in one of two ways:

- Typing your website's URL directly into their web browser
- Clicking on a saved bookmarking that leads right to your website

Use Google Analytics to View Traffic Sources

- It's very easy to see the traffic sources of a specific page in your Google Analytics account.
- To start, log into your Google Analytics account and navigate to Behavior » Site Content. From there you can choose whether to view the traffic sources of all of your website's pages, the landing pages, or the exit pages.
- In this example we'll show you how to view the traffic sources of your site's landing pages, which is important because these are the pages many visitors will land on first when visiting your site.
- Next, navigate to Secondary Dimension » Acquisition » Source/Medium.
-
- Now you'll see a list of your website's landing pages, complete with the source of your site's traffic, which is where visitors were before clicking on your website, and the medium, which is how your visitors arrived at your website.

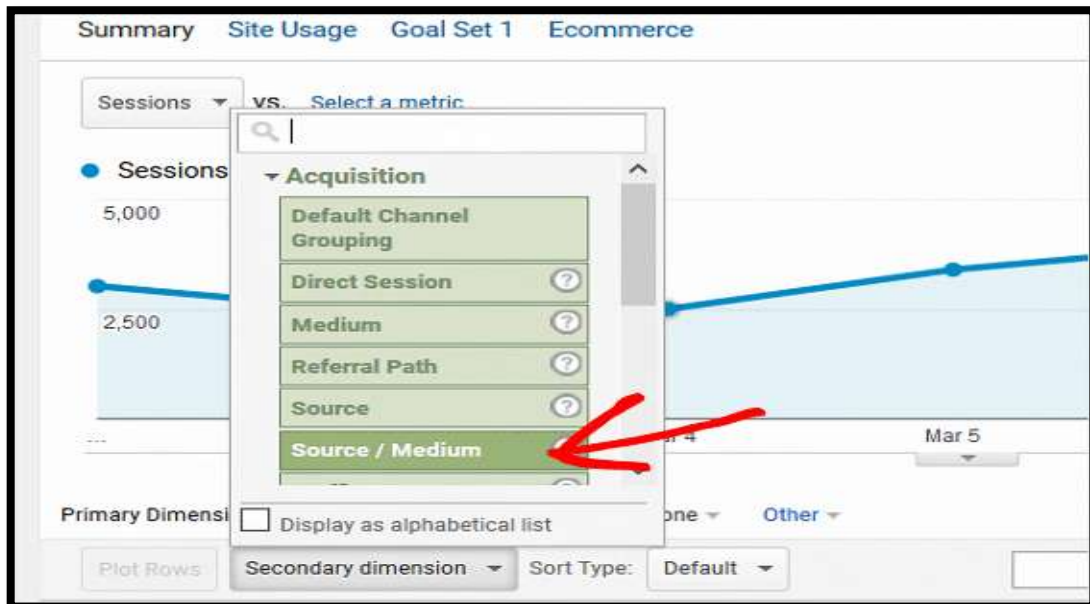


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	Landing Page	Source / Medium
☐	1. /home	google / organic
☐	2. /google+redesign/shop+by+brand/youtube	youtube.com / referral
☐	3. /home	(direct) / (none)
☐	4. /google+redesign/shop+by+brand/youtube	google / organic
☐	5. /home	mail.googleplex.com / referral
☐	6. /home	google / cpc

- Now we'll take a look at how to use segments to take a closer look at traffic stats for a specific page in Google Analytics.



UNIT-IV

Social Media Marketing

Social Media Marketing (SMM) is a type of internet marketing which uses the benefits of social networking sites as a tool of promoting websites, thus increasing traffic towards them and learning from users' direct reactions.

The main goal of SMM is to improve communication with users, increase brand visibility and reach more (potential) customers.

SMM is being done by creating quality content that the users of social networks share with their friends (via transmitting information electronically, i.e. Electronic Word of Mouth, or eWoM).

Social Media Marketing functions on the principle of Social Media Optimization (SMO), i.e. the improvement of company image on social networks.

Similarly to **Search Engine Optimization (SEO)**, SMO attracts new, unique visitors to the targeted website.

Why would search engines care for social networks? Simply because many people use their social media to search for things, share links and thereby participate in building a strong network of links

SMM, that is SMO, can be done in two ways:

- Active SMM promotion
- Passive SMM promotion

Active SMM promotion

Active promotion means adding links (applications) which lead from the content on the website towards social networks (similarly to RSS and social media share buttons). Social networks which can be used as a means of SMM are the following:

- Facebook
- Twitter
- Google+
- LinkedIn
- Instagram
- YouTube
- Pinterest



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Each social network has its own Terms of Use, which is different for natural persons and legal entities, i.e. companies.

Passive SMM promotion

Passive promotion means promoting activities on social networks by updating statuses, publishing images, tweets or articles on blogs.

Users' reactions can be further analyzed in order to solve problems and remove dissatisfaction, and improve their brand experience.

What is useful especially is that that information is obtained in real time, which speeds up the entire process and opens the door to a new dimension of cooperation.

What is Social Media?

Social Media is a platform that lets us participate in social networking. We can share our posts on various social media platforms to improve business visibility. Today it is the best source for news updates, marketing, education, and entertainment.



SMO Strategy for Business



A wisely implemented Social Media Optimization (SMO) strategy can give a great boost to your business. To draw maximum benefit out of Social Media, you need to set clear and well-defined business goals and objectives. The following points are the backbone of any well-laid SMO strategy –

- Set measurable and achievable goals.
- Know your customers.
- Research over market and trends.
- Explore more social networking platforms. Reflect your presence on all.
- Choose core topics related to your business. Use them in content.
- Set Social Engagement parameters.
- Plan your resource use.
- Track your results.

SMO – Key Concepts

- Aim for building reputation by depicting yourself as a trusted source or business.
- Encourage more engagement and sharing.
- Be an authorized name in your industry.
- Gear up originality.
- Keep it social.
- Master over your media platforms.
- Optimize every single point that hinders your efforts.

Viral Marketing

- Any hot topic that is infectious is Viral Marketing. It is 'exposing an idea' for a cause. It is a message getting viral by passing it from one to another with an intention of boosting your business.
- Social Media Viral Marketing is the use of social media channels to spread any message for creating brand awareness. Viral marketing rate may differ on each level.

Examples of Viral Marketing

- ALS Ice Bucket Challenge – ALS Association received increased media attention by soaking the whole world. Even celebrities and entrepreneurs participated in it.
- Ashton Kutcher hits 1M – Ashton has been a seeding strategist who influenced his fans by an influencing message that went viral.
- Hotmail went viral – Hotmail team placed a link 'Want a free email account? Sign-up for Hotmail today.' in the footer of any mail sent from a Hotmail account. It was a viral hit.



Here are some of the most valuable benefits of viral marketing you might be looking for:

1. Lower Advertising Costs

It does not happen at the very beginning but with time it will surely cut down your advertising costs as you have already got enough exposure and buzz around the internet. Viral Marketing is indeed a best way to lower down your advertising costs as it is not expensive to launch but is very effective and fast in getting your message across your prospective buyers.

2. Remarkable growth

Success in business rarely happens quickly. Viral marketing is one of very few tactics that can create explosive growth in very little time. And once it hits people, it spreads very fast everywhere that positively affects your business's sales and profit.

3. Builds more credibility

As more and more people in the entire network recommend and talk about your brand, your credibility is increased among your audience. The loud and remarkable buzz that is generated will surely help boost your product or service recognition. Attention-getting videos on internet can be easily embedded into web pages, blog posts and social networking sites. Your business get better comments and higher traffic that works for your business on a positive note.

4. Better visibility

Viral marketing helps in creating better visibility for your business. If you develop a good content marketing campaign that unleashes the interest (emotion) of your target audience, increased visibility will only lead to increased growth of your brand

5. Conversion

The combinations of different marketing strategies whose objectives are focused on achieving engagement with your audience have their most convincing proof of ability in increasing traffic. Viral marketing is one of the most important strategies to attract customers and raise awareness of your brand. The trust and transformation of prospective customer into potential customer of your company will come sometime later.

Facebook marketing

Facebook marketing refers to creating—and actively using—a Facebook page as a communications channel to maintain contact with and attract customers. Facebook actively provides for this, allowing users to create individual profiles or business pages for companies, organizations, or any group attempting to develop a fan base for a product, service, or brand.



Facebook marketing is used by:

- **Brands.** Food, electronics, home goods, restaurants—nearly any kind of brand can be promoted through Facebook, turning passive customers into active fans who follow news of promotions and developments, and who share with their own friends.
- **Local businesses.** Whether a business is family-owned, or a franchise of a larger company, a Facebook page can be used to turn a local customer base into a fan base that more commonly visits your store.
- **Personalities.** Musicians, celebrities, authors, syndicated columnists—anybody who makes their money through being known wants to be known by as many people as they can on Facebook.
- **Non-profit organizations.** Charities, political groups, and public service campaigns can all leverage the natural sharing capabilities of Facebook.

How to Set Up a Facebook Page

- Create a Facebook Page
- Add photos
- Add a short description
- Create a username for your Page
- Add your Page to Shortcuts
- Set up Page roles
- Customize your notifications
- Add a Page CTA
- Organize your Page tabs
- Verify your Page

Twitter marketing

A Twitter marketing strategy is a plan centered around creating, publishing, and distributing content for your buyer personas, audience, and followers through the social media platform. The goal of this type of strategy is to attract new followers and leads, boost conversions, improve brand recognition, and increase sales.

Creating a Twitter marketing strategy will require you to follow the same steps you would if you were creating any other **social media marketing strategy**.

1. Research your buyer personas and audience
2. Create unique and engaging content



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3. Organize a schedule for your posts
4. Analyze your impact and results

How to Use Twitter For Business

1. Customize and brand your profile
2. Create Twitter Lists
3. Host a Twitter Chat
4. Advertise on Twitter
5. Drive traffic to your website
6. Use Twitter Moments
7. Get verified on Twitter
8. Focus on building your follower count

LinkedIn Marketing

LinkedIn is a professional networking platform that was launched in 2003 for professional development and networking. While it primarily serves individual professionals, allowing them to post accomplishments and work histories, as well as upload resumes and other supporting material, it also provides opportunities for businesses to post jobs, showcase new products and services, and network with potential prospects. A messaging feature also provides two-way communication between users.

For businesses, LinkedIn is an effective tool for collaboration, sharing best practices, and targeted marketing efforts. Independent organizations can participate in various groups to expand their network, and executives and business owners can position themselves as thought leaders in their industry.

Setting Up Your LinkedIn Business Profile

Establishing your LinkedIn company page is easy. You'll use it to build brand awareness and promote your products and services to customers and prospects.

- First, click on the "Work" dropdown at the top righthand corner of your homepage and select "Create a Company Page+" from the bottom of the menu.
- Upload a logo and banner image for your page.
- Post company updates from your page that your audience will find interesting and helpful.
- Tailor content to your audience's needs and interests.
- Promote your page to attract followers.



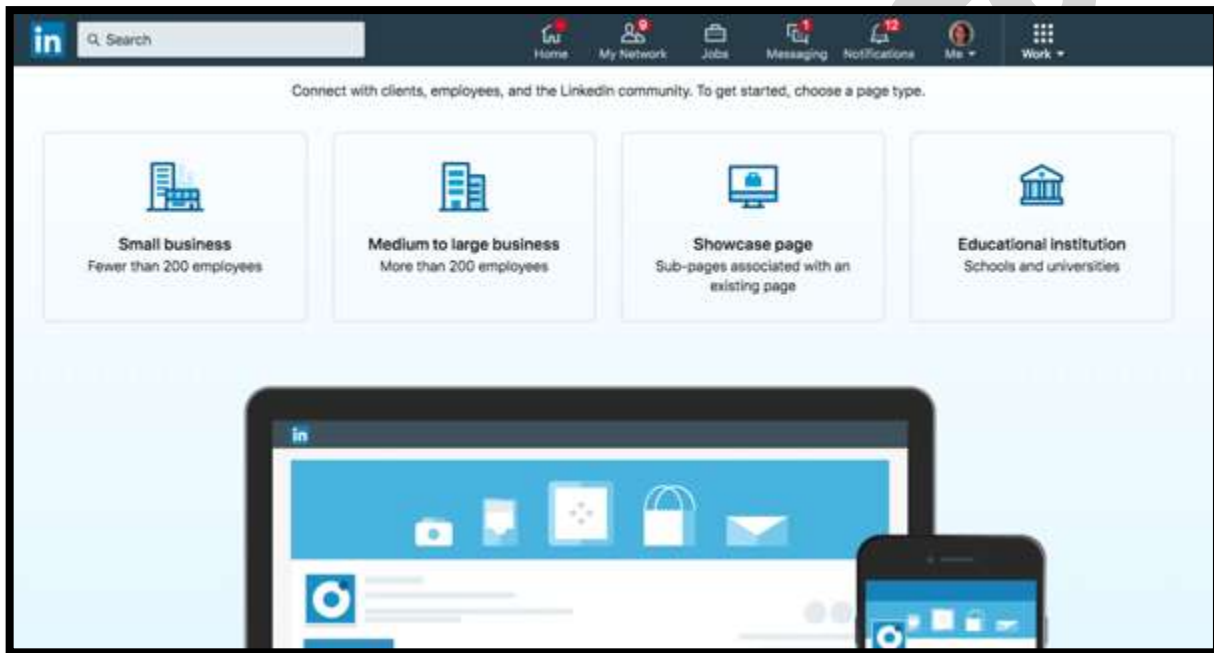
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- Create LinkedIn Showcase pages for specific products so you can customize your messages for different segments of your audience.



Three of the new targeting capabilities are:

- Website Retargeting — Allows you to market to LinkedIn members who have already visited your website.
- Account Targeting — Helps you reach decision-makers within your target accounts.
- Contact Targeting — Enables you to upload or integrate your contact list to build a customized audience for your business.

Google Plus Marketing

Google+ is Google's flagship social network, allowing users to connect easily and often, through interests and friendship. It's not an independent service – instead, it is integrated and connected through all Google services as part of the 'ecosystem'.



Promote and Market Your Business via Google+

Here are some suggestions on how you can promote your Google Plus business page:



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- Make sure that your Google Plus account is linked to your company's official website. You can also link this account to your other social networking profiles, if applicable. Since the URL of Google Plus page you get "might" be a tad long, you may want to use a badge on your site.
- Share your Google Plus account using all the resources you have, from social networking profiles to print advertisements to press releases. You can also include a link in your other personal links, or on the company website.
- Try to create your own community. This will give your audience a better chance of getting to know your company and what it's all about. Of course, you have to make sure that you actually do or give something back to the community to make it work.
- Join communities and actively participate in their activities by posting comments and sharing posts on your own stream. Eventually, you will be able to post your own content into that community, and your content may lead them back to your profile, that is, if the community allows such promotions.
- Don't underestimate the usefulness of hashtags. Hashtags can help you find people who can relate with your stream posts, and this could be a chance to offer them the products and services of your business.
- Getting more and more people to follow you will boost your popularity and will land you on the trending posts. Just by making the top ten will automatically lead more people to you.
- You can always look into paid promotion like Google Adwords and other PPC networks.





Video and YouTube marketing

Definition of Video Marketing

If a photo's worth a thousand words, then how much more valuable is video? That's the basis of video marketing, a forward-facing marketing strategy that integrates engaging video into your marketing campaigns.

Video marketing can be used for everything from building customer rapport, to promoting your brand, services or products. Additionally, video marketing can serve as a medium to present how-to's, promote customer testimonials, live-stream events and deliver viral (entertaining) content.

How Video Marketing Works

On the surface, the *how* of video marketing is pretty simple: Your brand creates videos that, in some way or another, promote your company, drive sales, raise awareness of your products or services, or engage your customers. In practice, it's a little more complicated. Like many of your marketing efforts, video marketing is data driven, so you'll want to monitor various metrics and track customer engagement.

To develop your video marketing strategy, you'll want to:

1. **Allocate resources.** You're going to need to designate some budget for video – at the least, decent equipment, good editing software, and a video marketing guru (or, better, team) – as well as time to create it.
2. **Tell your stories.** Storytelling has never been as important as it is in video, so get brainstorming: What stories do you want to tell? How will you tell them?
3. **Engage.** It's not enough to simply tell your stories; you must engage your audience while you do so. How will you make your stories interesting? What will hook your audience?
4. **Keep it short.** There's no set length for marketing videos but the general rule is that shorter is better. Be ruthless with your editing. Cut, cut, cut out everything extraneous. Attention spans are short, so make the best of what you get.





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5. **Publish.** Publish your videos far and wide – embedded in your website, uploaded to Google-owned YouTube, and on all your social media channels. Then, promote, promote, promote.
6. **Analyze.** Track metrics and stats, to determine which videos do the best – and why.

Examples of Video Marketing

Video marketing is all over the Internet. Look no further than your favorite brands, your Facebook, your YouTube homepage, and there it is: successful video marketing that has found its way to your eyes.

Benefits of Video Marketing

The benefits of video marketing are many. Let's begin with the easily quantifiable: statistics, numbers, and data

Video helps you **connect with your audience**. Today, so much of a company's marketing efforts are designed to help build trust. Video is the bridge that links what you say to who you really are, allowing customers to peer behind the curtain and get to know your brand.

- **Video is an SEO gold mine**, helping build backlinks to your site, boosting likes and shares (which can effect search rankings), and driving traffic to your site. And let's not forget that YouTube is owned by Google, so be sure to post your videos to YT and tag, tag, tag with keywords/key phrases!
- Videos **boost information retention**. If your customers hear something only, they're likely to retain about 10% of that information three days later; by contrast, if what they hear is accompanied by relevant imagery, they'll retain an average 65% of that information three days later.
- In 2017, video content will account for an estimated 74% of all online traffic. Your **customers love video**. Would-be customers also love video, which means good video marketing can attract new visitors.
- Email subject lines that include the word "video" see a **19% increase in open rates**, and a **65% boost in click-throughs**.
- Four times as many customers would **prefer to watch a product video**, than read a product description.
- Do you like money? Then consider this: after watching a video, customers are 64-85% more likely to make a purchase.



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Pinterest Marketing

Pinterest is a social media site that is based on the idea of sharing visuals. Users or “pinners”, can organize, share images/videos from around the Internet and search for them as well. Which also makes it one of the biggest search engines for visual content.



Images and videos that users upload (along with their links and descriptions) are known as pins. Pinners have the option of neatly organizing their pins into virtual bulletin boards, also called pinboards.

Users can customize and theme their boards, which can then be followed by other users. You also have the option to make your boards private or public.

Now, when it comes to sharing visuals, you have three options:

1. Manually upload and share visuals along with their links/descriptions
2. Repin and share visuals that you discover through your feed
3. Repin and share visuals that you find via search

The best thing about Pinterest is that it allows you to share ideas and inspire others like no other social platform.

Also, since every pinner is busy pinning visuals of their own interest and organizing them, they have no problem with other pinners seeing their activity. Which makes Pinterest marketing a highly effective way to get the word out about your products/services.



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Here are three ways you can tap into the huge opportunity called Pinterest marketing and expand the reach of your business, regardless of the niche you are operating in.

#1: Build Your Authority

#2: Grow Your Reach

#3: Increase Your Traffic

Business and professions taking advantage of Pinterest include:

- Counseling services: Counselors can post tips, advice, blog content and pins to other helpful resources
- Financial advisors: Advisers can Pin blog content, testimonials, infographics or links to lead magnets that encourage engagement
- Real estate agents: Agents can Pin testimonials, consultation tips and blog content that are great for agent exposure
- Attorneys: Tips on hiring an attorney, humor, blog content and lead magnets are all great options for attorneys using Pinterest.



UNIT-V

SEO stands for Search Engine Optimization, which is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*.

What goes into SEO?

To understand the true meaning of SEO, let's break that definition down and look at the parts:

- Quality of traffic. You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in products that you offer.
- Quantity of traffic. Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.

Organic results. Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

How SEO works

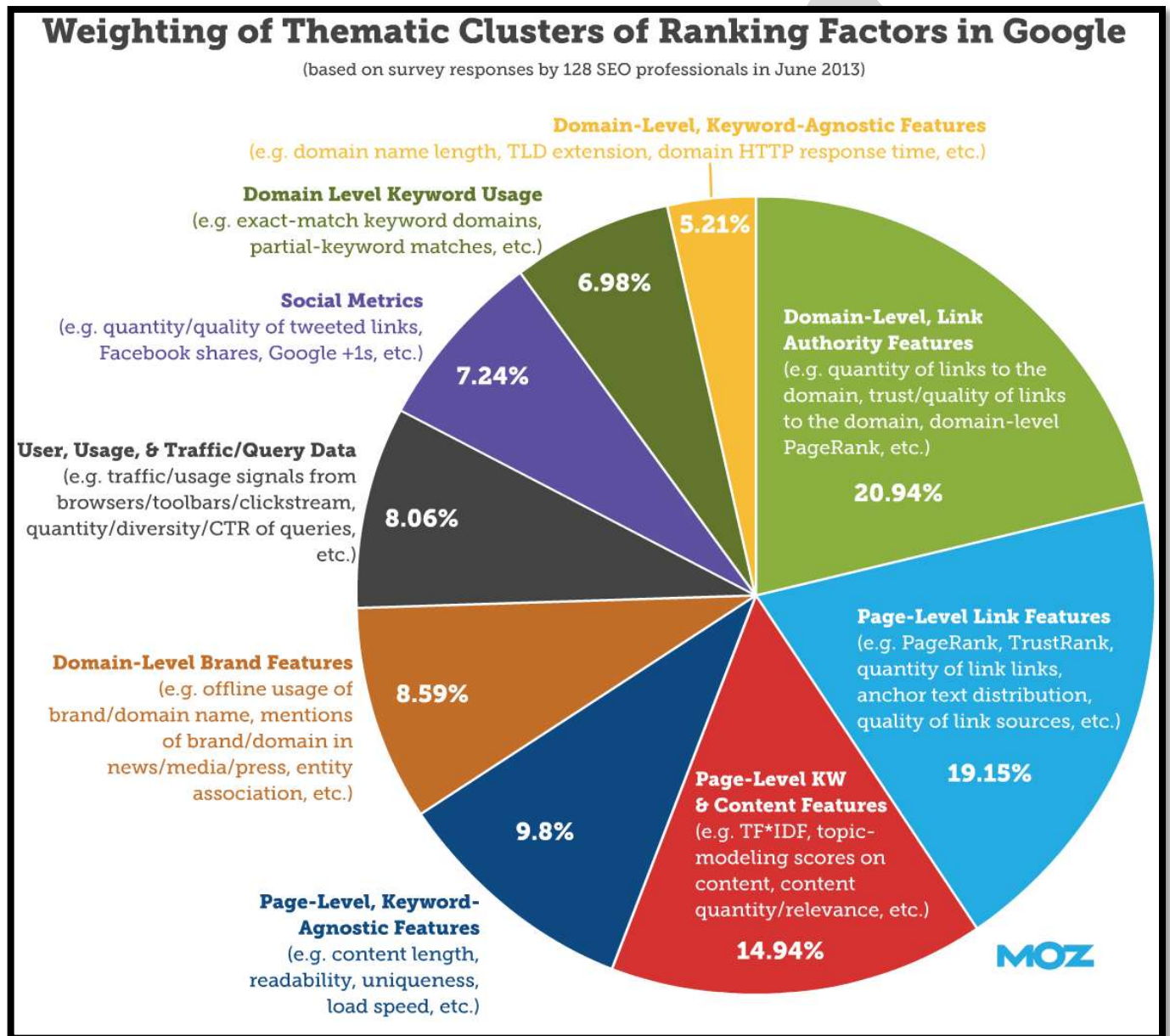
You might think of a search engine as a website you visit to type (or speak) a question into a box and Google, Yahoo!, Bing, or whatever search engine you're using magically replies with a long list of links to webpages that could potentially answer your question.

That's true. But have you ever stopped to consider what's behind those magical lists of links?

Here's how it works: Google (or any search engine you're using) has a crawler that goes out and gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query.



There are a lot of factors that go into a search engine's algorithm, and here's how a group of experts ranked their importance:



That's all the SE (search engine) of SEO.

The O part of SEO—optimization—is where the people who write all that content and put it on their sites are gussying that content and those sites up so search engines will be able to understand what they're seeing, and the users who arrive via search will like what they see.



Optimization can take many forms. It's everything from making sure the title tags and meta descriptions are both informative and the right length to pointing internal links at pages you're proud of.

Creating Display Campaign

When you think of Google AdWords, you may immediately associate it with paid search – bidding on keywords for ads to show up in search results. However, AdWords also offers powerful capabilities for targeting individuals via display advertising. Display advertising includes several forms of online advertising including banner ads, text ads and others. A strong display campaign can provide excellent support for reaching people beyond search, allowing you to show ads on strategically placed sites around the web to capture a customer's attention.



To build a successful display campaign, you want to reach as precise an audience as possible. In this article, we'll cover how to get a display campaign off the ground and how to focus your targeting toward the right audience.

Setting Up a Display Campaign

First, you'll need to get a display campaign active in your AdWords account. To begin, click the red "+ Campaign" button from within the main AdWords interface, then select "Display Network only" from the options that appear.

Google Adwords

Google Ads (formerly **Google AdWords**, before July 24, 2018) is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users.

Google Ads has evolved into Google's main source of revenue, contributing to Google's total advertising revenues of US\$95.4 billion in 2017. Google Ads offers services under a pay-per-click (PPC) pricing model. Although an advanced bidding strategy can be



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used to automatically reach a predefined cost-per-acquisition (CPA), this should not be confused with a true CPA pricing model.

Sales and support for Google's Ads division in the United States is based in Mountain View, California, with major secondary offices in Hyderabad, Dublin, Singapore, Ann Arbor and New York City. The third-largest US facility is the Googolplex, Google's headquarters, which is located in Mountain View, California. Google AdWords engineering is based at the Googleplex, with major secondary offices in Los Angeles and New York.

As of June 2018, Google derives 86% of its total revenues from trading advertising inventory through AdWords, DoubleClick AdExchange, and DoubleClick Bid Manager, among others.^[1]

Understand the AdWords Algorithm

I'm sure you all aware of Google Adwords and Have been using it for a while but there are some basics that need to know to understand the AdWords Algorithm.

Yes to succeed in the marketing campaign you need to understand the Adwords Algorithm.

What is the AdWords Algorithm?

Google's AdWords algorithmic may be a mathematical calculation that uses a range of various factors to ultimately confirm your ad position.

It's a worth that's employed by Google to work out precisely wherever your ads are shown on a specific page and, in several cases, whether or not your ads can seem ahead of your audience in the slightest degree.

So Google will decide your ad positions?

What is Quality Score?

The Quality Score is important to measure for running Google AdWords. The Quality Score is typically the relationship between ad group, keywords, ad and landing page and what a user is looking for and the likelihood that someone he/she will click the ad. Here's the Google page for "Quality Score, Review and Understand."



Each search on Google will create an auction. Any advertiser whose keyword matches the search query will participate in the auction.

What is Clickthrough Rate?

Clickthrough rate is an important measure to better understand the results of online marketing campaigns.

The CTR helps us to better understand the number of visitors to our websites online as a result of a campaign.

We will see how to calculate the clickthrough rate with an easy-to-understand formula.

To Calculate CTR We Divide the number of clicks through to the site divided by the number of total impressions. Then we multiply it by 100.

For Example: if your Ad has 1000 impression and 20 clicks then your Ad will have CTR of 1%

$$\text{CTR } 2\% = 20/1000 \times 100$$

Why CTR is Important?

CTR is an important parameter for ad analytics because it gives you an idea of how your keywords and ads performing.

You can check your CTR at any time in your AdWords account. A high CTR means users find your ads useful and relevant.

Let's Say Sahil wants to buy fresh flowers for his girlfriend for Valentine's Day, he is typing in "**fresh flowers**" he's seeing two ads the first ads says fresh flowers buy locally and the second ad says red roses buy online. Although these two ads are relevant, Sahil is more likely to click on the one containing your original search term for "**fresh flowers.**"

Why should you be interested in CTR?

The percentage of clicks is important as it directly affects the quality score. Google is interested in the overall user experience and rewards advertisers with the most relevant ads.



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A high CTR means a higher quality score, which means higher ad placement and lower cost-per-click. So what is the right CTR?

In general, you must aim for at least 2%. However, a good CTR is different for each keyword.

In your account, Google gives estimates as to whether your CTRs are good, bad, or average, so you can monitor them closely.

How does AdWords rank ads?

Ads are sorted by ranking. best Ad Rank wins first place, until the last bid that is valid on the auction, till last position on the first page.

$\text{Ad Rank} = \text{Quality Score} * \text{Bid}$

What the advertiser actually pays is the least amount needed to outperform the competitors below him.

How, much each advertiser competes because of its rankings Again a slightly simplified version.

This is called an “**AdWords Discounter**”

$\$ = \text{Quality Score} + \0.01 .

Understanding AdWords Algorithm (Adrank) in detail with examples

Let's put this into practice using real-life examples,

Quality Score (QS).

Goa+Resort+for +sale has a **QS = 6**

For Example; We want to be first on the page, no matter what. We cannot guarantee that, but we can certainly be pretty sure if we go beyond the keyword and say \$50.

$\text{Ad Rank} = 300 = (\text{QS } 6 * \$50 \text{ Bid})$

To win, a competitor must have an $\text{Ad Rank} > 300$. This means that even with a QS 6 keyword, he has to bid \$ 50.01 per click to get the first place.



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Assuming that you have a more realistic offer of \$5/ click, the amount we would pay at the auction will be calculated as follows.

Ad Rank to beat = 30 = (QS 6 * \$5 Bid)

\$10.01 = 30 / 6 + \$0.01 = (50 Ad Rank to beat / our QS 6 + \$0.01)

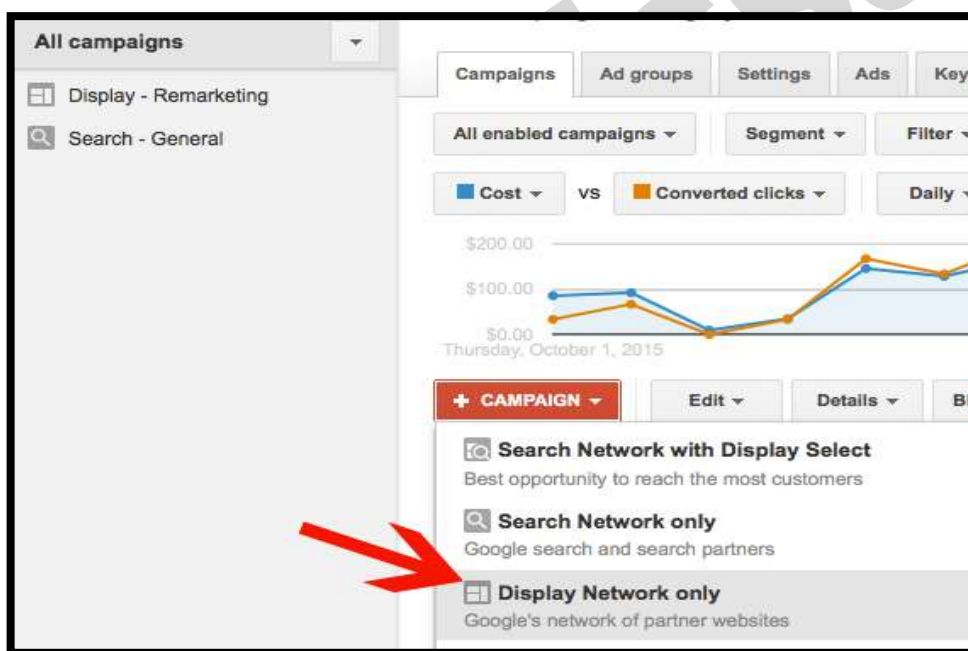
So even though we bid \$50, we only pay \$5.

If our Quality Score on that keyword in that auction was 6, then the amount we would pay is:

\$8.32 = 50 / 6 + \$0.01 = (50 Ad Rank to beat / our QS 8 + \$0.01)

It's going to be really interesting here. The person in the first place could pay less than the people among them.

Sounds Crazy? This is the reason why this happens. Assuming the same \$80 bid for first place, let's say that the next participant has only a 4 QS keyword for a \$10 bid, and next person has QS 6 in a \$6 bid and the person in position 4 has the keyword QS 7 in a 9 dollar bid.





Next, you'll walk through configuring the campaign. You can add geographic targets and set up bids similarly to how you'd set them up in a search campaign. You will want to pay specific attention to the options under "Ad Delivery" in the setup phase.

- **Ad Rotation:** Ad rotation options determine whether or not AdWords will optimize how likely specific ads are to show as opposed to showing each ad approximately the same number of times. If you're planning to manage this campaign closely, you're better off choosing "rotate indefinitely," as ads will serve more evenly. You'll then be able to make better decisions for manually optimizing campaigns and knowing what ad sets performed better, as opposed to letting Google make those decisions on your behalf (which often skews performance toward particular ads over others based on minimal data).

The screenshot shows the 'Advanced settings' section of a Google Ads campaign setup. At the top, there are three steps: 1. Select campaign settings, 2. Create an ad group, and 3. Create ads. Below this, there are checkboxes for 'Call' and 'Extend my ads with a phone number'. The 'Advanced settings' section is expanded, showing 'Schedule: Start date, end date, ad scheduling' and 'Ad delivery: Ad rotation, frequency capping'. Under 'Ad rotation', there are four radio button options: 'Optimize for clicks: Show ads expected to provide more clicks' (Ideal setting for most advertisers), 'Optimize for conversions: Show ads expected to provide more conversions' (Ideal setting if you use AdWords or Google Analytics conversion tracking), 'Rotate evenly: Show ads more evenly for at least 90 days, then optimize' (May be appropriate if you optimize ads using your own data), and 'Rotate indefinitely: Show lower performing ads more evenly with higher performing ads, a' (Not recommended for most advertisers). The 'Rotate indefinitely' option is selected. A yellow warning box states: 'Your ads may not perform as well with this option. Optimized ad rotation is recommended for most advertisers. [Learn more](#)'. Below this, the 'Frequency capping' section shows 'No cap on impressions' as the default, but it is set to '3 impressions per day per ad group'.



- **Frequency Capping:** Frequency capping determines how many times your ads will show to individuals in a given time period. While you want to reinforce your brand's visibility through display advertising, you also don't want to overwhelm people with seeing your ads 100 times in a day (nor is that your best investment). We'd recommend **setting ad rotation to show 3-5 times per day**, although you will find varying opinions on this topic.

Configuring Ad Group Targeting

With your campaign configured, you can now build out your ad groups. Targeting parameters are setup on the ad group level, determining who you're reaching with display ads and where the ads will show up.

AdWords offers the following targeting options:

- **Keyword (contextual) targeting:** AdWords determines webpage placements related to a set of keywords
- **Placement targeting:** You pick specific websites where ads will appear
- **Topic targeting:** You choose topics defined by Google, including multiple websites that fall into specific categories (for instance, home and garden)
- **Audience targeting:** You choose audience categories defined by Google, based on interests website activity (for instance, vehicle shopping)
- **Remarketing:** This allows you to serve ads to previous site visitors via a simple tracking code placed in your site

These targeting options can also be layered together make targeting even more precise. For example, by layering targeting options you can reach only people who both fit in an "apartments for rent" interest category *and* who are browsing sites within an "apartments and residential properties" category. You should test multiple forms of targeting against each other to see what performs best for your brand. Build out multiple ad groups targeting different categories, such as "interests + keywords" or "topics + remarketing," and compare performance over time.

To set up or modify targeting on a display ad group, go to the Display Network tab from within the AdWords interface and select the red "+ Targeting" button.

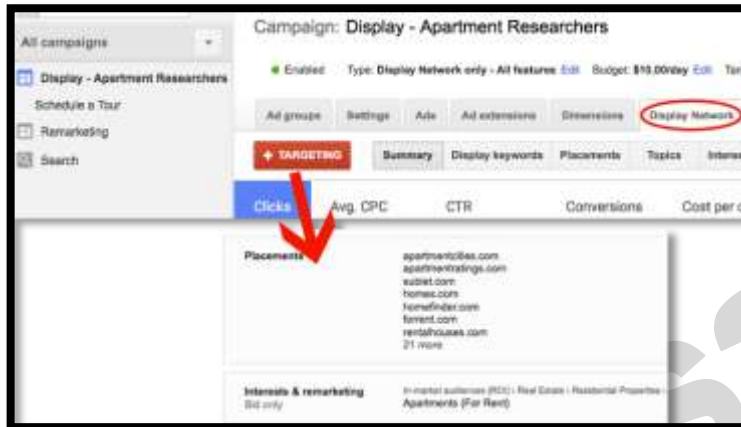


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Note that, for each of these categories, you can choose to reach only the targets you select (Target and Bid) or to simply bid on those targets while also reaching others that fit within your targeting criteria (Bid Only). In the example above, we've chosen to "Target and Bid" on the website placements, so ads will only show on the websites listed. However, we've chosen "Bid Only" on the audience category. With this setup, we can increase our audience bid to make ads be more likely to reach those heavily showing interest in apartment research, but still show ads to anyone visiting the selecting websites.

Remarketing is a powerful option, allowing you to target people who have previously visited your website. To take advantage, you'll need to ensure the remarketing code is in place on your site and that you've built out remarketing lists relevant to the audiences you want to target. You can then add remarketing to your targeting options from the "Interests and remarketing" section.

Once you have a campaign setup with targeting options in place, you'll need to ensure you're reaching people with the right ad messaging.

Display Ad Types

You can run text ads, static image, or animated display ads on the Google Display Network. Each type of ad has its own pros and cons.



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- **Text ads** are the easiest to create, as you simply input text into AdWords. These ads also will receive wide reach, since AdWords will fit text ads into many different sized placements across a wide number of sites.
- **Static image ads** require time to concept and design, but can drive much more visibility to your brand. You're also limited to ads appearing within placements fitting the ad sizes you've designed.
- **Animated display ads** utilize HTML5 to incorporate motion and interactivity. These have the advantage of further increasing ad visibility, as well as working in more messaging, since text and imagery can show through a sequence of motion. However, these ads require the most time to construct.

Note that you can use pre-built display ad templates within AdWords, which will help you save time and quickly cover a variety of ad placements. However, you also run the risk of your ads looking like the same templates countless other advertisers are using.

We'd recommend running both text ads and image ads in separate ad groups, since you can often cover more placements with text ads that may not be available with image ads alone. However, if at all possible, you should include well-designed image ads, which tend to show higher click through rates and better represent your brand online.
