

**Unit 1: Digital Marketing**

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**1. Introduction to Digital Marketing**

We live in a super-connected world these days and as such, advertising and marketing are no longer the same animals they once were. This is especially true due to the rise of social media, which has changed how businesses communicate with potential and existing clients. So what exactly is digital marketing and what does it encompass? Basically, it's a collective term which is used where marketing meets internet technology and other forms of new media.

Digital marketing is a term that has been around for quite a while but hasn't been very well defined, encompassing things like banner advertising, search engine optimization (SEO) and pay per click. Yet, this is too narrow of a definition. What about email, RSS, voice broadcast, fax broadcast, blogging, podcasting, video streams, wireless text messaging, and instant messaging?

To clearly define what digital marketing is let's talk about what it is not. For starters, it does not include more traditional forms of marketing such as radio, TV, billboard and print because they do not offer instant feedback and report. Sure, some people may respond to a call to action from an advertisement in one of these mediums but there is no way to know the exact number of people who saw or heard it. Such data is collected (and still then just educated guesses) long after the initial ad impression is made. Yes, convergence has made television a bit more interactive,

with devices such as TiVo able to record viewer statistics like those for Web sites, but there is still a long way to go. With digital marketing, however, we're already there.

At its heart, digital marketing centers around the Internet, which has become both a communication vehicle and a very powerful marketing medium as the recent Double click acquisition by Google demonstrated. The Internet can be used both to push a message to someone like email, IM, RSS, or voice broadcast, as well to "pull" content serving a banner ad and Pay Per Click search terms. Digital marketing, therefore, can be thought of as the combination of push and pull Internet technologies to execute marketing campaigns.

Because it is digital, a reporting engine can be layered within a campaign allowing the organization see in real-time how that campaign is performing, such as what is being viewed, how often, how long, as well as other actions such as responses rates and purchases made. Please note that each digital marketing technology is different and they cannot all provide the same types of reports. Also, digital marketing is constantly evolving and new technologies are being created all of the time.

### **Why Digital Marketing Is Important?**

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

### **Manage Customer Relationships across All Channels**

Digital marketing and its associated channels are important – but not to the exclusion of all else. It's not enough to just know your customers; you must know them better than anybody else so you can communicate with them where, when and how they are most receptive to your message. To do that, you need a consolidated view of customer preferences and expectations across all channels – Web, social media, mobile, direct mail, point of sale, etc. Marketers can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle. The deeper your insight into customer behavior and preferences, the more likely you are to engage them in lucrative interactions.

### **Challenges Facing Digital Marketers**

- Proliferation of digital channels. Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.
- Intensifying competition. Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumers' attention.
- Exploding data volumes. Consumers leave behind a huge trail of data in digital channels. It's extremely difficult to get a handle on all that data, as well as find the right data within exploding data volumes that can help you make the right decisions.

### **Three Keys to Digital Marketing Success**

So, what does it take to do digital marketing right? Here are three keys to digital marketing success:

1. Manage complex customer relationships across a variety of channels – both digital and traditional.
2. Respond to and initiate dynamic customer interactions.
3. Extract value from big data to make better decisions faster.

## **2. Various Activities of Digital Marketing:**

### **2.1 Search Engine Optimization**

- **Search Engine Optimization (SEO):** is a means of optimizing the content of a website in order to gain better placement on the Search Engine Results Page (SERPS). A variety of techniques are employed to achieve this and it's not a job for amateurs really as there are many pitfalls that could have Google frowning on your site.
- Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.

- It is common practice for Internet users to not click through pages and pages of search results, so where a site ranks in a search is essential for directing more traffic toward the site. The higher a website naturally ranks in organic results of a search, the greater the chance that that site will be visited by a user.

### **SERP - search engine results page**

Short for **search engine results page**, the Web page that a search engine returns with the results of its search. The major search engines typically display three kinds of listings on their SERPs. Listings that have been indexed by the search engine's spider, listings that have been indexed into the search engine's directory by a human, and listings that are paid to be listed by the search engine.

### **SEO includes:**

- Keyword research and usage, on-page and off (within HTML)
- Link building /outreach blogging
- Content delivery
- Site structure
- Analytics

## **2.2 Search Engine Marketing**

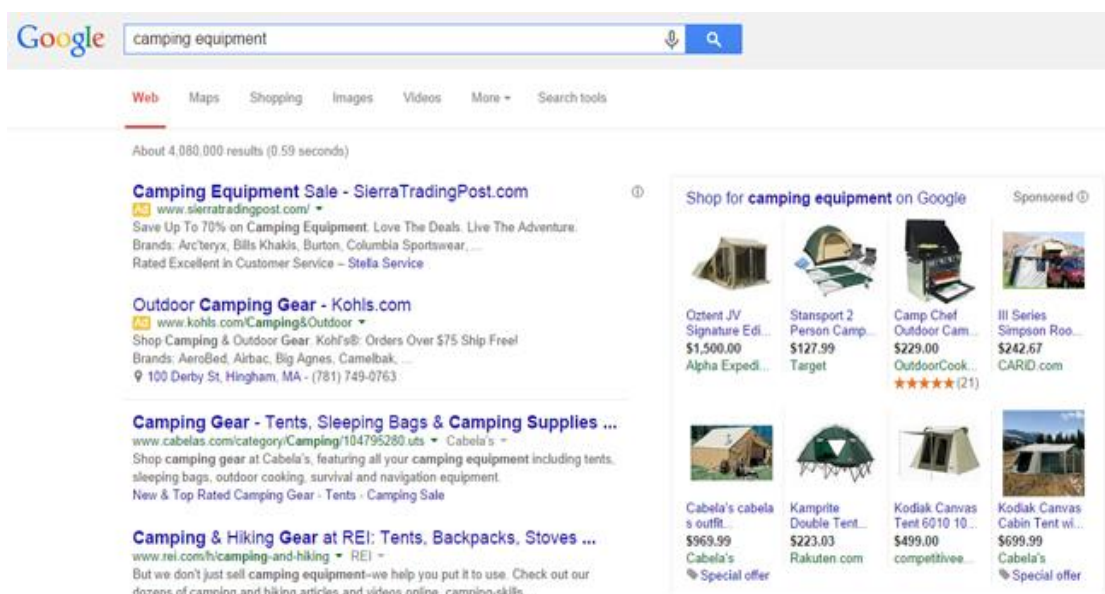
- **Search Engine marketing (SEM):** is similar to, but incorporates, SEO and uses many of the same techniques as a part of that. The main difference between the two terms is that SEM also includes paid online advertising models, such as pay-per-click (PPC).
- PPC advertising models are those such as Google AdWords and Bing, which only require payment when the ad is clicked through to the target website. SEM also requires keyword analysis as the words and phrases used in the ad and site and these need to be monitored carefully to reflect the market and current search engine rules.
- One sure way to get a good position on the results page is to buy it. The ads at the top of the page and down the right side are “search engine marketing.” It’s also called “pay-per-

click” because that’s how it works, you only pay for the ad when someone clicks on it to go to your website.

- How much will it cost? That depends on the value of the customer you’re trying to reach. To reach someone who searched for “Gluten-free bread mix” you might pay 50¢ per click. For someone who searched for “small business loans,” about \$60.00.
- To steer your ad to the right people, you make a list of relevant “keywords,” and your ad will only be seen by people who search on them.
- If you choose to have us manage search engine marketing for you, we’ll provide a dedicated Digital Marketing Manager who will work to keep you ahead of your competitors, and we’ll bring with us 16 years of experience doing search engine marketing that has consistently boosted ROI for our clients.

**Search Engine Marketing: What It Is & How to Do It Right**

Search engine marketing, or SEM, is one of the most effective ways to grow your business in an increasingly competitive marketplace. With millions of businesses out there all vying for the same eyeballs, it’s never been more important to advertise online, and search engine marketing is the most effective way to promote your products and grow your business.



### **Search Engine Marketing – An Overview**

Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages (or SERPs). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.

These ads, often known by the term pay-per-click ads, come in a variety of formats. Some are small, text-based ads, whereas others, such as product listing ads (PLAs, also known as Shopping ads) are more visual, product-based advertisements that allow consumers to see important information at-a-glance, such as price and reviews.

Search engine marketing's greatest strength is that it offers advertisers the opportunity to put their ads in front of motivated customers who are ready to buy at the precise moment they're ready to make a purchase. No other advertising medium can do this, which is why search engine marketing is so effective and such an amazingly powerful way to grow your business.

### **Keywords: The Foundation of Search Engine Marketing**

Keywords are the foundation of search engine marketing. As users enter keywords (as part of search queries) into search engines to find what they're looking for, it should come as little surprise that keywords form the basis of search engine marketing as an advertising strategy.


### **Keyword Research**

Before you can choose which keywords to use in your search engine marketing campaigns, you need to conduct comprehensive research as part of your keyword management strategy.

First, you need to identify keywords that are relevant to your business and that prospective customers are likely to use when searching for your products and services. One way to accomplish this is by using WordStream's Free Keyword Tool.

Simply enter a keyword that's relevant to your business or service, and see related keyword suggestion ideas that can form the basis of various search engine marketing campaigns.

## Free Keyword Tool

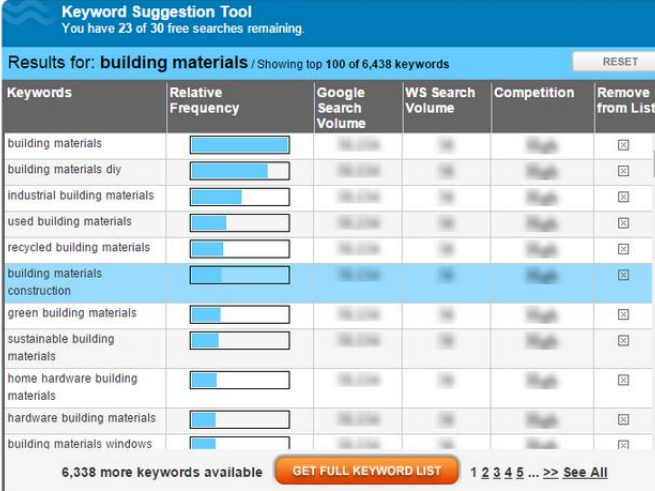


**Keyword Suggestion Tool**  
You have 24 of 30 free searches remaining.

building materials [GET KEYWORD IDEAS](#)

Adult keyword filter on  Nichefy keyword results

WordStream’s Free Keyword Tool provides you with a range of valuable information, such as search volume for each individual keyword in Google and its general competitiveness.



**Keyword Suggestion Tool**  
You have 23 of 30 free searches remaining.

Results for: **building materials** / Showing top 100 of 6,438 keywords [RESET](#)

Keywords	Relative Frequency	Google Search Volume	WS Search Volume	Competition	Remove from List
building materials	<div style="width: 100%;"></div>	16,000	16	High	<input type="checkbox"/>
building materials diy	<div style="width: 75%;"></div>	16,000	16	High	<input type="checkbox"/>
industrial building materials	<div style="width: 100%;"></div>	16,000	16	High	<input type="checkbox"/>
used building materials	<div style="width: 100%;"></div>	16,000	16	High	<input type="checkbox"/>
recycled building materials	<div style="width: 100%;"></div>	16,000	16	High	<input type="checkbox"/>
building materials construction	<div style="width: 100%;"></div>	16,000	16	High	<input type="checkbox"/>
green building materials	<div style="width: 100%;"></div>	16,000	16	High	<input type="checkbox"/>
sustainable building materials	<div style="width: 100%;"></div>	16,000	16	High	<input type="checkbox"/>
home hardware building materials	<div style="width: 100%;"></div>	16,000	16	High	<input type="checkbox"/>
hardware building materials	<div style="width: 100%;"></div>	16,000	16	High	<input type="checkbox"/>
building materials windows	<div style="width: 100%;"></div>	16,000	16	High	<input type="checkbox"/>

6,338 more keywords available [GET FULL KEYWORD LIST](#) 1 2 3 4 5 ... >> [See All](#)

In addition to helping you find keywords you should be bidding on, thorough keyword research can also help you identify negative keywords – search terms that you should exclude from your campaigns. Negative keywords aren’t terms with negative connotations, but rather irrelevant terms that are highly unlikely to result in conversions. For example, if you sell ice cream, you might want to exclude the keyword “ice cream recipes”, as users searching for ice cream recipes are unlikely to be in the market for your product.

This concept is known as search intent, or the likelihood that a prospect will complete a purchase or other desired action after searching for a given term. Some keywords are considered to have high commercial intent, or a strong indication that the searcher wants to buy something. Examples of high commercial intent keywords include:

- Buy
- Discount(s)
- Deal(s)

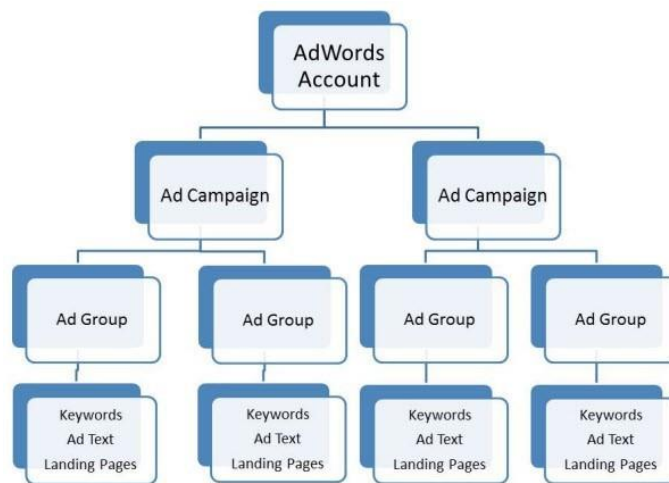
- Coupon(s)
- Free shipping

**Keywords and Account Structure**

Another crucial aspect of keywords that is essential for the success of a search engine marketing campaign is account structure.

Logical keyword grouping and account structure can help you achieve higher click-through rates, lower costs-per-click, and generally stronger overall performance, and keyword research can help you think about how to best structure your account.

AdWords and Bing Ads accounts should be structured in the following way for optimal results:



As you can see in the figure above, an optimally structured account is comprised of five distinct elements:

- Ad campaigns
- Ad groups
- Keywords
- Ad text
- Landing pages



Ad campaigns can, and should in many cases, focus on similar products or services. For example, if you run a hardware store, one ad campaign could focus exclusively on autumnal products such as leaf blowers, rakes, and leaf bags, whereas another might focus on power tools and so on.

Ad groups allow for each campaign to be further subcategorized for relevance. In our hardware store example, one ad group could be for different types of rakes or varying models of leaf blowers. For the power tools campaign, one ad group might focus on power drills, while another could focus on circular saws. This level of organization might take slightly longer to set up initially, but the rewards – namely higher CTRs at lower cost – make this effort worthwhile in the long run.

### **The Search Engine Marketing Ad Auction**

One of the most enduring misconceptions about search engine marketing is that whomever has the largest advertising budget wins. Although a larger advertising budget can certainly be advantageous, especially when targeting highly competitive keywords, but it's far from a requirement for success with search engine marketing. This is because all ads go through a process known as the ad auction before appearing alongside search results. For the purposes of this explanation, we'll be focusing on the ad auction in Google AdWords.

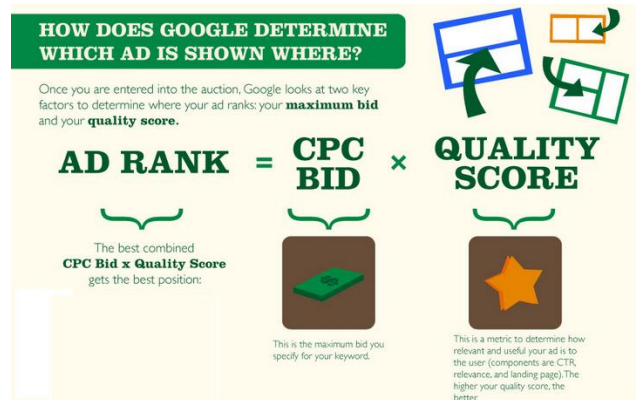
### **How the Ad Auction Works**

The ad auction process takes place every single time someone enters a search query into Google. To be entered into the ad auction, advertisers identify keywords they want to bid on, and state how much they are willing to spend (per click) to have their ads appear alongside results relating to those keywords. If Google determines that the keywords you have bid on are contained within a user's search query, your ads are entered into the ad auction.

Not every single ad will appear on every single search. This is because the ad auction takes a variety of factors into account when determining the placement of ads on the SERP, and because not every keyword has sufficient commercial intent to justify displaying ads next to results. However, the two main factors that Google evaluates as part of the ad auction process are your maximum bid and the Quality Score of your ads.

Maximum bid is the maximum amount you have specified you are willing to pay for a click. Quality Score is a metric based on the overall quality of your advertisement. Google calculates these

metrics during the ad auction to determine placement of advertisements. The result of this calculation is known as ad rank.

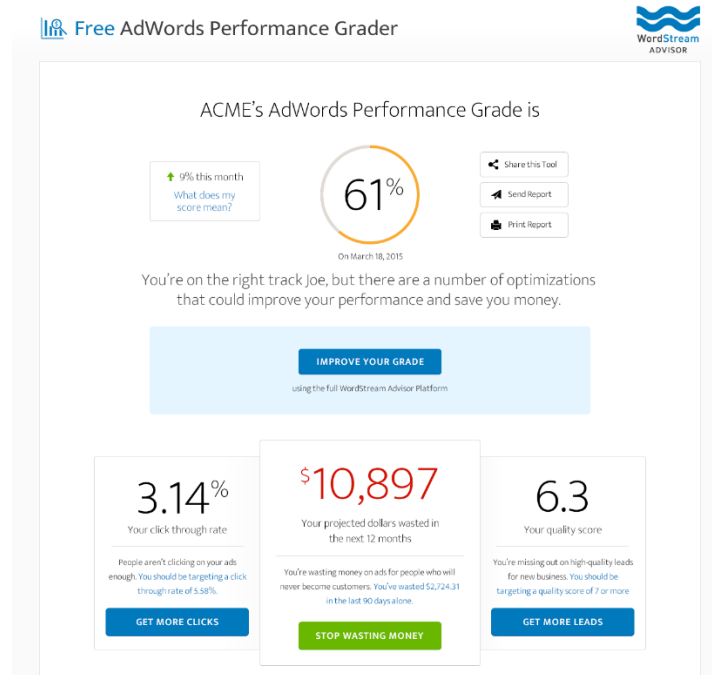


**The Importance of Quality Score in SEM**

Given that Google AdWords’ Quality Score comprises half of the ad rank formula, it is one of the most crucial metrics search engine marketers can focus on. High Quality Scores can help you achieve better ad position at lower costs, because Google favors ads that are highly relevant to user queries. In the table below, you can see that although Advertiser 1 has the lowest maximum bid, they have the highest Quality Score, meaning their ads are given priority in terms of placement during the ad auction:

	Max Bid	Quality Score	Ad Rank	Position
Advertiser I	\$2.00	10	20	1st
Advertiser II	\$4.00	4	16	2nd
Advertiser III	\$6.00	2	12	3rd
Advertiser IV	\$8.00	1	8	4th

Quality Score is arguably the most important metric in search engine marketing. To learn more about Quality Score and the impact it can have on your campaigns, read [this resource at PPC University](#).



In 60 seconds or less, the AdWords Performance Grader performs a comprehensive audit of your PPC account and identifies areas in which immediate improvements can be made. Accounts are graded against 10 key search engine marketing benchmarks, including:

- Wasted spend
- Click-through rate
- Quality Score
- Negative keyword usage

### 2.3 Content Marketing & Content Influencer Marketing

- **Content marketing:** is a technique where content is produced and distributed with the intention of providing relevant, interesting content to attract and engage a particular audience that a business is targeting. The creation of useful content is a way of developing communication with the customer in order to drive engagement and customer action. Content can mean anything from blogs to videos and whitepapers tend to work well using content marketing techniques too. The goal is to win customer loyalty and retain it.
- Consumers have shut off the traditional world of marketing. They own a DVR to skip television advertising, often ignore magazine advertising, and now have become

so adept at online “surfing” that they can take in online information without a care for banners or buttons (making them irrelevant).

- Smart marketers understand that traditional marketing is becoming less and less effective by the minute, and that there has to be a better way.
- Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.
- Content marketing’s purpose is to attract and retain customers by consistently **creating and curating relevant and valuable content** with the **intention of changing or enhancing consumer behavior**. It is an **ongoing process** that is best integrated into your overall marketing strategy, and it focuses on **owning media**, not renting it.
- Basically, content marketing is the art of communicating with your customers and prospects without selling. It is non-interruption marketing. Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.
- And they do. Content marketing is being used by some of the greatest marketing organizations in the world, including **P&G, Microsoft, Cisco Systems, and John Deere**. It’s also developed and executed by small businesses and one-person shops around the globe.

Go back and read the content marketing definition one more time, but this time remove the relevant and valuable. That’s the difference between content marketing and the other informational garbage you get from companies trying to sell you “stuff.” Companies send us information all the time – it’s just that most of the time it’s not very relevant or valuable (can you say spam?). That’s what makes content marketing so intriguing in today’s environment of thousands of marketing messages per person per day. Good content marketing makes a person stop...read... think... behave... differently.

### **Marketing is impossible without great content**

Regardless of what type of marketing tactics you use, content marketing should be part of your process, not something separate. Quality content is part of all forms of marketing:

- Social media marketing: Content marketing strategy comes before your social media strategy.
- SEO: Search engines reward businesses that publish quality, consistent content.
- PR: Successful PR strategies address issues readers care about, not their business.
- PPC: For PPC to work, you need great content behind it.
- Inbound marketing: Content is key to driving inbound traffic and leads.
- Content strategy: Content strategy is part of most content marketing strategies.

### **Content marketing strategy success factors**

- Shareable content drives creates awareness for your brand
- Content drives results from SEO
- Content drives purchases
- Syndicated content drives purchases
- User generated content drives purchases
- Content on a range of platforms drives purchases

### **Content Influencer Marketing**

Content marketers are facing their most daunting challenge yet. We survived the content glut with solid, documented strategy. We have made great strides toward properly measuring and attributing our content marketing ROI. But the next big bad is even bigger than those obstacles: It's the Fearsome Social Media Algorithm.

The Algorithm Monster already turned our Facebook streams into trickles. Now Twitter and even Instagram are falling under its spell. The once mighty organic platforms are becoming increasingly pay-to-play. Can marketers beat these algorithm-based feeds to get our content to our audience?

Influencer marketing is the current hot topic in marketing circles, and it's not hard to see why. 51% of marketers believe that incorporating influencers into their marketing helps them to reach customers. Those who do it well earn an average of \$6.85 in media value for every dollar they spend. And the top 13% earn \$20 or more.

### **Definition of Influencer Marketing**

'Influencer marketing is the practice of engaging internal and industry experts with active networks to help achieve measurable business goals.'

By incorporating influencers into your marketing strategy, you have the opportunity to partner with individuals with the potential to move your target audience to action, and promote content on your behalf. The incentive for influencers to work with you can be intangible (added credibility, promotion of their brand) or tangible (cash/booze/puppy slippers).

At Top Rank Marketing, we view influencer marketing as the cultivation of long-term relationships. We seek to co-create content with influencers, rather than asking them to promote something they had no part in creating. Co-creation generally leads to higher-quality content that is more relevant to the influencer's audience. It also creates buy-in for both parties, making influencers more likely to take pride in, and aggressively promote, the finished product.

### **The Purpose of Influencer Marketing**

At its most effective, influencer marketing serves a purpose for everyone involved. Marketers gain credibility with, and exposure to, the influencer's audience. The influencer gets to take part in creating content that delights their audience. And the audience gets great content they might not otherwise be exposed to, coming from someone they trust.

With Top Rank Marketing's strategy of cultivating influencer relationships, you can build a network of influencers with whom you can continually co-create projects. We've found that network rapidly expands to include potential clients as well—our first contact with many existing clients was co-creating content with them.

As influencer marketing becomes more popular, it's increasingly important to be selective when choosing influencers and strategic in your outreach. See the Resources section below for advice on how to (and how not to) reach out to influencers.

With ubiquitous internet connectivity and billions of people empowered to create and publish online, digital marketing competition is greater than ever. Companies are increasingly challenged to create quality content that can stand out, to attract and engage new customers.

But there's more to influencer marketing than advocacy and all influencers are not created equal. With participation marketing, companies can take a view of working with influencers of different types to produce a variety of benefits – all through content.

### **What kind of benefits?**

The investment in co-creation of content between brands and influencers enables quality content at scale. With brands and influencers working together, co-created content can reinforce

mutual authority for all involved. In such a cooperative scenario, influencers can gain exposure, brands can reach new audiences, and customers are “info-tained” and inspired to engage.

Establishing an influencer content program requires a framework for identifying, engaging and managing relationships. Here’s a five step approach to do just that.

### **1. Set Marketing and Influencer Goals**

In order for co-created content to be successful for marketing, specific audiences and goals should be identified.

Think about: What do you hope to achieve with an influencer content program? How will influencers benefit? More importantly, how will customers benefit?

Think about the distinct audience that you’re after with the content being co-created and set goals specific to what your idea of success looks like. Quantify those goals as well, whether it’s to increase the reach and engagement of your brand to the influencer’s community or to inspire more leads and sales by a certain percentage.

Also, set goals for the influencers. For short term projects, focus on participation quality. With longer term ones, focus on participation, marketing outcomes and the relationship.

### **2. Pick Your Themes**

You can start by asking, “What does your brand want to be known for?”

Themes facilitate planning content and also serve to focus the sourcing of the right influencers. Themes that are meaningful to all parties involved: brand, influencer and target audience will be far more successful.

### **3. Find, Qualify and Recruit Influencers**

Beyond the famous “brandividual” influencers in your industry, consider niche experts that have an active and passionate following. Also consider subject matter experts within your own company.

To start, talk to executives, marketing, PR and sales to identify a seed list of influencers. Then use an influencer discovery tool like Traackr or BuzzSumo to filter them out and add new influencers your team didn't know about. Results are better when influencer matches are found on more than one tool.

Once a topical list of influencers is identified, they can be engaged in a variety of ways including:

- Share their status updates on social networks
- Comment on their blog posts or industry articles
- Follow on social networks
- Write about them
- Interview them

#### **4. Create Influencer Content**

Influencer content co-creation might best begin with small, easy projects that advance the relationship to more robust and substantial time commitments.

After content is collected from influencers, assemble, edit and package in a promotable format. Then share a preview to inspire their continued participation to promote. Be sure to set expectations by sharing your timeline for production, publishing and promotion.

#### **5. Promote and Measure Influencer Content**

Provide influencers with tools such as sharing images, pre-written tweets, embed codes and short URLs. Making it easy to participate and promote can substantially increase the success of your influencer content program.

Offer influencers feedback on what's working and what is not. Since they've invested in the creation of the content, it's in their interest to see the promotion succeed.

#### **Campaign Marketing**

- Share on Facebook
- Share on Twitter
- Share on Google+

For many companies, **marketing campaigns** are the main method for both communicating with their market to reinforce their positioning, and for customer acquisition.



Good campaigns follow a theme and include a series of touches with the market. It's noisy in the marketplace, and a message delivered once through a single medium rarely makes a difference. While there's no magic number regarding the best frequency for a message to make an impact, opinions range from three to twenty times, with seven being an old marketing adage.

Many marketing campaigns contain an overarching theme, which can be leveraged over extended periods of time with multiple variations, or different elements, to tell an entire story.

An example would be The Duck campaign launched by the American Family Life Assurance Company in 2000. While the company had been in business since 1955, it had only a 12% brand recognition rate before the campaign launched. The company used the Kaplan Thaler Group to improve its name recognition. Kaplan created a new character, the Aflac Duck, who appeared in ads featuring customers who had trouble remembering the insurance company's name. In the ads, the duck appeared in the background and quacked the name "Aflac" (while usually ending up in a funny predicament). As a result of the long-running campaign, Aflac's brand recognition jumped from 12% to 90%, and increased sales catapulted Aflac into a leadership position in the supplemental insurance market.

### **Marketing Mediums for Campaigns**

While most small- to mid-market companies can't afford the multi-million dollar ad budgets from the Madison Avenue agencies, they can create effective and memorable campaigns leveraging different media such as:

- Online media, including interactive ads and banners on websites
- Print media
- Social media
- Publicity
- Direct mail
- Email
- Radio
- Television
- Telemarketing
- Events and trade shows
- Search engines
- Outdoor media

True marketing campaigns are more than just advertisements. Complex campaigns leverage multiple mediums, use a sequence of messages over an extended timeframe, support positioning, define a brand experience, and handle the campaign fulfillment and selling.

Campaigns can also be simple – using a single medium, with a single message and call-to-action.

## **Email Marketing**

### **What is an edm/email marketing campaign?**

Firstly, the acronym EDM stands for Electronic Direct Mail. Secondly, EDMs and email marketing campaigns are not actually the same thing.

An electronic marketing campaign is solely based on email send-outs. It is the process of building an email database of customers and/or potential customers and sending them communications or special offers directly.

An EDM on the other hand is a much more lengthy process and involves more than just email communication. An EDM utilises multiple forms of communication to relay and reinforce the campaign message. This can be done through:

- Remarketing Advertising
- PPC Campaigns
- Social Media
- Offline Advertising

However, the outcome for both EDMs and email marketing campaigns is generally the same, which is to either build brand loyalty or convert sales. Below are some of the key benefits and recommendations involved with both.

### **What are the benefits of edms and email marketing campaigns?**

The main benefit of strategic email campaigns is that it's one of the only forms of mass communication that provides usable data. No matter whether or not your campaign was a success, the best thing about email campaigns is that the analytics you gather afterwards can assist with future planning.

The beauty of email communications is that you can view how many people opened your email, how many took action as a result, what device they viewed it on, what time they viewed it, where in the world they viewed it, and almost anything you could think of, helping you calculate an exact return on investment (ROI).

The other major benefit of email marketing campaigns is how much time and money it can save a business. Email service providers make it as simple as possible for small and medium-sized businesses to reach large audiences that would have previously been out of their reach.

Another huge benefit of email marketing campaigns is how incredibly personal you can make them. Unlike traditional marketing platforms, email allows the sender to add personal touches, which go a long way with consumers. Email campaigns can be tailored to include the recipient's name, their nearest store, localized news and customize the products or services they are interested in. All these things improve the user experience and therefore increase the likelihood of conversions.

### **What kinds of emails are most effective?**

The type of email you send really depends on what you want customers to do. Do you want them to buy something or are you just trying to strengthen your relationship?

Here are a few ideas for your next email campaign, split by eCommerce and non-eCommerce deliverables:

#### **eCommerce**

- Special offers
- New arrivals/product launches
- "We miss you"
- Holiday specials
- Re-orders
- Sale reminders

#### **Non-eCommerce**

- Company newsletters
- Industry news
- "Welcome"
- Testimonials/case studies
- Tips & advice
- Event information

### **What is email split-testing?**

Most email providers also provide the opportunity to split-test an email campaign. This means you can test different elements of an email to see what version generates the best results. Testing can be applied to the subject line, the content, the images and pretty much anything else.

### **Display Advertising**

A graphical advertisement that appears next to content on websites, instant messaging (IM) applications, emails & other digital format.

The graphical advertisements are referred to as banners and can include:

- Text
- Images
- Audio
- Animations
- Video
- Interactive content

Think of display advertising as similar to advertising in printed media like a magazine. However, you can also target according to:

- Demographic
- Geographic location (to an extent)
- Behavioral targeting

### **Tracking**

Depending on your analytics solution, you can track:

- The number of people that have potentially seen the ad
- The number of people that have clicked on the ad
- The journey of the person to your site and once on your site
- What they did on your site (if anything)
- Conversion → ROI

### **Why use Display Advertising?**

Although it is a push marketing technique (people see your ads even if they don't want to) Display advertising does bring about some valid reasons to use it:

- Increase your online presence
- Help reach your marketing goals
- Help to increase brand awareness
- Drive leads

- Promote new products or seasonal offers/promotions
- Increase reach and frequency

Display advertising refers to advertising that incorporates text, logos and pictures or images positioned on a website or search engine. It is different than Google's text, or classified advertising, in that it not only includes the brand's message, but the business's overall brand.

Believe it or not, display advertising has been around for centuries as billboards, fliers, posters, print magazine and newspaper advertising.

Contrary to popular belief, digital display advertising is not expensive. It is directly proportional with its size and its placement on the host site. The Internet has also allowed for more creative and visually appealing display ads because of rich media. Furthermore, it has allowed media providers to offer a greater return on investment to their clients with targeting and tracking.

**The types of display ads** vary from one carrier to the next. The most common display ads are leaderboards, banners, medium rectangles and footer boards. In recent years, the invasion of creative display options for brands has been significantly better, although some brands have yet to welcome dynamic display ads into their marketing.

**Dynamic display advertising** can also be referred to as dynamic creatives or dynamic banners, but it is defined as a banner ad which is created dynamically (or whose content is created dynamically) at the time of display, instead of being pre-programmed with fixed content.

In other words, dynamic advertising changes based on the user's activity on any given website. You may see this on Facebook and Twitter because ads are targeted to certain users with specific interests rather than the account holder's entire audience.

**Marketers must clearly define their audience** before placing their dynamic ads on any given site. That's not to say that static display advertising is not targeted, rather the website that you select to host your banner or medium rectangle must have a similar target audience as your business.

Another clear differentiating factor is that static advertising is charged by month or impressions — this varies from one media carrier to the next. Both are equally beneficial and your budget will determine what works best for your company.

Dynamic display advertising is commonly a cost-per-click [CPC] model and prices will vary from one host site to another.

Before selecting the type of display advertising you should buy, whether static or dynamic, determine your monthly budget and do your research on industry media sites and their target audience. You will be in a better position to make a more informed decision to increase awareness of your business, boost conversions and generate a positive return on your investment.

### **Blog Marketing**

A weblog, also called a blog, is a journal that is maintained by a blogger and contains information that is instantly published to their blog website. Blogging is a very popular activity. The number of online users creating and maintaining blogs has increased dramatically over the past year. The number Internet users who read these blogs has also shot up, with some blogs boasting thousands, even millions of daily dedicated readers.

### **Definition: Blog Marketing**

Blog marketing is any process that publicizes or advertises a website, business, brand or service via the medium of blogs. This includes, but is not limited to marketing via ads placed on blogs, recommendations and reviews by the blogger, promotion via entries on third party blogs and cross-syndication of information across multiple blogs.

### **Blog Advertising**

Ads on blogs can be in the form of banners, text links, streaming video, audio clips, flash animation and even plain text. Most blog-based advertising involves payment in some way or the other to the blog owner. Owners of popular blogs will typically capitalize on their readership numbers via a combination of ad formats and Google AdSense ads.

### **Recommendations & Reviews**

A nod from a trusted blogger can result in considerably higher sales for the recipient. Trusted figures in industry, popular product reviewers and critics often maintain blogs where they provide information about their experiences with some products and services. Readers tend to trust these reviewers and critics more as they are often unbiased. Businesses, however, do pay popular bloggers to review or mention their products. Examples of popular technology blogs that provide a lot of product reviews include Engadget and Tech Crunch.

### **Viral Marketing**

The greatest power of blog marketing comes from the viral effect of some blog posts. News travels very fast via blogs. Readers pick up interesting stories and blog about them on other, third-party blogs. Their readers in turn spread the word to others. All this is done at very little cost to the advertiser, and often has a snowball effect that can be started off with just a few strategically placed blog entries and comments on others' blogs.

While blog marketing presents a fantastic opportunity for marketing agencies and businesses, it can be a dangerous medium, as originators often have very little control over the message that gets spread. If users perceive the blog marketing effort to be objectionable, they can easily turn the tables and create a PR nightmare for the advertisers.

### **The Benefits of Business Blogs for Marketing**

- 1) It helps drive traffic to your website.

**It helps drive new traffic to your website and works closely with search engines and social media to do that.**

- 2) It helps convert that traffic into leads.
- 3) It helps establish authority.
- 4) It drives long-term results.

### **Viral Marketing**

We've all heard the phrase, 'It went viral.' But what does that mean? **Viral marketing** is a method of creating buzzwords or marketing pieces that are memorable and attention-grabbing in our modern, always-connected world. This method of marketing utilizes social media, videos, text messaging, and other person-to-person methods to spread information about a product or service instead of just creating a commercial and putting on TV or radio. As they say, 'that's so 20th century.' Today in the 2010s, viral marketing is using the power of individuals **sharing** content to get messages out to as many people as possible, as quickly as possible.

When something goes viral, it's spread quickly and extensively from one person to another. With tools like YouTube and Facebook, sharing videos, stories, and images to thousands, even millions of people, can happen in minutes. This offers a powerful way to share information in a very short amount of time. Creating a message that is engaging and worthy of being shared is the challenge company's face when they want their marketing piece to go viral.

### **What Techniques Are Used in Viral Marketing?**

The whole point of viral marketing is to get people talking about a product or company. If you're the marketing manager at a company and are responsible for creating a viral marketing campaign, there are some ideas that can help get your product out there and on everyone's mind:

- **Giveaways** - These offer something exciting or fun. People love to talk about what they got for free - and will tell others how to get it for themselves.
- **Videos** - A video can offer a viewers a chance to engage in the product and experience. It can be very fun and entertaining. The more memorable, funny, or shocking your video is, the more likely it is to go viral.
- **Social Media** - It's pretty much impossible to engage in broad-scale viral marketing without using Facebook, Twitter, YouTube, or any other sources. These media allow people to easily share your message and greatly increase the likelihood that it will go viral.
- **Reinforcement** - A one-time viral message can be quickly forgotten. However, having a series of viral messages will strengthen the effectiveness of your campaign. Think about Progressive Insurance and their long-running ads with Flo, their spokesperson. The familiarity of the campaign keeps the message in consumers' minds. They may not have

needed insurance the first time they saw the Progressive ad, but after seeing five or ten versions of the same message, they will remember Progressive when they need insurance.

- Viral marketing is useful as a stand-alone marketing tool or as a part of a larger campaign that uses multiple kinds of marketing. It is especially attractive to smaller businesses or companies because viral marketing can be a cheaper alternative to traditional marketing efforts.
- A new energy drink company, for example, could create an Internet video featuring a person who consumes the energy drink before performing a seemingly impossible bicycle jump. If the video is made to look real, it may encourage people who see it to share it with others. After the video receives enough views, the company could reveal its true purpose, convincing its viewers to seek out more information about the drink without ever using a traditional advertisement.
- Viral marketing is often used in conjunction with other methods of marketing, such as in the case of the Blair Witch Project. The viral aspect of the campaign generated buzz about the story long before the release of commercials, trailers, posters, and other forms of traditional marketing. This caused many people to already talk about the movie before it was officially announced to the public.
- Content does not have to be covert to be viral. Political campaigns often create videos featuring sound clips of an opposing candidate saying something people may find offensive. Politicians hope that by pointing out an outrageous statement, the video will go viral and cause others to develop a negative attitude toward the targeted opponent.

### **Podcasts & Vodcasts**

Podcasting and vodcasting are tools of the internet that are being used more and more frequently - and with good reason. The movement toward their use has come from a different audience than the original growth of the internet. The internet's biggest initial growth stemmed from commercial sources where it seemed that every product or manufacturer added a web address to their TV commercials overnight. Podcasting and vodcasting gained their biggest growth from regular people who were just wanting an outlet to share their ideas and didn't want more plain text on a static page. Podcasting and vodcasting allow their authors to create, publish, and syndicate audio and video very simply. The great difference between podcasts, or vodcasts, and other audio/video files on the net comes in the ability to subscribe to them. Podcasts allow listeners to subscribe, at no cost, to the content. This means that they only need to go to the author's website once and click on the "Subscribe" or "RSS Podcast" button. The subscription to that website is then handled by a program that checks for new content every time it is launched. These programs are called aggregators and go by familiar names. iTunes, Internet Explorer 7, Firefox, Safari, Microsoft Outlook and Entourage are common aggregator programs. The most popular, by far, is iTunes. I have 10-15 podcasts that I subscribe to and iTunes handles them all. If I am connected to the internet when I turn on the program, iTunes goes to each website that hosts my selected podcasts and downloads new content to my iTunes library for me. I can watch them on my computer, transfer them to a media player, or burn them to disc to enjoy at my



leisure. I don't have to check every single site every day to keep from missing new content. Audio podcasting, often simply called podcasting, is primarily used for sharing sound files. The most popular audio format for an podcast is an MP3, but Apple's m4a audio format is also used. Using these audio formats to make a podcast can allow you to syndicate classroom news, student created writings as read by the author, or even student created songs and music. Podcasts can also include PDFs. Now you can post your class newsletter or homework page to your podcasts site. When parents or students subscribe, they can receive your class news delivered to them by their computers. Vodcasting, or video podcasting, adds another layer of involvement for your intended audience. The most popular video format that is used an MP4 file. Apple's Quicktime, .mov files, and podcast video, or m4v files, are also good choices. The Quicktime movie files will require audience members to have either iTunes or at least the Quicktime player. Both players are available as free downloads from Apple's website.

### **Difference Between Podcasts & Vodcasts?**

A "Vodcast" is a "Video-Podcast". As the name implies, vodcasts are video-based, where podcasts are audio only. There are some people that feel that vodcasts should be RSS driven, much as podcasts are. I feel that services such as YouTube or Ustream work just fine.

### **How To Produce Vodcasts**

All that is required to produce vodcasts are video files. Therefore, the creation of vodcasts is as simple as acquiring a camera and filming an episode. Ustream has a live streaming platform available for publishers. This platform can work web-based through the web-cam. They've also got a studio that allows for layers, templates, transitions and all that other stuff. There are other streaming solutions outside of Ustream as well. Livestream is a good example.

### **Should Vodcasts Be Live Or Prerecorded?**

This is entirely up to you, and there's benefits to doing either. If you're producing a live show, you first need the capabilities to actually stream live. This can be done with either Ustream, Livestream or several other live streaming networks. A no-cost solution is to do the show through a Google+ hangout and later archive it to YouTube. Prerecorded shows have the advantage of flexible timing. It's possible to record the episode "whenever" and upload it when convenient. It's possible to even film multiple episodes at a single time and release them in intervals. For live performances, scheduling is very important. Consistently scheduled shows have a higher chance of repeat viewership. There's also a process of acquiring loyal followers and conditioning them to your regularly scheduled show times. Consistency is shows requires consistency in show hosts, which requires a little more discipline and coordination.

**Easily Convert Vodcasts Into Podcasts**

It's incredibly simple to convert a vodcast into a podcast. Simply convert the file into mp3 or other audio file and syndicate it as you would a podcast. For this reason I always advise trying to make vodcast episodes as "audio friendly" as possible. This makes for better podcasts if you go this route. If you are already going the vodcasting route, it only makes sense to Podcast as well. You are already taking the time producing the content. By syndicating audio-only as well, you open up some channels (such as iTunes and BlogTalkRadio) that otherwise wouldn't be possible. Producing and hosting the podcast episodes has an incredibly low overhead making it a common-sense marketing channel that should not be overlooked.

**Easily Convert Podcasts Into Vodcasts**

It is also very simple to convert a podcast into a vodcast. If you've only got audio content, it is possible to pair the audio layer with a static image or slideshow. This can be done with most video editing software. Even if it's just a single static image with the audio playing in the background, the fact that it's mp4 (or other video file) enables you to leverage incredibly valuable channels, such as YouTube and Vimeo. Much like in the reverse-scenario, if you're already producing the audio content you might as well stretch the scope of syndication by leveraging the video channels as well. YouTube is the 2nd largest search engine and a great marketing channel. Not only is it 100% free, they also have revenue-sharing opportunities, meaning your podcasts themselves can generate small amounts of residual income.

**3. Digital marketing on various Social Media platforms.**



The difference between digital marketing and social media is simply that social media is part of digital marketing. Many people believe that by engaging on social media they are doing digital marketing but this is not 100% true as there are many more components that make up a digital marketing campaign.

**The major components of digital marketing are:**

**Internet Marketing** – Web, SEM (search engine marketing – includes SEO and Pay per click advertising), smartphones, mobile markets (i.e. Google Play, Apple Store), email marketing, online banner advertising and Social Media.

**Non-Internet digital channels** – Television, Radio, SMS, digital billboards (indoor and outdoor)

The diagram above shows exactly the relationship of the different components that make up digital marketing.

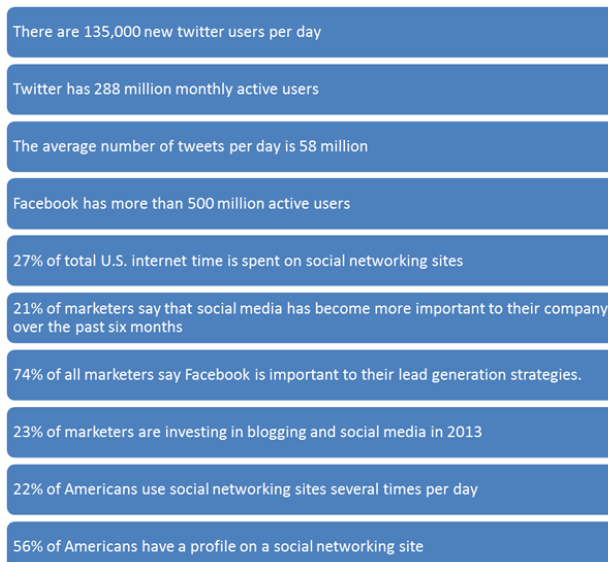
**What is social media?**

Social media is the latest buzz word in Internet Marketing the last couple of years. The success of the new generation of social media platforms, mainly Facebook and Twitter, changed the way we socialize, interact, shop and has also brought new channels to digital marketing as well.

Social media is the term we use to describe platforms that bring people together for the exchange of information. The most popular social media platforms are: Facebook, Twitter, Google+, Pinterest, Tumblr, LinkedIn, StumbleUpon and YouTube.

**Some interesting statistics about social media:**

To get a better idea of the impact social media has on marketing, have a look at these 10 interesting statistics:



**What are the advantages of using social media in your marketing campaigns?**

There are many advantages of utilizing social media for promoting both your online or offline products and services.

- **It's a fast way to spread the word** – If you have a big fan base, you can tweet or post on Facebook and your message can instantly go to thousands of users around the World. In fact social media is the fastest way (even from TV and Radio) to make an announcement or spread a message.
- **It's good for SEO** – There are more and more signs that social signals are used for ranking purposes by both Google and Bing. Properly defined **social profiles can also boost SEO.**
- **It's a trend** – Social media is a trend you cannot ignore if you want to stay close to your customers and in synch with the latest developments in marketing.
- **It's one of the ways to interact with your customers and find out what they want** – With social media your customers can show that they like a product or piece of content by voting (Like, Tweet, +1) , commenting and sharing. As a marketer you can analyze these statistics, talk with your customers and find out how to make your products, content or services better.

**Digital marketing VS Social media**

It should be clear after reading the above definitions that social media is a major component of Internet Marketing which is part of Digital marketing. If we compare the two side by side we will find that:

- Digital marketing goes beyond the Internet and tries to reach people in the off-line world using digital means while social media is limited to the boundaries of the Internet.

- A Digital marketing campaign may include one or more components (Internet Advertising, Mobile ads, TV, SMS etc.) while a social media strategy may include one or more social media platforms (Facebook, twitter etc.)
- Social media is strongly associated with a content strategy i.e. you create content and use social media to promote it while a digital marketing can concentrate entirely on banners (either on the Internet, TV or billboards) for promotion.

**Which is more important digital marketing or social media?**

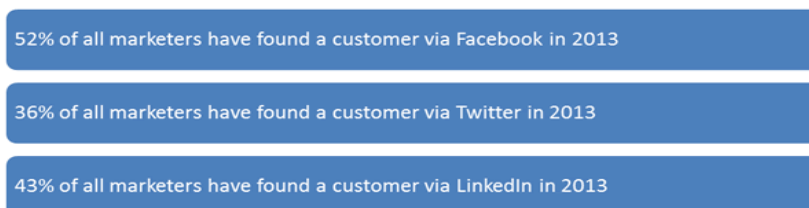
It depends on the type of brand, products or services you want to promote. There are cases where other forms of digital marketing will be more appropriate to build awareness than social media. Social media is a must of every product, brand or service that has a wide audience. For example if you are selling a software product, social media can help you find new customers, educate your existing customers (by sending them tips and tricks) and keep them informed about new updates, upcoming releases etc. If on the other hand, you are selling custom tools for farmers you can use social media as a resource to find out more about the products but your main selling point will be billboard ads on rural areas and Radio ads.

**What is social media marketing?**

Social media marketing is the process of promoting a product or service through the various social media channels. In general there are two ways to perform a social media marketing campaign. The first way is free and has to do with building followers, fans or connections by sharing useful content, running contests and generally engaging with your users. The second way is through paid advertising. You can use Facebook ads, Google Adwords or Twitter promoted accounts to advertise your product or services on Facebook, Google+ and Twitter respectively.

**Are social media marketing campaigns successful?**

There is the misconception that social media traffic does not convert but latest statistics show otherwise.



The success or failure of any campaign depends on many factors including the experience of the digital marketing consultant so **choose wisely**.

**What does a typical digital marketing campaign includes?**

While the digital marketing components are a lot, a typical campaign includes mostly items from the Internet Marketing family. It is very common to see a promotional campaign with:

**Search Engine Marketing** – Either through content strategy and SEO or through Paid Search Advertising (Adwords)

**Social media promotions** – paid advertising on Facebook, promotion on Twitter, Pinterest and Google+.

**Mobile market promotions** – Development of native apps and submission to the Google Play and Apple Store

**Email marketing** – Promotion of products or services through email marketing campaigns

**4. Online Advertisement, Online Marketing Research, Online PR**

**Online Advertisement**

Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications. Since the early 1990s there has been an exponential increase in the growth of online advertising, which has evolved into a standard for small and large organizations. Online advertising is also known as Internet advertising.

A major advantage of online advertising is the quick promotion of product information without geographical boundary limits. A major challenge is the evolving field of interactive advertising, which poses new challenges for online advertisers.

Online advertisements are purchased through one of the following common vehicles:

- Cost per Thousand (CPM): Advertisers pay when their messages are exposed to specific audiences.
- Cost per Click (CPC): Advertisers pay every time a user clicks on their ads.
- Cost per Action (CPA): Advertisers only pay when a specific action (generally a purchase) is performed.

Examples of online advertising include banner ads, search engine results pages, social networking ads, email spam, online classified ads, pop-ups, contextual ads and spyware.

**Digital Marketing VS Internet Marketing – What is the latest trend?**



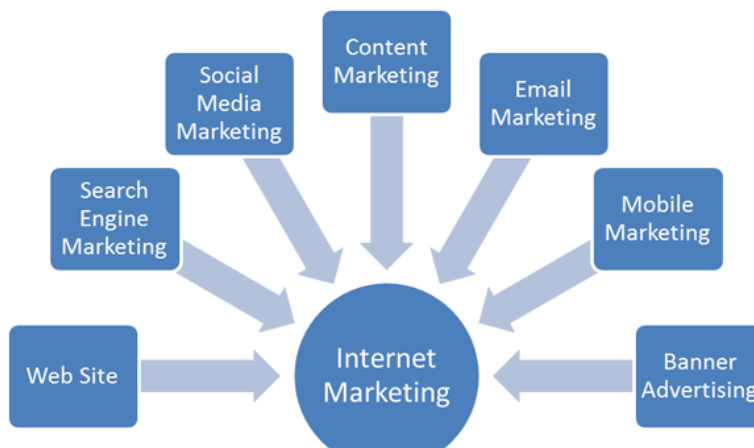
What is the difference between digital marketing and internet marketing, what is the latest trend in the industry and how do big companies allocate their digital marketing budgets?

**Digital Marketing**

Digital marketing is a broad term that describes a set of marketing processes that utilize all available digital channels to promote a product or service or build a digital brand. Digital marketing has come to succeed traditional marketing and the transition from paper and newspaper ads to Facebook and PPC campaigns.

The channels that make up digital marketing include: Web sites, Social media platforms, Banner placement, email marketing, mobile marketing, SEO, pay per click campaigns, Web TV, SMS, billboards and anything else with a digital foundation.

**Internet Marketing**



Internet marketing is a subset of digital marketing. It is in fact the most important component since the majority of digital marketing activities fall within the boundaries of Internet marketing.

We will see below how digital marketing budgets are spent and their relationship with Internet marketing.

**The major channels of Internet Marketing are:**

**Web site** – Either a personal website or a corporate website or even a personal blog hosted on a shared platform (like WordPress or Tumblr). For many campaigns a website is the starting point and the destination i.e. you run a digital marketing campaign to promote a website (starting point) with the purpose of getting more visitors (destination).

**Social Media Marketing** – **Social media marketing** is another component of Internet marketing and one that is gaining a lot of attention the last couple of years. Millions of users spend a considerable amount of their on-line time on Facebook, Twitter, Google+, Instagram, Pinterest, YouTube, LinkedIn and on other SM platforms and this fact alerted digital marketers to take SM seriously and make it a part of the digital marketing campaigns.

**Content Marketing** – In the past when we talked about SEO we essentially meant link building but this trend has changed since 2011 and content marketing has become the new SEO. This simply means that good content has become again the foundation of SEO and it is through content that you will build a better Internet presence and not through cheap link building techniques.

**Email Marketing** – Email is not dead but on the contrary it is one of the most important tools in every digital marketing campaign. Despite the influence of social media, email is still the most efficient way to convert visitors or readers into customers. In terms of marketing, email marketing is the process of gathering email addresses from people interested in your products or services for the purpose of sending them newsletters or offers.

**Mobile Marketing** – More and more users use their mobile phones to search the web, engage on social media, or find products or services to buy. In fact it is estimated that 30% of the traffic coming to a website is from mobile (this holds true for my websites as well, check your Google analytics reports and you will be surprised). Mobile marketing is about creating content or ads that is viewable and suitable for a mobile device. For example: websites should have mobile friendly versions and an advertisement shown on a mobile device may take into account the location of the device and show the nearest shops that sell the particular product.

**Banner Advertising** – You can find banners in almost all web properties i.e. websites, mobile websites, mobile apps, search engines, newsletters, Facebook, Twitter, YouTube etc. Digital marketers try to promote their products or services through different types of banners (static, text, animated, images, videos, clever banners) in different platforms.



**What's the latest trend? Where does the money go?**

Perhaps the best way to understand what is the latest trend in the digital marketing industry is to find out how big companies allocate their marketing budgets. This is exactly what Gartner did in a latest report with title **Digital Marketing Spending Report, 2013**.

The findings of this report are very interesting and they show without a doubt that the majority of digital marketing budgets is spend on Internet marketing components.

In particular the most important findings are:

- Marketing budgets represent 10% of total company revenues and this is expected to grow by 6% in 2013
- Digital marketing represents ¼ of overall marketing spend
- 50% of digital marketing activities are outsourced (if you are thinking to **outsource**, make sure that you do it correctly without spending a fortune)
- The most important digital marketing activities are: Web presence (website), Social media marketing and digital advertising
- Top digital marketing investments will be made on ecommerce, social media marketing, content creation and mobile marketing.

**Online marketing research**

Online marketing research is the process by which companies use the Internet to gather data to evaluate how well a product or service is selling to consumers. The information provided by a careful market analysis conducted online can also identify popular trends that can assist a company in creating a strategy that will get better results. When used properly, online marketing research can be an effective tool that a company can use to experience higher revenues.

In addition to identifying potential areas for growth, online market research can help a company learn more about its target consumers. For example, if consumers purchase a certain type of product and then return to purchase accessories, that is a specific type of consumer behavior that can be measured. The information gathered from doing an online market research study is helpful to track this type of behavior.

An online marketing research study can be conducted by the company itself, or the company may choose to hire an outside company to manage this. How and by what method a company decides to conduct a market research plan is dependent upon how objective or anonymous the company wishes to remain. An online marketing research program can include any number of methodologies.

**Online PR**

Online PR is very similar to traditional PR in the sense that it's about influencing people rather than buying placement for brand content. The influence could result in a story in a magazine, newspaper or blog. It could also result in other online pick-up, including social media.

Typically, when people talk about traditional PR, they are referring to traditional media: newspapers, TV, radio and magazines. With online PR, traditional media brands may still be a target, but often online PR targets online properties, along with an array of other platforms and networks, from search to social. The methodology of online PR has adapted to the platform—forming a need to garner real-time analytics, news, influence, social, search and other signals, alongside wait-n-pray tactics.

### **Influence who with online PR?**

- Columnists & traditional writers (just like traditional PR)
- Bloggers: personal & professional
- Websites & brand sites
- Twitter users (based on their followings and interests)
- Social media users: Facebook, Google Plus, Pinterest, SU, Reddit, etc
- Awards, events and exhibitions
- Directories, lists and organizations
- Web searchers

The outreach for online PR may be both direct & indirect — from employing hashtags and keywords, alongside email and snail mail. At the heart of both traditional and online PR is storytelling. This is never going away; Story-telling and quality content helps position and pollinate stories for absorption, both online and off.

Each PR agency approaches online PR differently. There are a wide variety of tactics and proportions — with some favoring search while others favor online editorials. The disciplines comprising online PR can range from journalism, creative writing and story-telling, sales, media, SEO, social media, community management, customer relations, web design and on and on.

Online PR efforts will be seen directly by potential customers or the consumer market. The forms and structure those communications take may vary, but they include social media and distributed releases — along with various forms of online storytelling. Online press releases may direct small amounts of traffic to a brand or corporate website, but it is recommended to not confuse online press releases with quality back links used by Google for PageRank and ranking improvements. Typically those distributed releases are displayed as search results, which consumers may find for medium and long tail queries.

### **Online PR Channels**

Aside from traditional PR channels and relationships, these online channels may be of great use to marketers:

- Industry websites
- Niche or topical websites
- Blogs

- Influential social media accounts
- Media-sharing websites & social networks, including Youtube and Flickr
- Forums: Topic-focused, industry-related and niche
- Wikis
- Twitter feeds
- Google Plus: events, hangouts and other groups
- LinkedIn: news and groups
- Social media & bookmarking websites
- Personal blogs with niche audiences

### **Press Release Distribution Options**

- Vocus
- PRNewswire
- Business Wire
- Marketwire
- Cision
- PRWeb
- VMS

### **Web Analytics**

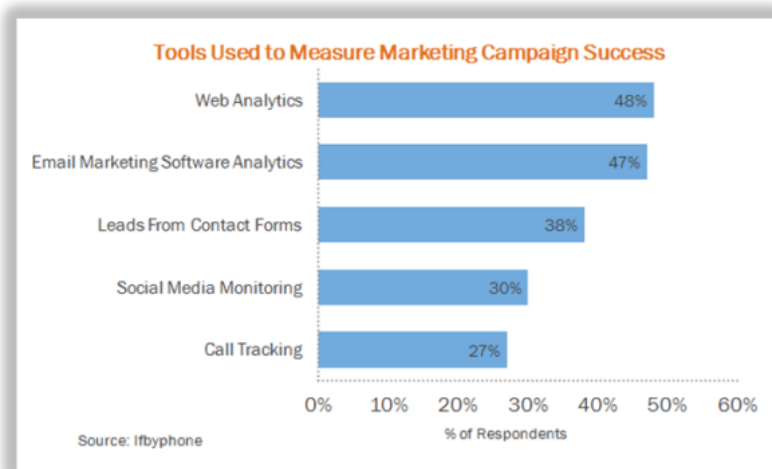
The trouble is, when most marketers hear the word 'analytics,' they tend to think of the metrics you'd typically associate with a web analytics tool like Google Analytics -- traffic, bounce rate, unique visitors, etc. While web analytics can provide you with a wealth of insight and data into the technical performance of your website, marketers really need much richer data to understand the performance of their marketing campaigns, something that web analytics alone can't provide.

### **The Difference Between Web Analytics and Marketing Analytics**

"Web analytics measure things a webmaster cares about, like page load times, page views per visit, and time on site. Marketing analytics, on the other hand, measure business metrics like traffic, leads, and sales, and which events (both on and off your website) influence whether leads become customers. Marketing analytics includes data not only from your website, but also from other sources like email, social media, and even offline events. Marketing analytics are also usually people-centric, featuring the prospect, lead, or customer as the unit of focus, whereas web analytics usually regard the page view as the unit of focus in its reports."

With marketing analytics, marketers can understand the effectiveness of their marketing, not just the effectiveness of their website. Using marketing analytics allows marketers to identify how each of their marketing initiatives (e.g. social media vs. blogging vs. email marketing , etc.) stack up against one another, determine the true ROI of their activities, and understand how well they're achieving their business goals. As a result of the information they can gather from their marketing analytics, marketers can also diagnose deficiencies in specific channels in their marketing mix, and make adjustments to strategies and tactics to improve their overall marketing program .

Furthermore, web analytics serves as the top measurement tool for evaluating marketing campaign effectiveness. And even then, **only 48% of marketers** are using it!



So why is marketing analytics so underutilized by many marketers? Probably because of a lack of cohesion. The fact of the matter is, most marketers need to have a number of different marketing analytics platforms in place in order to glean all the insights they need to understand their marketing performance and, thus, make sound decisions. They gather data about their email marketing through the analytics provided by their email service provider, information about their social media performance through their social media monitoring tool, blog analytics from their blogging platform, and the list goes on. Sounds like kind of a pain, huh? No wonder marketers mainly stick to web analytics tools like Google Analytics and have trouble measuring their marketing.

### Why Marketing Analytics Matter

The data web analytics provides just don't cut it for marketers. In fact, this past Monday, the Web Analytics Association officially announced its name change to the Digital Analytics Association and distributed a press release explaining why the association's former name no longer made sense in a market where customer interactions have clearly overrun the boundaries of a website.

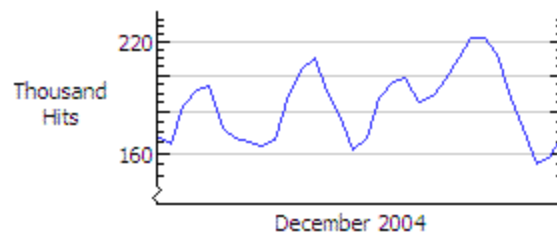
## 6. Promoting Web Traffic

**Web traffic** is the amount of data sent and received by visitors to a web site. This necessarily does not include the traffic generated by bots. Since the mid-1990s, web traffic has been the largest portion of Internet traffic. This is determined by the number of visitors and the number of pages they visit. Sites monitor the incoming and outgoing traffic to see which parts or pages of their site are popular and if there are any apparent trends, such as one specific page being viewed mostly by people in a particular country. There are many ways to monitor this traffic and the gathered data is used to help structure sites, highlight security problems or indicate a potential lack of bandwidth.

### Analyzing web traffic

Web analytics is the measurement of the behavior of visitors to a website. In a commercial context, it especially refers to the measurement of which aspects of the website work towards the business objectives of Internet marketing initiatives; for example, which landing pages encourage people to make a purchase.

### Measuring web traffic



Example graph of **web traffic** at Wikipedia in December 2004

Web traffic is measured to see the popularity of web sites and individual pages or sections within a site. This can be done by viewing the traffic statistics found in the web server log file, an automatically generated list of all the pages served. A hit is generated when any file is served. The page itself is considered a file, but images are also files, thus a page with 5 images could generate 6 hits (the 5 images and the page itself). A page view is generated when a visitor requests any page within the web site – a visitor will always generate at least one page view (the main page) but could generate many more. Tracking applications external to the web site can record traffic by inserting a small piece of HTML code in every page of the web site.

Web traffic is also sometimes measured by packet sniffing and thus gaining random samples of traffic data from which to extrapolate information about web traffic as a whole across total Internet usage.

The following types of information are often collated when monitoring web traffic:

- The number of visitors.
- The average number of page views per visitor – a high number would indicate that the average visitors go deep inside the site, possibly because they like it or find it useful.
- Average visit duration – the total length of a user's visit. As a rule the more time they spend the more they're interested in your company and are more prone to contact.
- Average page duration – how long a page is viewed for. The more pages viewed, the better it is for your company.
- Domain classes – all levels of the IP Addressing information required to deliver Webpages and content.
- Busy times – the most popular viewing time of the site would show when would be the best time to do promotional campaigns and when would be the most ideal to perform maintenance
- Most requested pages – the most popular pages
- Most requested entry pages – the entry page is the first page viewed by a visitor and shows which are the pages most attracting visitors
- Most requested exit pages – the most requested exit pages could help find bad pages, broken links or the exit pages may have a popular external link
- Top paths – a path is the sequence of pages viewed by visitors from entry to exit, with the top paths identifying the way most customers go through the site
- Referrers; The host can track the (apparent) source of the links and determine which sites are generating the most traffic for a particular page.

Web sites produce traffic rankings and statistics based on those people who access the sites while using their toolbars and other means of online measurements. The difficulty with this is that it's not looking at the complete traffic picture for a site. Large sites usually hire the services of companies such as the Nielsen NetRatings or Quancast, but their reports are available only by subscription.

### **Controlling web traffic**

The amount of traffic seen by a web site is a measure of its popularity. By analyzing the statistics of visitors it is possible to see shortcomings of the site and look to improve those areas. It is also possible to increase the popularity of a site and the number of people that visit it.

### **Limiting access**

It is sometimes important to protect some parts of a site by password, allowing only authorized people to visit particular sections or pages.

Some site administrators have chosen to block their page to specific traffic, such as by geographic location. The re-election campaign site for U.S. President George W. Bush was blocked to all internet users outside of the U.S. on 25 October 2004 after a reported attack on the site.

### **Website traffic from search engines**

The majority of website traffic is driven by the search engines. Millions of people use search engines every day to research various topics, buy products, and go about their daily surfing activities. Search engines use keywords to help users find relevant information and each of the major search engines has developed a unique algorithm to determine where websites are placed within the search results. When a user clicks on one of the listings in the search results, they are directed to the corresponding website and data is transferred from the website's server, thus counting the visitors towards the overall flow of traffic to that website.

Search engine optimization (SEO), is the ongoing practice of optimizing a website to help improve its rankings in the search engines. Several internal and external factors are involved which can help improve a site's listing within the search engines. The higher a site ranks within the search engines for a particular keyword, the more traffic they will receive.

### **Increase web site traffic**

Web traffic can be increased by placement of a site in search engines and purchase of advertising, including bulk e-mail, pop-up ads, and in-page advertisements. Web traffic can also be increased by purchasing through web traffic providers or non-internet based advertising.

Web traffic can be increased not only by attracting more visitors to a site, but also by encouraging individual visitors to "linger" on the site, viewing many pages in a visit.

If a web page is not listed in the first pages of any search, the odds of someone finding it diminishes greatly (especially if there is other competition on the first page). Very few people go past the first page, and the percentage that go to subsequent pages is substantially lower. Consequently, getting proper placement on search engines, a practice known as SEO, is as important as the web site itself.

### **Traffic overload**

Too much web traffic can dramatically slow down or prevent all access to a web site. This is caused by more file requests going to the server than it can handle and may be an intentional attack on the site or simply caused by over-popularity. Large scale web sites with numerous servers can often cope with the traffic required and it is more likely that smaller services are affected by traffic overload. Sudden traffic load may also hang your server or may result in shutdown of your services.

**Denial of service attacks**

Denial-of-service attacks (DoS attacks) have forced web sites to close after a malicious attack, flooding the site with more requests than it could cope with. Viruses have also been used to coordinate large scale distributed denial-of-service attacks.

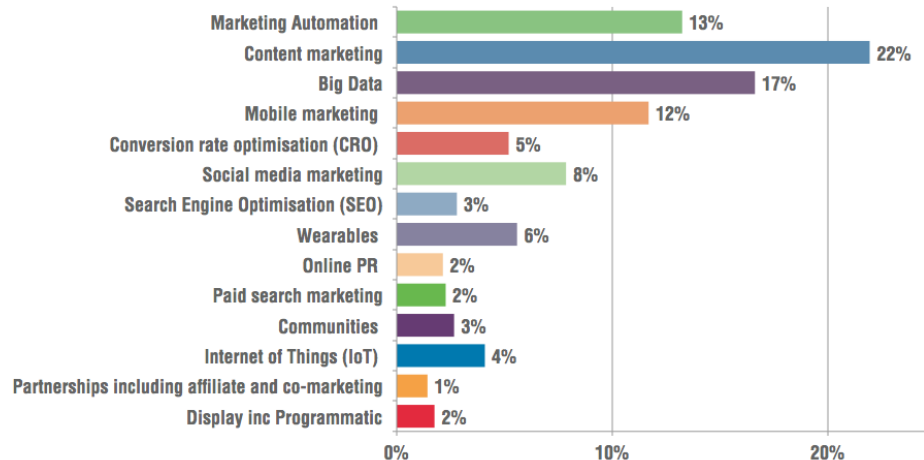
**Sudden popularity**

A sudden burst of publicity may accidentally cause a web traffic overload. A news item in the media, a quickly propagating email, or a link from a popular site may cause such a boost in visitors

**7. Latest developments and Strategies in Digital Marketing**

Digital marketing seems to be in a constant state of flux. With new marketing platforms emerging seemingly every day, it's a challenge for marketers just to keep up with the latest up-and-coming social networks to stay ahead of the curve, let alone stay on top of the emerging technologies and strategies that promise to make your marketing more targeted than ever.

### Digital marketing activities with the greatest commercial impact in 2016?



Here, for your reference, is the full alphabetical break-down of activities which helps explain the results. For example, Big Data is surprisingly high, but this includes market insight and predictive analytics

- Big Data (including market and customer insight and predictive analytics)
- Content marketing
- Communities (Branded niche or vertical communities)
- Conversion rate optimization (CRO) / improving website experiences



- Display (Banners on publishers, ad networks social media including retargeting and programmatic)
- Internet of Things (IoT) marketing applications Marketing Automation (including CRM, behavioral Email marketing and web personalization)
- Mobile marketing (Mobile advertising, site development and apps)
- Paid search marketing, e.g. Google AdWords Pay Per Click Online PR (including influencer outreach)
- Partnerships including affiliate and co-marketing
- Search Engine Optimization (SEO)
- Social media marketing including Social CRM and Social Customer Care
- Wearables (e.g. Apple Watch, activity trackers, augmented reality)