STUDY MATERIAL FOR BBA
DIGITAL MARKETING

SEMESTER – IV

DIGITAL MARKETING

UNIT 1

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.

Two Types of marketing

- ☐ Traditional Marketing
- ☐ Digital marketing

DIGITAL MARKETING

Communication is bidirectional in Digital Marketing as businesses can communicate with customers and customers can ask queries or make suggestions to businesses as well. Medium of communication is more powerful and involves social media websites, chats, apps and Email.Digital marketing campaigns can be developed quite rapidly and with digital tools, channelizing Digital Marketing campaigns is easier.It is very effective for reaching global audiences.

Types of Digital Marketing

- ☐ **Website Marketing**

A website is the centrepiece of all digital marketing activities. It is a very powerful channel on its own, but it's also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use.

- ☐ **Pay-Per-Click (PPC) Advertising**

Pay-per-click (PPC) advertising enables marketers to reach Internet users on a number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and show their ads to people searching for terms related to the products or services.

PPC campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The most popular PPC platforms are Google Ads and Facebook Ads.

☐ Content Marketing

The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even PPC campaigns. The tools of content marketing include blogs, eBooks, online courses, info graphics, podcasts, and webinars.

☐ Email Marketing

Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is all about. This type of marketing allows companies to get in touch with potential customers and anyone interested in their brands.

Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.

☐ Social Media Marketing

The primary goal of a social media marketing campaign is brand awareness and establishing social trust. As you go deeper into social media marketing, you can use it to get leads or even as a direct sales channel. Promoted posts and tweets are two examples of social media marketing.

☐ Affiliate Marketing

Affiliate marketing is one of the oldest forms of marketing, and the internet has brought new life to this old standby. With affiliate marketing, influencers promote other people's products and get a commission every time a sale is made or a lead is introduced. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

☐ Video Marketing

YouTube is one of the most popular search engines in the world. A lot of users are turning to YouTube before making a buying decision, to learn something, read a review, or just to relax.

There are several video marketing platforms, including Facebook Videos, Instagram, and even TikTok to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

☐ SMS Messaging

Companies and nonprofit organizations also use SMS or text messages to send information about their latest promotions or give opportunities to willing customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.

Characteristics of Digital Marketing:

- Get a Quality Company Website: What was a novelty a mere decade ago is a critical requirement today. A business website is a pseudo B2B portal, allowing businesses and customers from around the world to connect with you. A business website is similar to your Company brochure, available 24×7, and projects you as a professional outfit.
- ☐ Social Media Presence: The biggest achievement of this digital era has been the ease with which people have learnt to communicate- Social Media websites like Facebook, Twitter, Google+, Pinterest, YouTube etc. are the latest methods to communicate across wide demographics of age, taste and culture. By actively promoting your company on these social media, you are getting the world to talk about you.
- ☐ Blogging and Forums: Here is a powerful axiom- 'Content is King'. Produce powerful, genuine and compelling content as part of your Company blog. Be a regular on relevant forums and discussion panels. Learn the art of connecting your business themes into the content that you produce. In time, your content will stand up to be the biggest promoter of your brand.

☐ List your business on the three biggest listing services: Register your business on 'Google Places'- this allows your business to feature on Google searches and be listed on Google Maps. Other business databases that you must be part of include 'Yahoo! Local' and Microsoft's 'Bing'.

Digital Marketing Trends

1. Influencer Marketing

Influencer marketing is the practice of using an influencer's image and goodwill to promote and advertise a brand's product or services. Influencers can be individuals or groups with a massive fan following. Here are some of the reasons why influencer marketing has gained momentum in the current business milieu:

☐ *Persuades audience*: Influencers have a loyal fanbase, meaning they can sway the audiences in a jiffy. Many brands opt for influencer marketing to attract a diverse set of audiences to their products.

☐ *Increases trust*: Influencers use social media applications to promote or advertise products or services. Therefore, many brands opt for influencer marketing to increase brand awareness and amplify their social media presence.

☐ *Supports content strategy*: Influencer marketing is best suited for filling the gaps in content marketing strategy.

2. Omni channel Marketing

Omni channel marketing is believed to be one of the most effective ways to reach the target audience. It is an approach that stands true to the definition of digital marketing – using different digital mediums to promote, engage, and serve customers. Omnichannel marketing offers a varied set of benefits, which are as follows:

☐ Attracting new customers and market segments
☐ Engaging customers after sales
☐ Increasing trust and loyalty of customers
☐ Boosting sales and customer satisfaction
☐ Helps understand customer demand and needs

Omnichannel marketing is widely used in retail, entertainment, food service, business, and other industries.

3. Artificial Intelligence

Artificial intelligence (AI) is the process of developing smart computer systems that can perform similar functions to the human brain. Companies can use AI to gauge the needs and demands of their customers. Simultaneously, it can be used to find out patterns in customer buying behaviour, monitor and offer a solution to formulate a marketing strategy.

Moreover, AI applications like machine learning, deep learning, and others can be used for various customer and marketing-related activities – including content creation, ad monitoring, promoting products, interacting with customers, and more. Therefore, as a digital marketing trend, AI is a boon for companies looking to level up their advertising game.

4. Video Marketing

Social media platforms have offered a new space for companies to promote their products or services to their target audience. Video marketing is a potent digital marketing tool popular among businesses trying to increase their customer base. Experts believe that videos are more effective than any other form of content; that's why many brands are shifting their focus to developing content-rich and enthralling videos to promote their products or services. Similarly, social media applications like Instagram, YouTube, Facebook, and others have also integrated short-form content into their algorithms, helping brands proliferate to their target audience. Therefore, brands looking to increase their customer base can opt for video marketing as their promotional strategy.

5. Long-form Content

Content marketing is a popular digital marketing trend using which companies often promote their product or services. Similarly, long-form content is the subsect of content marketing that consists of blog posts or articles of more than 3000 words to promote a product or service. Companies create long-form content intending to increase their visibility, industry expertise, and customer engagement. In addition to this, here are some other reasons why businesses opt for long-form content:

☐ **Increases traffic on the website**

More people visit the company's website due to the long-form content's popularity. However, people are less likely to explore more products and services of the brand.

☐ **High ranking on search engine**

Search engine ranking and website traffic have a direct correlation. Therefore, an increase in traffic would lead to a high ranking on a search engine, further increasing customer interaction and engagement on the website.

☐ **Increases customer engagement and interaction**

Long-form content helps in initiating a conversation between a brand and its customers. Furthermore, it also increases customer engagement and loyalty.

6. Social Media Shopping

The advent of social media has helped businesses closely interact with their audience and provide a medium to sell their goods and service. The integration of social media and e-commerce has opened doors for an online marketplace for customers from different strata of society to buy products and services that match their expectations. It is a popular social media trend that transcends different industries. Moreover, it is an effective way to make your products available to customers while interacting and engaging with them.

7. Progressive Web Pages

Progressive web pages are online websites that perform the functions of a mobile application. They send push notifications, load faster than other sites, and are accessible offline, among others. A progressive web page is one of the latest digital marketing trends that has addressed the need for websites that can offer a versatile user interface to customers with different devices. Furthermore, this latest digital marketing trend is expected to grow by leaps and bounds in the forthcoming years.

Different between traditional Marketing ad Digital Marketing:

Sr. No.	Traditional Marketing	Digital Marketing
1	The promotion of products and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship, etc.	The promotion of products and services through digital media or electronic mediums like SEO, sem, PPC, etc.
2	Traditional Marketing is not cost-effective.	Digital Marketing is more cost-effective-promoting.
3	It is not so good for Brand building.	It is efficient and fast for brand building.
5	Traditional Marketing is difficult to Measure.	Digital Marketing is easy to Measure with the help of analytics tools.
5	It is difficult to quantify the return on investment in traditional marketing	It is simple to calculate in the case of digital marketing.
6	After the posting of the advertisement, it cannot be altered.	Even after the posting of an advertisement, it can be amended.

UNIT II

Search Engine Based Marketing

Search engine optimization (SEO) refers to techniques that help your website rank higher in organic (or "natural") search results, thus making your website more visible to people who are looking for your product or service via search engines.

How does a Search Engine Work?

Search engines perform several activities in order to deliver search results.

- Crawling - Process of fetching all the web pages linked to a website. This task is performed by a software called a crawler or a spider (or Googlebot, in case of Google).
- Indexing - Process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.
- Processing - When a search request comes, the search engine processes it, i.e., it compares the search string in the search request with the indexed pages in the database.
- Calculating Relevancy - It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.
- Retrieving Results - The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser.

Search Engine Optimization Process:

Before beginning a search engine optimization (SEO) project, it is important to understand the process involved in an effective SEO campaign. To that end, we break the process down into the six steps shown below and describe the activities involved in each of these steps.

One word on search engine optimization in general first, though. SEO does not start and finish with these steps and the initial work that we do. In order to have ongoing success, it is important to monitor results and build meaningful content on a continual basis.

- Keyword Research
- Reporting & Goal Setting
- Content Building
- Page Optimization
- Social & Link Building
- Follow Up Reporting & Analysis

i. Research Keyword Research Keyword phrase research involves identifying a group of keyword phrases that will be used in optimization. This step is critical and requires a considerable amount of time to find a good set of phrases that offer a balanced combination of two important factors: high usage by searchers and relatively low competition within the search engines. Determining the most used phrase that contains your targeted keyword(s) is relatively easy. Online tools allow you to enter a particular keyword or words and will return all the ways in which that word(s) was used by searchers in the last month and in what volume. A more effective approach is to find a set of phrases that are heavily used by searchers but somewhat less competitive in terms of the total number of search results. Competitive Research Once armed with the target keyword phrases, we do a thorough competitive analysis of the subject site against its 7 – 10 biggest competitors (using both offline and online competitors). We use a series of SEO metrics, including indexed content, Alexa rating, inbound links, domain age, and social media following among others. Through this process, we are able to gauge the client site's starting position against its competition and identify areas requiring priority in the subsequent work.

ii. Reporting & Goal Setting After establishing your targeted keyword phrases and starting position relative to the site's competitive set, it is important to understand what the subject site's starting position is within the search engines. Doing so ensures that you know the specific areas that need work and provides a baseline against which to gauge the subsequent campaign's success. Access to site traffic information is very important. These statistics show how

searchers are finding and interacting with the subject site, e.g., which search engines, what keyword phrases are being used, bounce rates, most popular content, etc. Understanding the site's traffic level and the source of its referrals can also be a critical tool in making other online marketing decisions.

iii. Content Building Content is king in search engine optimization. The search engines love text; high volume, high-quality content related to your business will serve you in a couple of important ways. First, a site loaded with high-quality content of interest to site users will give them a reason to stay and a reason to come back. After all, the reason they came to your site was to find information. Second, you will receive the added benefit of serving up exactly what the search engines want – content. Search engines will have more information to store about your business and products; that information will translate directly into the ranking they give your site for related keyword phrases.

iv. Page Optimization Following the addition of new, high quality content, we tackle on-page optimization. ▪ Page Titles ▪ Text-Based Navigation ▪ Prominence of Targeted Keyword Phrases ▪ Site Map ▪ ALT and META data ▪ Clean up the Code

v. Social & Link Building Social Media - In marketing, you fish where the fish are. And, the fish are using social media in increasing numbers. The power of online sharing through social media provides tremendous opportunities for companies willing to commit the time to using it. During this phase of the process, we help clients establish a social media presence and consult with the client on how best to use those social media profiles to share site content and connect with customers and potential customers.

vi. On-Page SEO refers to how well your website's content is presented to search engines. On page optimization involves ensuring whether a particular webpage is structured in a manner so that it gets found by the search engines for given keywords and key phrases. It not only helps in getting good search engine ranking but also increases overall readability of the site. The best part is that not much has changed about the on-page optimization approach. It can still be improved immediately by tweaking incorrect elements on a webpage.

There 5 key elements of a successful on page optimization:

1. Page Copy A good content copy is really the key to your success. It is an open secret that you need to produce original, unique and high quality content

of relevance on a continuous basis to perform well and rank high on search engines. There are few things you need to keep in mind while creating the content copy. Keyword Each piece of content should be created keeping the focus primarily on a single keyword or a key phrase. This word or phrase should at least be mentioned for a specific number of times in the whole content and this process is known as keyword density. Each content copy is supposed to maintain a keyword density of 3-5% as par industry standard. Keep a mix of primary and secondary keywords and key phrases in your content but optimize your content around only those keywords and phrases on which you desire to achieve top organic search rankings. Quality over quantity You don't essentially need longer articles for better search engine rankings. Web pages with more content intensity and depth have started performing better on search engine ranking since the 2011 Google algorithm update.

2. Title Tags Arguably title tag is the most important element among the "big three", the other two being page copy and inbound links. Title tag contains the words which appear in the clickable link of the search engine result. Google has limited the page titles up to 70 characters, so it is extremely important that your title tags are keyword-relevant yet concise. For example, when looking up in Google for a query, you might have noticed the chopped off title tags in few results, that's because the title tags for that page are too long. To optimize the title tags primary keywords andsecondary keywords should be mentioned in the same order and the branded keywords at the end, this is a rule to follow except for the home page.

3. Meta Data Meta data is a well-written description summarizing the content of a particular webpage. It used to be one of the most important factors affecting search engine optimization in pre-Panda era. Meta data completely lost its importance in influencing Search Engine rankings from September 2009 after Google's declaration. It was majorly devalued because of a wide practice of spam techniques. Google crawlers though look at the Meta keywords to get an idea about the topicality of the page content. Meta descriptions have to be created within a limit of 155- 160 characters which essentially should not include anything but alphanumeric characters. It can't influence search engine rankings but do help in getting a high click through rate. Meta description works more as an ad copy for the organic search results which influences the readers to click on a particular link. It can also intelligently accommodate the primary

keywords within it, Google especially highlights them if searched key phrase contains the exact key words.

4. Heading Tags These are the tags which define the content of your page section wise, just like traditional headings and subheadings. There should be one tag every page, which should include the most relevant key phrase or key word. This tag can be created up till , though general practice is to use this till . Apart from the primary keyword mentioned in the , you can include the other important keyphrases in and tags to define the other sections of the content. The tag should be optimized well as search engines still give this some value.

5. Interlinking strategically, linking one of your website pages to other similar pages on your website provides context to the search engine and to the readers as well. Some best practices are:

- Include links in the main content of each page.
- Paragraph links carry the most weight.
- Use keyword-rich anchor text in links.
- Avoid using non-descriptive anchor text
  (for example, read more, click here, etc).
- Link to relevant, deep pages.
- Use breadcrumb navigation on every page
- Monitor your inbound links through Google Webmaster Tools.
- Avoid multiple links to the same page from a single page.
- Less links= More authority per link. The most common practice of showing "related links" or "tags" at the end of a page or in a sidebar is done to thematically relate one page to another.

Off-Page Optimization:

Off-Page SEO refers to your website's overall "authority" on the web determined by what other websites say about your site. Off-page optimization is a long-term process and takes the time to improve. Simply put, off page is all about your online reputation. Off page optimization includes acquiring backlinks to your page from the authority sites in your niche. Backlinks are the currency of any off-page strategy. And, unlike on-page optimization, off-page optimization efforts are not apparently visible on the webpage itself; it does the background work for a better search result.

Off page optimization effort can be grossly divided into two parts:

1. Acquiring Back links Acquiring back links to your pages from higher authority sites is now more important than ever. Search engines treat link popularity as one of the key factors for a better search engine ranking. Though, link popularity is not the top ranking factor anymore, as it can easily be manipulated. Nowadays, search engines focus more on the quality of your content and the level of engagement on the site, over the number of links pointing towards your site. So, the success factor is not building a long list of inbound links but building a trail of quality links for your site. Creating quality content that informs and educates your target audience is more important than ever. TIP: Getting a number of links from multiple domains relevant in your industry are the key. Buying backlinks from non-related domains won't earn you goodwill in search engine results and can even penalize you.

2. Leveraging social interaction with your site Use of social metrics or social engagement as a ranking factor is an increasing trend. Besides backlinks, Google now gives prominence to social signals around your content. Whether it's the number of people who tweet, 'Like', social bookmark, or "vote" via Google +1 for your content, your site's social footprints has a direct relation with your rankings. SEO has now evolved into social.

3. Promote your content via social channels Make sure to promote your content through multiple social media channels to obtain some social media traction. You can use multiple platforms to engage your audience, keeping the focus on the ones creating maximum buzz for you.

Facebook

Facebook is the social platform with the maximum number of active users at this moment. You can share your content there but don't use a promotional tone, rather keep it light as people come to Facebook mostly with an intention of socializing in a casual mood. Especially interesting and light topics with pictures get more attention in the form of Likes and Share on Facebook.

Twitter and LinkedIn You can distribute your content on both these platforms. You can share your content in the form of an article, video, image or even in the form of a simple update. You can join relevant LinkedIn groups and

share you articles there too. If you have content of great quality you'll surely be able to create buzz around it.

Google+ It has become very important to share any content you create on Google+, as it is from the search engine provider itself. Recently, there is a lot of noise that Google+ has a indirect correlation with your website's ranking in the search engine.

Google also have introduced a new feature called Google Authorship. It shows the picture and name of an author with his articles in Google search results. This has come across as a major factor to counter the duplicate content by giving weightage to the authors and the content they have created. Interest is the latest social media sensation. The image sharing website allows you to share pictures from your post to appeal to your target audience. If you have an e-commerce site, Pinterest can help you drive your sales.

Quora This is a question & answer platform where a lot of people come searching for the solution to different problems and queries. You can post your content or your opinion in any of the relevant discussion thread and readers can up vote or down vote it. This is in fact the future of commenting. The platform can help you establish yourself as a subject matter expert in your field.

Search Engine Marketing?

Search Engine Marketing (also known as Search Marketing) is the process of getting traffic from search engines either organically or paid.Search marketing has two main types: SEO (Search Engine Optimization) and PSA (Paid Search Advertising).SEO is the way to get free traffic from search engines by achieving high rankings in the SERPs and Paid search ads are the process of paying for your ads to appear on search engine results pages.

Importance of Search Marketing

Before getting into the details on what is SEO and paid search advertising (PSA) and how to use them to get more exposure and traffic from search engines, let's quickly examine the importance of SEM for the success of a website or online business.

- It is a fact that in today's world the Internet is the source for everything we need to know, learn, ask, buy or do.

- Whenever we have a question or looking for something, the first thing we do is to turn to a search engine (in the majority of cases Google) and type in our search query.
- When we hit SEARCH, we expect to either get a direct answer to our question or a list of resources (and this list includes both ads and websites), that can satisfy our intent.
- Search engines are working hard to improve the quality of their search results by presenting to the searcher those websites (or ads) that will keep their users happy and come back again for more searches.
- To do that they have developed complex algorithms that take a number of variables into account before they decide which websites (or ads) to show in the top positions.
- Search engine marketing is important because it's the process to follow to optimize your website or ads so that they appear in the top positions.
- Your goal is not just to have a presence in search engines but to show up in one of the top 5 positions for the search terms (keywords), that matter for your business or website.
- Statistics show that the majority of users click on one of the top ads or one of the first five organic results.

Search Marketing Types

SEM

Search Engine Optimization (SEO)

Search engine optimization or SEO is the process of optimizing your website for achieving higher rankings in search engines for certain keywords.SEO principles can also help you create high-quality websites with good content and satisfy the user intent.

SEO Types

Technical SEO – optimize your website for the crawling and indexing process so that search engines can discover, read and understand your website.

On-Page SEO – optimize all pages of your website one by one and give search engines the right signals to understand what your website and individual pages are all about.

Off-Page SEO – promote your website on the internet, get good quality backlinks and prove to search engine algorithms that your website deserves to be in one of the top spots for the keywords you want.

Describe specific aspects of SEO like:

- **Content SEO** – give both users and search engines the content they want and keep them happy
- **Local SEO** – optimizes your website so that people can find and visit your brick-and-mortar store
- **ECommerce SEO** – SEO rules that are applicable to eCommerce websites only.
- **Mobile SEO** – make it easy for users to find and use your website while on the go and from their mobile or tablet devices.

Why is SEO important?

Higher rankings, more traffic:

If your goal with search marketing is to get traffic to your website without having to pay for ads, then SEO is the way to go.

As mentioned above, the websites that appear in the top 3 positions of the organic results get more than 60% of the traffic – This statistic alone explains the importance of SEO.

Search engine traffic is targeted:

Open Google and search for anything you want. The websites that appear in the top positions get thousands of visits from Google on a daily basis. Depending on the keywords you used, they are probably making thousands of dollars in revenue (from advertising or selling their own products or services), because search engine traffic is highly targeted.

Unlike traffic coming from Facebook or other social media networks, organic traffic converts better since the users have a clear intent in mind before typing something into Google and it's not just for curiosity or leisure. Besides the traffic, SEO offers a number of other advantages and these can be summarized in the following:

Trust and recognition

Users trust search engines because they know that they have strict rules as to which websites are shown in the search results, and in turn, they trust websites that rank in the top positions.

Trust does not only generate more conversions but also increases recognition and brand awareness and this makes your digital marketing efforts in other channels easier.

SEO can guide you on how to create better websites

SEO is not just about search engines but it's mainly about users. To have a fully optimized website for search engines, it has to be optimized for users first and this is what SEO is all about

What is PPC

PPC stands for *pay-per-click*, a model of digital advertising where the advertiser pays a fee each time one of their ads is clicked. Essentially, you're paying for targeted visits to your website.

PPC ads come in different shapes and sizes (literally), and can be made up of text, images, videos, or a combination. They can appear on search engines, websites, social media platforms, and more.

PPC advertising campaign will be, you can achieve a lot by doing the following:

- **Bid on relevant keywords.**
  Crafting relevant PPC keyword lists, tight keyword groups, and proper ad text.
- **Focus on landing page quality**
  Create optimized landing pages with persuasive, relevant content, and a clear call to action tailored to specific search queries.
- **Improve your Quality Score**
  Quality Score is Google's rating of the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better Quality Scores get more ad clicks at lower costs.
- **Capture attention**
  Enticing ad copy is vital; and if you're running display or social ads, so is eye-catching ad creative.

UNIT III

ELECTRONIC MARKETING

E-Mail Marketing

E-Mail marketing is promoting your business by sending overt E-Mails andnewsletters. It uses promotional letter clubbed with product and service details to deliver thebusiness message to audience. It is cost effective method to convey your message to highly targeted visitors. Results of E-Mail marketing are quantifiable and measurable.

Types Of E-Mails

Transaction E-Mails

You get these mails after you are done with any transaction such as buying a product. They confirm the business transaction with information such as cost per unit, number of units bought, total cost, mode of payment, shipping details, delivery time, etc.

Newsletters

They include information to keep customers involved. They foster relationship with customer.

Promotion E-Mails

They carry details of any promotional activity such as sale, new offers, etc.

E-Mail marketing being cost-efficient and measurable, needs strategic planning and creative execution of campaign. You need to personalize message, deploy it, and analyze the results.

Setting Up an E-Mail Marketing Campaign

These are the general steps taken to set up an E-Mail marketing campaign.

- Create a database of customers. You can buy it or can generate from your website backend. Embed the customer details such as contact information, client status, lead source, etc.

- Create a newsletter. Put in the relevant information they may need. Set the subject line timings and frequency. Add discounts and bonus you offer.
- Make it look eye-catchy, informational, and useful.
- Mention deal expiry date and time.
- Drop a link in email if necessary.
- Buy servers capable enough to bear the load.
- Test you email before you send it. Check all details, images, and links.
- Deploy your newsletter.
- Analyze the performance of E-mail advertise. For example, E-mail delivery rate, email opening rate, conversions etc.

Tracking an E-Mail Marketing Campaign

The essential metrics you should be tracking for E-Mail campaign are −

☐ **Click Through Rate**

It gives you clear view of how many people engage with your mail and are interested in what you offer.

☐ **Conversion Rate**

It helps you know, to what extent you are able to achieve your goals.

☐ **Bounce Rate**

It lets you know how many consider you as a spammer of worth time wasting.

- **Subscribers' Growth Rate**

It lets you decide how much you are able to extend your reach.

☐ **Email Forwarding Rate**

The more is the rate the more interested are your customers.

☐ **Overall ROI**

The gist of tracking is how many leads you are able to generate through your campaigns.

Definition

Electronic Design Automation, or EDA, is a market segment consisting of software, hardware, and services with the collective goal of assisting in the definition, planning, design, implementation, verification, and subsequent manufacturing of semiconductor devices, or chips.

What is Mobile Marketing

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps. Mobile is disrupting the way people engage with brands. Everything that can be done on a desktop computer is now available on a mobile device.

From opening an email to visiting your website to reading your content, it's all accessible through a small mobile screen. Consider:

- 80% of internet users own a smartphone.
- Mobile platforms, such as smartphones and tablets, host up to 60% of digital media time for users in the U.S.
- Google anticipates search queries on mobile devices to surpass desktop searches by the end of 2015.

Types of EDA Tools

Simulation

Simulation tools take a description of a proposed circuit and predict its behaviour before is it implemented. This description is typically presented in a standard hardware description language such as Verilog or VHDL. Simulation tools model the behaviour of circuit elements at various degrees of detail and perform various operations to predict the resultant behaviour of the circuit. The level of detail required is dictated by the type of circuit being designed and its intended use. If a very large amount of input data must be processed, hardware approaches such as emulation or rapid prototyping are used. These situations occur when a processor's operating system must be run against real-world scenarios, such as video processing. Without a hardware-assisted approach, the runtime for these cases can be untenable.

Design

Design tools take a description of a proposed circuit function and assemble the collection of circuit elements that implement that function. This assembly process can be a logical one where the correct circuit elements are chosen and interconnected to implement the desired function. Logic synthesis is an example of this process. It can also be a physical process where the

geometric shapes that implement the circuit in silicon are assembled, placed, and routed together. Broadly this process is known as place and route. It can also take the form of an interactive process that is guided by a designer. This is called custom layout.

Verification

Verification tools examine either the logical or physical representation of the chip to determine if the resultant design is connected correctly and will deliver the required performance. There are many processes that can be used here. Physical verification examines the interconnected geometries to ensure their placement obeys the manufacturing requirements of the fab. These requirements have become very complex and can include far more than 10,000 rules. Verification can also take the form of comparing the implemented circuit to the original description to ensure it faithfully reflects the required function. Layout vs. schematic, or LVS, is an example of this process. Functional verification of a chip can also use simulation technology to compare actual behaviour to expected behaviour. These approaches are limited by the completeness of the input stimulus provided. Another approach is to verify the behaviour of the circuit algorithmically, without the need for input stimulus. This approach is called equivalence checking and is a part of a discipline known as formal verification.

Types of Mobile Marketing Strategies

◻ **App-based marketing:**

This is mobile advertising involving mobile apps. While 80% of mobile time is spent engaged with apps, you don't have to create an app yourself to get in on the action. Services like Google Ad Mob help advertisers create mobile ads that appear within third-party mobile apps. Facebook also allows advertisers to create ads that are integrated into Facebook's mobile app. Facebook's mobile Promoted Post ads integrate so seamlessly with Facebook's news feed that users often don't realize they're looking at ads.

◻ **In-game mobile marketing**

In-game mobile marketing refers to mobile ads that appear within mobile games, like in the example below. In-game ads can appear as banner popup, full-page   image ads or even video ads that appear between loading screens.

QR codes

QR codes are scanned by users, who are then taken to a specific webpage that the QR code is attached to. QR codes are often aligned with mobile gasification and have an element of mystery to them, since users who scan them don't always know exactly   which rabbit hole they're jumping down.

Location-based marketing

Location-based mobile ads are ads that appear on mobile devices based upon a user's location relative to a specific area or business. For example, some advertisers may only want their mobile ads to appear when users are within a 1-mile radius of their business.

Mobile search ads

These are basic Google search ads built for mobile, often featuring extra add-on extensions like click-to-call or maps.

Mobile app

A mobile app is a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers. Mobile apps are designed with consideration for the demands and constraints of the devices and also to take advantage of any specialized capabilities they have. A gaming app, for example, might take advantage of the iPhone's accelerometer.

Why are SMS campaigns important?

- Extra ordinary open rates. According to Gardner, SMS campaigns achieve a remarkable 98% open rate (ninety-eight percent, Charles!) and a 45% response rate.

- Drives customers to take action. SMS messages are useful because they create a feeling of time sensitivity. In other words, SMS campaigns inform people about a limited time to take action, and if anyone wants to take advantage of the offer, they should hurry up. There's no other marketing channel that creates a feeling of urgency so strong, that many decide to act rapidly.

- Easy & instant. Plain SMS is the standard while marketing emails are supposed to be well designed using HTML, so SMS takes only a few moments to create. Besides, the significant results are achieved much faster, because 95% of all texts are read within 3 minutes after being sent. It means that you can carry out your tasks in no time.

- Multifunctional. Desirable for any business. SMS marketing opens a vast field of opportunities for all sorts of companies. SMS campaigns inform about new products, services, allure clients with exclusive sales and offers. It also can deliver updates and notifications or remind them about the appointments. Besides, an SMS campaign can be used to report some relevant news or for support and customer services' improvement.
- Work well with other marketing channels. Did you know that an SMS campaign can improve the results of an email marketing campaign? You can send SMS to "catch up" those people who never opened your email. So, think through the usage of an SMS campaign strategically, and support it with the efforts from other marketing channels.

Profit Target

Also known as "take profit", a profit target is that predetermined point at which a trader would want to exit his profitable trade to make an anticipated amount of profit. It is that level at which the profit is deemed to be enough for the risk taken.

UNIT IV

Social Media Marketing

Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and and other content that drives audience engagement, as well as paid social media advertising.

➢ The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

➢ One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: adding social media links to content, such as RSS feeds and sharing buttons - or promoting activity through social media by updating statuses or tweets, or blog posts.

➢ SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM).

➢ SMM became more common with the increased popularity of websites such as Twitter, Facebook, Myspace, LinkedIn, and YouTube. In response, the Federal Trade Commission (FTC) has updated its rules to include SMM. If a company or its advertising agency provides a blogger or other online commenter with free products or other incentives to generate positive buzz for a product, the online comments will be treated legally as endorsements. Both the blogger and the company will be held responsible for ensuring that the incentives are clearly and conspicuously disclosed, and that the blogger's posts contain no misleading or unsubstantiated statements and otherwise complies with the FTC's rules concerning unfair or deceptive advertising.

Social Media Marketing Tools:

1. Hoot Suite whether you are a user handling multiple accounts, or an agency that handles hundreds, Hoot Suite makes it easy. It's easy to add accounts, easy to schedule posts across all major platforms and easy to add account managers. In addition, the company also has a robust training platform that teaches not just the tools, but how to think about social marketing as a whole.

2. Hub Spot While there are a lot of tools out there that let you monitor and publish to social accounts; we recommend platforms such as HubSpot where you can not only monitor and publish but also get closed-loop reporting data. That means you're not just seeing what channels drive the most engagement, but you can track further down the funnel to see what posts and channels drive actual leads and sales.

3. MeetEdgar There are countless tools that post for you and schedule posts but what about a system that re-shares evergreen posts? MeetEdgar is the one because it has the biggest impact on traffic by automatically re-sharing your evergreen content.

4. Tweet Deck Tweet Deck has been around a long time now, and there's a reason for that: It's one of the best and best-priced (what can beat free?) ways out there to be a part of the Twittersphere. The multi-columned layout makes it easy to follow several conversations at once, and scheduling content is a snap. Twitter moves so fast, but TweetDeck makes it doable and even enjoyable.

5. IFTTT, or "If This Then That," is a great automation tool that can help you save a lot of time on trying to manage social media platforms, apps and websites. The tool can link these services together based on a trigger and an action. Based on the trigger you create, it will start an action. For example, if you publish a blog (the trigger), then IFTTT will automate and create a tweet (the action).

6. Buffer I'm a fan of Buffer. It lets you schedule and manage social media posts across all of the most widely used channels, and you can individually

customize each post for all of the different platforms it gets posted to. Buffer also shares your content at the best possible times throughout the day and tracks links so that you can see what content gets the most traction.

7. Sprout Social Our digital team utilizes Sprout Social for its social media management, which allows the team members to monitor clients' social media mentions, engage with brand advocates, schedule content in advance, and utilize reporting tools to inform future strategies. As our hotel clients' guests view social media as a virtual concierge, we find it essential to have a tool to streamline real-time communication.

8. Canva What you can do with Canva: design presentations, social media graphics, and a heap of other things with thousands of beautiful layouts. It has everything you need for catching designs. Millions of stock photographs, vectors and illustrations. You can also upload your own visuals. Canva has preset filters and advanced photo editing tools to modify pictures. It gives you the possibility to use icons, shapes and elements, thousands of them. Hundreds of fonts perfect for every design are also ready to go and accessible within Canva.

9. Adobe Post Adobe Post was created to give you a powerful tool to differentiate among the competitors and engage your followers with eye-catching posts. Create stunning social graphics in seconds with it. Get started quickly with handcrafted remixable design templates made for social sharing. Resize your text - beautiful typography will be automatically applied on-the-fly. Transform your text and photo into professional-looking graphics with a single tap.

10. Bundle Post The tool is paid, but has a free 30–day trial period. Bundle Post is a content curation tool that aggregates and schedules social media content efficiently. Search, edit and schedule with a browser plugin or social media dashboard, then add hashtags. Keep your audience engaged and get results.

Blogging:

Blogging every activity and skillset that is required to manage a blog comes under the purview of Blogging, for example, writing posts, publishing them, designing, social marketing, etc. In simple words, blogging is the process of adding new content to a blog and updating it at regular intervals.

➢ Blogger (Person) − Person involved in blogging is called a 'blogger'.

➢ Blogger (Service) − It is a service provided by Google that allows us to compose a post, edit, update, and manage it. You can customize your blogs easily with the help of a 'blogger'. It lets you share what is on your mind and earn money. It is a convenient platform for avid as well as novice users. No technical knowledge or coding is required. It runs directly on Google servers and is impossible to hack.

➢ WordPress − It's a free software to create and customize a search engine friendly website or a blog. A number of themes and plugins are available to transform your website as required. Approximately 70 million people are a part of WordPress community. WordPress is available in both free and premium plans.

➢ Blogspot − Blogspot is a free web hosting service gifted to web developers by Google. It helps Google Blogger in delivering its service. We cannot use any other platform to use it.

➢ Tumbler − It is a microblogging platform that allows us to make a blog and customize it. We may use stories, images, videos, audio, etc. Bloggers can either keep their blogs private or follow other blogs.

Advantages of Blogging

- Better online influence. It assists in making impressions in grabbing a good profile.
- It forms a good source of income. Pat Flynn earns $100,000 per year from his blog 'Green Exam Academy'.
- Maintaining a blog can help improve your writing skills.
- A blogger can easily become a published author.
- You can get instant feedbacks in the form of comments, shares, etc.
- Bloggers can be sound learners, as they tend to read and engage more in such content.
- Get a long fan following list.

- Blogs can help you build a strong network.
- Maintaining a blog can help you improve your technical skills on Word press, SEO, etc.
- Sell Online − Blogs can be a great virtual store.

Blog Promotion

- Connect your blog to Google+ to allow auto-sharing.
- Post quality content and post regularly.
- Write search engine friendly content.
- Have an Email button in order to receive feedback from your readers.
- Use your blog link in mail signatures.
- Enable site feed to let more and more people subscribe to your content.
- Add your blog to Blogger's listings. Submit your URL to blog directories.
- Actively comment on other's posts. This way, your profile gets more exposure.
- Participate in online forums.
- Use social media for branding.
- Hold a contest or a carnival.
- Write as a guest blogger.
- Write multiple pages and link them together.

Video Marketing

Using video for marketing means incorporating a video format into your marketing strategy to promote a brand, product, service, or message. Video marketing educates your audience effectively and helps increase engagement on social and digital channels.

Importance of Video Marketing

Video marketing began gaining traction in 2005, thanks to the advent of YouTube.However, things took off after Google bought YouTube in 2006, and the platform boasted seven different ad formats by the end of 2009.

The rise of Smartphone technology added more fuel to the fire, making it more convenient and easier to watch videos on mobile phones. This practice increased dramatically in the wake of the pandemic, which drove media consumption by 215 percent in the United States alone.

But the most significant factor that speaks thrise of use of videos for marketing is how increasingly easy it is to create quality videos. This

development makes it easier for marketers to incorporate videos into their marketing strategies, so if your business is not keeping pace with the new trend, it risks being left in the dust and becoming irrelevant.

Video marketing is a great equalizer, enabling small-to-medium-sized businesses to compete against larger organizations effectively. The right video marketing campaign can level the playing field because a good, eye-catching, memorable video is compelling regardless of the size of the business that released it.

Effective video marketing campaign.

1.   Designate your resources: You will need a video budget covering resources such as video equipment, effective editing software, dedicated time to work, and a video marketing team to bring these elements together.

2.   Build your story: Every video tells a story. What's your story? What message are you trying to convey, and how do you want to share it?

3.   Plan your audience engagement: Although your message may be great, you still need to ensure that the audience is vested in it. You need to hook your audience and keep the story interesting. How do you plan on accomplishing this?

4.   Shorter is better: You've undoubtedly heard of the acronym TL/dr, standing for "Too long, didn't read," in the context of reading articles. The last thing you want is to have your video audience say, "Gee, how long is this video, anyway?" Of course, there's no established standard video length, but the shorter, the better. The online audience's attention span is short, so edit accordingly.

5.   Publish your message everywhere: The name of the game is "saturation." You must embed the video on your organization's website, upload it to YouTube, publish it on all your social media accounts, and even place it on your profile page! Get that video out there, then heavily promote it.

6.   Track the results: Keep an eye on the video's metrics and stats. Take note of what videos perform the bees and, determine what the elements in the most successful videos are and what they have in common. Factor those findings in future video endeavours.

Types of Video Used in Marketing

➢ **Animation:**
 Who doesn't like cartoons? Animation employs engaging imagery to convey otherwise complicated concepts.

➢ **Augmented reality videos:**
 Augmented Reality (AR) superimposes a digital layer to what the user is viewing and is excellent for showing how something would look if the company's product were inserted into the picture.

➢ **Brand videos:**
These videos build awareness of your company's brand, mission, products, and services.

➢ **Demo videos:**
 These videos show how your product works, including unboxing or conducting a software walk-through.

➢ **Event videos:**
 Is your company running an event such as a fundraiser, conference, or discussion? Create a highlight reel!

➢ **Explanation videos:**
 Simple and straightforward, these videos help the audience understand why they need your services and products. So often, these videos follow a standard formula of presenting a story where a buyer has a problem, and the solution lies with the company's products or services.

➢ **How - to videos:**
These videos not only teach your audience how to do something new, but it also helps viewers gain an understanding and appreciation of your business.

➢ **Interviewing experts:**
Not a fluff piece, but an in-depth interview with an expert or thought leader in your industry.

➢ **Livestream:**
Live videos are an eye-catching, dramatic way to get the viewer's attention, often using a behind-the-scenes format, interviews, and demonstrations.

➢ **Personalized message videos**:

Nothing drives engagement more than making the customer feel special, and personalized videos provide a means for the business to reach out to a customer to answer a question or make a recommendation.

➢ **Testimonials/Case Studies:**
These videos get your customers involved in the campaign. Word of mouth is one of the most effective means of advertising, so having satisfied customers tell their stories on video is a sure-fire winner.

➢ **Virtual Reality and 360-degree videos:**
Virtual Reality (VR) immerses the user in the video environment, letting them control and navigate their viewing experience. A 360-degree video enables the viewer to scroll around in a panoramic view.

CRM

- Record customer data for future references
- Track sales figures and determine what promotions are being the most productive
- Keep every member of a sales team updated with customer information, potential client leads, and pertinent information they need to close sales
- Improve follow-ups and gain customer approval
- Connect members of your sales team to the clients using GPS technology
- Allow the sharing of files and information between sales team members so when one team member cannot make a follow-up or complete a promise they made to a client another team member can step in and make the customer happy.

Importance of CRM in Digital Marketing.

1. **Digital Marketing Strategies Connected to CRM**..

One of the biggest digital marketing strategies is to collect simple data on customers when they are browsing the web and looking for particular items.

Then using that information about the person and the item they were interested in and letting sales ads about those items pop up when the person is on Facebook or Twitter.

The sales ad would remind the person of the item they were looking at, and drive customers back to the sites where the item was for sale.

2. CRM Personalizes the Digital Marketing Campaign..

Using CRM to gather data about customers' likes and dislikes allows you to target specific customers with specific items that they are likely to have an interest in. CRM provides you with the statistical data concerning what the customer has purchased in the past, what they browse for when they are online, and other factors like their age sets, their gender, and the areas where they live.

All of this personal data can be used in your digital campaign. Instead of doing just one broad-based campaign and hoping that the people who will be interested in the advertising will see it, you can make sure that the people who are going to be interested in something are the ones that see that particular item.

3. Digital Connections..

When you use CRM strategies to create data sheets concerning the customers you have, and the leads you have on other customers, you can then approach those customers in a one-to-one digital campaign.

You can connect with them by using their preferences to make suggestions on their social networking sites so they see the advertisements and are reminded of the things they want or like.

You can send emails that personally suggest certain products and services, based on a previous purchase the customer has made. You know how on Netflix you see the words "since you liked this program" and there are links for you to follow to go to another program that is similar? You can do that with your email campaign.

You can create blogs and articles that address the things your customers might be interested in by looking at the data to confirm their likes and dislikes. When you have relevant information on your page, that your customer or future customer finds interesting, then they will visit you.

4. Satisfaction Guaranteed..

When you use CRM applications to create databases about your customers and your products, you can also create a database about customer service calls.

When you start to look closely at your customer service calls, what the customer liked or disliked, and what things you did to satisfy the customer, you are able to create a training program for each of your customer service representatives that will allow them to create satisfied customers out of each call.

Drivers of Customer Loyalty It is very important for an organization to identify the factors and facets which drive customer loyalty. These factors help the organization to manage customer loyalty in a better and efficient way.

Drivers of customer loyalty:

Attitude: A customer to bear on his loyalty can have following types of attitude:

a. **Emotional and sentimental-** Some customers stick to a particular supplier due to the emotional and sentimental attachments with that supplier. This attachment may be due to the physical location of the supplier, product pattern provided by the supplier that exactly suits customer or may be due to the esteemed assistance and services provided by him. This type of bonding enhances customer loyalty and it is very difficult to break this bonding under any circumstances.

b. **Rational Type-** Such type of customer makes purchase decision rationally. Before making any purchase they evaluate the suppliers and assess the profitability criteria.

c. **Entrepreneur Type-** These types of customers have a habit to try new options. Their decision to choose supplier is normally irrational and can change their loyalty to other suppliers even if they are satisfied with existing customers. It's difficult for the supplier to retain or manage these types of customers as no situation could bind them.

1.   **Product and services**

Differentiated Products and Services- Differentiation in products and services help the organization to reduce competition in market and have substantial influence on customers' mindset.

Multiple Products for the same customer- By manufacturing multiple products for the same customer enhances the relationship with customer which increases loyalty. If the customer is loyal towards any one brand then there are good chances to retain his loyalty for whole range of brands.

High Service Component- The products having a high service component captures more customer loyalty. This is because the customer does not want to experiment with other products provided by different supplier. Hence they become loyal to the existing customer due to the provision of high service components.

2.   **Technology:** The technological aspects of product manufactured by the supplier plays a vital role in customer loyalty. The more products are technologically sound, more is the loyalty.

3.   **Human Resources:** Organizational human resource plays a vital role in marketing segments where customer comes in direct contact. In some consumer sectors like household and automobiles, the customer gets a chance to evaluate capability of organizational human assets. If the customer evaluates these human assets as useful and is influenced by the aspects then he develops a positive feeling against the supplier who posses these enhanced human assets.

4.   **Supplier's Culture:** Supplier's culture is most important driver of customer loyalty. In consumer sector this culture means quality and in core sector it can be related to technology. For example, in US 'Friedrich' has ranked with good quality, enhanced design and user friendly features which have created brand loyalty. In Indian the supplier of almost all the dairy product called 'Amul' has pursued customer loyalty because of their overall culture. In core sector the image of the supplier is the biggest driver of loyalty. This image could add a status symbol for most of the customers. 'Mercedes' automobiles and 'Ray Ban' sun-glasses are example of this. The customers uses these products only for maintaining or enhancing their lifestyle and always be loyal to them.

UNIT V

DIGITAL MARKETING STRATERGY

Digital Marketing

A digital marketing strategy is a set of planned actions performed online to reach specific business goals. In simple terms, this means performing consistent actions at the right time via the most suitable online channels to increase revenue and improve relationships with your audience.

Competitor Analysis

Competitor analysis is the process of researching and analyzing the marketing strategies of the companies operating in a given market.

The competitor research casts light on what other brands in your niche are doing to acquire and retain customers. The analysis evaluates as many factors as possible to bring insights into what drives traffic to your competitors' pages and leads to their ads. It highlights the gaps and estimates your potential and opportunities to fill them.

Step Competitor Analysis

☐ Identify Competitors

First, decide which competitors you want to analyze. Competitor analysis includes your direct and indirect competitors – brands that provide a very similar solution to the same target audiences. Don't forget those competitors, who offer a completely different service, yet target the same problem that your ideal buyer persona is facing – you should keep an eye on them too.

You'd be surprised how often brands have a misguided understanding of who their main competitors are. Too often, we've uncovered major players, spending thousands of dollars on digital marketing, targeting the same audiences that somehow flew under the radar of our clients.

Tools such as Semrush, Ahrefs, SimilarWeb, and Facebook Ad library can help you get a better perspective of who the real competitors in your specific market are and what strategies work best for them.

You could choose to focus on 3 – 5 competitors and explore their digital marketing efforts on all channels and platforms or decide to look into your top competitors per channel, i.e., the top 3 organic competitors and the top 3 competitors in paid search.

Let's dive a little deeper into competitor research and analysis by channel.

- **Investigate Competitors' Social Media Ads Strategy**

Before you build your social media marketing strategy, it's worth investigating what others are doing. Check their LinkedIn and Facebook pages, see their YouTube channel, find out if they use TikTok.

Facebook even has a free tool to peek inside the kitchen of your competition. The Facebook Ad library allows you to search by keyword or brand name to find all active ad campaigns. You won't be able to track whether a competitive brand was active on Facebook in the previous quarter, though.

Businesses often use Facebook and LinkedIn lead ads to take visitors to custom-tailored landing pages. The options for customization and branding might make conversions seem at the tip of your fingers. Dig a bit deeper to find what offers, visuals, and messaging work well for the competition.

- **Benchmark Competitors' Google Ads**

How to track your competitor's PPC efforts? Let's take a closer look at some of the most reliable tools.

You don't have to be running paid ads to access Google's Keyword Planner, though you'd need to create an ads account to unlock the tool's free options. The Keyword Planner shows volumes and the average cost per click (CPC) of the keywords your competitors are running in the selected region. You can discover new phrases related to your brand, see how often the public searches certain words, and plan your ad spent accordingly.

Ahrefs is also useful for scanning which keywords your competitors are bidding on right now and their best-performing landing pages. The paid search tab in the tool offers a high-level sense of their PPC investment and how well it's working for them. Keep in mind, though, that the PPC investment data is not too reliable.

Another tool professionals use all the time is Semrush, which has a free 7-day trial with access to all integral toolkits. Hop's PPC team strongly relies on Semrush features when analyzing paid search competitors.

In Semrush's Advertising Research tab, you simply type the competitor's URL and get to see their ad strategies and budgets. You can read through ad copies, see live ads, track the most profitable PPC keywords, and monitor ad spend. All this data can quickly fuel your own paid ads strategy – from high-converting landing pages to campaign structure and keyword targeting.

The tool also gives you access to competitors' Display Advertising campaigns – you can take a look at the ad texts and banners they are using.

A hyper-competitive market can quickly drive high CPCs for your Google ads. If you notice such a trend in your own campaigns, you might be in a 'race to 0'. To counter that risk, you'd need to invest in your brand with SEO and Content marketing. This is how you can check in on the organic competition.

- **SEO Tools to Track Competitors' Organic Performance**

To track your competitors' organic growth, SEO experts suggest running crawlers, identifying top-performing pages and keywords, setting up visibility reports, watching out for rising SEO trends, and manually tracking the E-A-T signals.

Web spiders or crawlers can go over your website and the competing domains to collect important data. For instance, Screaming Frog can help you detect a full range of technical issues that affect a page's visibility on Google. You can unravel duplicate or thin page content, as well as the status of all links to and from a page. The crawler's free version can analyze up to 500 URLs.

To assess competitors' organic performance, Ahrefs can help you narrow down their high-traffic pages and the keywords these pages target. A look into these pages would also give you an idea of how the content satisfies the searcher's intent.

No SEO toolkit is complete without a proper solution for keyword volume and difficulty score analysis. See a comparison between the top 5 SEO tools to pick the one to your needs. Then, perform a search to see what your competitors rank for and how they target trophy keywords with content.

What else should you consider? Site speed, performance on mobile, and removing any page errors are crucial for any website. Google offers free tools for the speed test and a mobile-friendly check.

You can detect competitors' traffic sources with Similar Web, especially useful for larger domains with traffic coming from different channels.

Don't forget about the Expertise-Authority-Trust (E-A-T) signals, as Google fairly rewards websites that have these bases covered. For instance, a well developed About Us page, updating your company's knowledge graph, adding authors to your blog content – all of these small changes can show Google who the people behind your business are and make your domains more trustworthy.

Organic performance is also reliant on the content a brand publishes and promotes. You'd need to investigate your competitors from a content standpoint too.

- **Evaluate Competitors' Content Marketing**

When researching your competitors' content marketing strategy, most of the work you'd need to do is manual. At this step, you'd need to spend time on the competitive webpages, see what types of content and formats they use, and how you can stand out. A must-do is to review:

- The main navigation pages content
- How the pages on the website interlink
- How are your competitors showcasing the benefits and features of products or services
- What content formats they use for their marketing
- Gated and non-gated content resources
- Main topic hubs

You can satisfy your audience's intent, expectations, and pain points only with highly relevant and valuable page content. Any competitor that develops such a strategy would attract and retain their visitors.

Where to start from? You'd find the answers when you map your clients' searches with top, middle, and bottom of the funnel content. See whether your

competitors have well-developed pages to support the buyers' journey at all of these three distinct stages.

Also, check how they communicate their unique selling proposition and differentiate their competitive advantage from the rest.

Your competitors are probably using behavioral tactics to nurture their prospects and trigger a purchase decision. Google's own research describes the process between consideration and purchase as the "Messy Middle."

For example, you can spot that similar websites are using 'the power of now'. If that is the case, think about putting 'instant access,' '24/7 service,' or 'same day shipping' offers, if you also provide those but haven't communicated them clearly enough on your product pages.

Similarly, suppose your competitors are using cognitive bias tactics such as anchoring, bandwagon effect, or decoy effect on their pricing pages. In that case, it may be worth it to consider how you're presenting your product's value and pricing.

6. Map Out Challenges and Opportunities With a SWOT Analysis

No competitive research is thorough without a 'good old' SWOT analysis. The SWOT analysis doesn't need to cover everything in detail. Mark the strengths, weaknesses, opportunities, and threats in a framework that can show you the path ahead.

Latent Semantic Indexing

Latent semantic indexing (also referred to as Latent Semantic Analysis) is a method of analyzing a set of documents in order to discover statistical co-occurrences of words that appear together which then give insights into the topics of those words and documents.

Benefits of Using LSI Keywords:

➢ LSI prevents your content from being labelled as spam in the eyes of search engines. Having varied mentions of keyword phrases that are semantically related to your primary keywords increases your content's credibility. If someone nds your site through a search engine but doesn't nd the content he or she is expecting, that person can report you to the search engine as a spammed.

➢ LSI keywords help you reduce bounce rates by preventing your site from ranking for the wrong terms. For example, if you are selling Lenovo Notebook computers, you do not want the search engine trafc from those seeking information about the 2014 movie "The Notebook."

➢ LSI keywords will help you retain visitors on your site by making the ow of content natural and meaningful. This gives your readers a peaceful environment without making it feel stuffed with keywords. This also differentiates your content from keyword dense content, which simply repeats keywords and key phrases to dupe the search engines into giving a high ranking.

➢ LSI can help your site rank better for related searches. Search engine bots automatically crawl your site and make a perception about the content. LSI keywords will rank your site for semantically related searches, no matter what your target keyword. For example, if you include LSI keywords for a business selling custom greeting cards at a premium price, your LSI keywords should allow you to skip searches for "inexpensive" or "print at home" greeting cards.

Reputation Management in Digital Marketing?

Reputation management in digital marketing is the practice of monitoring and managing a brand's image using online tactics. Reputation monitoring allows digital marketing agencies to get a strong grasp of how current and potential customers view a brand. Managing a brand's reputation is an important aspect of digital marketing that can improve its image to its customers.

Reputation management in digital marketing usually involves monitoring and managing several key media categories for a brand:

➢ **Owned media** refers to a brand's own website, social media, and blog. Monitoring these gives a digital marketing agency a baseline understanding of how customers interact with information put out by the brand itself.

➢ **Earned media** is the collection of coverage or mentions that a brand has earned on other websites, blogs, or forums. This category also includes reviews on sites like Trust Pilot, Glass Door, or even Google business listings. Many customers will do a small amount of research before they purchase from a

➢ brand, so understanding what they will read about your brand when they perform a search on these sites is critical.

➢ Monitoring **shared media** involves social listening, which is the practice of keeping tabs on what people are saying about your brand on social media, whether from other businesses' accounts or personal accounts.

➢ Finally, keeping tabs on other brands' **paid media** is key to staying in the know when businesses are attempting to affect your reputation in advertising.

App Store Optimization (ASO)

App store optimization is the process of optimizing mobile apps to rank higher in an app store's search results. The higher your app ranks in an app store's search results, the more visible it is to potential customers.That increased visibility tends to translate into more traffic to your app's page in the app store.

App Store Optimization (ASO) factors to pay attention to include:

➢ App name and title
➢ Keywords
➢ Description
➢ Subtitle
➢ Total number of downloads
➢ Ratings and reviews

Main ASO Factors

These factors have the largest impact on where your app ranks, so pay special attention to these factors.

App Name/Title: The keyword placed in the title should be the one with the heaviest search traffic. Spend time researching which keyword that is, because changing your title too often can be detrimental. As your app begins to rank higher and gain more reviews, your app's news will begin to spread by word of mouth. Changing the title can make it difficult for word to spread about your app.

Keywords: To improve your search rankings, you need to know which keywords are relevant and used most often by your target audience. It is helpful to monitor competitors to realize how you compare week to week.

Secondary ASO Factors

First impression matter — but there are several other factors that heavily weigh impact whether users tap that download button. These include:

➢ Total # of Downloads: Your number of downloads are significant to ASO, but you don't have complete control over them.

➢ Ratings and Reviews: Also important and difficult to control.   However, there are ways to incentivize happy users to rate and review

Here's a complete breakdown of all the factors to keep in mind   when optimizing your app for better rankings.

career options in digital marketing:

1. Search Engine Optimization (SEO)

With an increase in the demand of SEO services, job opportunities in the industry are at an all-time high. With a surge in online businesses due to the pandemic, a SEO specialist has turned to be the need of every organization, brands and agencies.You can start your career as a SEO Executive moving forward to SEO Senior Executive/ SEO Strategist, SEO Manager and lastly as a SEO Director.

2. Pay Per Click (PPC)

This job role demands an individual to be well-versed in principles of search engine marketing (SEM) including search engine optimization (SEO.) One also needs to be analytical and good with numbers.The end goal of every PPC professional is to turn the online marketing efforts and have the optimal ROI

3. Social Media Marketing (SMM)

Behind every social media message there is a human messenger who conveys the company's views to all its consumers. A Social Media Executive manages all social media channels, campaigns to engage with the right audience creating a loyal customer base.