Instruction Hours / week: L:4 T: 0 P :   **Marks: Internal: 40 External: 60 Total: 100**
End Semester Exam: 3 Hours

COURSE OBJECTIVES:
To make the students
1. To Understand the Concept of Digital marketing and digital marketing tools.
2. To learn tools and utilize the tools of digital marketing
3. To understand the linkage of digital marketing and analytics
4. To communicate orally and in written form the Concept of Digital marketing and digital marketing tools

COURSE OUTCOMES:
Learners should be able to
1. Understand the Concept of Digital marketing and digital marketing tools.
2. Learn tools and utilize the tools of digital marketing
3. Understand the linkage of digital marketing and analytics
4. Communicate orally and in written form the Concept of Digital marketing and digital marketing tools

Unit I Introduction of the digital marketing
Digital vs. Real Marketing - Digital Marketing Channel, Creating initial digital marketing plan – Content management - SWOT analysis - Target group analysis
What is Digital Marketing? Benefits of Digital Marketing. Digital marketing platforms and strategies. Comparing digital with traditional marketing. Issues arise when Digital Marketing goes wrong. Role of Digital Marketing in developing brands, drive sales, encourage product and service development and innovation, aid recruitment and training.

Unit II Website
What is website? What is domain name? Types of domains. Register a domain name. Webhosting concepts.
Types of websites – HTML, CSS and Java Script. Popular CMS.
Website designing with WordPress: What is WordPress? Benefits of using WP. Admin interface basics. Theme settings and customization. Content management in WP. Categories, tags and posts. Pages and subpages. Custom content types. Adding a menu to the website. Plugins and widgets. Using Plugins in site. Adding widgets to the website. Best plugins in WP.

UNIT III Online Marketing Tools

Creating a Facebook page • Visual identity of a Facebook page • Types of publications
Facebook Ads • Creating Facebook Ads • Ads Visibility
Business opportunities and Instagram options • Optimization of Instagram profiles • Integrating Instagram with a Web Site and other social networks • Keeping up with posts
Business tools on LinkedIn • Creating campaigns on LinkedIn • Analyzing visitation on LinkedIn
Creating business accounts on YouTube • YouTube Advertising • YouTube Analytics
E-mail marketing • E-mail marketing plan • E-mail marketing campaign analysis • Keeping up with conversions
Digital Marketing Budgeting - resource planning - cost estimating - cost budgeting - cost control
Google AdWords- creating accounts • Google AdWords- types
Introduction to Search Engine Optimization: How the search engine works? SEO Optimization • Writing the SEO content
Mobile marketing: Growth in mobile industry. Benefits of mobile marketing and its goals. Creating a mobile website. App creation strategy.
Video marketing: Importance of video marketing. Create a video campaign. Location targeting and bidding strategies. Measuring the results of campaign. Best practices of video ads.

Unit IV Online Reputation Management:

What is ORM and why we need ORM? Examples of ORM. Areas to analyze in ORM. Generate aORM report.
Things to do in ORM – Monitor search results, complaint sites, reviews, sites and blogs, and social media.

Unit V Merging digital marketing and data analytics.

Analytics and its importance for business. Key performance metrics in analytics. Audience reports. Traffic reports. Behavior reports. Conversion tracking.

SUGGESTED READINGS:

1. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. Puneet Singh Bhatia(2017), Fundamentals of Digital Marketing, Pearson Education, New Delhi.
3. Abhishek Das(2018), Applications of Digital Marketing for Success in Business, 1st edition, BPB Publications, New Delhi
4. Dishek J. J. Mankad(2018), Understanding digital marketing, BPB Publications
5. Vandana Ahuja (2015), Digital Marketing, Oxford University Press, New Delhi.
6. Sarah McHarry(2013), Wordpress To Go, Createspace Independent Pub
7. Karol Krol(2017),WordPress Complete - Sixth Edition, Packt Publishing Limited

KARPAGAM ACADEMY OF HIGHER EDUCATION
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Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)
UNIT I – Introduction to Digital Marketing

Marketing

Marketing, which is highly quantitative, targeted, and tied to business outcomes, will likely become highly automated by 2025. The few people who will comprise the team of the future will be responsible for ensuring that promotions are creative and for overseeing the automated systems.

IF I had to place bets on which business function would have the fewest humans and most automated systems by 2025, I'd pick marketing. This is ironic, of course, since marketing has long been known for its creative and artistic orientation. If *Mad Men's* fictional character, Don Draper, were alive in 2025, he would probably have wished he had never seen such extensive use of analytics and automation in his beloved function.

While marketing will continue to be responsible for promoting products and services and generating interested buyers for them, the function, by 2025, may become much more automated. This is based on simple extrapolation of the marketing automation activity happening today. There could be substantially fewer people in the marketing team of the future, who will still be responsible for ensuring that the campaigns and promotions they oversee are creative and tied to value-creating business outcomes, but the team will also likely oversee a large number of automated systems. These automated systems could reduce the need for human intervention in marketing processes.

Even today, marketing is highly quantitative, targeted, personalized, and tied to business outcomes. Ads, campaigns, and promotions are increasingly customized to individual consumers in real time. Companies employ multiple channels to get to customers, but many increasingly employ completely digital content. They still work with agencies, many of which have developed analytical capabilities of their own. Data come from a company's own systems, agencies, third-party syndicators, and many other sources—and certainly comprise "big data" in the aggregate. About 25 percent of today's marketing budgets are devoted to digital channels, and 79 percent of marketing organizations make capital expenditures—typically hardware and software—according to a recent Gartner survey.[1]

Instead of making a few major decisions each year about brand and investment strategy, companies or their agencies make literally thousands of real-time decisions a day about which digital ads to run on which sites, which search terms to buy, which version of a website content to adopt, and so forth. Automation is critical in these domains because there are too many marketing decisions involving too many complex variables and too much data

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING	**SEMESTER : VI**
SUBJECT CODE : 18CCP401	**CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

for humans to make effectively without aid. Marketing activities and decisions are increasing far more rapidly than marketing budgets or the numbers and capabilities of human marketers. As a result, marketers are under substantial pressure to do more with less.

Marketing automation is a straightforward extension of marketing analytics, proceeding through some combination of large amounts of customer data with software incorporating data mining, statistical algorithms, business rules, or some other form of artificial intelligence. For real-time response to be effective, the analytical and decision-making capabilities must be embedded in some form of production system. In many cases, systems will need to be interfaced or integrated with a company's transactional systems involving customers, such as customer relationship management (CRM) systems, products, and real-time human behaviors.

Marketers are typically trying to define and target specific customers or customer segments, and if there are thousands or millions of customers, automation is needed to get to the required level of detail and granularity. Companies are also trying to customize the customer experience, and that also requires automation-driven detailed data to support it. Automation also helps to deliver value across omni-channel customer relationships and to support consistent communications at all customer touchpoints, thereby orchestrating a marketer's capabilities to bridge online and offline.

Automated marketing activities today

In case you're skeptical about my bet on marketing's future, think of how far automation has already progressed. Digital advertising is already highly automated today. So-called "programmatic buying" matches a company's digital ads with publishers while determining the price to be paid for the ad (often with an auction) and some degree of targeting to the viewer. As this decision is typically made within a few milliseconds, it would not be possible for a human to make it. Increasing numbers of companies are moving to doing all digital ad buying programmatically.

Website operation and optimization are increasingly automated, and include several different types of activities. Search engine optimization (SEO) tools evaluate and recommend links, search terms, site structure, and other attributes to improve search rankings without human intervention. A/B and multivariate testing compares different versions of digital experience to optimize clickthroughs, conversions, and other metrics, and is largely automated among more sophisticated practitioners. Some companies even use narrative generation engines to produce automated reports about website and search engine activity. The reports can describe weekly

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(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

and monthly results in written English, and also provide some possible explanations for changes in activity and performance.

What many people mean by the term "marketing automation" is a specific type of software to automate a variety of activities other than digital advertising or website management. They include targeted email marketing, automated creation of landing pages, customer segmentation, lead filtering and scoring, and some social marketing. Marketing automation in this context is a well-understood software category, with a variety of vendors in the space who typically cater to automating internally focused marketing activities.

There are a variety of other marketing activities, often externally focused, that are increasingly automated. Television advertising—the mainstay of large companies' marketing activities for many years—is moving toward a programmatic buying model. Some TV networks (not just streaming video, but traditional cable networks as well) already allow programmatic buying of ad space, using some of the same software and auction networks that digital ads employ. While it may be unlikely that a major sports event ad will be purchased programmatically anytime soon, the future of TV ads seems increasingly automated so that ad buyers could use similar approaches across channels. In the future, automated television advertising could appeal to small audiences, including even one-to-one personalization of ads to individuals based on their preferences and past viewing habits.

Marketing activities that are not currently automated are moving in that direction, in that they are performed with software, carried out more frequently, and involve data and analytics. Creative brand development activities, for example, are still largely done by humans, but the decisions about which images and copy will be adopted are now sometimes made through automated testing. This trend is especially true for "conversion optimization" in digital experiences. As one insurer's chief marketing officer described in an interview:

"Marketers still need creative skills without the aid of analytics or automation, but you can use those tools to test the creative after it's been developed. A/B testing in digital marketing helps you determine the details around the creative—where it goes on the web page, and small decisions like color and so forth."

High-level decisions about marketing mix and resource allocation are still ultimately made by marketing executives, but they are usually done with software and are often performed more frequently than annually. By 2025, it seems likely that such tasks as selecting agency partners and making employee hiring decisions will be made using software, analytics, and data science models.

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KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)
UNIT I – Introduction to Digital Marketing

Implications for marketers

Of course, this could mean dramatic change in marketing organizations. There will likely be new processes and systems, and new roles to oversee them. In addition to these new roles, there will be substantial changes for human marketing employees as automation continues to advance. Marketers with jobs today may be less likely to lose them to automation if they learn the needed skills in technology and analytics. However, automation is highly likely to reduce the demand for new hires in traditional roles. Fewer roles as media buyer and media planner, SEO specialist, website usability and conversion optimization specialists, email marketing specialists, and several others may be required in the future. The overall number of marketers required for the level of marketing activity, particularly in digital marketing, has already been substantially reduced.

Undoubtedly, marketing automation can lead to better and more reliable decisions about how to spend scarce marketing resources, and can lead to closer customer relationships that can build brand equity and improve financial outcomes. For those marketers who can embrace the technology and the changes it brings, it could also lead to some exciting careers.

Introduction to Digital Marketing

Today's time of Internet has opened the gateway of tremendous digital marketing opportunities for businesses. By utilizing different channels of digital marketing, businesses cannot just share their product and services online; additionally they can gain clients for their business, entice them and can convert them to boost their ROI. The speed and straightforwardness with which the digital media transmits data and support a business is astonishing. In this Introduction to Digital Marketing E-Guide, every single aspect of Digital Marketing will be discussed to help marketers understand what Digital Marketing is, how it functions, and how it can help them optimize their marketing campaign.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

The world is super-connected nowadays and all things considered, marketing and advertising are no more the same as they once were. This is particularly valid because of the ascent of online networking, which has changed how organizations speak with potential and existing customers.

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So, before jump onto the introduction to Digital Marketing, let's know what precisely Digital Marketing is and what does it incorporate? Essentially, it is an aggregate term, which is utilized where advertising and marketing meet web innovation and different types of online media platforms. Let's firstly throw some light on the basics of Digital Marketing via the definition given below, this is the first step when we talk about the introduction to Digital Marketing-

Digital Marketing| Definition

Digital Marketing can be understood as a well-targeted, conversion-oriented, quantifiable, and interactive marketing of products or services by utilizing digital innovation to achieve the customers, and transform them into clients in a sustainable fashion. The whole concept and

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

functionalities of Digital Marketing are more competent, effective, result-oriented and measurable, which make it very different from traditional marketing.

The traditional way of marketing lets businesses market their products or administrations on print media, radio and TV commercials, bill boards, business cards, and in numerous other comparable ways where Internet or web-based social networking sites were not utilized for promoting.

However, traditional promoting approaches had constrained client reachability and extent of driving clients' purchasing conduct. In addition, traditional marketing methods were not quantifiable too. Let us understand noticeable difference between Traditional Marketing & Digital Marketing-

Traditional Marketing v/s Digital Marketing

Traditional marketing is the most familiar form of marketing. Traditional marketing is non-digital approach used to endorse the product/ goods or services of industry. Whereas, digital marketing is the marketing of products or services using digital channels to reach consumers.

Traditional Marketing	Digital Marketing
No communication with customer	Communication with customer
Communication is unidirectional	Communication is bidirectional
Advertising campaign planning takes more time for designing & Launching.	Advertising campaign planning is fast as compared to traditional marketing.
Difficult to measure the success of a campaign	Easier to measure the success of a campaign through analytics.

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KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

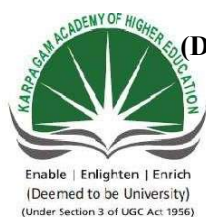|	
Medium for communications are print, mail, telephone.	It includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click
Limited reach to the customer because of geographical constraint	Wider reach to the customer because of the use of various technologies.
24x7 exposure is not possible	24x7 exposure is not possible
Product / Services feedback can take within working hours	Response or feedback can occur anytime
Traditional Marketing is expensive & time consuming	Digital Marketing is comparatively cheap and fast.

Digital Marketing

In the current era Digital Marketing is one of the most preferred forms of marketing. These days, without an online presence, it can be hard for any business to compete and grow. And that's where digital marketing comes in. It is extremely popular in the younger generations, also being used by middle and the older generations. Today marketers are using digital marketing as a channel to market their products and the services. Digital Marketing is the way of electronic communication consumers. Due advancements in technology, the use of digital marketing, social media marketing, and search engine marketing is increasing rapidly. Digital marketing requires a new understanding of customer behavior.

Digital marketing is a strategy that gives an individual or organization the ability to get in touch with clients by establishing innovative practices, combining technology with traditional marketing strategies. Digital marketing is beyond internet marketing including channels that do not require the use of Internet. Digital marketing includes Mobile phones -SMS and MMS, social media marketing, display advertising, search engine marketing and many other forms of digital media.

The major pillars of digital marketing, include:

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

• Setting up and optimising your website

• Creating a digital content strategy

• Promoting your brand on social media

• Converting website visitors into leads

• Utilising effective paid advertising

• Turning leads into paying customers

• Measuring and improving your marketing

Need of Digital marketing

Digital marketing is an umbrella term that's usually used to describe online marketing tactics that exist to digitally connect a company with its audience. Marketing is a restless, changing, and dynamic business activity. The role of marketing itself has changed dramatically due to various crises - material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying companies, terrorism and war, and effects due to rapid technological changes in certain industries. Digital Marketing has created a huge buzz in today's world. Digital marketing is the use of electronic media by the marketers to endorse the products or services into the market. The key objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. Digital marketing is the style of online promoting of your products, events or simply your business. Consumers can access information any time and any place where they want through digital media.

Digital Marketing, ecommerce and ebusiness

E-commerce refers to selling products or services over the Internet. Customers can complete transactions or submit changes using a website. ecommerce is considered to be one of the possible options within Digital Marketing. Many organisations do approach their customers over the Internet, but don't sell their products online. In this case it is a question of Digital

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Marketing communication, an element of Digital Marketing, but not of ecommerce. Ecommerce is simply defined as 'selling and buying online'.

Ebusiness is a wider concept than Digital Marketing and ecommerce. In ebusiness it's not only about the interaction with markets, but about adequately establishing all of the processes that enable an organisation to make their products or provide their services. It's about the front and the back of the organisation, the parts the customer does not come into contact with.

Digital Marketing Plan

A digital marketing plan is a tactical document that takes the current situation of a particular organization to set some midterm goals and to determine the strategy and means to accomplish them. This document includes the responsibilities, the time frame and control tools for monitoring. The aims of a digital marketing plan include discussing organizations and their environment. Similarly, it needs to be a roadmap of how to manage the organization's marketing strategy, so that resources are properly allocated. The plan also helps control and evaluates output and tackles any potential variation from the organization's expected outcomes. In this line, a marketing plan becomes a flexible document that must be adapted to the situation of the company and that must feed into the results obtained by each of the actions developed, especially in the digital arena. Steps in digital marketing plan are as follows –

- ✓ Situation Analysis
- ✓ Goal Definition
- ✓ Strategy
- ✓ Action & Control

1. Situational Analysis

One of the most relevant parts of any strategic document is the definition of the baseline situation of the organisation and its environment. This analysis allows for the development of an action plan that is reality based and shall therefore minimise the risks in the development

SUBJECT : DIGITAL MARKETING　　　　　　　　　　　　**SEMESTER : VI**
SUBJECT CODE : 18CCP401　　　　　　　　　　　　　　**CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

of a strategy. The starting point of any situational analysis is to define the mission, vision and values of the organisation. This definition helps guide any marketing action.

• The mission defines the chore of the company, its essence. This definition usually includes the work or activity of the organisation, reference to its audience, business models and the singularity or differential factor of the organisation. The mission responds to questions such as who am I?, where do I come from?, what do I do?, whom do I address?, what is my field of operations? And what is my competitive edge?

• The vision must describe the future goals of the organisation in a short and concise way. These goals must be realistic and achievable in order to motivate all stakeholders in their achievement. The organisation's vision answers questions such as where am I going to?, what do I long to be? and where do I want to be?

• The values are the principles that guide the business culture and that the organisation— must—fulfil in all its activities. Once we have defined these three essential aspects from a communicational and strategic perspective, the next step is the development of an internal– external analysis of the organisation.

An internal analysis is relevant to determine weaknesses and strengths, and it must address aspects related to production, commerce, organisational and financial issues, as well as the attitude of management. For an external analysis, the goal is to determine the threats and opportunities, thus considering the specific environment (products, clients, competitors and suppliers), as well as the general environment, namely the ecological, technological, economic, legal, political or socio-cultural constrains.

Both analyses lead to a SWOT matrix. A digital marketing plan, apart from being a study of the organisation and its environment, must analyse its online presence and position. This study shall help determine a concrete digital strategy and shall help compare its results with the initial situation. In this sense, the following must be developed:

• Monitoring of the organisation's keywords, competition and sector (some useful tools are Mention, Google Alerts, Hootsuite).

• Web positioning assessment of the organisation and its platforms (e.g. Google search or Alexa ranking).

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

• Social network evaluation. Presence, activity, influence, etc. (here tools, such as Klout, PeerIndex and Kreed, become relevant).

• Competition benchmarking and main influencers in the sector present on digital media.

• Specific SWOT.

In order to complete the situational analysis, audiences must be defined, with special attention to the target group, without neglecting the remaining stakeholders. This description must also focus on the presence and activities of these audiences in the digital world: active presence in platforms and services, access devices, usage times, contents of interest, main activities, etc. The explanation of audiences must be very detailed in trying to adjust the proposal both to the real needs of those users and to their aspirations and frustrations

This phase helps determine the organisation and its situation in the environment in which it operates and, more particularly, in the digital world. From this information, the potential and gaps of the organisation can be identified to design a future strategy.

3.2 Goal Setting

Setting goals is one of the key phases in any marketing plan. Goal setting offers an idea of where the organisation is going and it enables adjustments to the marketing strategy.

Goal setting must follow SMART criteria

• Specific: simple and easy to understand.

• Measurable: they can be measured through any kind of quantitative or qualitative unit.

• Assignable: they can be assigned and implemented by a member of the company.

• Realistic: with accessible resources, goals can be achieved in a realistic framework.

• Time-related: they must have a time frame to achieve them.

In the specific field of online marketing, such goals must also be flexible to adapt to the changes in the company and Web evolution and reached through a consensus. Many of the

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

actions of digital marketing are horizontal—for example actions on social media—and involve different departments in the company; therefore, consensus is key.

In an online marketing plan, the most usual types of goals are as follows:

• Scope goals.

• Activity goals.

• Conversion goals.

• Loyalty goals.

Once these goals are set, they must be implemented through key performance indicators. These indicators enable measurement and monitoring.

Planning a Strategy

In order to accomplish the planned goals, a specific strategy must be defined. A strategy is the implemented scheme to achieve such goals. This strategy materialises in activities that are the ways planned to achieve such goals. An online marketing strategy is based on the model of a marketing funnel suggested by Strong as a development of the AIDA model (Awareness, Interest, Desire, Action). The transformation of marketing in recent decades and the particularities of the digital world have allowed for a revision of this marketing model so that it captures the conversion strategy, as well as the loyalty strategy, key in the online world.

There are several proposals, such as that by Rogers, who advocates that, apart from Awareness, Consideration, Preference and Action (an update of the AIDA model phases in the current context), two new states must be incorporated: loyalty and advocacy. Like Strong's model, each phase means a higher level of commitment, and therefore, loyalty and advocacy are at the bottom of the model.

However, in the online world, loyalty and support for the brand can lead to change consumers into prescribers, thus increasing the scope of the organisation's action, which could lead to an expansion of its consumer base. In the phase of determining a strategy, means and actions must also be defined. The translation of conventional marketing to the Web, as well as the

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

multiplication of 2.0 platforms and services, has stressed the complexity of the new media reality.

While the classification of paid, earned and owned media has been a constant in marketing, in the past differences in the three categories were clearly defined. Most marketing initiatives focused on paid media, while owned and earned media were used to reinforce and amplify advertising messages. Loss in efficacy in advertising and the appearance of the social Web has led to rethinking this model by blurring the lines between different media types.

Their convergence is taking root in digital channels, rapidly moving from one type of media to another. Companies must know and combine the three types of media in order to ensure greater effectiveness in the building process of their own audiences. In the context in which users are more critical with the organisations and in which peer assessment is given more credit than brands, earned media become key against paid or owned media. Many funds can be allocated to advertisement, but one cannot force consumers to assess their experience or recommend a product or service in particular.

Any comment about a particular brand on Internet can have a measurable impact in terms of scope; therefore, the goal of organisations is to have a significant relationship with their users so that they convert into consumers and, on a higher level of commitment, prescribers. Despite the increase in relevance of earned media, the three types must be used in a coordinated fashion to maximise the efficiency of a digital marketing strategy.

• Owned media Corporate channels such as websites, social network profiles and mobile apps. These channels are unique, and organisations have total control over their content within the limits of each platform. Owned media offer avenues for most content distributed by the organisation, and thus, they become the Marketing funnel review. However, due to the fact that they are biased communication, they do not always have the push or scope needed.

• Earned media Content about the brand developed by external users, for free. Earned media is essentially online word of mouth: mentions, shares, reposts, reviews, recommendations, product reviews on specialised Webs or assessments on online shops or specific social platforms (e.g. Ciao! or TripAdvisor). Peer recommendation is essential in the current context, as it is perceived as genuine and unbiased, as brands lack control over them. One of

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

the most effective tactics to get public support for brands is to combine a good organic positioning in browsers (SEO) with a good content strategy.

• Paid media: These are spaces or content that the brand had to pay for. They tend to be used to foster or increase the scope of the messages and initiatives of the brand in owned or earned media, as well as to improve their output. Apart from advertisement display and advertisement in social media, earned media includes retargeting, Pay Per Click, promoted tweets, paid reviews in specialised blogs or recommendations by influencers on social media (they should be identified as such). Good management of paid media fosters content for earned media, as well as increasing traffic in owned media. Such an increase in the Web can lead to sales of a product or services.

Each of these media offers their own advantages and scenarios; therefore, using them complementary can lead to accomplishing the set goals. All of them contribute to the development of a digital marketing strategy, although each brand must analyse what media is more appropriate for them and on which the return on investment (understood in its widest sense) is higher. Despite the fact that actions in digital marketing have changed to adapt to new platforms and users, some of the most relevant in terms of use and results are e-commerce, Web search marketing, e-mail marketing and social media marketing.

Action and Control

In the process of setting up a strategy, a large number of actions are defined, and the possible theme areas for the development of content or keywords are listed (e.g. in the Social Media Plan). Likewise, the development of each strategy requires time planning to programme implementation. In this sense, an essential part of any digital marketing strategy is the scheduling of tasks and timing for each of them. In the case of marketing strategies based on a limited number of tools—or example a branding campaign where a Facebook profile and newsletter are exclusively used—the content of each of the actions (publication, sending the newsletter) can be briefly mentioned in the scheduled.

Likewise, for online marketing strategies linked to traditional marketing, offline actions have to be included in the schedule whenever they are interdependent on online tasks. Scheduling means assigning tasks in the digital marketing strategy, with clear indication of who is responsible for each action. Therefore, all departments in the organisation should have a copy

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

of the marketing plan, especially those departments and professionals involved in its proper development. In the action phase, the cost of different actions planned must also be considered. In this estimate, both technical and operational costs related to the implementation and monitoring of the online strategy are to be clearly included, especially those related to websites or online shops.

In the case of other 2.0 tools, despite the fact that most of them are free for the development of marketing strategies, the cost of the professional developing and monitoring the strategy must be included or, otherwise, training of staff and purchase of specific management tools for the strategy, its monitoring and output assessment. Constant feedback and quantitative data of interactions allow for constant control of the planned strategy's evolution. However, dates must be set to assess the different actions and tools in detail, looking at the specific features of each of them. This can be a quarterly evaluation for SEO, monthly for the corporate Web or weekly for some strategies on social media.

These actions can be reviewed and corrected depending on the output of each individual action; however, the value of the development of the complete strategy must be periodically assessed. Generally speaking, 4–6-month intervals are recommended for such assessments, always taking into account the total duration of the digital strategy and the type of techniques used. The conclusions to review the strategic document shall be drawn from this process. This document has to be updated to maximise the efficiency of the following implementation phase. At the end of each phase, the process shall be repeated.

Aspects of Digital Marketing

Today digital marketing depends upon the types of audience communications. It revolves around managing and harnessing of different types of digital marketing channels- following are digital marketing services:

Search Engine Marketing & PPC

Search Engine Marketing (SEM) is one of the most basic types of digital marketing services that help businesses increase market online via Ads on search engines such as Google, Bing or Yahoo.

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KARPAGAM ACADEMY OF HIGHER EDUCATION
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Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING	**SEMESTER : VI**
SUBJECT CODE : 18CCP401	**CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

SEM is a type of internet marketing that involves the promotion of websites by escalating their visibility in search engine results pages (SERPs) mainly through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings. To optimize websites Search engine marketing uses five methods and metrics - Keyword research, Website saturation and popularity, Back end tools, Whois , Google Mobile etc.

Pay Per Click (PPC)

Pay-per-click marketing is a method of using search engine advertising to generate clicks to your website rather than ―earning‖ those clicks organically. Pay per click is good for searchers and advertisers. It is the best way for company's ads since it brings low cost and greater engagement with the products and services.

Search Engine Optimization (SEO)

Search engine optimization (SEO) is the method of affecting the visibility of a website or a web page in a search engine's ―natural‖ or un-paid (―organic‖) search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines.4

Search engine optimization (SEO) helps you put on higher positions in search results via organic means that help you get more activity, awareness, traffic, digital branding, lead generation, and conversions.

Social Media Marketing (SMM)

Social Media Marketing is the newest and most admired types of Digital Marketing that help marketers press forward their brand image in the most powerful and trendy manner.SMM is nowadays preferred by different businesses for optimizing the image of a brand, business, product, or an individual. Facebook, Google+, Twitter, Instagram, YouTube, LinkedIn, Snapchat Pinterest, etc. are the most well known Social networks.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Email Marketing

Email marketing is the form of marketing in which information/ message about the goods or services is sent to customer through email. Email marketing is one of the oldest and easiest types of Digital Marketing. It is still highly modern and productive. Marketers use emails for developing relationships with their probable and existing customers that help them produce leads and ensure their conversions.

Content Marketing

Nowadays Content Marketing is the most important types of Digital Marketing that spin around the management and execution of different written, engaging, downloadable and visual Digital Media Content. Content Marketing focuses on attracting and converting targeted audiences into customers by designing, publishing, promoting, distributing and sharing valuable and relevant free content on different digital marketing channels.

Web Analytics

Web Analytics is the most recent aspect of your Digital Marketing. Basically, Web Analytics helps us to collect, measure, understand, analyze, plan, report and predict the web activities for our business. Web Analytics should not be misunderstood with Web Statistics. Web Analytics gives you analyses and different angles to consider vis-à-vis your business. Google Analytics, Spring Metrics, Woopra, Clicky, Mint and Chart beat are the important tools of Web Analytics. Nowadays every advertiser use Web Analytics to understand his business and improve the ROI and conversions.

Digital Marketing Strategy

Digital marketing strategies offer much potential for brands and organizations. Some of them are as like Branding, Completeness, Usability, Interactivity, Relevant advertising, Community connections. The purpose of any marketing strategy is to address a business or brand challenge or objective that has been revealed. An effective strategy involves making a series of well-informed decisions about how the brand, product or service should be promoted; the brand that attempts to be all things to all people risks becoming unfocused or losing the clarity of its value proposition.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

It means to know what do people want from your brand, and what would convince them that business offers this. Once business has a clear sense of what it's challenges or objectives are and business have defined how its marketing strategy will work towards fulfilling the objectives/challenges, then business can start thinking about its digital marketing strategy

Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital medium. A digital marketing strategy should constantly be iterating and evolving. Since the Internet allows for near-instantaneous feedback and data gathering, digital marketers should constantly be optimizing and improving their online marketing efforts.

Prospects of Digital Marketing

Prospects of Digital marketing in Developing Economies Despite the numerous problems confronting Digital marketing in developing countries, there exists prospects and opportunities for future growth and development of Digital marketing as the pivot of developing economies. These prospects are explained as follows:-

Growing Population: Before multinational companies establish their hold in any country they expect to have a ready market for their products and services. No business flourishes where people are not living or where it is not habitable by people. Developed countries with their small population and saturated domestic markets prefer E-marketing/Digital Marketing their products and services to emerging markets in developing countries. India is one of the most populous nations which are a ready market for both domestic products and foreign brands. This is because Digital Marketing/E-marketing does not operate in a vacuum but requires a large population of people with the willingness to do business and patronize businesses. Therefore the high and growing population of developing countries is an attractive incentive, as they represent large potential markets.

The absence of Competition and Large Unexplored Markets: By their large populations and underdevelopment, developing countries have large markets that are not yet served or are partially served. Thus they are not as saturated as those of developed countries. Hence, there is hardly any form of intensive competition, especially amongst serious manufacturers. The economies of these nations hold great opportunities for innovators, investors and marketers to enjoy booms in their markets with many challenges from competitors within and outside.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Attractive Government Incentives: Trade policies in most developing countries are becoming quite favorable to both local and foreign investors. These incentives include profit tax holidays, reduced or even free customs and excise duties, liberalization of immigration and profit repatriation laws for foreign investors. There are also improvements in infrastructural facilities that will ginger the performance of E-marketing in these economies. According to Pearce (1998) liberalization encourages the adoption of policies that promote the greatest possible use of market forces and competition to coordinate both E-marketing and economic activities.

In his 5S-model Chaffey (2015) states five objectives for Digital Marketing communications activity:

☐ Sell; increasing sales by accessing new markets or by developing new (online) products.

☐ Speak; initiatives for better communications with (potential) customers.

☐ Serve; improving customer service.

☐ Save; cost reduction through the use of digital media.

☐ Sizzle; initiatives to support the brand.

Digital Marketing and the Marketing Mix

The 'Marketing Mix' is one of the most frequently used concepts from marketing theory. Originally it represents a sort of formula for marketing activities. The idea is that the marketer should be a kind of chef, mixing the four elements together in order to achieve an offer that caters optimally to the taste of the target audience; a product that aligns with their needs and desires, a price they are willing to pay for that product, a place where they can buy or reserve the product and promotion to stimulate the sales of the product. Another analogy is that of the marketer as the 'conductor of the orchestra', bringing in each instrument at the appropriate time and at the appropriate volume. Later, the Marketing Mix's element 'place' gained a broader definition. It's not only about the question of where the customer can buy

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

the product (distribution), but also about the answer to the question of how the product will eventually end up in the consumer's hands.

Today, almost every organisation uses the Internet for customer communications. This could simply be a way of providing information (replacing traditional brochures), but also advertising (online display advertising for example) or sales. The Internet can contribute towards each of the marketing instruments: product, place, price and promotion (the four Ps).

Examples of websites as a **product** are auction sites (eg eBay) and dating sites (eg Tinder, Grindr). Websites as distribution channels (**place**) are those of for example music publishers or publishers of scientific publications. After payment you can download the desired song or article. Airlines are a good example of how the Internet can be deployed as part of the marketing instrument '**price**'.

It is remarkable how the different marketing instruments seem to merge on the Internet and particularly in the case of information-based service businesses and publishers. Banks are a clear example of this: online banking is undeniably part of the production process, but it also replaces the physical bank branch as a distribution channel. Simultaneously the website functions as promotional channel for the various financial products that the bank wants to bring to the attention of their customers.

The four Ps are often denounced as not being viewed from the purchaser's perspective. For this reason, Robert Lauterborn introduced the four Cs model. He states that marketing has developed from a technique for organisations to sell a product (P) into a philosophy to endear themselves to their customers and encourage commitment. The old Ps are predominantly suitable for a manufacturer, the modern Cs are a better fit for a more customer-orientated organisation that view themselves through the eyes of their customers (Lauterborn, 1990).

Therefore, Lauterborn transforms the 4P-model into the 4C-model

From 4P-model to 4C-model

Four Ps   **Four Cs**

Product   *Customer solution*: solving the consumer's problem

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

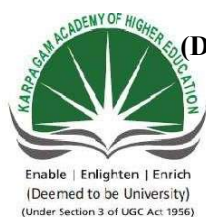|	
Price	*Cost to the customer*: price/quality ratio
Place	*Convenience*: accommodating the customer
Promotion	*Communication*: reciprocal communication between an organisation and its customers

Major Modules of Digital Marketing

1. Social Media Marketing

Social media are a great opportunity to establish significant relationships and create ways of social interaction defined through dynamic exchanges between their members. Social media is booming in terms of the number and variety of platforms and users. Thus, one can find audiovisual platforms such as YouTube, Vimeo and SoundCloud; image platforms such as Flikr, Picassa, Pinterest or Instagram; general social networks such as Facebook, Twitter, Google+ or specialised ones such as LinkedIn; news or bookmark aggregators such as Digg or Delicious; blogs; and wikis, etc., a vast digital arena where they become the new Web winners.

Although the notion of a social network is not new, it has reached new heights, thanks to Web penetration and connectivity. Social networks have developed through platforms that show different types of functions, but common features. These features aim at creating a community by connecting users, who can interact, discuss, offer insights or knowledge. Technology in the case of these platforms also needs to be flexible and conducive to an exchange of information. This means that free web standards; and modular architectures that lead to complex but efficient applications are usually favoured.

In essence, a social network manager is a service that allows individuals to create a public or semi-public profile within an enclosed system, to articulate a list of other users they share connections with, and to use that list of users, as well as other nodes in the system. The nature and nomenclature of such connections may vary from one site to the other.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Such platforms become content containers as they grant space and tools for a user who plays an increasingly more active role. In this sense, brands and organisations should be part of the social conversation and use the interactive channels to listen to their users, who share their perspectives, insights and knowledge, or generate value through content development.

Prosumers: Paradigm of an Active User

Internet penetration and the democratisation of some information and communication technologies have favoured the creation of a World Wide Web with constant information flow. In this mesh of social digital relationships, each user or node can become a content producer.

The breaking down of the classical division between sender and receiver has favoured the appearance of the prosumer (acronym for consumer and producer), an active user who not only accesses and uses content, but also produces and disseminates it, thanks to the appropriation of 2.0 tools. Despite the fact that the idea that a user is both a content producer and consumer had already been presented by Toffler, this was seen as a utopia until the advent of Web 2.0. Users produce more content on a daily basis than any other classical senders such as corporations and media, thus becoming the undisputable pillar of the Web.

On the social Web, Internet users have access to a number of free platforms with simple and user-friendly interfaces that allow them to create their own content, make it available for thousands of users and get feedback in just a few minutes. The democratisation of such collaborative platforms paved the way for an alternative production system based on crowd wisdom that calls for a rethinking of the marketing strategies by organisations. More and more users look for precision, relevance, power and reciprocity in marketing, the actual bases for concurrence marketing. Precision and relevance refer to the agreement with the consumer in both targeting and messaging. On the other hand, power and reciprocity are linked to cooperation with the consumer and product design or to marketing implementation.

With customisation, concurrence marketing becomes an opportunity for the establishment of long-term relationships with audiences. This is a new scenario that has led to the transformation of social interactions, information access and use, a scenario that has forced brands to stop bombarding consumers to have a conversation with them instead.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Organisations have started looking for touch points to their different Internet audiences. These touch points are seen as spaces for interaction whereby brands can trigger strategies to add value and transform their messages in an attractive experience for the user. Marketing is more effective when it is consumers who look for brands rather than the other way around.

The Role of Community Managers

In a new environment of interactions in which brands and their audiences share space and conversations on an equal footing, a new professional profile has emerged: that of community managers. A CM (community manager) is a professional in charge of the social platforms of brands or public persons, so that they become the link between the organisation/person and its community. The roles of a CM are community based, as they are responsible for building and managing a community, as well as for content production and activation.

The tasks of a CM include listening to a social audience and identifying opinion leaders, an action that may help them optimise management of their community while they gather value-added information for the strategic management of the organisation. In this way, the CM becomes the voice of the company for external audiences and the voice of the social community for marketing directors. Increasing specialisation of the sector has led to the specialisation as community managers, who, as Baston highlighted, in agencies of digital marketing and large corporations, shares space with more specific social profiles such as:

• Social Media Manager: they coordinate the community managers.

• Social Media Strategist: they interpret the reports and designs a strategy for social media.

• Social Media Analyst: they have a technical profile as data analysts and interpret the metrics to draft reports.

• Social Media Developer: this is a hyperspecialisation of a programmer who knows the social APIs and designs project code for social media (e.g. competitions or specific landing pages).

• Social Media Public Relations: they foster content outside their own channels.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING	**SEMESTER : VI**
SUBJECT CODE : 18CCP401	**CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

• Social Media SEO: they apply SEO techniques to social media, especially for campaigns of online reputation.

• Content Curator: they select and organise relevant information.

Social Media Plan

A Social Media Plan (SMP) is the master document that guides an organisation's presence on social media, and it covers all aspects to be considered when setting up, maintaining and integrating social networks in the organisation's digital marketing strategies. Therefore, any Social Media Plan must be in line with the marketing plan. A Social Media Plan is a living document that needs close control due to the liveliness of the virtual world in which it is implemented. This document usually follows a relatively stable structure including goal setting, types of audiences, platforms, strategies and tools, and output measurement. With output measurement, the whole process begins anew.

Goals

Apart from following SMART criteria when they are discussed, the goals of a marketing plan must cover three different nonexclusive targets:

• Visibility: making the brand popular (e.g. more Facebook hits).

• Sales: to increase sales or leads through a specific platform (e.g. to turn visits to the site into actual sales through twitter links to products of an online shop).

• Loyalty: to preserve an audience that has already been attracted (e.g. through a media-based customer support service).

Audience

The objectives must be targeted at a specific audience. The more you know the organisation knows its target audience, the more possibilities it has of fostering efficient communication and forging a significant relationship. In the case of social media, most of these data are given by the users themselves when they create their profiles. Data are further defined by actions and interactions among users in social platforms and, generally speaking, on the Web. It is also common to use statistics portals to select more specific audiences.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

Channels

Goal setting and a definition of target audiences give insights into the channels to be used for our social media marketing strategy. To materialise this decision in an efficient way, each of the suggested platforms should be schematically analysed in a dedicated document. This document must include the type of user, topic of interest, type of format and languages, segmentation possibilities, and the best timings for marketing communications.

Defining a Strategy

The time has come to define specific actions for the strategy. In this phase, actions to be undertaken, the type of content to be disseminated through social media and the editorial calendar of such content will be planned. Some of the rules and techniques used for content on social media during the drafting of the marketing plan are Pareto's principle, marketing content, branded content, content curation, competitions or customer support, among other.

Content Marketing: these are actions to create and disseminate relevant and useful content to raise interest in the audience and attract them, instead of interrupting them so that they buy products and services. Despite the fact that content marketing is not a new phenomenon—see the monthly magazines of airlines—it has boomed with Web 2.0. Through their own media, brands disseminate useful and quality content to attract and retain qualified traffic. Content must be of quality and useful, must have the brand personality and be multiformat and segmented.

Furthermore, content marketing tries to change users into sneezers, expanding the scope of the brand beyond its own channels. Formats to implement this strategy are varied: from more traditional formats such as white papers, e-books or specialised magazines to other types of formats specific to the digital world such as podcasts or videos, or other types of content with higher virality such as infographics or memes.

Content Curation: this is the process of collecting, selecting, organising and adapting the relevant information on certain topics or trends on the Web to be published in an attractive and significant way. Content curation allows the company to be constantly updated and know new Web features, especially in terms of its audiences, while it saves time in the process of content creation.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Having a content curator can help brands design their content action plan and indicate possible developing lines depending on the topics of their audiences in the social conversation or who they follow on the Web. Tools such as Google Alerts or Google Trends and Mention, RSS readers such as Feedly or bookmarks such as Scoop or Delicious enhance identification and selection of topics of interest.

Content can be given in various forms according to the objective that has to be achieved.

1) Awareness Stage

- **Blog posts.** Great for increasing your organic traffic when paired with a strong SEO and keyword strategy.

- **Infographics.** Very shareable, meaning they increase your chances of being found via social media when others share your content.

- **Short videos.** Again, these are very shareable and can help your brand get found by new audiences by hosting them on platforms like YouTube.

2) Consideration Stage

- **Ebooks.** Great for lead generation as they're generally more comprehensive than a blog post or infographic, meaning someone is more likely to exchange their contact information to receive it.

- **Research reports.** Again, this is a high value content piece which is great for lead generation. Research reports and new data for your industry can also work for the awareness stage though, as they're often picked-up by the media or industry press.

- **Webinars.** As they're a more detailed, interactive form of video content, webinars are an effective consideration stage content format as they offer more comprehensive content than a blog post or short video.

3) Decision Stage

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

- **Case studies.** Having detailed case studies on your website can be an effective form of content for those who are ready to make a purchasing decision, as it helps you positively influence their decision.

- **Testimonials.** If case studies aren't a good fit for your business, having short testimonials around your website is a good alternative. For B2C brands, think of testimonials a little more loosely. If you're a clothing brand, these might take the form of photos of how other people styled a shirt or dress, pulled from a branded hashtag where people can contribute.

Customer Support: customers come to brands through social media looking for direct, useful, fast and effective contact. Thus, managing customer support through 2.0 platforms completes the customer experience with the brand. Social networks allow for direct and instant contact with the company, fulfilling the concrete need of the customer at a critical point that, if successfully handled, can generate loyalty from the user, or undo a conversion otherwise. In both cases, the user can comment online about their experiences with the company and enlarge the scope of their experience.

Competitions: they are one of the best tools to promote an organisation's presence on social media, especially during product launch. In order to properly manage competitions, the following needs to be considered:

• Competition strategy: it must be adapted to the possibilities of each social media. Using 2.0 specific services for competitions such as Cool Tabs or Offerpop for Facebook is encouraged.

• Regulations: they have to be clear and concise and provide a detailed explanation of the operations, dates, participation, award, etc.

• Prize: it must be attractive and therefore encourage participation. If a product or service by the company is given as prize, it can not only reduce the competition cost, but also help convert a user into a customer and afterwards into a fan.

Measuring Outcomes

With digital marketing, it can often feel like one is able to see results much faster than offline marketing due to the fact it's easier to measure ROI. However, it ultimately depends on the

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
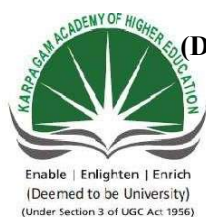**UNIT I** – Introduction to Digital Marketing

scale and effectiveness of the digital marketing strategy. Assessing the actions taken on social media is vital to measure success and check whether the goals set have been accomplished. As there is a large variety of measurable items for social media, KPIs must be concretely described and adjusted to the goals in order to develop a successful Social Media Plan; otherwise, there is a risk of going into vanity metrics that do not measure real performance.

A KPI can cross-check different metrics to measure an objective. For example, in order to know whether popularity on Facebook has increased, one can use the number of hits or interactions with the brand in a particular period, compared to competitors or a previous period.

Metrics usually revolve around the following factors:

• Audience: community volume (e.g. Facebook fans, Twitter followers). This is one of the most basic metrics. Quantitatively, they can indicate the evolution of a community, but they do not offer qualitative data about it.

• Scope: this is related to the size of the community, although it really measures direct amplification. It can be measured on Facebook through the number of shares, on Twitter with retweets, etc.

• Engagement: this is one of the most highly valued metrics; it measures the degree of engagement of the audience with the brand. It helps detect stakeholders and real fans.

• Influence: this measures the repercussion that is generated in the audience, so that it can be seen as part of engagement. One of the most widely used KPIs to measure influence is the Klout Index.

• Interaction: this is a complex metrics because it involves engagement and brand perception. On Facebook, for example, this is measured by PTAT (people talking about this), a metrics that counts the users that in some way have interacted with the brand.

Pivoting

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Once the actions implemented are evaluated and the accomplishment of goals has been checked, some conclusions must be drawn so that the organisation can pivot, integrating precise changes in its marketing strategy on social media.

2. Social Media Advertisement

Most social networks show business models based on advertising. If we take for granted that a social network manager is a massive database, with large amounts of qualitative data from its users, using them allows brands for microsegmentation of their advertising actions.

Facebook is the king of segmentation. Its advertising platform, Facebook Ads, allows for a delimitation of the target audience of each ad depending on location, age, sex, languages and even interests and behaviours. Facebook is the social network with more data on its users. The basic data filled in by the user alone in the process of registration on Facebook includes name, e-mail, sex and age of the new user.

Facebook advertising formats are inserted either on the sidebar on the right-hand side of the platform itself or on the users own timeline (Web and mobile), as well as on the logout page. These adverts must to be identified as such, while their goal is to foster as much interaction with users as possible. They thus try to increase engagement, lead users to a website or special offers, get more likes on pages, app downloads... etc.

Twitter, on the other hand, has less information on users; therefore, its segmentation capacity is lower. However, through its advertisement platform, Twitter Ads, they have launched some highly efficient publicity formats. This is the case of Twitter cards, a format focusing on promoted tweets to generate tweet engagement, website clicks or conversations, app installs or app engagements, followers or leads on Twitter, to name a few.

Other advertisement formats on Twitter are promoted accounts, which are placed on the profile recommendation section, or sponsored trending topics on the list of topics at a particular point in time.

3. E-mail Marketing

E-mail marketing is an online marketing technique that uses e-mail to send advertisements or commercial information. This is a communication tool used to attract new customers or make

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

those that one already has loyal to the brand. E-mail and Internet have gone hand in hand since the Web was created. The beginning of Internet dates back to 1969 (Arpanet at that time), while the first e-mail was sent two years later (1971). This first e-mail showed some basic features that have remained till the present: the use of "@" on the user name, as well as the fields "To", "Subject" and "Message".

In such a volatile environment, e-mail has been one of the Web tools that have best adapted to change, both in content and in scope and penetration. Therefore, e-mail marketing becomes one of the main tools in a digital strategy. At present, e-mail is the first Internet service ahead of social media. In 2015, the number of e-mail accounts in the world was about 4.353 million users from which 205 billion e-mails were sent. This volume of traffic includes legitimate e-mails and spam.

The term "spam" refers to those messages we do not request and we do not want or with an unknown sender, usually sent though mass mailing. Although spam can be used on other platforms and devices, for example SMS on mobile phones, e-mail is the most important channel for this practice.

The line between commercial information sent by e-mail and spam is, in many cases, a fine one that experts in e-mail marketing must properly identify in order to avoid making mistakes in their work. The most common form of e-mail marketing is the newsletter: a publication that is distributed with a specific periodicity on an interesting topic for all recipients, called subscribers. The complexity level of a newsletter shall depend on its goals and content; they can be simple with mainly plain text as the predominant feature or be enriched with images, graphs, adverts and/or hyperlinks.

The objectives of e-mail marketing can be multiple and varied; however, all of them could be grouped around four main goals:

• Diverting traffic to our website: be it the home page or any special section inside it.

• Promoting a special action: either promotion of new services, special discounts, sales, download of applications, etc. When the goal is to increase traffic or some Web-based special promotion, specific websites are usually created. Such pages are called landing pages.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

• Cost savings: e-mail marketing supports order management and information to the customer regarding the status of such orders, as well as the provision of customer support services at a lower cost than other communication channels.

• Brand popularity and image: same as for other types of campaigns online, e-mail marketing is suited to generate popularity and brand image among consumers.

Advantages of E-mail Marketing

The strong penetration of e-mail in the current context becomes an important reason to include it any digital strategy, but there are also other important reasons to do so. This is mass technology that instantly reaches everyone and whose use spans devices and screens (desktop, laptop, mobile telephones, tablets, etc.). The system is direct and able to reach individuals in a scalable and targeted way. This is due to the fact that an e-mail can be sent to a single address or thousands, while content can target different types of audiences . In fact, the system's scalability does not hinder customisation; despite its capacity for mass mailing, it can be highly customised at a cost far lower than that of other types of campaigns.

This is also a multimedia channel that offers the possibility of sending a large amount of information as text, images (static or moving), sound or hyperlinks, in any combination. As this is digital communication, its impact can be quantified through different metrics that allow for an evaluation of the output of each campaign.

Disadvantages of E-mail Marketing

Despite the many plus points of this marketing format, starting e-mail campaigns can be hindered due to some disadvantages inherent to this channel:

The most important enemy of professionals in the sector are antispam filters of e-mail managers that identify e-mail marketing as spam, thus reducing the effectiveness of campaigns. Furthermore, explicit authorisation by the end-user to receive ads through mail is needed. Such actions are regulated by data protection acts and specific e-commerce laws.

Depending on the country and specific laws, sending unauthorised messages may result in very high fines for the companies sending them. This need for prior authorisation to include

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

the person on an e-mail database of a particular organisation has pushed e-marketing into the group "permission marketing".

Legal Framework

The legal framework regulating e-mail marketing is important as it can inhibit some of its features. On the one hand, legislation protects personal data in order to prevent the illicit transfer of databases. The relevant legislation forces the company to have a register— in some cases physical—of user data and makes the company responsible for the protection of such data.

On the other, each country develops laws to regulate mass mailing, a standard that influences commercial communications or advertising and those of transnational or relational character. Despite the fact that the legal framework can vary from one country to the other, there are some common elements:

Mailing must have explicit authorisation by the recipient. This authorisation must be prior to the inclusion of the person in the mailing list. The fact that the message is linked to advertising must be explicit, as well as the identification of the sender on the e-mail, the subject and the heading of the message. In the cases of offers, competitions and promotional games, they must be identified as such and be clear and explicit about the conditions and participation on them.

In some countries, the advertising message has to be identified with the word "advertisement" or abbreviation, as well as with a valid postal address for the company. Simple procedures for the user to withdraw consent are a must. In the case of multinational companies, the relevant legislation is that of the country where the company is based and not that of the recipient.

The Heart of E-mail Marketing: Subscribers

The success of a marketing campaign lies precisely in target management; therefore, a good strategy to attract and retain subscribers is needed. The recipient database must be meticulously kept and segmented. The essential question here is quality over quantity; therefore, purchasing user databases is discouraged— unless this is unavoidable, or unless their usefulness has been proven. Best practices in e-mail marketing stress the need to

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

generate and maintain the organisation's own database. The reason is simple: it is easier to get back a client than to get a new one.

Getting subscribers is a slow but steady task, although it can be sped up through online and traditional channels. Registration boxes can be created on a website, either as pop-ups or in another Web section where registration is required to request information (e.g. a budget) or in exchange for exclusive content or downloads. Generally, easy forms must be used, where the compulsory fields include name and/or e-mail, although the number of fields in the form may be increased depending on the value of the treat one is offering the user in exchange for their registration.

Another common instance is e-commerce. When a user registers on a particular online shop and accepts the use and service terms, they are automatically included in the e-mail marketing database. Regarding traditional channels, the compilation of e-mails and information related to the users can be done through competitions, on-street promotion, postcards, loyalty cards or formal information requests through e-mail, phone or postal mail. Traditional channels demand, however, the digitalisation of the data to be included in a subscriber list.

Keeping subscribers is a task that needs special attention and that must be implemented while new users are added. In this process, brands must be especially careful regarding content and the form e-mail communications take. Content must be interesting for the user, giving priority to quality instead of periodicity. In a nutshell, it is about adding value to commercial communications with complementary information (comparisons, advice, features, etc.) useful for the consumer.

Newsletters—Some Key Aspects

Four key aspects are to be considered for effective newsletter design:

• Database. In order to have good content segmentation, the organisation needs to know the subscriber base of their newsletter as much as possible. This information will allow for specific profiling depending on demographics, geographical data, interests, etc., thus increasing the efficiency of communications.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

• The content of the newsletter. The content must be useful and interesting, and the weight of commercial information must be properly balanced. Subscribers value content that adds value or is useful to them. In fact, newsletters are one of the key tools of content marketing.

• The field "from". In the context of communication saturation, the customer will look at the field "from" as a filter to recognise the origin and dismiss—or not— the mail.

• The field "subject". Same as with a slogan or tagline, the field "subject" must stand out above the mass of incoming e-mails. Likewise, this field must fulfil the criteria of usefulness and interest for the user and, above all, honesty about the content they will find in the mail. Otherwise, the company runs the risk of their mail becoming invisible and that the subscriber requests to unsubscribe from their database.

• The field "subject" must not be too long or complex, although it allows for the inclusion of special characters such as emojis.

There is no exact formula to predict the success of a newsletter. Each campaign is different and is closely linked to the audience it addresses. In any case, campaigns may be optimised using A/B tests. These tests are random experiments with two differential variables. Two different versions of the newsletter are sent to two subgroups of the database just changing a single element (the field "subject", layout or organisation of content, the colour of the download button, the size of the main image, etc.). This process allows for an empirical test that reveals which version of the message works better and leads to higher ratios of opening, clicks, conversions, etc., so that optimisation of future versions of the newsletter becomes possible.

Basic Metrics to Assess the Efficiency of E-mail Marketing

There are three elements to assess e-mail marketing: the user database, sending the newsletter and conversion metrics. In metrics related to databases, estimating the index of increase in subscribers is easy or, if that were the case, the rate of unsubscribers. Identifying the cause for any increase or decrease in subscribers is of essence. As they happen in a timeline, the cause can be traced back to a particular content item, so that the organisation knows what content works better.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Regarding sending newsletters, there are four indicators to measure the success of e-mail marketing:

• Sent index: Percentage of deliveries to the recipient (i.e. where there was no mistake in sending).

• Opening rate: Percentage of e-mails that have been opened by the recipient. Some applications provide information about what recipients have received and opened the e-mail, as well as reception and opening time.

• Clicks on links: It is possible to determine what are the links that have been clicked and establish a popularity ranking depending on the number of clicks.

• Unsubscribers per batch sent: Number of people who have cancelled their subscription to a newsletter after they have received a particular issue.

Finally, a conversion rate can be established between the sending of the newsletter and the accomplishment of a particular goal, for example downloading a mobile application, using a discount voucher, registration on another website and sending additional information by the user.

Applications and Resources for an E-mail Marketing Campaign

The supply of existing applications around e-mail marketing is wide, with many applications for different operating systems, such as Windows (G-Lock EasyMail7, for example) or OSX (Direct Mail, for example), although market trends seem to focus on the development of Web applications that help manage this kind of online marketing. The advantages of Web services lie in their mobility and the possibility of accessing them from different devices.

Thus, we can have a wide array of Web services to implement an e-mail marketing campaign successfully. The features vary a little across platforms, although there are a series of functionalities that must be present for a proper professional development of such marketing:

• Contact and list management, with the possibility to import and export, and to create segmented contact lists.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

• Newsletter design, usually HTML based. Many of the tools incorporate visual editors to make the design aspects of the newsletter as easy as possible, to include multimedia elements and to distribute the elements in the newsletter.

• Sending campaigns and the possibility of scheduling and automating the process.

• Statistical analysis of output. Some tools enable the integration of the newsletter with other services and platforms regularly used by organisations. Some examples are the incorporation of a widget on the company's blog, the integration of social media or tools such as Google Analytics. The most widely used newsletter editors are Teenvío, Dopple, MailChimp, Benchmark, MailRelay, Campaign Monitor, MPZ Mail or SendinBlue. These kinds of services tend to offer premium business models, offering a limited free version that allows to test the service with some restrictions; they are usually linked to the number of subscribers and/or monthly dispatch of e-mails. Choosing one platform or the other depends on the needs of the company and the possibilities they offer on their free or payment versions.

E-mail is a powerful marketing tool that is also easy to combine with other strategies and platforms, such as social media and e-commerce.

5. E-commerce

E-commerce means the development of transactions between companies and/or individuals on Internet, mainly for buying and selling products and services, using applications such as e-mail, instant messages, shopping carts or Web services, to name a few. The progressive penetration of Internet and its possibilities have multiplied online trade relationships. This trend started in 1970 with the transfer of funds, with the arrival of the World Wide Web, and it became an opportunity for traditional companies and the beginning of businesses operating only online. The boom of mobile devices, smartphones in particular, has opened the doors to mobile commerce (m-commerce), i.e. electronic commerce using a mobile device. E-commerce is an increasingly wider and more diverse phenomenon; therefore, classifications are difficult. In any case, the most widely used classification of e-commerce is based on the nature of its transactions looking at the relationship between companies and/or between them and their final customers. In this line, we can speak of:

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

B2B: Business to business, these are already established companies that operate through Internet where consumers are not involved. Car manufacturers, for example, use online purchase platforms for their suppliers to place their orders.

B2C: Business to consumer, this is the most popular and widespread model on Internet, where a company sells its products (e.g. Zalando, Amazon, AliExpress) or services (Spotify) to the consumer through the Web.

B2E: Business to employee, this is a model of e-commerce that is derived from the previous one, where only the company and its employees take part. Microsoft, for example, uses it so that its workers can order office supplies, documents and Comparison between the most important e-mail marketing applications company cards. This is a type of business that generates engagement by the staff through, for example, attractive offers that push their performance, which is the reason why big companies are so keen on this model.

G2C: Government to consumer, this is a variation of B2C for the public administration. This is a model of e-commerce that is gaining progressive weight in its implementation through the e-administration. A clear example is payment of taxes through Internet.

C2C: Consumer to consumer is common in sectors where end consumers relate to each other, away from companies, for their own transactions. This is a business model that is becoming stronger with crowd sourcing economies (e.g. BlaBlaCar or Uber) or online purchases and sales portals (eBay).

E-commerce Techniques

Online Shop

In order to purchase or sell on Internet, an online shop is not a must, but it becomes a useful Web tool for efficient e-commerce [24]. Some of the most common sections in any online shops are as follows:

• Properly structured product catalogue with sections, images displaying the product alone, as well as accurate and honest product descriptions.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

• Shopping cart, always visible so that the customer can check, with just one click, the products added, shipping costs, taxes and discounts (if applicable) and the total purchase price.

• An internal search engine, which will be more important as the product catalogue and sections develop.

• Explanation of payment methods allowed and contact/customer support area. As there is no physical contact, companies must offer communication pathways for their online shops so that users can share their concerns and increase their trust in the company.

• The availability of several payment options is recommended. Some of the most common payment methods are credit card, which needs a safe payment gateway, bank transfer or other e-services of great penetration and reliability such as PayPal. Payment against delivery, which was a star method for distance sales, can also be used on some shops, although it is becoming outdated.

Apart from the quality of the product that the description and the picture on the online shop match the product, companies must be very careful with the shipping options, especially in the case of physical products. In online sales, transportation and the delivery of the product become the only phases where the customer has physical contact with the company, and therefore, a bad experience with the courier or deficient packaging can ruin the purchase experience.

Companies must take care of these aspects to the last detail, as they are part of the image the consumer will have of their brand. Guarantee and delivery dates by the courier must be considered, as they are key e-commerce issues.

Development of an Affiliation Programme for the Online Shop

Affiliation marketing is an online marking tool widely used for e-commerce. In essence, it means taking the commission business model to an online environment. Amazon was a pioneer in this type of marketing when, in 1996, it allowed other websites to sell their books in exchange for a percentage of the unit sold. Affiliate networks appear in order to regulate trade relations between merchants —the real product sellers—and affiliates—those who publish the ad of a product online. Such networks include Zanox, TradeDoubler or

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Commission Junction, and they act as mediators between advertisers and affiliates, while they provide them with tools to follow up sales and the proper development of their relationship.

The affiliate network is supported by a commission that the merchant pays the affiliate. For the merchant, the advantages are obvious—they only pay if the target is accomplished and it can reach its potential clients through the hundreds of Webs promoting them. However, some affiliate networks demand a monthly fee—and Main sections of an online shop. Source Prepared by the authors using a screenshot of Amazon.com even an entry fee—that can be up to 600 €, a threshold high enough for small- and medium-sized merchants.

Retargeting or Remarketing

Retargeting is an online marketing technique to turn a user into a customer who, despite having shown some interest on the products or services of a website, did not manage to finish the purchase or action required. Google labels this technique "remarketing" and uses it through their display network.

Retargeting works as follows: The user visits a product X on an online shop. Without finishing the purchase, they leave the website and continue browsing the Web. When they access another site, the user will find adverts on product X, adverts that will "follow them" during browsing and—in case they click—will bring the user back to the initial online shop.

Retargeting is only used for consumers who have shown any interest in a product before, and therefore, it is a quality impact that often ends up in a purchase. Retargeting is part of "behavioural marketing" and is supposed to yield high profitability for e-commerce.

Business Models to Estimate Payment Per Page in Advertising

Many of the online marketing strategies are based on digital advertising; therefore, it is essential to know the different formulae to hire and estimate the cost of an online campaign. Some of the online advertising models available include the following:

• CPM (cost per 1000). This is related to the number of times an ad is shown on the screen, also known as impressions. The CPM indicates the cost of 1000 online impressions of the ad. This system is basically used for branding campaigns, and the process of brand equity is the most economic option of all.

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SUBJECT : DIGITAL MARKETING **SEMESTER : VI**
SUBJECT CODE : 18CCP401 **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

• CPC (cost per click). This is related to the interactions of the user with the ad through clicks. They are used to divert traffic to a website, paying only when the user clicks on the ad and is redirected to a Web (therefore the name PPC, Pay Per Click). CPC does not guarantee sales, but it ensures traffic and is less volatile than CPM.

• CPL (cost per lead) refers to a contract based on quality contacts without implying direct sales. In particular, CPL is the price that is paid for each user who completes the objective or lead. Such leads vary depending on the marketing goals of the company; a lead can be to fill-in a Web form, becoming a follower of the company on social media or to disseminate content on the site.

• CPA (cost per acquisition) is hiring ads per sales; that is, payment is done for each action that has generated a customer. In the mobile environment, this is also referred to as CPI (cost per install) and indicates the applications installed after interacting with the ad. In this case, the installation of an APP, even if it is free, becomes a purchase.

Of the previous models, only CPA and CPI ensure a transaction between the customer and the company, so that they are formulae that require more economic investment.

E-commerce Glossary

Understanding the language of e-commerce is not simple. The use of common words with a different meaning can sometimes be confusing. Some of the most usual terms are as follows:

• A/B test: through this technique, organisations show two different versions of the same content to understand which one is more widely accepted. A/B tests are common in e-commerce and online marketing and they must be done with just one change every time the test is performed.

• Shopping cart abandonment: this is the moment a potential customer gives up before finalising the purchasing process on an online shop.

• API: a set of operations and instructions released by software to interact with it and access higher quantity of data and options.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

• Backoffice: administration of the backoffice of an online shop. This is mainly geared towards catalogue and stock management to optimise the browsing process and purchase of a product on the said shop.

• Call to action: this is an initiative to create interest among users and encourage them to participate or react before a particular stimulus.

• CAPTCHA: Turing test inserted on a website, generally on a form, to check whether the data are being fed by a person or a machine. It is useful to avoid spam.

• Shopping cart: a key tool of an online shop showing the products a user has selected for their purchase, their price and taxes, as well as the final cost for the user.

• Cash flow: same as for traditional businesses, e-commerce needs to look at its cash flow or the difference between receipts and payments of a company in a particular period.

• CMS: Content management system that allows, in a simple way, to organise, treat and publish on a website. This is also used for the online product catalogue and, generally, for any content on the online shop.

• Cookies: website information stored in the browser enabling better understanding of the user through their browsing (habits, interests, etc.). This is key for retargeting strategies.

• Checkout: guided process of finalising a purchase that converts the content of the shopping cart into a real sale.

• Display network: it is Google's affiliate network with over two million websites available.

• Dropshipping: type of retail sales in which the retailer does not have the actual stock of the product and issues the purchase order to the supplier once the shopping process is over. This is especially relevant for an online shop environment because it saves stocking costs.

• Eye tracking: technique and instrument to eye track the areas of the screen users pay special attention to, as well as their reading line.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

• Lead or Conversion: each of the concrete goals set by the company. Usually, a lead is equivalent to a sale, but this is not necessarily so; they can be linked to a database of subscribers and prescribers.

• Payment gateway: it triggers payment processing.

• Payment processing: it allows for payment management.

6. Web Positioning

Accessing information on Internet is done mainly through the World Wide Web, a vast digital arena that has experienced constant expansion since it was created in 1991 by Tim Berners-Lee. The current volume of websites is around 850 million (July 2015).

When Internet started, the number of websites was low enough to access all of them through their domain. As Internet expanded, it became clear that there is a need to create a system that allows for Web searches and enables access. Until the end of the twentieth century, classification systems with embedded categories, known as directories, offered good results in an expanding community of Web users. The most widely known directory was Yahoo, still accessible on the website https://business.yahoo.com/.

However, a more intuitive and simple way to access the increasing volume of sites and Web pages was needed. That was when browsers first appeared. A browser or search engine is a computer-based system that indexes websites using some dedicated software. A search engine offers a list of the results depending on the search terms and connectors used by the user to access the desired content. This simple process is currently the most important pathway to access online content, while it becomes the marketing base for browsers: SEO and SEM. SEO stands for search engine optimisation, and it refers to a set of techniques applied on a website—structure, code, content and links—to improve positioning in the organic results of a concrete browser.

SEM stands for search engine marketing, and this refers to a publicity system of a browser offering users ads that are related to their search terms. Unlike SEO, SEM offers induced results (payment), even if they are presented to the Web surfer as the best result of their search (with the same look as for natural results). Both types of positioning are opposing, even if they are both based on two key aspects: search engines and keywords.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Each search engine uses tracing software for websites for their indexing. The software used is known as Internet bot, Web crawler or Web spider, and periodically tracks the Web looking for new content or modifications on sites. The search engine processes Web tracking, while it uses its own algorithm to classify websites and offer its results, as well as their order, depending on the search terms used.

Therefore, both in order to improve the organic result (SEO) and to improve the efficiency of advertising campaigns (SEM), selecting a specific search engine is of essence.

Differences between SEO and SEM

SEO	SEM
Mid- and long-term results	Immediate results
Results are sustained for longer	At the end of the campaign, the results are erased
Organic results	Paid results
Results are always shown at the centre of the Screen	Results appear mainly on the screen top or sides

Despite the fact that there are several search engines available (Ask, Bing, Yahoo!, AOL, Baidu, Yandex, etc.), Google ranks as the search engine with the deepest worldwide penetration. In fact, Google is the search engine with the highest market share in most countries in the world. In countries such as Japan, Russia, China and North Korea, it ranks second. In order to optimise resources for positioning, organisations need to adapt to the search engine's algorithm most widely used when speaking about positioning in browsers, usually meaning SEO and SEM action in Google. Google started in 1998, and in a few years, it became a world reference, thanks to an innovation they introduced in the result system: PageRank. This algorithm gives marks to each page depending on the quality of their incoming links; thus, the results are more closely adjusted to Web searches. In recent years, Google has introduced changes in its algorithm in order to avoid anomalous positioning and bad practices in its results. Thus, Panda (released in 2011) and Penguin (released in 2014) have refined their positioning criteria.

Keywords

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Keywords are the terms or phases that users use to search something on Internet. Likewise, keywords are search criteria matching a specific website. When trying to positioning a site using some search criteria, several words are used for each keyword, avoiding generic terms at all times. These words will be increased and/or modified with time.

The extent of use of these keywords on a particular website is also important, as it is checked against the total number of words on the Web page. The percentage obtained is known as keyword density, and it must be over 2 % and below 5 %.

Likewise, in many sectors, several websites want to position themselves with the same keywords. The degree of competition to position a website over another one using the same keywords is called keyword competence. The SEM section is particularly relevant, as there is more competition and this will increase the prices to get those keywords.

Tools to Select Keywords

In order to select the keywords, a manual list is prepared with the marketing and site goals to be optimised. This manual list can be filtered and improved using some useful Web services. Google Trends is a Google tool showing quantitative data regarding term searchers by their users. The evolution of Web searches of one or several terms can be observed, thanks to this service by using three parameters:

• Time trend or interest through time, from 2004 until the present;

• Seasonality throughout the year, to be chosen since 2004 (the year the service started);

• Location, so that the result can be shown in global terms or per country.

Google Trends provides information regarding how certain search terms behave in the long run, and this is quite useful to discard or optimise a list of keywords before implementing them on a website. Google AdWords is a PPC (Pay Per Click) advertisement management platform by Google and therefore the SEM of this browser. This platform includes a keyword measurement tool called Keyword Planner.

Keyword Planner offers information on the potential performance of a term list with data regarding the average monthly searches and competence of keywords for SEM campaigns.

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KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Due to this, Keyword Planner becomes an added value tool to select keywords. Other interesting tools to plan keywords are Ubersuggest, which suggests alphabet-based replacement terms for a keyword; Soovle to suggest added value keywords for the most important search engines; or SEMRush to monitor competitors.

How to Use SEO Techniques

SEO positioning is improved by working on two aspects: internally or externally, depending on the control level that the Webmaster has over the website. Internal SEO means undertaking actions to improve content, code and/or accessibility, aspects related to the website to be controlled by the Webmaster or company. Regarding this, keywords must be adapted to the website. Such keywords must be included on:

• Title tag: the website title, visible on the top bar of the browser.

• Meta tags: even though they are losing importance (especially meta tag keywords), meta tag description is very useful, both for Web crawlers and for users, as the content of that tag is used as a rich snipped in the browser results.

• Links: using keywords on friendly URLs.

• Content: keywords must be within the content of the website. In order to be considered relevant, the content of each website has to be over 300 words and the position and density of keywords have to be looked into. Regarding location, in order to optimise the use of keywords, they have to be placed near the Web heading and on the title or subtitles of the text. Likewise, in order to improve positioning, the density of keywords should be over 2 % but not over 5 % so that browsers do not penalise the site.

With the latest update of Google's algorithm, content has become more important. Offering original and quality content is one of the recommendations by Google for those who want to get started in the optimisation for Web searches. Apart from selection and use of keywords, improving Web positioning requires the development of other actions on the website's structure and code. For example, having a sitemap helps Web crawlers index the website. A sitemap is a file with different URLs that make up the website. Another action in this line is to indicate to Web spiders which content is relevant and which is not, so that they trace it (or not) and index it (or not). This action is done through the robots.txt file, located on the root

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

directory of the website. On the other hand, external SEO focuses on aspects that are less controllable for the company, for example incoming links (coming from other websites), with the goal of gaining popularity and higher quality of the links. A link is perceived as a quality link when it is created by a site or reference platform from the sector the company is in and/or that works on the same topic.

Since 2012, Google penalises malpractice related to external links, for example link farms (group of websites that all hyperlink to every other site without having any type of theme or sector link); therefore, it is important to work in order to create quality links to other websites relevant for the sector. This technique is known as link building and can be implemented through concrete actions such as:

• Exchange of links between different websites sharing themes and content.

• Links from social networking sites such as forums or social networks, adding the link and the signature to the message or the content shared.

• Link baiting: publishing content that encourages visitors to create links from their websites to that content. The key to success lies in their viral or mimetic nature, and though it is a technique that is difficult to master, the results are outstanding.

Quality external links could also be improved by registering a website on general or theme-based directories. This practice is no longer used since Google stopped considering them in their update of the algorithm in 2013.

How to Use SEM Techniques

SEM campaigns require being familiar with the keywords that are related to the business one tries to promote. Each click of a user who is not part of the target is lost money.

In order to optimise a marketing campaign using browsers, one has to know the structure of an ad. An ad usually has a title of less than 25 characters linked to the destination site: a visible URL, which need not be the destination site URL, and two lines of text, around 35 characters per line. The content of those texts must be carefully decided as it must create interest in users, especially in the body of the message as the ad will be placed on locations where only a single line will be visible.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

The most important ad platform for browsers is Google AdWords, which operates its own search engine and a network of associated websites (display network). In order to have SEM in Yahoo or Bing, the two other most widely used search engines, Bing Ads has to be used. In order to successfully develop a SEM campaign, one has to consider the following questions:

• An ad must have the keywords of the destination site. If keywords that are different from the content of the website are bought to raise interest in users, many hits will be registered, but they will lack any value and shall only waste resources.

• Ads ready to pay more per word will be placed at a better spot. The value of keywords correlates with demand.

• Ads with more clicks are located in a better position.

• When designing a text, the most important aspect is that it matches the searches of users, in order to optimise the click ratio: concordance can be wide, of a sentence, exact or negative.

Malpractice: Black Hat SEO

The importance of search engines as ways to access information of a website has opened up a space for a new professional profile: optimiser of search results— organic or paid—to increase traffic to websites. These experts master the algorithm of browsers and can make the best of the websites. This mastery allows them to know the limits of the browser and implement anomalous SEO improvement.

Black Hat SEO is a set of practices that try to illicitly improve the positioning of a website in the search results. Such practices are against the standards of search engines. In this sense, each update of the search algorithm penalises some of these practices and finds out which websites have improved their positioning using them. One of the oldest Black Hat SEO practices is to place keywords or links of the same colour on the website's background. The text, invisible for users, is indexed by search engines, increasing the density of keywords and the number of outgoing links. This practice is called hidden text and lost momentum when Google started penalising keyword density over 5 %.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Another type of Black Hat SEO practice are the above-mentioned link farms, a set of artificially connected websites through incoming and outgoing links. This practice tries to manipulate the popularity of these websites presenting them to the search engine as more relevant sites and, therefore, suited for better positioning.

In this context of intense digitalisation of individuals and organisations and of the relationships between them, it is often the case that Internet presence is perceived as a must. This is, however, not necessarily so being in Internet demands constant updates of the different channels with interesting content for the public. Likewise, conversations on social platforms happen 24/7, so that a brand cannot just publish, and they have to follow the social conversation around their publications and even stimulate the participation of users to achieve higher engagement. All this needs resources that not all organisations have.

Ads may show on searches that Broad match None Women's hats Include misspellings, synonyms, related searches and other relevant variations Broad match modifier +keyword +women's +hats Contain the modified term (or close variations, but not synonyms), in any order Phrase match "keyword" "women's hats" Are a phrase and close variations of that Phrase Exact match [keyword] [women's hats] Are an exact term and close variations of that exact term Negative match −keyword −women Are searches without the term.

In this sense, the must is not to be on the Web but to listen to it and do it actively. In the current context, no company, regardless of its size, can live with its back to Internet. If they do not have enough resources to have an active presence adapted to the digital world, at least they need to have a strategy to monitor and know what is being said about their company on the Web.

If you're focusing on inbound techniques like SEO, social media, and content creation for a preexisting website, the good news is you don't need very much budget at all. With inbound marketing, the main focus is on creating high quality content that your audience will want to consume, which unless you're planning to outsource the work, the only investment you'll need is your time.

You can get started by hosting a website and creating content using HubSpot's CMS. For those on a tight budget, you can get started using WordPress hosted on WP Engine and using a simple them from StudioPress. With outbound techniques like online advertising and

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

purchasing email lists, there is undoubtedly some expense. What it costs comes down to what kind of visibility you want to receive as a result of the advertising.

For example, to implement PPC using Google AdWords, you'll bid against other companies in your industry to appear at the top of Google's search results for keywords associated with your business. Depending on the competitiveness of the keyword, this can be reasonably affordable, or extremely expensive, which is why it's a good idea to focus building your organic reach, too.

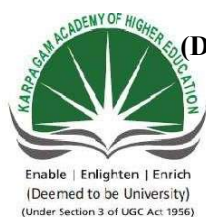**How does mobile marketing fit into my digital marketing strategy?**

Another key component of digital marketing is mobile marketing. In fact, smartphone usage as a whole accounts for 69% of time spent consuming digital media in the U.S., while desktop-based digital media consumption makes up less than half -- and the U.S. still isn't mobile's biggest fan compared to other countries.

This means it's essential to optimize your digital ads, web pages, social media images, and other digital assets for mobile devices. If your company has a mobile app that enables users to engage with your brand or shop your products, your app falls under the digital marketing umbrella, too.

Those engaging with your company online via mobile devices need to have the same positive experience as they would on desktop. This means implementing a mobile-friendly or responsive website design to make browsing user-friendly for those on mobile devices. It might also mean reducing the length of your lead generation forms to create a hassle-free experience for people downloading your content on-the-go. As for your social media images, it's important to always have a mobile user in mind when creating them as image dimensions are smaller on mobile devices, meaning text can be cut-off.
There are lots of ways you can optimize your digital marketing assets for mobile users, and when implementing any digital marketing strategy, it's hugely important to consider how the experience will translate on mobile devices. By ensuring this is always front-of-mind, you'll be creating digital experiences that work for your audience, and consequently achieve the results you're hoping for.

Digital Marketing accomplishes targets of marketing of a business through various Digital

Marketing Channels.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Now, in this Introduction to Digital marketing guide, we will go through different digital marketing channels and understand their roles-

Digital Marketing Channels included in Digital Marketing PDF

1. Search Engine Optimization (SEO)

SEO can be understood as the process of optimizing the structure, design, and content of your website so the Search engines can index them accurately and position sites in the top results of SERPs. SEO also incorporates different promotional activities that boost search engine ranking of your site.

How does Search Engine Work?

Generally, most of the Search engine does- **Spiders or Web Crawling, Indexing & Displaying**.

- **Spiders & Crawlers**: In this, spiders crawl over the web for searching the content. Once spiders finish the scanning process, they copy the searched content to store that in a search engines database. Web crawlers collect following information from webpage-
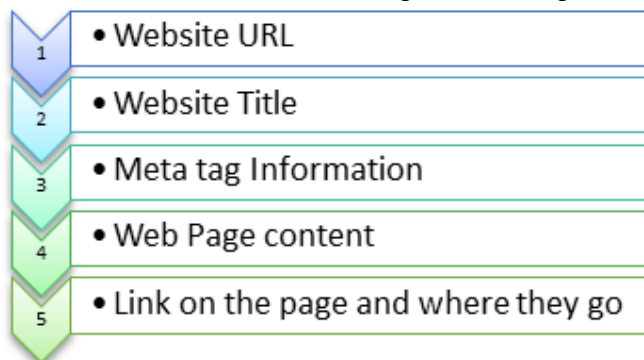
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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

1. • Website URL
2. • Website Title
3. • Meta tag Information
4. • Web Page content
5. • Link on the page and where they go

web crawlers information

1.   Website URL
2.   Website Title
3.   Meta Tag Information
4.   Web Page Content
5.   Link on the page and where they go

- **Indexing:** Search engines crawl and index the content of different web pages and additionally, they keep track of all those relevant pages in keyword-based indices. To determine ranking, search engine looks into the content of the page, Page URL, Page Title, Domain Age, Topicality, Domain Trust, Social Signals, Number and relevance of external pointing links to the page and other factor

- **Displaying:** This is the last step in how search engine works and it involves retrieving of the best-matched results for the search queries and then displaying of the search result to the visitor.

Role of Keywords in SEO

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Introduction to digital marketing PDF emphasizes that keywords play the most important role in SEO, as its right use is the key to successful SEO. It is what a user enters on the search bar to find specific information. Different important terms associated with Keywords are-

- **Keyword Density-** More keywords can even get you penalized for "spamming "or keyword stuffing and that is why having keyword density from SEO point of view becomes mandatory. For best result, you need to have keyword density around 3-7% for the major and 1-2 % for minor keywords.
- **Keywords in URL-** You need to know that first word is best position for keyword in URL
- **Keywords in Title tag-** Keywords should be in beginning of title tags, 10- 60 characters, no special characters
- **Keywords in description meta tag-** Show theme less than 200 characters
- **Keywords in Keyword meta-tag-** Show theme less than 10 words
- **Keywords in Headlines-** Use Hx font style tags appropriately

Link Building in SEO- It involves Off-page and On-page optimization-

Off-Page Optimization

It is the process of boosting search engine rankings of your website by getting external links pointing back to your site. The more effective quality links you can get to your webpage, your site will have better chance to rank in SERPs. A quality Backlink has following qualities-

1.   Incoming links from high page rank webpage
2.   Use of different anchor text

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

3.   Use of Do-follow or No-follow links

4.   Having Backlink from similar niche blog or website

5.   Avoiding black hat SEO

6.   High Trust

7.   Good Domain Authority

8.   High Relevance in the subject matter of the linking and destination domains

9.   Site Age that shows site stability

On-Page Optimization

On-page optimization is directly related to the content and structure of the website and it focuses on-

1.   Unique title tags and Headlines

2.   Keyword frequency in the URL, Body Text and Headings

3.   Synonyms

4.   Copywriting

5.   Adding description to images

6.   Good Internal Navigation

2. Social Media Marketing

Social Network Marketing incorporates marketing strategies that use social media channels as marketing tools for optimizing exposure of a brand, targeting audiences, conversions and returns. Social Media marketing can be done by adding social media links to the site content e.g. RSS feeds and sharing buttons. It can also be done by promoting sites through social

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UNIT I – Introduction to Digital Marketing

media channels by updating tweets, statuses, blog posts, photos and so on. Most of the Digital

Marketing PDF considers SMM as the second most important digital marketing channels.

- Social Media Marketing aids an online business get direct feedback from their customer on different social websites like Twitter, Instagram, Facebook, LinkedIn, MySpace, Instagram, YouTube, etc.
- The success of a social media marketing campaign is based on "Personal" interactions between the user and business.

Different social media marketing channels considered as important by Digital

Marketing PDF are-

Facebook Marketing

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

Digital Vidya facebook page

Facebook includes most powerful social media marketing features that allow marketers provide videos, photos, longer description option and testimonials on their Facebook page for others to see.

- Marketers can make a group or join a group of their liking on Fb and ask questions or give answers related to topics associated with your kinds of businesses.
- There are automated scheduling tools available to automate Facebook Marketing, which makes it one of the most quantifiable SMM channels incorporated in most of the basics of digital marketing e-guides.

Twitter Marketing

- Twitter marketing is one of the best ways to reach out new customers without invading their privacy.
- Twitter is actually a micro blogging service that lets marketers send and receive messages.
- It helps businesses contact and communicate with their customers.
- You can also create your personal page in twitter, upload your site and share information regarding your business on Twitter.

LinkedIn Marketing

- As one of the most preferred SMM channels of 'Introduction to Digital Marketing PDF', LinkedIn connects professionals from various backgrounds.
- It provides professionals an opportunity to expand their businesses by connecting with other business professionals.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

- By using widgets, LinkedIn members can promote their company directly to their clients.
- "Company Page" can also be created on LinkedIn that acts like a business resume for your client to have a quick overview of your business.

Google+ Marketing

Google Plus offers a variety of social media marketing features that are considered essential to know while going through the basics of Digital Marketing

1.   Circles: Helps marketers create groups or join circles of their likings
2.   Stream: Offers instant updates on selected contacts or groups
3.   Photos: Helps marketers upload photos
4.   Sparks: Lets marketers specify their area of interest every time they logged in
5.   Plus One: It is similar to Facebook's 'like button' through which you can express your opinion about any particular product or service
6.   Video Chat and Huddles: Helps you solve all the queries by using video chat facility that can be used to channelize live customer interactions while huddles allow marketers to conduct group chats.

Video Promotion

- Video promotions are amongst the quickest ways to reach your prospects. Visual effect creates more powerful impact on customer than print or digital text.
- Video promotion enables marketers explain the product more convincingly compared to any other medium.
- Social Media Marketing on "YouTube" help marketers turn their viewers into fans then fans into customers.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

- Video promotion also aids in getting a good rating because there is very less competition for video promotion pages.
- Attaching script with your video helps you gain maximum viewers. In addition, you can repurpose your video content into a presentation, transcription, screenshots as podcasts and images, and digital marketing PDF downloads.

3. Online Paid Advertising

PPC Ads

Online Paid Advertising, Pay per click advertising or PPC is another important digital marketing channel that you need to understand while going through introduction to digital marketing. In paid advertising, you need to pay each time a user clicks on your Ad. You need
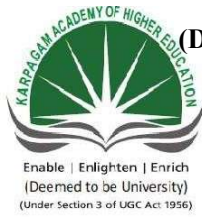
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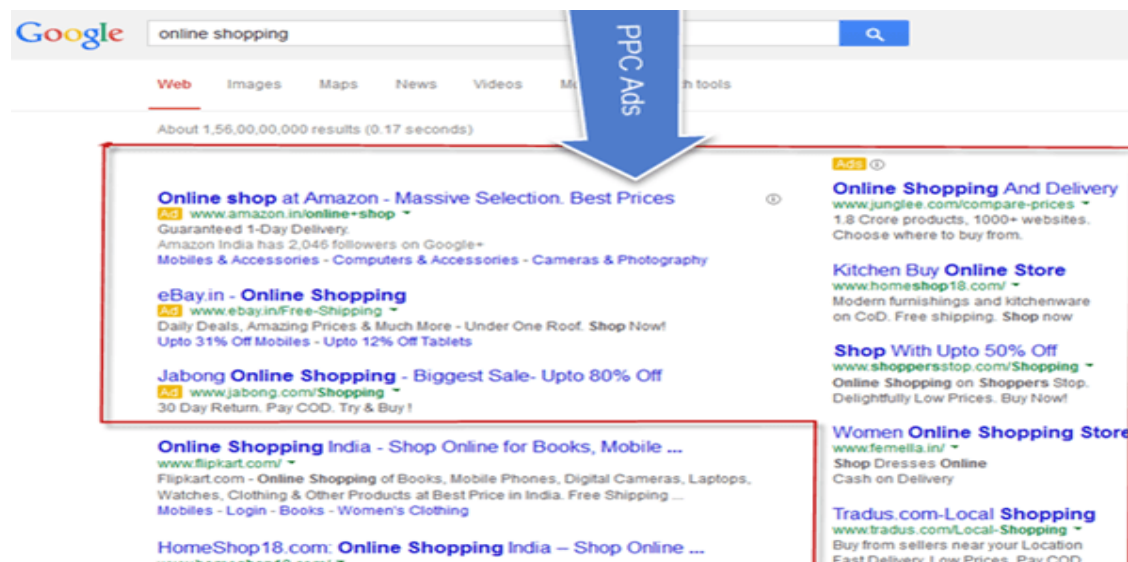**Department of Commerce**

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UNIT I – Introduction to Digital Marketing

to pay according to your bid amount and one of the most popular pay per click programs is

Google AdWords.

Google AdWords

- Understanding purpose of your PPC campaign
- Researching on target audiences
- Proper Keyword Research and conduction of A/B Testing
- Learning from your competitors' Ad copy before you make your own AdWords campaign
- Keyword grouping and Organization along with Ad groups creation and Management, etc.
- Click here to learn Google AdWords in 10 Steps.

Facebook Ads

- Facebook offers its users the unique facility of paid advertising to advertise their product or services on Facebook.
- Facebook offers different options like **Click to Website, Page Post Engagement, Website Conversion, Page Likes** kinds of Paid Advertising options

Twitter Ads

- Marketers can directly implement Twitter ads right into the timeline of Twitter that lets ads inherently fit in, and hence do not distract the viewer's experience.
- Twitter is considered incredibly competent through its promoting Ads and product. Some of the noticeable Twitter Ads are-
- Twitter new Ads arrival with Download options
- Ads with click to call button

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
**UNIT I** – Introduction to Digital Marketing

- Promoted hashtags, promoted account, promoted tweet
- Twitter Cards

4. Email Marketing, Mobile App Marketing & Web Analytics

Email Marketing

Email Marketing Process

Email marketing is one of the most pervasive and effective strategies to reach optimum users with least expenses. It is a type of direct marketing that utilizes email as a method for correspondence. Email marketing is a proficient approach to remain associated with the customers and in the meantime advancing your business and services. With email marketing, marketers can likewise track how much percentage of individuals has demonstrated enthusiasm for your item or administration. Proficient email marketing is considered as a superior approach for well-organized digital marketing campaigns. Here are a few advantages for email marketing-

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

- Permission-based list building, which is a making of an email list by giving a sign box to imminent email contacts and affirming their endorsement with a subsequent email.

- Campaign creation that is understood as the capability to organize and structure extensive volumes of e-mails by branding, subject and schedule

- Online reporting that offers the ability to track the sending of individual email campaigns, their bouncing rates and other related details.

- Rich content Integration that provides features like addition of graphics, audio, video, and test using templates along with drag and drop editor.

- List Management that offers the ability to organize, edit, segment, grow and manage a database of client e-mail contact details.

Mobile App Marketing

Mobile App Marketing Strategy

Growing prevalence of smart-phones makes mobile app one of the most important parts of 'digital marketing PDF'. While building your mobile App, below given are the important things you need to pay heed upon-
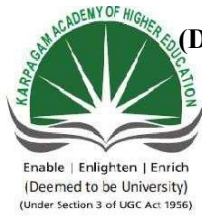
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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Introduction to Digital Marketing

- You need to optimize social media presence of your App by improving a steady social media following on different social networks like Facebook, Google+, Twitter, Instagram, Tumblr, etc.

- You should drive engagement across your mobile app by focusing your efforts on boosting ongoing engagement and keep updating fresh content to influence users have interest in your app.

- Another important factor is to increasing app store ratings that you ought to try, as this will drive a lot of traffic to your app.

- Ensuring a steady rise in app downloads is one of the important things you need to consider in mobile marketing. However, if your product is valuable, its download rate will automatically increase.

Web Analytics

Web Analytics Process

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Introduction to Digital Marketing

Web Analytics is the review, examinations, and reporting of a web information and data for motivations behind comprehension and enhancing web utilization. This strategy is helpful to quantify what numbers of individuals have gone by a site, and how frequent they have used the site or what course they have selected to reach your site. It is exceptionally helpful for marketers as they can make sense of it, which digital marketing strategy is effective, and which is most certainly not. This is thoroughly covered during introduction to Digital Marketing.

- Different Web analytics tools can be used to measure whether your site page is working effectively or not.
- Some of the most common Web Analytics tools are Google Analytics, IBM Coremetrics web analytics, Adobe site catalyst, IBM's Unica Netsight, Piwik, Yahoo marketing dashboard, Moz, etc.

SEO, Social Media, Paid Advertising, Email Marketing along with Mobile Marketing and Web Analytics are the pillars while making an introduction to digital marketing. In this introduction to online marketing, we tried to explain all these digital marketing channels in the most elaborative manner possible.

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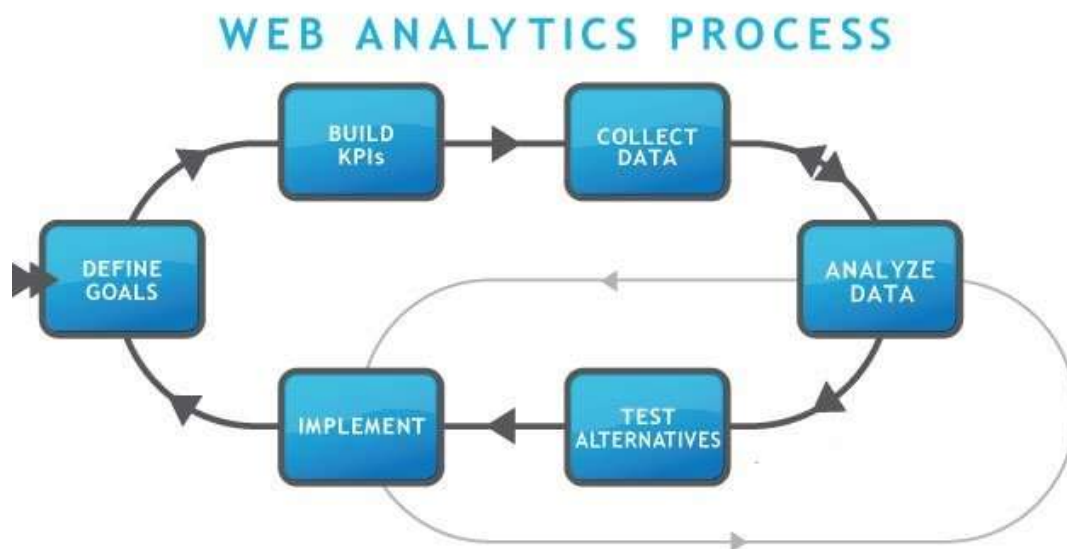**(For the candidates admitted from 2018 onwards)**
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SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)

UNIT 1

No.	Question	Option 1	Option 2	Option 3	Option 4	Answer
1	SERP _____	Search Engine Research Page	Search Engine Reach Page	Search Engine Result Page	Search Engine Reason Page	Search Engine Result Page
2	Organic search pages are clicked by _____ of people	30%	70%	75%	50%	70%
3	CPC _____	Cost Post Click	Click Per Cost	Cost Per Click	Click Pay Cost	Cost Per Click
4	SEO _____	Search Engine Optimization	Search Engine Operation	Search Engine Opening	Search Engine Organisation	Search Engine Optimization
5	ROAS _____	Reach On Ad Spent	Reach On Ad Search	Return On Ad Spent	Return on Ad Search	Return On Ad Spent
6	The number of times an ad is displayed in google search result is termed as _____	Click	CPC	Impression	Optimization	Impression
7	GDN _____	Google Display Neuron	Google Display Network	Google Design Network	Google Design Neuron	Google Display Network
8	CPV _____	Click Per View	Cost Per View	Cost Per Variable	Click Per Variable	Cost Per View
9	CPA _____	Click Per Acquisition	Cost Per Acuisition	Cost Per Ad	Click Per Ad	Cost Per Acuisition
10	The digital media industry in India would set to touch the _____ mark by 2020.	Rs.150 Billion	Rs.200 Billion	Rs.250 Billion	Rs.300 Billion	Rs.200 Billion
11	Digital Advertisement spending is growing at _____	23-28%	20-25%	28-32%	25-30%	23-28%
12	MMS _____	Mass Media Service	Mass Messaging Service	Multimedia Messaging Service	Multimedia Mass Service	Multimedia Messaging Service

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SUBJECT : DIGITAL MARKETING   SEMESTER : VI
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UNIT 1

13	Digital Media Advertising has created nearly _____jobs	1.25 lakhs	1.5lakhs	1.75 lakhs	2 lakhs	1.5lakhs
14	For every 1$ spent in email marketing , a return of _____ is generated	$30	$15	$38	$28	$38
15	Automated programs that search through the web are called _____	Crawlers	Spiders	Optimizers	Key Words	Spiders
16	Robots are automated programs sent to _____ the web in search engines	Delete	Crawl	Browse	Store	Crawl
17	Robots follow _____to gather information about pages.	Spiders	Titles	Hyperlinks	Host	Hyperlinks
18	URL _____	Uniform Resource Locator	Unique Resource Locator	Uniform Research Locator	Unique Research Locator	Uniform Resource Locator
19	_____ is a tactical document that takes the current situation of a particular organisation to set goals,determine strategy and means to accomplish them	DM Plan	DM Practice	DM Pricing	DM Policy	DM Plan
20	Social Media is a type of media where _____	There is a publishing and distribution of content	There is editor generated content	There is user generated content	There is only admin generated content	There is user generated content
21	Brand A gets sale of Rs. 1 lakh on spending Rs. 10,000 on Facebook while Brand B gets sale of Rs. 10 lakh on spending Rs. 2 Lakhs. Which Brand got higher ROI?	Brand A	Brand B	Both	none of these	Brand B

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT 1

22	Customers buy from stores and firms that offer the highest ____	value for the dollar	customer perceived value	level of customer satisfaction	company image	customer perceived value
23	Social media is a type of media _____	Where publisher content dominates	Where editorial content dominates	Where user generated content	None of these	Where publisher content dominates
24	What should be taken care of while creating interaction on social media?	Provide deals and discounts	Avoid platform issues	Avoid branding issues	Avoid platform and branding issues	Avoid platform and branding issues
25	A method of marketing by electronic mail wherein the recepient of the message has consented to receive it is called _____	Search Marketing	Internet Advertising	Permission-based email marketing	Social web marketing	Permission-based email marketing
26	_____ is used to encourage a first purchase, repeat business and close a sale	Price Leadership	Promotional Pricing	Freemium Pricing	Dynamic Pricing	Promotional Pricing
27	_____ is a form of digital marketing that describes the use of social web for marketing activities	Pay Per Click	Digital Asset Optimization	Social Media Marketing	Search Engine Optimization	Social Media Marketing
28	Expand PPC	Person Per Click	Pin Per Click	Pay Percent Click	Pay Per Click	Pay Per Click
29	Expand DAO	Digital Area Optimization	Digital Asset Optimization	Digital Analyses Operations	Digital Arial Optimization	Digital Asset Optimization
30	Expand SEO	Search Engine Operation	Search Engine Organisation	Search Engine Optimization	Search Engine Orientation	Search Engine Optimization

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT 1

31	Expand CTR	Click Technique Rate	Click Through Rate	Click To Rate	Click Transfer Rate	Click Through Rate
32	Expand SMM	Social Message Marketing	Search Message Marketing	Social Media Marketing	Search Media Marketing	Social Media Marketing
33	Having a high Quality Score means that the systems thinks	your landing page is irrelevant	your ad is relevant	your ad and landing page are relevant	your ad and landing page are irrelevant	your ad and landing page are relevant
34	Relevance is the most important factor in an ad's quality, and this is measured with a metric called:	CPM	Quality Performance	Quality Score	CPC	Quality Score
35	Ads are shown and positioned on a page based on_____	Daily Budget	CPM	CPC	Ad Rank	Ad Rank
36	Which of these options gives the correct meaning of "actual cost per click"?	The highest CPC amount that the advertiser can be billed, for keeping their ad in the top position	The approximate CPC amount that the advertiser could pay in order to keep their ad on the first page of results	The CPC guideline that is set in the budget tab of your account as a recommendation	The lowest CPC amount that is necessary in order for the advertiser to win the ads position on a page	The lowest CPC amount that is necessary in order for the advertiser to win the ads position on a page
37	Google Adwords tools can be used to improve _____	keywords	ROI	search results	updations	ROI
38	All the following are important decisions during the process of developing an advertising program EXCEPT _____	Setting Advertising objectives	Setting Advertising Budget	Selecting a target market	Evaluating advertising campaigns	Selecting a target market

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT 1

39	When the advertising objective is to build primary demand for a new product category _____ advertising will most likely be used.	Informative	Persuasive	Reminder	Comparative	Informative
40	Familiar products such as Coca-Cola are more likely to use _____	Informative	Persuasive	Reminder	Comparative	Reminder
41	_____ refers to branded software applications for mobile devices that customers use to access added value information whenever they want.	WAP Sites	Apps	IVR	Viral	Apps
42	Websites translated for wireless devices to access and download content and to display adverts are known as _____	GPS	IVR	WAP Site	Apps	WAP Site
43	The process of marketing accomplished or facilitated through the application of electronic devices or techniques is called as _____	Electronic Marketing	Interactive Marketing	Internet Marketing	Direct Marketing	Electronic Marketing
44	_____ is NOT an issue that marketers need to consider when using digital resources for marketing activities.	Jurisdiction	Disclosure	Ownership	Permissions	Disclosure
45	_____ is NOT a major considerations while using internet advertising to increase brand awareness.	Cost	Intrusive	Interactivity	Timeliness	Interactivity

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Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)

UNIT 1

46	_____ attempts to improve rankings for relevant keywords in search results by improving a website's structure and content.	SEM	SEO	SST	SFA	SEO
47	Which of the following element distinguishes mobile marketing from traditional marketing?	Location-based targeting	wide coverage	mass distribution	interest group setting	wide coverage
48	In the first ten years ,the web was heavily used as a static publishing and/or retailing channel known as _____	Web 2.0	Web 1.0	Web Publishing	Static Web	Web 1.0
49	Which of the following is NOT a type of digital marketing activity?	Email Marketing	Social Marketing	Print Marketing	Internet Marketing	Print Marketing
50	_____ occurs when the websites structure and content is improved to maximize its listing in organic search engine results pages using relevant keywords or search phrases	Paid Inclusion	Site Optimization	Contextual Search	Pay Per Click	Site Optimization
51	Fees paid by advertisers to online companies that refer qualified potential customers or provide consumer information where the customer ops in to being contacted by a marketer is referred to as _____	Lead Generation	Search	Rich Media	Social Media Marketing	Lead Generation
52	_____ makes information available to users in a manageable and meaningful way in response to a search	Banner ads	E-mails	Search Engine	Apps	Search Engine

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING **SEMESTER : VI**
SUBJECT CODE : 18CCP401 **CLASS : II M.COM(CA)**

UNIT 1

	query					
53	Current changes in behavious of customers clearly shows that _____ is taking over more an more of customer online searches	Social Media	Mobile	Internet Marketing	Blogs	Mobile
54	The form of advertising on social gathering websites and apps across all device types is known as _____	Social Media Advertising	Mobile Advertising	Internet Marketing	e-marketing	Social Media Advertising
55	A database of information that is maintained by human editors and lists websites by category and subcategory with categorization is known as _____	Search Engine	Search Optimization	Search Dictionary	Search Directory	Search Directory
56	The form of targeted advertising on websites with advertisements selected and served by automated systems based on the content displayed to the user is called as _____	Contextual Advertising	Direct Advertising	Targeted Advertising	Interactive Advertising	Contextual Advertising
57	The process of oursourcing a task or group of tasks to a large group of people is known as _____	Prosourcing	Crowdsourcing	Largesourcing	Outsourcing	Crowdsourcing
58	Marketing that moves away from a transaction based effort to a conversation is called	Electronic Marketing	Interactive Marketing	Internet Marketing	Direct Marketing	Interactive Marketing

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT 1

	_____					
59	How many SEO results are there on the first page of Google in default setting?	25	15	10	20	10
60	In response to a search by 10 people ,a variety of web pages are displayed. If three of them click a particular like _____ is the clickthrough rate	less than 30 percent	30 percent	more than 30 percent	cannot be specified	30 percent

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

Web Designing

Web Hosting

Web hosting is more than one thing. First of all, most hosts offer multiple service packages which may be wildly different in terms of price and what you get for it. However, one of the first and most basic decisions you have to make is to decide on one the different types of hosting. While there are different ways to distinguish web hosting offers (features, level of management), the most basic ways are to look at the technology used for the server. This makes sense because, as you will see below, that part also determines a lot of other factors like performance, security, scalability, and level of effort on your side. Because this makes such a difference, instead of looking at companies and prices first, you are better off focusing first on figuring out which of the different types of web hosting is the right kind for you. After that, you can still look at what's available.

The most common types of hosting: shared, VPS, dedicated and cloud hosting. So you know how to make the decision for yourself.

1. Shared Hosting – Best for Beginners

Shared hosting is exactly what it sounds like. With a shared hosting account, your site is located on the same server as a bunch of other websites. How many are a bunch? That really depends on your setup and hosting provider. However, it's not uncommon for a site to room with hundreds and even thousands of others.

Pros

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
**SUBJECT CODE : 18CCP401**   **CLASS : II M.COM(CA)**

UNIT I – Website

The biggest advantage of this option is that you also share the cost of a server with many people. If the hosting provider can put several hundred or thousand clients all on one server, it allows them to spread the operating cost among many parties. That's also why shared hosting is the most affordable. You can have it for as cheap as $2/month with the average cost in the $5-$10/month range. Great for people with limited funds and those just starting out. Aside from that, with a shared hosting account, you are usually completely taken care of in terms of setup. There is very little to configure so you can concentrate completely on building your website.
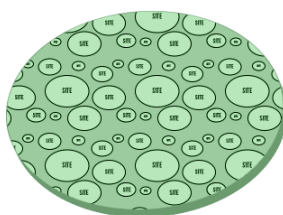
Cons

Sharing the server with many parties, however, is also the biggest downside of this arrangement. As mentioned, a server is a computer with resources like hard drive space, CPU speed, and RAM.

VPS VS SHARED HOSTING
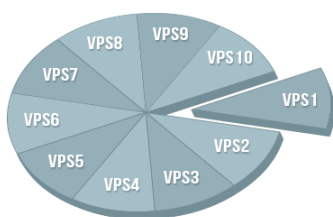
SERVER SPLIT INTO 10 VIRTUAL PRIVATE SERVERS   SERVER SPLIT INTO SHARED HOSTING ACCOUNTS

These resources are finite. Just like your laptop slows down when you run too many programs at once, so do these machines when they have too much to do. Since all websites on a shared host put a demand on the server's resources, you can run into problems if one of them is hogging all the processing power through increased traffic or faulty code. This leaves everyone else to

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

compete for the rest, leading to downtime (meaning your website is not reachable) or reduced loading speed.

It's a phenomenon called the "bad neighbor effect" and one of the main reasons shared hosting is the most problematic of the different types of web hosting. While many hosts actively try to avoid this scenario, it's a risk you take with this particular setup. After all, if each client is paying $5/month, is it really worth spending hours of support on a single customer? Not really.

Who Is It For?

So is shared hosting ever a good idea? Yes! It can be great for housing sites that don't get a lot of traffic (yet), static brochure sites, development and test sites, personal sites or other websites where uptime is not a huge bother. Shared hosting is also a great option if you are on a very tight budget. It allows businesses to create a web presence even if they are not in the best position to do so. As such shared hosting is an extremely important tool for equality on the web. Some of the most well-known hosts in this segment are Bluehost, Siteground, and InMotion Hosting. Recommended further reading: The 8 Best Cheap Web Hosting Providers

2. VPS Hosting – Next-Level Shared Hosting

VPS stands for Virtual Private Server. It is the most well-balanced among the different types of web hosting. A VPS server is still a shared environment, but the way it is set up is very dissimilar. While all sites on VPS share one physical server, it houses multiple, separate virtual machines. This makes it sort of a middle ground between shared hosting

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

and getting your own dedicated server.

Pros

VPS is a lot more reliable and stable than shared hosting. First of all, it is usually limited to 10-20 websites per server. This decreases the demand on the server in itself. However, the real improvement is that all resources are split evenly and no website is allowed to exceed its lot. Once you hit the limit of what is assigned to you, your site may go down but the others will remain stable. This is achieved via virtual machines that create a separation within the server. This simple addition mitigates most of the bad neighbor effect.

Another big benefit of VPS servers is that they provide more flexibility and allow you to customize your environment. On shared hosts, this isn't possible because it would change everyone else's setup as well. Since your account is contained within a virtual machine you can make changes without affecting others. Lastly, VPS is scalable. Since you are running a virtual machine that takes some percentage of the resources available on the server, increasing what is available to you is no problem at all. This is a great comfort to business owners who expect their sites to grow and flourish.

Cons

There aren't too many downsides for this type of hosting. The biggest thing is, of course, that it costs more than your lower-tier solutions. So, if you are on a tight budget, you need to find a solution that works for you monetarily. However, while the average VPS costs around $50/month (and can scale all the way up to $200) it is possible to get VPS from around $20/month. Plus, once you hit the higher echelons of this type of web hosting, you are probably making enough money to easily cover the costs.

KARPAGAM ACADEMY OF HIGHER EDUCATION
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Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

A second thing about VPS hosting is that with more configuration power also comes more responsibility. If you don't know what you are doing, it's possible to remove crucial files or software without knowing it. So, to really take advantage of it, you need to get educated.

Who Is It For?

If you have the money, we recommend you update to VPS as soon as possible. While it's more expensive, even the lowest tier is usually a lot better than any shared hosting solution. At the latest when you start getting decent amounts of traffic, should you make the move? However, be sure to check the details of what you are getting (setup fees, CPU power, memory, storage space, bandwidth) so you know it's what you need. Some well-known and respected VPS solutions are offered by inMotion Hosting and Dreamhost.

3. Dedicated Hosting – For the Big Leagues

As the name already suggests, dedicated hosting simply means this: you have a server all for yourself. This provides a host of benefits but also comes with quite a few downsides.

Pros

First of all, one of the main advantages of dedicated hosting is that it negates all bad neighbor issues simply because there are none. No other website can steal your resources, pose a security risk or cause other issues. This distinguishes it from the different types of web hosting we have discussed before.

In addition, since you get a computer all on your own, many companies allow you to customize it extensively. You may be able to choose the OS, the amount and type of memory and other hardware elements. This gives you a lot of flexibility.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT I – Website

Cons

Of course, this kind of setup comes with a cost. Renting a dedicated server isn't cheap. Prices start at $60/month and go all the way up to $350+/month. However, at the point that your business needs a dedicated server, you should probably be able to shoulder the costs.

In addition to that, you actually need to know quite a bit about computers and server technology. While there are managed dedicated hosting solutions you'll still need to do a lot on your own.

On the extreme side of things, you could get a completely unmanaged service where you would need to install the OS yourself, let alone all the tools needed to run a web server, provide security scanning, malware removal and so on. Alternatively, you can also hire a server admin. However, that brings additional costs to it.

Also, with a dedicated server, you are putting all your eggs in one basket. If its hardware fails, your site is out. In other arrangements, other modules can take over in case of failure or be replaced automatically. With dedicated servers, especially if you are monitoring them yourself, this could take longer.

Who Is It For?

Does anyone ever need dedicated hosting? That's debatable. In today's world with cloud VPS catching on, the need for having your own server is declining. Sure, it can take a lot more hits than a traditional VPS, however, in terms of scalability, it's nowhere near anything a cloud-based system could provide (more on that below).

Aside from that, a high-end VPS can be a lot cheaper than a low end dedicated server and also a lot more powerful. Don't be fooled into thinking that dedicated is a more advanced option just because you are the only person on the server. Look at the resources available to you instead, that's what really matters.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
<center>UNIT I – Website</center>

So, among the different types of web hosting discussed here, this one is the least likely for you to need. The only two times we would say you definitely should go for a dedicated server is if you have highly specialized needs in terms of hardware or you want a lot more control over your data's privacy than anywhere else.

Some of the best-dedicated hosts are LiquidWeb, GreenGeeks and PickaWeb.

4. Cloud Hosting – The Future of Web Hosting

Cloud hosting is essentially the same as VPS hosting in that you also have your site on a virtual machine.

However, instead of one physical server, your site is part of a whole network of computers from which it can pull all the power it needs dynamically.

This type of setup is becoming more commonplace. Some companies don't even call their service VPS anymore, the say Cloud or Cloud VPS.

Pros

One of the biggest advantages of cloud hosting is scalability. A traditional VPS can be scaled, but only to a certain point. It's limited by the capacity of the hardware it is on. On a server with 32GB of RAM, your site will never be able to access 64GB if needed.

This is not the case for a cloud-based system. Instead of partitioning one computer into several virtual machines, it combines several computers into a powerful virtual server that can then provide its resources on a need basis. However much your site requires, that's how much it can get.

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KARPAGAM ACADEMY OF HIGHER EDUCATION
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Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

In addition to that, you are also only billed for the resources you actually end up using. This can be a better solution than paying a fixed price for a dedicated server of which you never use the whole capacity.

This type of setup is also good for security reasons, particularly DDoS attacks. In those types of hacks, the server is overwhelmed by a myriad of parallel requests until it crashes. In a cloud network, you can spread those requests among many different computers and mitigate their effect much better than on any single-server system.

Cons

The main downside of cloud hosting is that costs are not always fully predictable. Many cloud hosting providers work with a mix of fixed pricing and pay-as-you-go fees. In case you experience traffic spikes this can increase your cost considerably. While that usually also means you are earning better and can, therefore, take the costs, it is something to keep in mind.

Who Is It For?
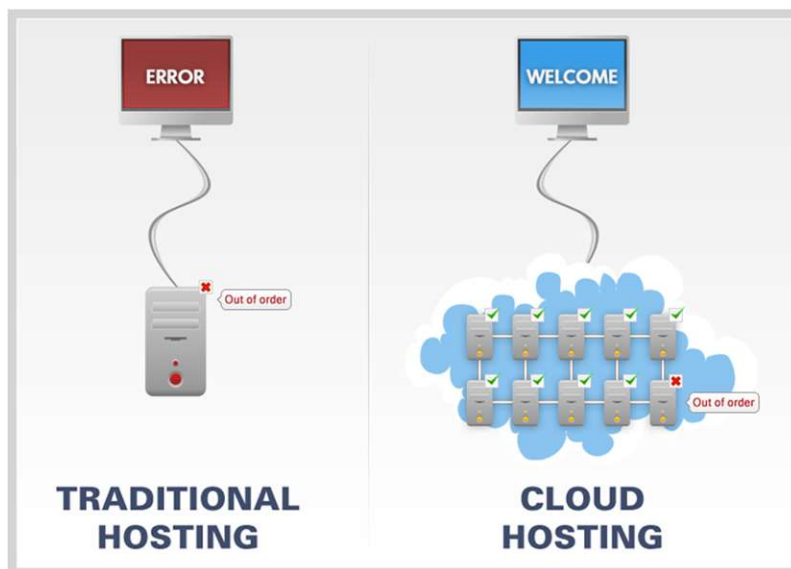
SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

Cloud systems are great if you want to be able to scale your website a lot further than traditional systems. In the future, it will likely replace shared and dedicated options as technology become more advanced. That said, at this point, it doesn't make a huge difference whether you look for VPS or cloud hosting. Many companies are replacing their regular system with cloud-based VPS anyway simply because of the benefits it offers to them as well. So, even if you go for simple VPS, you might be using cloud hosting without knowing. Some well-known hosts that provide cloud hosting are Dreamhost, Google Cloud Platform, Amazon Web Services, and Linode.

Website design

Serves primarily as an electronic brouchure, including current product and company information. Website is a door into a company and must provide inviting, organized and relevant content.

Steps for designing website

1. Chose the platform- content management systems (CMS) like Wordpress have made creating a website accessible to everyone.
2. Find a Domain Name (a website address like yoursitename.com) and a Host (a service that connects your site to the internet.
3. Set Up and Tweet the website
4. Choose a theme for your site
5. Add content and create new pages
6. Customisation
7. Install Plugins and Widgets to make designing more effective.

Website content

- Get to know the audience and target market

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

- Organise content across the website strategically

- Connect the content with search results

- Follow the basics of formatting on-page text for SEO.

- Don't underestimate the value of new article titles – choose a title that makes sense

- Tag the content wisely

- Use consistent formatting

- Utilise the value of your social reach

- Prepare to pivot – the final step to effective content is to measure, analyse and incorporate the results of your content engagement and feed this data back into the current content and search marketing strategy.

Advantages of using a website

- It is a low cost alternative to paper brochures or press release.

- Product information is easily updated in the web page.

- The web can reach new prospects who are searching for particular products.

1) What is WordPress?

WordPress is a free open source content management system (CMS) written PHP language and licensed under GPL.

It allows users to create dynamic websites from personal blogs to e-commerce. Wordpress's current stable version as on Sept 2019 of WordPress is 5.2.3. You can download it free without any cost from https://wordpress.org/latest.zip.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

2) What year was WordPress released?

First version of wordress is released in Year 2003

3) What are minimum requirements to run WordPress?

PHP 7 or greater

MySQL 5.6 or greater OR MariaDB 10.0 or greater

The mod_rewrite Apache module

HTTPS support(Recommended)

4) List some features of WordPress.

WordPress powers more than 28% of the web and this figure is not limited it rises every day.Everything from simple websites, to blogs, to complex portals and enterprise websites, and even applications, are built with WordPress.

Here are some of the features of WordPress.

It's Simplicity

Easier publishing tools

Search Engine Optimized

User Management

Media Management

Easy Theme System

Easy Extendability with Plugins

Multilingual Support

Easy Installation and Upgrades

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

Multilingual Support

Built-in Comments System

Custom Content Types

5) What is a plugin in WordPress? List plugin that comes with WordPress.

WordPress Plugins are a piece of code that contains one or more functions written to extend and add to the functionality of an existing WordPress website.

The core of WordPress is designed to be lean and lightweight, to maximize flexibility and minimize code bloat. Plugins then offer custom functions and features so that each user can tailor their site to their specific needs.

Below is the list of plugins that comes with WordPress installation.

Akismet

Hello Dolly

6) What is the difference between wordpress.com and wordpress.org

The difference is in who's hosting your site. With org, YOU host your website or blog. This is where you find the open source software to download.-com, THEY host for you.

7) Where is WordPress content stored?

WordPress contents are stored in MySQL database on Server.

8) What are the differences between Posts and Pages?

Posts and Pages are the two content types in WP.

Posts are timed and listed in chronological order with the latest posts at the top. Posts are meant to be shared and commented on.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

Pages are static are static content, so an about us, contact us page etc. They are permanent and timeless entries.

9) What are the types of hooks in WP and what are their functions?

There are two types hooks are available in WordPress, action hooks and filter hooks

They allow the user to, with short snippets of code, modify areas in a theme or plugin without modifying the original file.

10) What is an action hook?

An Action hook in WordPress is a hook that is triggered at a specific time when WordPress is running and lets you take an action. This can include things like creating a widget when WordPress is initializing or sending a Tweet when someone publishes a post.

11) What is a filter hook?

A Filter hook in WordPress allows you get and modify WordPress data before it is sent to the database or the browser. Some examples of filters would include customizing how excerpts are displayed or adding some custom code to the end of a blog post or headings.

12) How do you enable debug mode in WP?

You can enable debug mode in WP by editing wp-config.php file and changing WP_DEBUG constant value to true

13) What is a WordPress taxonomy?

In WordPress, a "taxonomy" is a grouping mechanism for some posts (or links or custom post types). There are four default taxonomies in WordPress they are

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

Category

Tag

Link Category

Post Formats

You are also free to create your custom taxonomies too.

Also, Read PHP Interview Questions

14) Is WordPress secure?

Yes. A WP website is completely secure. The error can come from downloading plugins and tools from an unauthorized source.

15) How many default tables are the WordPress, Can you list them?

There are 11 table in wordpress, they are

wp_options

wp_users

wp_links

wp_commentmeta

wp_term_relationships

wp_postmeta

wp_posts

wp_term_taxonomy

wp_usermeta

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

wp_terms

wp_comments

16) What is default table prefix for wordpress?

wp_ is default prefix for WordPress.

17) What are disadvantages of WordPress?

Use of multiple plugins can make website heavy to load and slow

Only utilizes PHP

Sometimes updates can lead to loss of data, so you always need a backup copy

Modifying images and tables are difficult.

18) What is the difference between installing and activating a theme?

When a theme is activated it's what's controlling your site, while an installed theme is simply part of your theme library and available to activate.

19) Which 'meta box' is not hidden by default on Post and Page screens?

Featured Image is the meta box that is not hidden by default on Post and Page screens.

20) What is the difference between the two URLs in General Settings? (Hint: WordPress Address AND Site Address).

The WordPress Address is where to look for WordPress files, while the Site Address is what will be used as the base for creating URLs for web pages.

21) What are Importers in WordPress?

In WordPress, Importers are plugins that provide the functionality to import a bulk XML file with any number of records. It enables to import Posts, Page, Custom Posts and Users data in an XML file.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

22) What do you mean by the custom field in WordPress?

Custom fields are also known as post meta. Post meta is a feature in WordPress which allows post authors to add additional information at the time writing a post. WordPress stores this information as metadata in key-value pairs. Users can later display this metadata by using template tags in their WordPress themes if required.

23) In WordPress, objects are passed by value or by reference.

In WordPress, all objects are passed by value.

24) What is the loop in WordPress?

The Loop is PHP code used by WordPress to display posts.

25) How can you disable comments in WordPress?

To disable comments in WordPress, Please follow below steps

Step 1: Login to your WordPress admin panel.

Step 2: Go to the Settings menu.

Step 3: Under Settings menu click on Discussion.

Step 4: Uncheck Allow people to post comments on new articles. checkbox

Step 5: Click on save changes button, you done

26) How to run database Query on WordPress?

WordPress's query function allows you to execute any SQL query on the WordPress database. It is best used when there is a need for specific, custom, or otherwise complex SQL queries. For more basic queries, such as selecting information from a table, see the other wpdb functions above such as get_results, get_var, get_row or get_col.

Syntax

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

```php
<?php $wpdb->query('query'); ?>
```

Read more from https://codex.wordpress.org/Class_Reference/wpdb#Running_General_Queries

27) List some action and filter hooks functions in WordPress?

Below are list of some Filter hooks functions

has_filter()

add_filter()

apply_filters()

apply_filters_ref_array()

current_filter()

remove_filter()

remove_all_filters()

doing_filter()

Below are list of some Action hooks functions

has_action()

add_action()

do_action()

do_action_ref_array()

did_action()

remove_action()

remove_all_actions()

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

doing_action()

28) What are the template tags in WordPress? List some of them.

In WordPress template tags are PHP functions that are used to display information dynamically or customize blog template.Below are the list of some generally used template tags in WordPress

get_header()

wp_register()

get_sidebar()

wp_title()

wp_enqueue_script()

get_the_author()

wp_list_authors()

category_description()

get_bookmarks()

Read More about WordPress template tags from https://codex.wordpress.org/Template_Tags

29) Function to get website url in wordpress?

get_site_url(); function is used to get website url in wordpress.

30) How will you display error messages during development in WordPress?

To display error messages in WordPress. Open WordPress wp-cofig.php file and change WP_DEBUG constant value to true

In WordPress, WP_DEBUG is a PHP constant (a permanent global variable) that can be used to trigger the "debug" mode throughout the website.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

31) List the Positive aspects of WordPress?

Following are the Positive aspects of WordPress:

In-built SEO system

Flexibility

Community

Easy theme system

Easy installation and upgrade

Easy and flexible publishing option

Multilingual is available in about more than 70 languages

Own data full control and no unwanted advert on your personal or commercial website.

32) What is a custom field in WordPress?

The custom field in WordPress is a meta-data that allows the user to store the arbitrary information in the WordPress post. Using the custom field, other extra details can be added to the WordPress post.

33) Mention the rules to be followed while developing the WordPress Plugin?

While developing a WordPress Plugin, the following rules should be followed step by step:

Create a unique name.

Create the folder of Plugin.

Create a sub-folder for PHP files, translations, and assets.

Create the main plug-in file and fill up the header information.

Create activation and de-activation functions.

Create an uninstall script.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

Create a readme.txt file.

In case of detecting the paths to plug-in file, use proper functions and constants.

34) Why is MySQL used in WordPress?

The following features of MySQL satisfy the use of MySQL in WordPress and make it easy for anyone to host their website.

The widely available database server

Extremely fast

Open source

Free of cost

Supported by many low-cost Linux hosts.

35) Does WordPress use cookies?

Yes, WordPress has cookies and uses them for verification purpose of the users while they log in.

36) Is wordpress.com more secure than wordpress.org?

Yes, wordPress.com is considered to be more secure than WordPress.org because it limits the themes and does not allow the installation of plugins. But, the security is, however, more dependable on how your website is hosted by the hosting company and also the steps they take to prevent the security problems.

37) Why is a static front page used in WordPress and how can you create one?

Some users want their WordPress installation to be more than a blog. In order to give their page a look like a real website, the users tend to use a static front page. The static front page in a WordPress can be created in the page section, where the user has to upload a PHP file to the

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

server in the theme folder.And, then later select that is selected as a template, and that ultimately allows you to add any page and look that you wanted for your blog and will remain static.

38) Which is the considerably best multilingual plugin in WordPress?

WPML is the best multilingual plugin for WordPress.

39) List the essential features you look for a theme?

The theme selection varies according to the requirements of the user. But an ideal theme would be something that does not restrict the use of number pages, static homepages or plug-ins.

40) What is a child theme?

The extension of a parent theme is a child theme. In case you make changes to the parent theme, then any update will undo the changes. When working on a child theme, the customizations are preserved on an update.

41) Can you list any other CMS better than WordPress?

No doubt that WordPress is a good CMS, but there are some other best CMS as well that the user can work with too, like Drupal and Joomla.

42) Are there any limitations in WordPress?

Of course, not, there are no limitations to use WordPress.It can be used for innumerable purposes like membership site, photo gallery, e-commerce site and any other site you can think of. The website is created with the same HTML codes as any other site, so there are no limitations on the website either.

43) What do you do when your WordPress website is hacked?

Below are the basic steps that can be taken when your WordPress website is hacked

Install security plugins like WP security

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

Re-install the latest version of WordPress

Change password and user-ids for all your users

Check if all your themes and plug-ins are up-to-date

Uninstall all plugins that are downloaded from untrusted places

44) How safe is your website on WordPress?

WordPress is safe to operate, but it is suggested to keep yourself updated with the latest version of WordPress in order to avoid hacking.

45) What is usermeta function in Wordpress?

The user metafunction is used to retrieve the metadata of users. It can return a single value or an array of metadata.

Syntax is: get_user_meta(int $user_id, string $key = '', bool $single = false)

User id is the required user id parameter

Key is the optional parameter which is the meta key to retrieve. By default, it returns data for all key values. Single is an optional parameter that tells whether the single value will return. By default, it is false.

Thus, Wordpress is free open-source content management system written in PHP.

Quick Questions About Wordpress

Wordpress is written In   PHP Programming Language

Wordpress is aPHP based Open source Content Management System

Wordpress is developed By   Matt Mullenweg and Mike Little

Wordpress Supports   Unix-like, Windows, Linux operating Systems

Wordpress Dependencies   PHP 7 or above, HTTPS, Mysql or MariaDB, Nginx or Apache with mod_rewrite module

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT I – Website

Wordpress Licence   GPLv2+

Wordpress Current Stable release   5.3

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT II

No.	Question	Option 1	Option 2	Option 3	Option 4	Answer
1	There are _____ common types of web hosting	2	3	4	5	4
2	When the website is located on the same server as a bunch of other websites it is called _____	VPS	Shared Hosting	Dedicated Hosting	Cloud Hosting	Shared Hosting
3	VPS stands for _____	Virtual Private Sharing	Virtual Private Server	Virtual Private Service	Virtual Private Section	Virtual Private Server
4	VPS is limited to _____ websites per server	1 to 10	10 to 20	20 to 30	30 to 40	10 to 20

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT II

5	The most well balanced type of web hosting is	VPS	Shared Hosting	Dedicated Hosting	Cloud Hosting	VPS
6	_____ is best suited for Sites that don't get a lot of trafic.	VPS	Shared Hosting	Dedicated Hosting	Cloud Hosting	Shared Hosting
7	What is a quick way to check if your landing page is affecting your Quality Scores?	From AdWords Keyword Planner	Run a Keyword Performance Report	Run a Keyword Search Term Report	From the Keywords Status field in the Keywords Tab	From the Keywords Status field in the Keywords Tab
8	Keywords could be between	5 to 50	10 to 100	1 to 10	not required	5 to 50

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT II

9	The first page that you encounter after logging into your web page in wordpress is called _____	Dashboard	Security Question Page	WP upgrade option	WP Admin	Dashboard
10	You can use wordpress for _____	Attend Word Camp	Editthe Codex	Help in the forums	All of these	All of these
11	WordPress can be used to _____	Arcade	Blog	CMS	All of these	All of these
12	If the client is working on a non-CMS base project he is recommended to use	TRUE	FALSE	Cannot be justified	Cannot be determined	FALSE

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT II

	WordPress				
13	The relational database Wordpress uses is _____	Oracle	MySQL	PostgressSQL	MS SQLServer	MySQL
14	_____ is the best strategy to yield search engine rankings, by leveraging several domains owned by you.	Pagination	Cross Linking	Cloaking	Interlinking	Cross Linking

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)

UNIT II

15	Which of the following statement is true in relation to Wordpress blogging?	It is a social Media Platform	It is not a social media Platform	It is totally a paid site	It reaches every individual using wordpress	It is not a social media Platform
16	One campaign shows a very high number of clicks, but a very low conversion rate for a specific placement. Without changing the network settings or ad group contents, the	Lower bids in affected ad groups	Move affected ad groups to a different campaign	Exclude the site using the site exclusion tool	Pause affected ad groups	Lower bids in affected ad groups

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SUBJECT : DIGITAL MARKETING **SEMESTER : VI**
SUBJECT CODE : 18CCP401 **CLASS : II M.COM(CA)**

UNIT II

	advertiser could					
17	Which of the following is a primary reason for businesses to do audience aggregation?	Engage potential customers over long term if they are not ready to buy yet	To increase traffic on the website	Online Reputation Management	CSR Activity	Engage potential customers over long term if they are not ready to buy yet
18	Ancor text is _____	words that are hyperlinked	title of the page linked	heading of the page link points to	text of the linked page	words that are hyperlinked
19	Source (s) to check IP & Domain Reputation Scores is/are	www.who.is	www.senderscore.org	www.whatismyipaddress.com	All of these	www.senderscore.org

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT II

	_____					
20	Abreviate CSS _____	Cascading Style Sheet	Costume Style Sheet	Cascading system Style	None of the above	Cascading Style Sheet
21	Which of the following protocol is not used in the internet?	Telnet	WIRL	HTTP	Gopher	WIRL
22	_____ is used for the largest heading	H3	H1	H6	H5	H1
23	The format for using hyperlink in HTML is _____	<reff = abc.com>				
24	The output of an HTML document	Word Processor	Notepad	Web Browser	Desktop	Web Browser

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT II

	can be viewed in _____					
2 5	Expand ISP	Internet System Protocol	Internal System Program	Internet Service Provider	Internal Service Provicder	Internet Service Provider
2 6	The tag used for numbered list is _____	<OL></OL>	<UL></UL>	<NL></NL>	<LI></LI>	<OL></OL>
2 7	The tag used for bulleted list is _____	<OL></OL>	<UL></UL>	<BL></BL>	<LI></LI>	<UL></UL>
2 8	The Title tag must be within _____	Title	Form	Header	Body	Header
2 9	HTTP _____	Hyper Text Transfer Protocol	Hyper Text Transfer Package	Hypenation Text Test Program	Hypenation Text Transfer Package	Hyper Text Transfer Protocol

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SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)

UNIT II

30	HTML _____	Hypertext Markup Language	Hypertext Marking Language	Hypernation Text Markup Language	Hypenation Text Marking Language	Hypertext Markup Language
31	The correct HTML for adding a background color is _____	<body color="yellow">	<body bgcolor = "yellow">	<background = yellow>	<bgcolor yellow>	<body bgcolor = "yellow">
32	To insert a blank line in HTML _____ is used	Shift+ Enter	 tag	<Break> tag	<Blink> tag	 tag
33	HTML tags are case sensitive	TRUE	FALSE	Sometimes True	Not Applicable	FALSE
34	The HTML tag used to make a text bold is ____	<b>	<bold>	<bb>	<bd>	<b>

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SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)

UNIT II

35	To merge two or more rows in a table _____ can be used	Rowmerge	Rowspan	Colmerge	Colspan	Rowspan
36	For playing a soundtrack in the background _____ tag can be used.	<backgroundsound>	<bgsound>	<sound>	<soundtrack>	<bgsound>
37	_____ tells the browser that it's the end of the HTML statement	<	>	\	/	/
38	Navigating from one page to other in HTML is done with the	Navigators	Hosters	Hyperlinks	Social Media	Hyperlinks

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT II

	help of _____				
39	Expand URL _____	Uniform Resource Locator	Unique Resource Locator	Uniform Resource Location	Unique Resource Location	Uniform Resource Locator
40	The internet uses the _____ as the protocol engine	SLIP	HTTP	TCP/IP	PPP	TCP/IP
41	_____ protocol is used for e-mail services	SMAP	SMTP	SMIP	SMOP	SMTP
42	In order to upload a HTML file to a web server _____ is used.	HTTP	SMTP	SIP	FTP	FTP

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT II

43	Expand FTP	File Transfer Protocol	File Transfer Packet	File Transfer Process	File Transfer Password	File Transfer Protocol
44	Robots.txt is used to	control spider activity on server	block the site	redirect the site	all of these	control spider activity on server
45	Default font size in HTML is _____	2	3	4	5	3
46	_____ provides details of search engine specific HTML markup that all major search engines have agreed upon.	Searchmark.com	Schema.org	Markup.net	Engine.net	Schema.org
47	The number of character	120	250	70	100	70

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT II

	s recommended for Title tag is ____					
4 8	The widely used plugin to create ecommerce sites is _____	WooCommerce	GoDaddy	YoastSEO	WP Forms	WooCommerce
4 9	Drag and Drop contents areas in Wordpress are called _____	Widgets	Plugins	Conversions	Tabs	Widgets
5 0	Wordpress displays in US English by default, but is capable of being used with _____	UK,Canadian, Australian and US English	Any Language	All Languages that do not contain accents and symbols	All Languages with North America and Asia	Any Language

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT II

—					
51	Wordpress is an example of what type of software?	Proprietary	Linux	Windows	Open Source	Open Source
52	What is another term for HTML editor within WordPress?	Text Editor	Loop Editor	StepUp Effects	Visual Effects	Text Editor
53	Wordpress is written in _____ programming language	Java	PHP	Ruby on Rails	Python	PHP

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT II

54	Themes can add which of the following to wordPress?	Additional CMS capabilities	Settings	Functionality	All of these	All of these
55	Installing WordPress themes needs _____	HTML Language	Java Coding	SQL	No additional knowledge	No additional knowledge
56	New themes can be chosen from _____ of the Dashboard section	Plugins	Settings	Widgets	Appearance	Appearance
57	Which of the following files are mandatory for a WordPress theme?	Header.php	Style.css	Functions.php	Page.php	Functions.php

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT II

58	What can widgets do with supported themes?	Spell check your blog posts	Change the colors and fonts of the theme	Add content to your sidebars	Place videos in the body of your sidebars	Add content to your sidebars
59	The default user role is reqired to activate a new theme is _____	Contributor	Author	Adminstrator	Editor	Adminstrator
60	When you install a theme in WordPress, it will be saved in _____	wpincludes	wpadmin	wproot	wpcontent	wpcontent

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Throughout centuries, marketing always remained customer centric, the way of delivering services and product has changed but the strategies remained same. Technologies did bring revolution in all fields and marketing is no exception, from print media to digital media. The rapid growth of digital marketing is the direct consequence of penetration of internet and social media sites.

Unlike traditional marketing method you don't have to go door to door to convince people how good your product is, instead the 'likes' in Facebook and 'followers' in twitter does this job.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Digital Marketing revolves around four things

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(For the candidates admitted from 2018 onwards)
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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

- Social Media : Interact with your customer base using social sites like Facebook and twitter. Use it as a support channel, Launchpad for new products , announce discount and exclusive coupons to drive sales

- SEO: SEO or Search engine optimization is a technique that allows a site to get more traffic from search engines like Google, Microsoft, Yahoo etc. It is divided in two categories, off page SEO and on page SEO

- Content Marketing: The goal of Content marketing is to retain and attract customers by consistently creating valuable and relevant content with the intention to engage targeted audience in order to drive profitable customer action. Content marketing is valuable for companies as information people find online impacts their purchase decision.

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(For the candidates admitted from 2018 onwards)
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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

- Advertising: Online Advertising has multitude of benefits over traditional advertising and the chief difference is targeting.Most of the online marketing platforms accept banner/text/rich media ad formats which are billed in three ways CPM (Cost for Thousand) , CPL (Cost per lead) and CPC (Cost per Click). In CPM, the advertiser pays for each 1000 ad views that the ad gets, while CPC is the amount of money that is paid by advertiser to search engines for a single click on its advertisement that brings one visitor to its website. For every click the advertiser pays to search engines and online publishers. Another form of advertising is Cost Per Lead, in which the advertiser pays for an explicit sign up from an interested consumer who is interested in the advertiser's offer

Search Engine Optimization - SEO Tutorial

What is SEO?

SEO is the process of improving the structure, content and organization of your site to the Search engines can index them correctly. It also involves doing promotional activities to boost your search engine rank

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Before we look into this any further, let's first understand -

How Search Engine Works?

Almost every Search engine does the following *Spiders or Web Crawling, Indexing & Displaying*.

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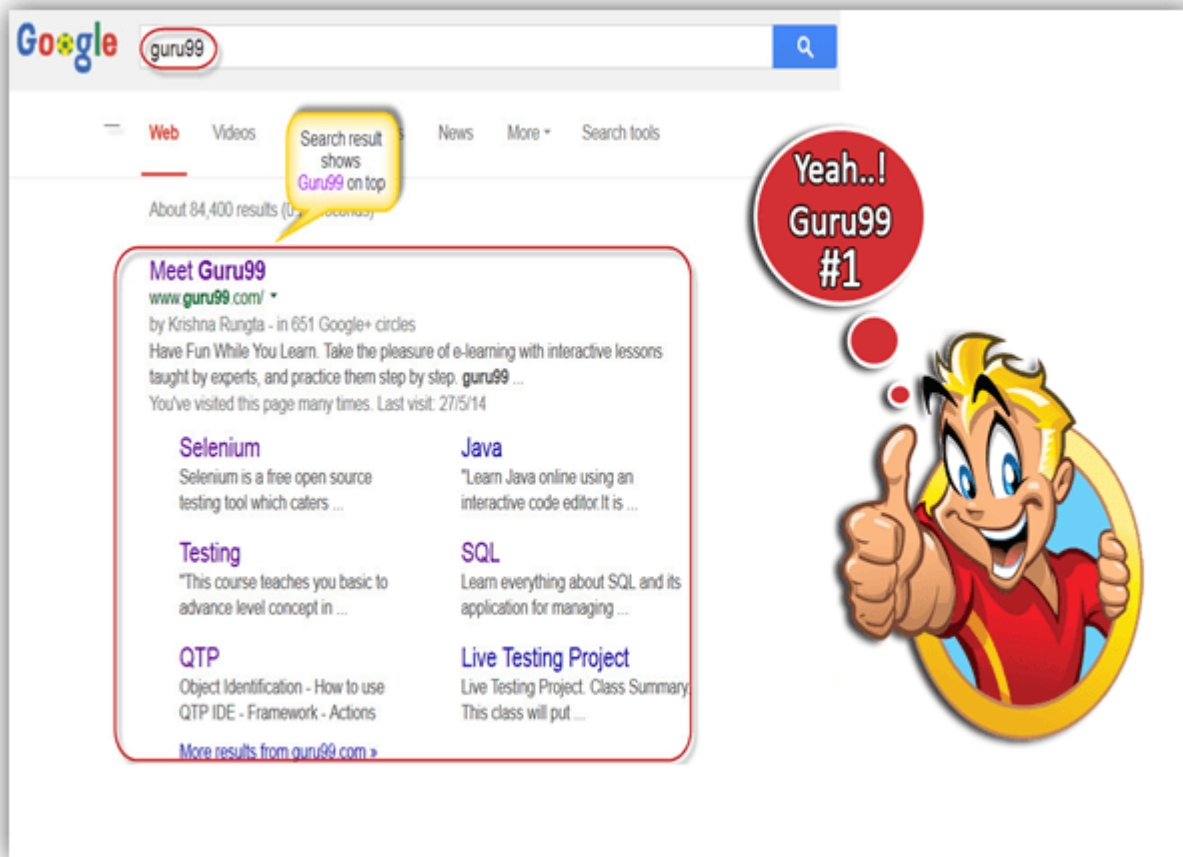**Department of Commerce**

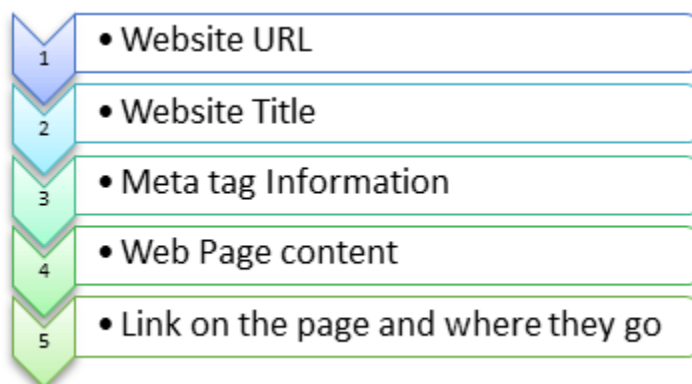**SUBJECT : DIGITAL MARKETING**   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

- **Spiders & Crawlers**: Spiders crawl over the web in search of content (Hence the name Spider). Once they finish scanning and identifying the relevant content, they copy the searched content and store it in a search engines *database*. While they are scanning one web page, they make note of links to other web pages from this page and later scan the linked web pages as well & this process keeps going on for all webpages. (For example : Page A links to Page B which in turn links to Page C. Here, Page A,B,C will be stored as well as any page which is linked from Page C) .

Web Crawler will collect the following (not limited to) information from a web page -

1	• Website URL
2	• Website Title
3	• Meta tag Information
4	• Web Page content
5	• Link on the page and where they go

- **Indexing:** Now that website information is stored in Search Engines Database, how will it know which page to put on top of search results and which on last ? Enter Indexing.

Ranking is done based on **keywords**.

As the engines crawl and index the contents of pages around the web, they keep track of those pages in keyword based indices. The search engines have millions and millions of smaller databases, each centred on particular keyword term or phrase.

Next question, how does the search engine know which keyword to rank a page for? To determine so the search engine looks into the content of the page, Page Title , Page URL and other factors

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
**UNIT III – Online Marketing Tools**

Next question, suppose there 20000 Webpages each catering to the same keyword say football. How does the Search Engine determine which Page to display as # 1 , # 2 and so on… Enter Search Engine Ranking Factors which considers Domain Age , Domain Trust , Topicality , Number and relevance of external pointing links to the page , social signals and many more. This will be covered in detailed later in the tutorial

- **Displaying:** The last step in search engine activity is retrieving the best matched results for search queries, which is displaying the search result in browser.

Role of Keywords in SEO

Keyword is actually the key to SEO. Keyword is what a person or user enters into a search engine to find specific information.
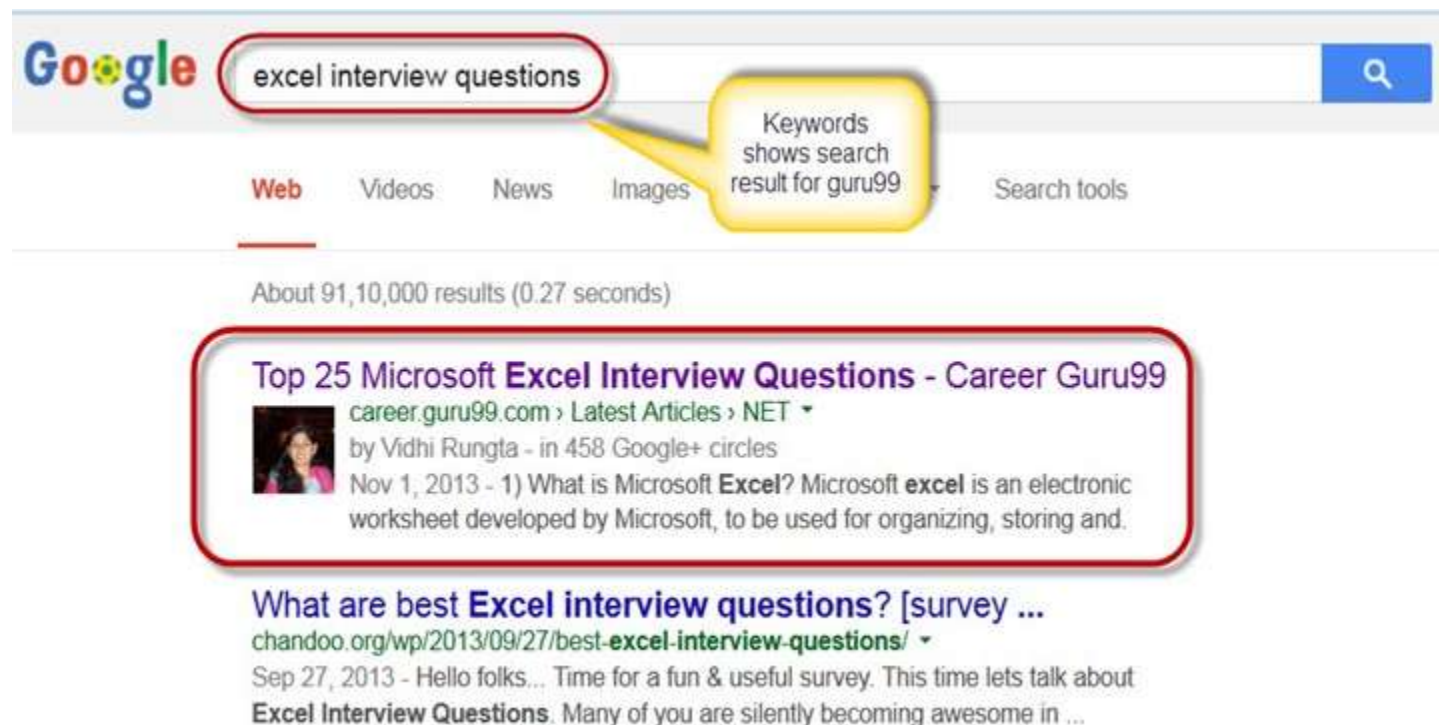
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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Keywords form part of a web page's metadata and help search engines to match page with an appropriate search query.

- **Keyword Density**

Often it is misunderstood that by including more keywords which describe your website can eventually help search engine to bring your website on top. Infact, more keywords sometimes get you penalized for "spamming "or keyword stuffing. So, using keyword wisely from SEO point of view becomes mandatory. So what is the ideal frequency of Keyword? It is believed that for best result, keyword density should be 3-7% for the major and 1-2 % for minor key words.

- **Keywords in Special places, Page titles & Headings**

It is imperative where your keyword exactly appears on your web page. It counts more if you have keywords in the "page title, the headings, the paragraphs" especially in URL. For instance, if your competitor's web page has same number of keyword as your webpage but if you have included the keywords in your URL then your webpage have more chances to stand out than your competitor.

Placing the keywords in the "Title of the page" or "Heading tags" is considered the best place to put your keywords. The reason behind is that the search engine looks first for the keywords in your "Title tag" and then in "Heading tag". The standard title tag keyword is around 70 characters max.

In order for a title tag to be most effective, it needs to be supported in other areas of each web page like the "headline". Your headline should be the largest headline on the page rich with primary keywords, you can also include secondary keywords in your headline. There is no limitation for headline length, but still preferred around 7- 8 words length. For keywords there are some set criteria for best result as shown in table below.

Keywords	Criteria for best SEO result

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

• Keywords in URL	• First word is best position for keyword in URL
• Keywords in Title tag	• Keywords should be in beginning of title tags, 10- 60 characters , no special characters
• Keywords in description meta tag	• Show theme less than 200 characters
• Keywords in Keyword meta-tag	• Show theme less than 10 words
• Keyword density in body text	• 5- 20 % of the content
• Keywords in Headlines	• Use Hx font style tags appropriately

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(For the candidates admitted from 2018 onwards)
Department of Commerce

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Word Stemming

Search engine like Google, uses word stemming for search query. Word stemming allows all forms of the word- singular, plural, verb form as well as similar words for a given search query. For example if someone search for "Mountain **track**" it will retain search result with all variation of that phrase like "Mountain **tracking**", "Mountain **trackers**" and so on.

Ranking and Ranking factors

Meta-tags: one of the earliest method to optimize the website high in result was to offer Meta data to the search engines. Meta data is nothing but the data about the data found on that page.

There are two important meta-tags or meta-data

- **Meta description**

- **Meta Keyword**

Both **Meta keyword** and **Meta description** can contribute to your search engine ranking. The meta description tag is intended to be a brief and concise summary of your page's content. The limitation for meta-description is about 170- 200 characters, writing a unique description for each page of your site. Meta description format would look something like this

<meta name="description "content= "Brief description of the contents of your page.">

Example:

Meta-description for website "guru99"

<meta name="description" content="Discover free online tutorials on Guru99.com to get ahead in your career. Start taking advantage of online learning today itself" />

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

While meta keywords format would look something like this

<meta name="keywords" content="keywords, keyword, keyword phrase,etc.">

Example:

Meta-keywords for website "guru99"

<meta name="keywords" content = "free online education,SAP testing, etc.">

Link Building

On Page & Off page Optimization

SEO optimization is primarily classified into two sections *on page optimization* and *off page optimization.*

Positive Off Page Optimization

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Off page SEO is the process of boosting your search engine rankings by getting external links pointing back to it. The more and better links you can get to your webpage, better it will rank in search result

A quality backlink is considered good from the search engines point, and has the maximum effect on your off page SEO. A quality backlink has properties like

1. Incoming links from high page rank web page

2. Use different anchor texts

3. Dofollow or Nofollow links

4. Getting backlink from similar niche blog or website

5. Avoid black hat SEO

6. Good Domain Authority

7. High Trust

8. High Relevance in the subject matter of the linking and destination domains

9. Site Age- Shows site stability

What you should NOT do for Negative off page

- Link Buying : If you get caught penalty is huge

- Cloaking: Try prevent cloaking (representing different page to search engine than your original web page)

- Domain Hi-jacking: It is when someone takes your domain away or misuses your domain without your knowledge by changing the registration of the domain name. Never do this , it's a criminal offence.

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- Other Black Hat Techniques

Positive On Page Optimization

On page optimization directly deals with the content and structure of the website. On page optimization focuses on

1. Unique title tags and Headlines

2. Keyword frequency in the

- URL

- Body Texts

- Headings

1. Synonyms

2. Copywriting

3. Adding description to images

4. Good Internal Navigation

What you should not do for Negative On Page

- **Avoid negative over optimization penalty (OOP)** by not repeating keywords very very frequently

- **Link to a bad neighborhood** : Do not link to link Farms or any other site with bad page rank

- **Avoid Poison words**: The word "link" is considered poison words or stop words in a title tag. There are many other poison words that you should avoid

- **Avoid stealing text or images** from other domains

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- **Avoid Excessive cross linking**

- **Avoid re-directing users to another page through refresh meta-tags,** don't immediately send your visitor to another page unless he/she clicked on

For best SEO result for your site always regularly maintain it, as you won't rank as high in search engines, if your site is slow or has broken links.

Google Panda

Google panda is a Google's search results ranking algorithm, it aims to lower the rank of "low quality sites" or "thin sites" and return higher quality sites near the top of the search result. In other words it does the verification of "content" of the websites.

How to escape the Panda's Claw

1. Try to avoid link building with those sites which is already ranked as low quality website

2. Watch out for sites that are peppered with Google ad sense

3. Avoid sites with little or no moderation, especially those sites which accepts your comments or blog quickly for their websites

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Google Penguin

Another algorithm update from Google is "Google Penguin" which penalizes those sites that breach Google's webmaster guidelines set by the search engines. This programme is specifically designed to target those sites that practice black-hat SEO techniques like keyword stuffing, duplicate content and bulk link building to name a few. Penguin does not damage the site unless spammed for too much keyword.

How to get away from Penguin's Pecking

1. Remove all links from guest blogging network

2. Remove links from spam sites

3. Remove all exact match anchor links

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4. Remove all optimized anchor links

5. Nofollow Guest Post links

SEO Audit and Link Removal

SEO Audit and link removal is very important for running your website successfully, as search engine modifies their algorithm from time to time. For success of your website, it is necessary to keep pace with their current guidelines and requirements of search engine. To ignore link audit may put your website at high risk.

For link audits and link removal many online tools are available like**,** Google webmaster tools, MOZ , Open Site Explorer , Majestic SEO etc. It will scrutinize 'backlinks' and provides some helpful metrics like

• Specific URLs that link to your site

• The pages on your site that each of these URLs link to

• Anchor text used by each incoming link

• Whether each incoming link is follow or no-follow

While removing low quality links, you have to be careful as some of them may be highly relevant to your website and come from websites on the upswing. In future they might become an important source of traffic.

What are the characteristics of a *'bad links'*

• Links with the same anchor text coming from multiple sites

• Links from sites that are unrelated to your niche

• Links from low traffic and low PR (Page Rank)

• Links from articles directories or sites that look like link farms

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- Links from link exchanges

- Paid links

- Links from sites that are not in the Google Index

- Spammy links in blog comments

In case the site owner does not remove bad links from your website, then you can use Google's disavow tool. This disavow tool will remove bad links.

This disavow tools are applicable in condition like

- When you get a manual action

- Webmaster won't remove the bad links to your site or charge you to remove them

- When you see links pointing to your site you do not want to be associated with

- When you are worried about negative SEO

- You see links pointing to your site you do not want to be associated with

- You saw a link bomb attack and are afraid it might hurt your site

- You are afraid someone will submit a spam report for you

- You see your ranking dropped and you think it has to do with an algorithm Google ran, example: Penguin algorithm

Social Media Marketing: Tips and Secret

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Social Network Marketing is about using social media sites as marketing tools for the optimization of revenue or increasing brand exposure. Social Media Marketing use strategy like SMO (Social Media Optimization), it can be done in two ways

a) Adding social media links to content such as sharing buttons and RSS feeds

b) Promoting sites through social media by updating tweets, blog post and statuses

Social Media Marketing helps a company get direct feedback from customers, social websites like Twitter, Facebook, Instagram, Myspace, Linkedln and Youtube which have had significant contribution in social marketing in last couple of years. The success of social media in marketing is due to very "Personal" interactions between the user and service renderers.

FaceBook Marketing

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Face book features are more detailed than other social networking sites. They allow a product to provide photos, videos, longer description option and testimonials as other followers can express their opinion on the product page for others to see. Facebook can link back to the products twitter page as well as send out event reminders. This can be done by connecting to various groups or business groups of your field on Facebook, admin page and direct message to admin for site promotion. You can also create your own personal page where you can upload videos or website information for example, here we have "Guru 99" Facebook page, which has reached many e-learners through Facebook.

Next you can also make a group or join a group of your liking, for example if you are a computer geek and searching for a java computer group then you can join a Java group where you ask questions pertaining to java or share any information related to Java with your group.

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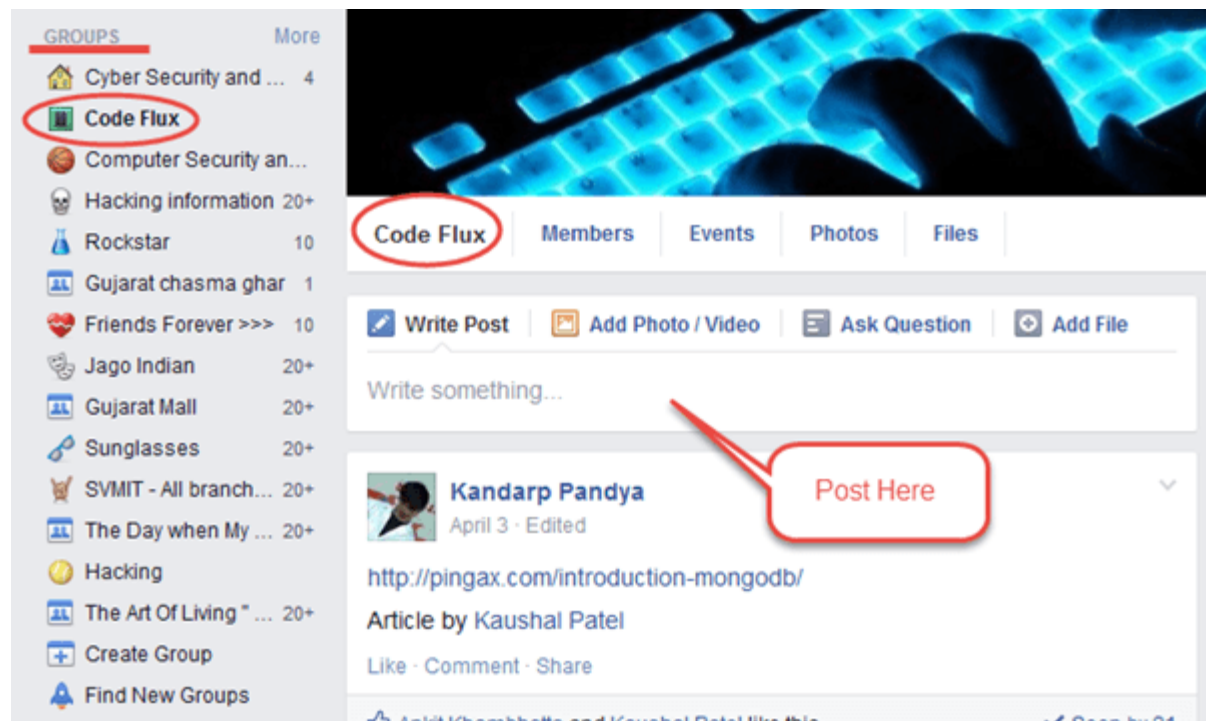
To facilitate social media marketing and to manage posting of messages on regular basis on social sites, automated scheduling tools are used. *Hootsuite* is one such tool, which gives users extended facility for automating and scheduling messages, monitoring conversation and track result across multiple networks. For example, here it is shown how different tutorials are set and scheduled for website Guru99.

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Twitter Marketing

It's a micro blogging service that allows sending and receiving message from customers. This can help business people to contact and communicate with peer group and to their customers. You can create your personal page in twitter as well, and can upload your site and share information related to site on twitter.

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Twitter is a great tool to reach out new customers/clients without invading their privacy

LinkedIn Marketing

LinkedIn connects professionals from various backgrounds and provides an opportunity to expand business by connecting business professional. Through the use of widgets, members can promote their product or website directly to their clients. **"Company Page"** is one such feature in linkedin which acts like a business resume for your client to get a quick overview about your business.

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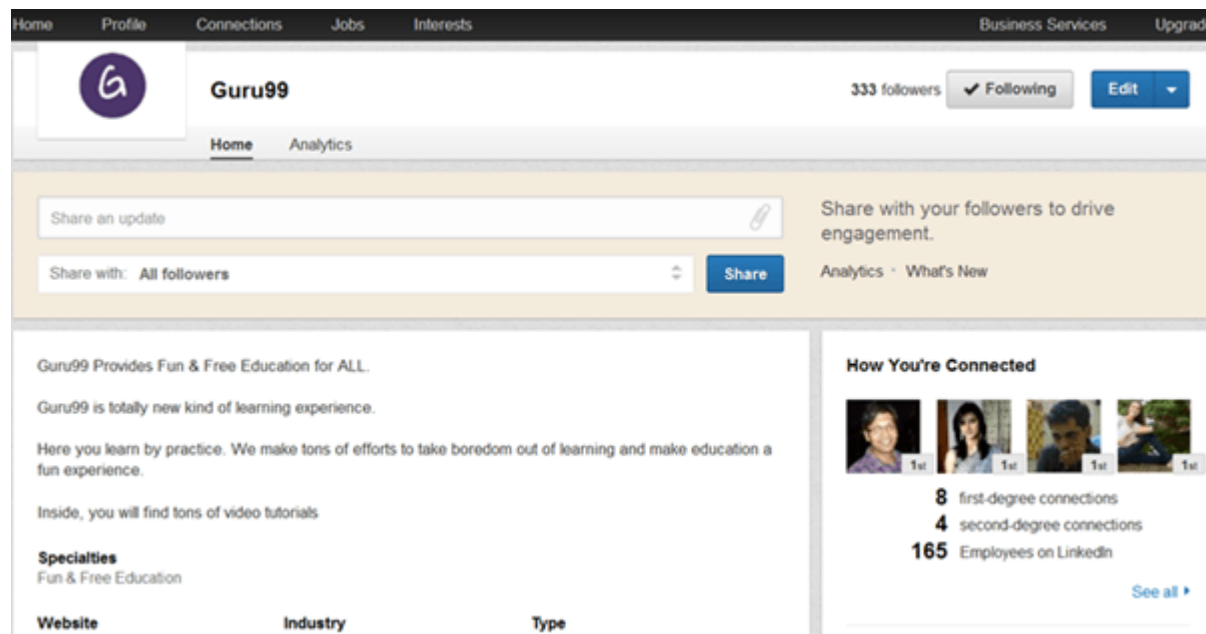
Your personalized webpage on linkedin can also be used as an open platform for discussion with peer group or e-learners. Apart from your personalized page there are option like joining groups, companies or any particular professional groups (Doctors, Real estate & Infrastructure, Job portals, business groups etc.)

Recent research has marked Linkedin on top for social referrals to corporate homepages.

- LinkedIn: 64% of social referrals to corporate homepage

- Facebook: 17% of social referrals to corporate homepage

- Twitter: 14% of social referrals to corporate homepage

Google+ plus

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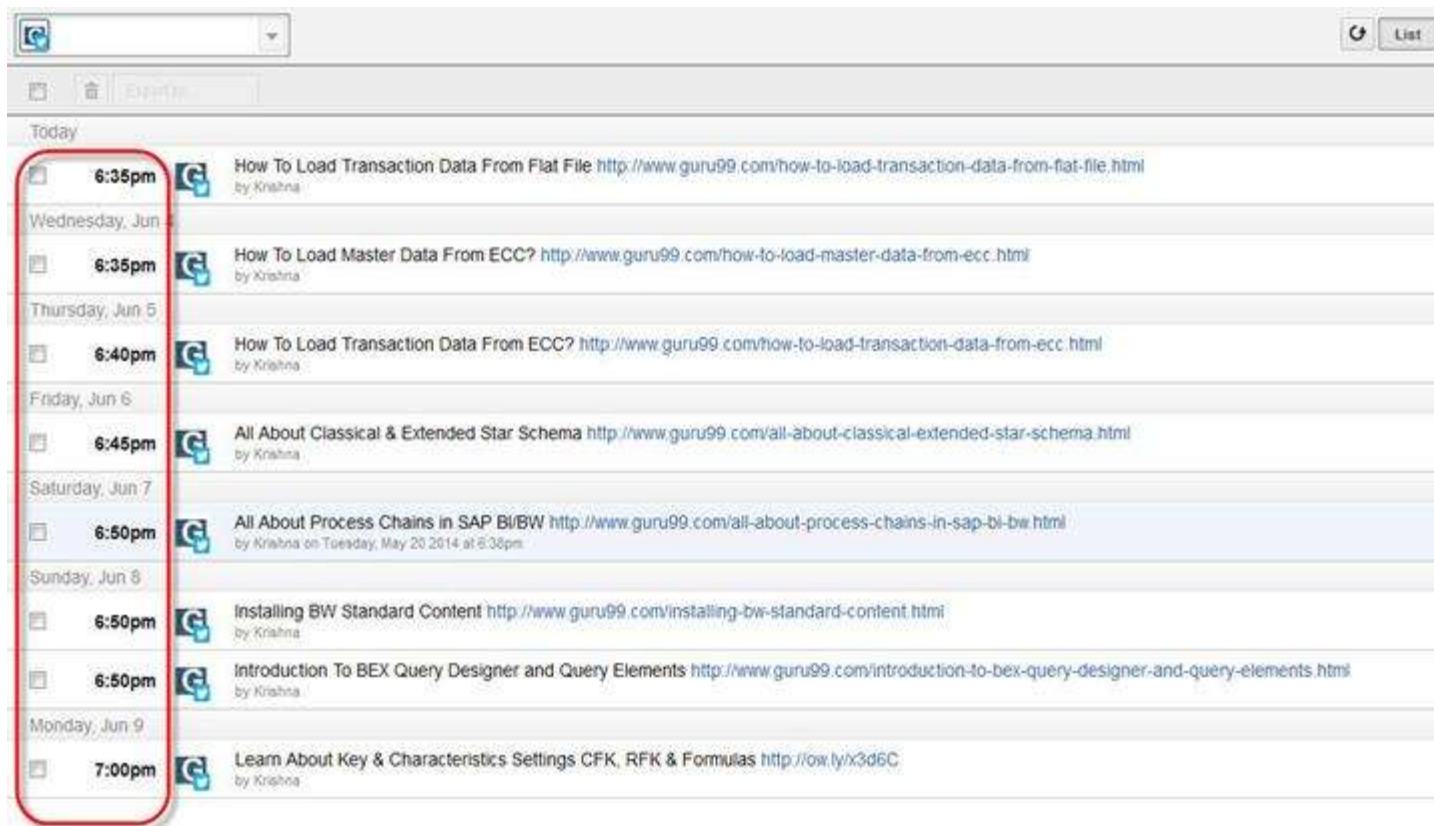**Department of Commerce**

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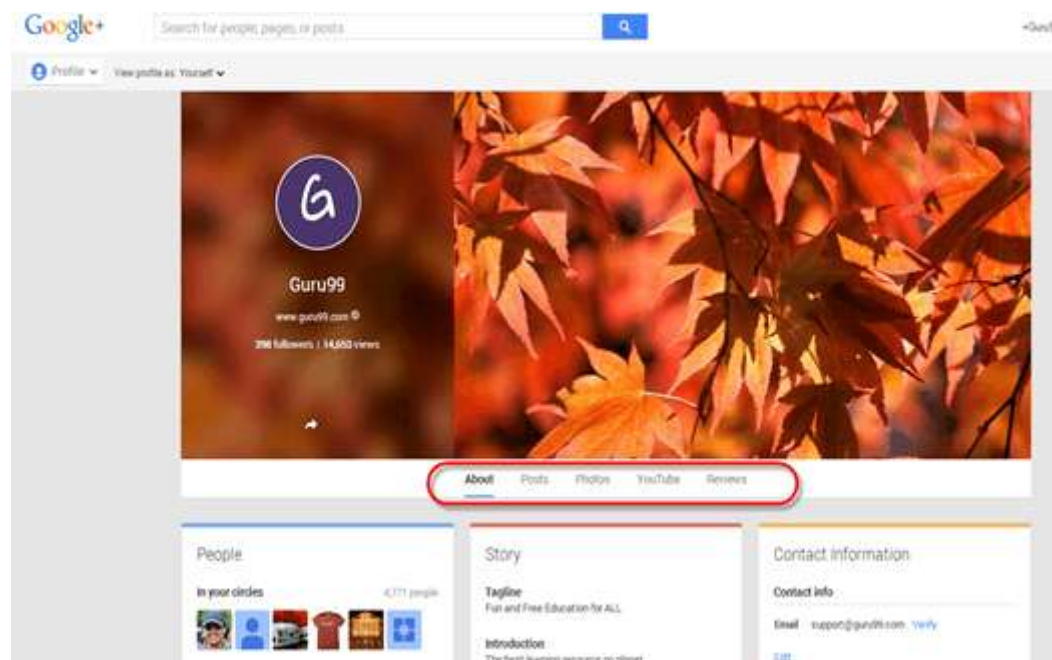
Google plus provides various features which can be used for marketing purposes like

1. Circles : You can create groups or join circles of your likings

2. Stream: Gives instant updates on selected contacts or groups

3. Photos: Upload photos

4. Sparks: It allows you to specify your area of interest every time you logged in

5. Plus One: It is like a face book 'like button', where you can express your opinion about any particular product

6. Video Chat and Huddles: All queries can be solved by video chat facility which can be used to facilitate live customer interactions and huddles allow for group chats.

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Apart from these you can join communities of your interest, like here guru99 has created community for software testers where they can use these page for discussion for topics of their common interest.
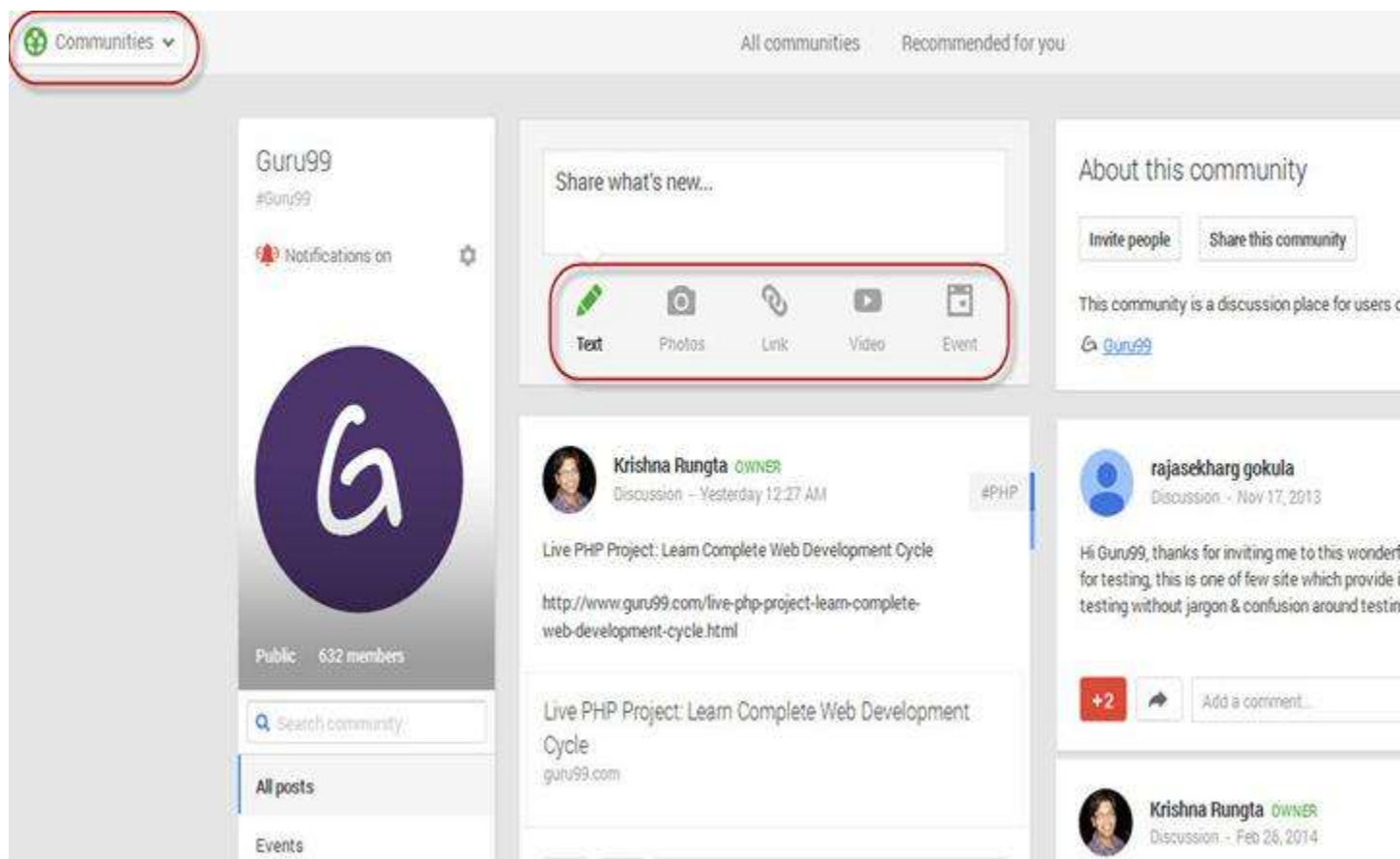
Video Promotion

Video's are one of the quickest ways to reach your customer. Visual effect has more impact on customer than print or digital text, it enables to explain the product more convincingly than any other medium. Marketing on "Youtube" turns, viewers into fans and, fans into customers. Also

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with video pages on your site has more chances to get good rating, as there are very less competition for video pages.

One way of doing this is to embed multiple videos onto one web page to create a series of related videos. Another option is to re-purpose your videos to produce related content. It includes presentation, screenshots as podcasts and images, transcription and PDF downloads.

To get maximum viewer to your video link, attach the script of your Video. Youtube also provide captioning alternative for videos.

For Intagram Marketing refer this tutorial

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 Online Paid Advertising: Ultimate Guide

Pay per click advertising or PPC means that you pay each time a customer or user click on your ads. You pay up to your bid amount and not more than that. One of the most popular pay per click program is run by Google is called AdWords.

Pay per click (PPC) marketing is collaborative, complex and iterative. Pay per click marketing revolves around keywords. The screen shot below demonstrates how google ad looks like.

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Several aspects important for successful PPC campaign

- First Understand the purpose of PPC campaign

- Research on your target audience

- Keyword Research

- Perform A/B Testing

- Learn from your competitors Ad copy before you make your own

- Keyword grouping and Organization

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- Keywords in Ad should include keywords of the landing page

- Ad groups creation and Management

- **Managing your PPC campaign**

Once you have created your new campaigns, you have to make sure that they remain active and effective and for that you have to manage your PPC campaign properly

- Continuously analysing the performance of your account

- Add PPC Keywords and expand the reach of your PPC campaign

- To improve campaign relevancy, add non-converting terms as negative keywords

- Split up your ad groups into smaller and more relevant groups.

- Stop the underperforming keywords

- Modify the content and call to actions (CTAs) of your landing pages to align with individual search queries in order to boost conversion rates

- Don't send all your traffic to same page

Example for Bad Ad   **Example for Good Ad**

- Hob's black coffee   - Hob's great organic black coffee

- Selling coffee since 1947   - Refreshing and High quality

- Come and see our selection   - Special discount on imported black coffee

Facebook Ad

Facebook provides their users unique facility for advertising their product or services. Facebook gives option like **Click to Website, Website Conversion, Page Post Engagement, Page**

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Likes and so on. Here we have selected option **Click to Website,** when you enter the URL of your website and click on continue it will direct you to the ad page.

Once you enter your URL to the ad page, the next step will be to upload the image for your ad that you want to display when users look at your ad. Here in the screen shot we had uploaded an image showing **"Free Live Selenium Project".**

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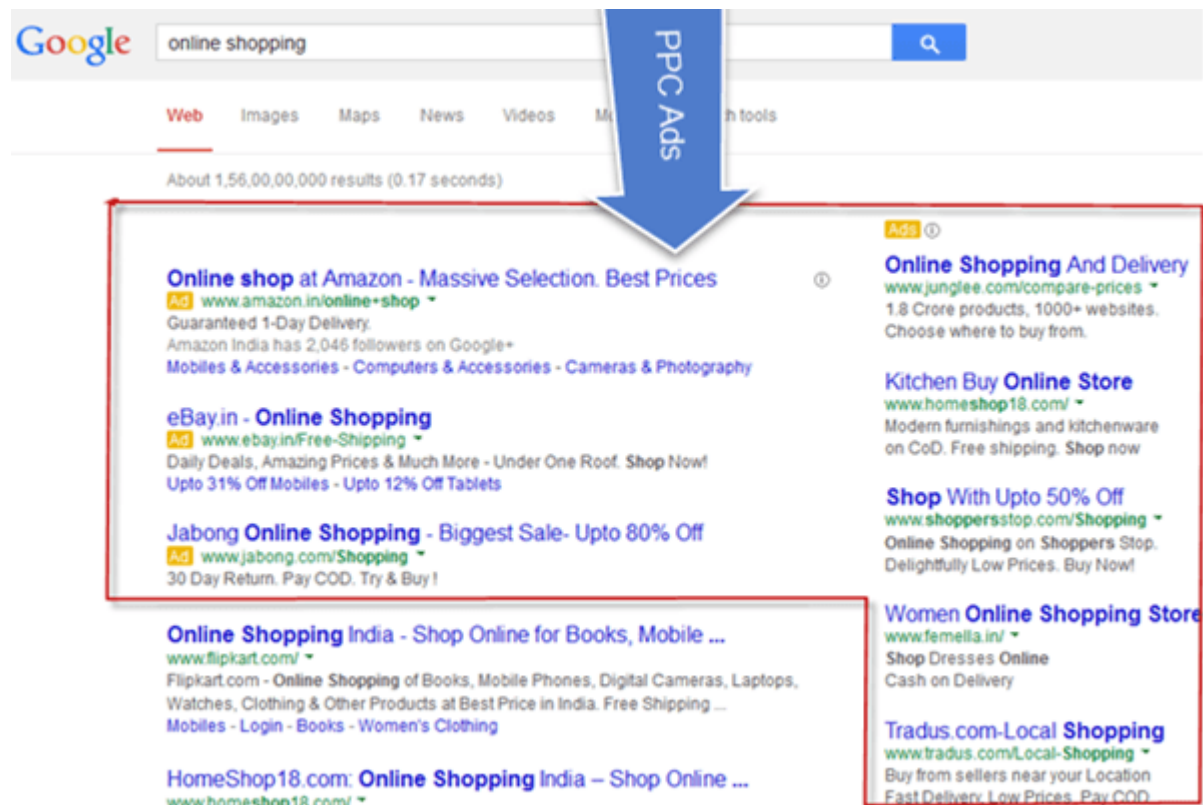**Department of Commerce**

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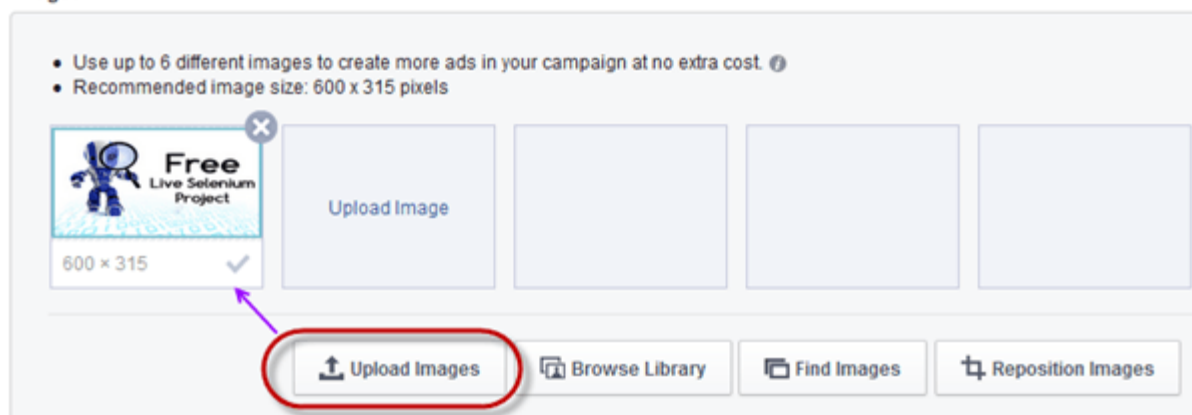
On the same page you can set the headline for your ads like here we have put the headline **"Live Selenium Testing"** the other feature is **call to action or click button** if you want to display button on your ad as **shop now, book now** and so on. You can select this button as per your requirement; here we have selected **No Button** Option as we don't require button display on our ad.

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Text and Links

Connect Facebook Page

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Live Selenium Testing

or Turn Off News Feed Ads

Headline   -4

Live Selenium Testing

Text   64

Live Selenium Testing Demo

Call To Action (optional)
No Button

Once you have uploaded ad image the next step is to identify and target your audience for ad. On ad page you can handle your account as shown in below screen shot and you can target specific audience by narrowing down them according to their **location, age, gender, language** and so on also you can bid from the same page.

Here, we had chosen country like **India, U.S and U.K** and we targeted the audience between the **age of 19- 24** for our ad and set the rest of category accordingly.

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The next step is to set the limit for your ad like how much money you want to spend for your ad and you can set the amount limit accordingly. For instance, we have set the limit Rs 100 per day, then your ad will display on Facebook till your amount becomes nil for the day.

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Bidding and Pricing is the next step where you can select your option of how you want do payment to the advertiser, whether you want to pay for ad for the number of clicks **(Bid for clicks)** or want to pay on just impression of your ad **(Bid for impression)**. After selecting either of this option you can click on **Place Order** and you will moved to the final step of Facebook ad.

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Once everything is set up, you will be proceeded to the most important part and final step of the process, yes you guessed right, money in the bank, as soon as you are done with the payment thing your ad will be reviewed and approved by Facebook group and soon your ad will start displaying on your account.

For the desktop users the ad will display something like this as show in the screen shot below

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While for mobile users the ad will display like this, as shown below

Twitter Ad

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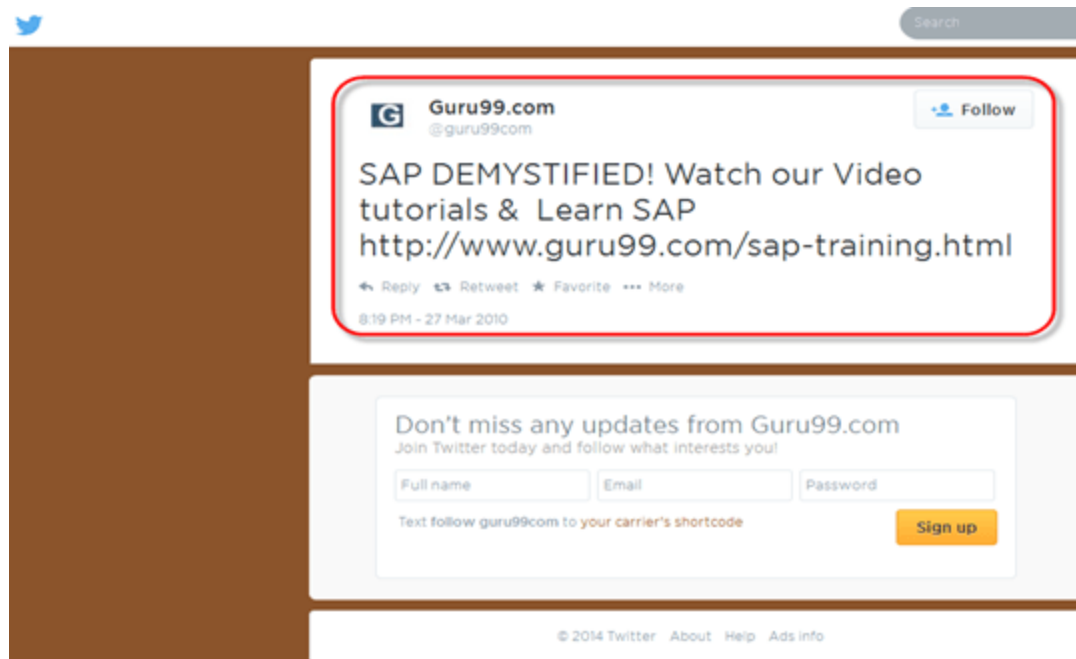
Twitter ads are directly implemented right into the timeline of Twitter so they not only fit in, but do not distract the viewer's experience.

Twitter's Ad Types

Twitter has exceptionally shown its potential in online marketing through promoting Ads and product. Some of these ad types are emphasized over-here.

- **Twitter new Ads arrival with Download options:** This new type of ad allows users to download apps through twitter and is an attempt to bring in the lucrative gaming advertisements to twitter. In addition to that,

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- **Ads with click to call button:** Like Facebook, twitter is going to introduce click to button option on twitter account, for direct access to the advertisers. It will allow interested consumer to reach their product of interest in single tab

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- **Promoted hashtags , promoted account, promoted tweet:**

Promoted hashtags: Promoted hashtags can get people know about your product or topic. Clicking on hashtags can show all tweets that include that hashtags

Promoted Account: It can help to build followers and generate awareness. Promoted account priced on CPF (cost-per-follower) basis with advertisers only paying for new followers gained

Promoted Tweet: Promoted tweet to any target can bring awareness, engagement and reach the followers. Promoted tweets use cost-per-engagement pricing. A twitter engagement is considered if users clicks on promoted tweet (a retweet, reply, favourite or follow). The advertiser only pays for the first engagement.

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Twitter Cards

With Twitter cards, you can attach rich photos, videos and media experience to tweets that drive traffic to your website.

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Email and Mobile App Marketing

With the use of internet, e-mail marketing has become more prevalent and common method to reach maximum users with minimum costs. It is a form of direct marketing that uses electronic mail as a means of communication. E-mail marketing is an efficient way to stay connected with the clients and at the same time promoting your business and products. With e-mail marketing

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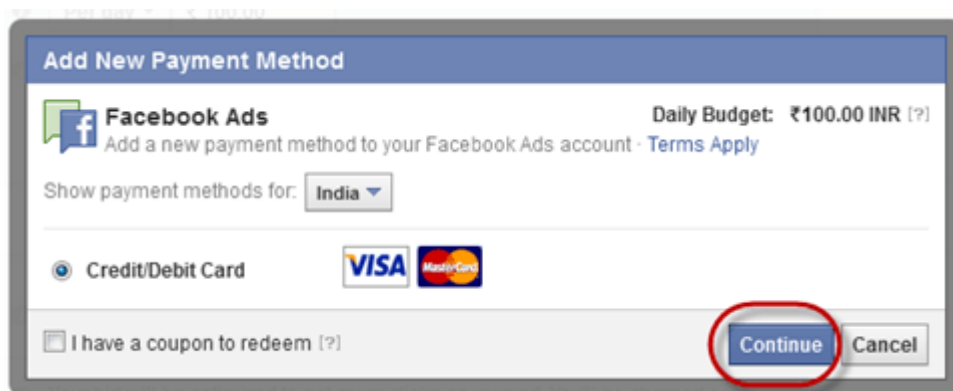**Department of Commerce**

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you can also track how much percentage of people have shown interest in your product or service. Professional e-mail marketing is considered as a better approach for organized marketing strategy. Here are some benefits for e-mail marketing.

- **Permission based list building:** It is a creation of an email list by providing a sign up box for for prospective e-mail contacts and confirming their approval with a follow up email

- **Campaign creation:** The capability to organize and structure large volumes of e-mail messages by branding, theme and schedule

- **Online reporting:** Track the sending of individual email campaigns and at what rates they were opened and which e-mails are not open or bounced

- **Rich content Integration:** Addition of graphics, video, audio and test using templates, drag and drop editor

- **List Management:** The ability to organize, segment, edit, grow and manage a database of customer or client e-mail contact information

How to implement successful e-mail marketing campaign

There are some simple tips for effective e-mail marketing

- To grab the attention of your readers, make sure that your subject line or title should stand out. Need to keep message short and to the point

- Your logo needs to be highlighted clearly at the top of the e-mail

- Stress first two or three lines of your e-mail to make an impact

- Provide link for the landing page on your website

- Collect e-mail addresses at offline events like trade shows and import them into your database and send them a welcome email

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- Promote offers and e-mail sign up through Google plus company page

Automate scheduling for e-mail

E-mail schedule can be of great help when one has to mail same document or message to different people on regular basis in bulk. Automation of e-mails are not restricted to sending and receiving mail but also account for other activities like deleting unwanted emails automatically, save e-mail attachments into local folders, e-mail integration with text files or csv and so on. Aweber is one such platform where you can manage and automate your mail and schedule your mail according. As shown in screenshot below, we have schedule each message or tutorial on JavaScript and send to subscribers by scheduling it one after the other.

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

There are many e-mail service providers which does not have automation scheduling in-built, for them extensions are available and can add on this extension to their mailing system. For example, "Boomerang" which can be used in Google chrome or Firefox for scheduling e-mails. Mail Chimp is another mail manager where you can set data, time , batch delivery and so on for your mail .

The important feature of mail chimp is that it keeps the track record for their subscribers and give information like who all have looked into your messages, which links they clicked and from where they have access the link (Geo-location) and vice versa.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Mobile App Marketing

While building your mobile App there are certain things that needs to be work out

1. **Growing your social media presence :** Building a steady social media following on Facebook, Twitter, Google+, Tumblr

2. **Driving engagement across the app:** Focus your efforts on encouraging ongoing engagement and keep updating fresh content so to prevent users from losing interest in your app

3. **Increasing app store ratings :** Try to improve rating of your app, this will drive a lot traffic to your app

4. **A steady rise in app downloads:** There is always more revenue when there is more download of your App, so if you have a valuable product it automatically increase the download rate.

Promo video for mobile APP

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

As a part of viral marketing campaign, a promo video is quite essential.

- Create a promo videos which is short and informative.

- Highlight all your app's key features and point out why your app is better than its competitors

- Also, include screen shot of your app as well

- Once the video is ready you have to be active in marketing or distributing that video over the web. Post it on forums, use social sites like Facebook and twitter to reach out maximum, upload it to youtube and so on.

In the end, if you create a GREAT mobile app, people will do the marketing for you!. Here, we will see a mobile app for company Guru99.
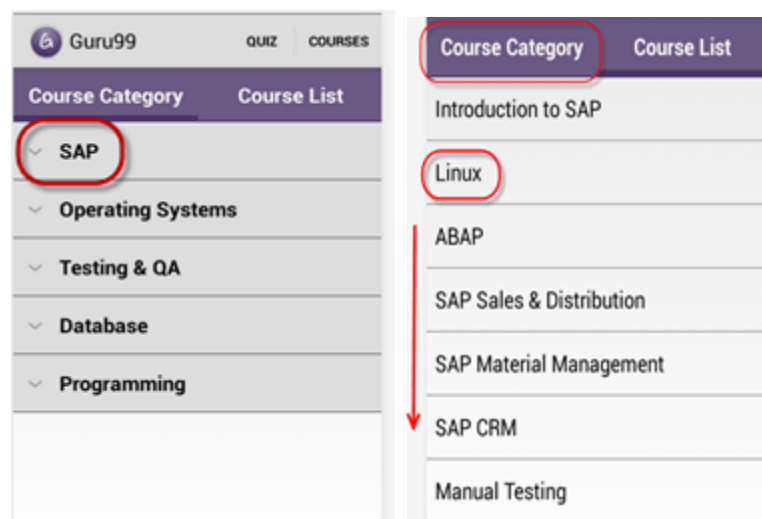
Keeping Up With Facebook Ad Changes

In August 2019, Facebook changed the visual design of ads, which also reduced the amount of visible ad copy on the news feed. Only three lines of primary text are now shown on the mobile

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SUBJECT : DIGITAL MARKETING **SEMESTER : VI**
SUBJECT CODE : 18CCP401 **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

news feed, which is where most mobile traffic comes from. After these three lines, people have to click a prompt to continue reading.

This is a big shift because Facebook used to display about double that amount of text by default. This increases the urgency of capturing consumer attention much earlier in the ad copy. Getting more clicks to keep reading is also an indicator to Facebook that the ad is engaging, which will help your diagnostic scores.

Facebook has also quietly added the ability to retain certain text formats in pasted-in ad copy. Molly uses a tool called YayText to bold or italicize certain words, and then she copies and pastes the text right into the ad. This functionality isn't native inside of Ads Manager but if you set up your text formatting inside one of those tools and then copy and paste it into an ad, Facebook will now retain the formatting. This even works in groups, which also recently obtained formatting features.

YayText home page

Use this feature sparingly as too much formatting can make your ad hard to read. But it's a great way to draw attention to certain pieces of text that matter most, as well as to stand out from other advertisers because most people don't yet know that you can format ad text.

Why Is Facebook Ad Copy so Important?

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Facebook advertisers often focus on the visual creative—the video or the image—but the ad copy is equally important. If your ad has really strong visuals but the copy is mediocre, you're missing out on a huge portion of your market that's more likely to read your ad.

The ad copy is the articulation of the hook; it's the reason that a consumer should take the action you're asking them to take. Whether you're asking them to watch a video or opt into a lead magnet, that ad copy is where you "meet them in the conversation that's already going on in their mind," as Dan Kennedy says. Then transition that conversation into your call to action and how that will benefit them.

A lot of Facebook marketers still think they can launch ads that just explain their offer or talk about how great their product or service is, which doesn't work anymore.

Focus on the "Why"

The real skill when it comes to ad copy is the "why." The best way to describe this is something that Ryan Deiss of DigitalMarketer calls the "before and after grid." Whenever Ryan is trying to sell a product or service, he uses this grid to help him figure out the transition that he's actually providing to the end user.

So before you ask your audience to opt into your webinar next week, figure out the "before" state of your market right now.

What pain points are they struggling with? What's their emotional state? What are they dealing with in their day-to-day lives? After they consume your webinar, what does it do for them?

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

What's the "after" state? How will their lives improve? If you take the time to figure that out and it's all laid out in front of you, then the ad copy is easy. That's what most people are missing—the "why"—and that's why copy is so important.

Nobody goes to Facebook looking for ads. They go there for a different purpose. They're not searching for your solution. They're there with a different intent and then you interrupt them with your ad. To avoid being zoomed right past, it's got to connect with them.

3 Types of Hook to Use in Your Facebook Ads

It all starts with the "hook," and Molly has three favorite categories of hook that anyone can use.

Pain/Benefit

Speak to a pain point that you know this particular avatar has. Then speak to a benefit, the "after" state—that desired outcome they hope will solve the pain point they're experiencing.

A good example of this comes from a company called Dog Training Secrets, which sells dog training video courses. They've got a really simple pain/benefit ad that says, "Does your dog get way too excited and out of control when he sees something he wants in his environment? Watch this video to discover one clever trick for how to finally start teaching your dog to calm down on command, then click here to learn more."

example of Facebook ad copy describing pain point and benefit of business or service

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

This is really simple. It opens with that pain point, "Does your dog get way too excited and out of control when he sees something he wants in his environment?" If you have a dog that's doing that, it's a huge pain point. It's frustrating. The company is coming right out and speaking to that pain point and then transitioning into the benefit and speaking to the "after" state: "Watch this video to discover one clever trick for how to finally start teaching your dog to calm down on command."

This could be long copy or short copy. It's just a very simple hook and framework that you can use with almost any audience.

What pain point does your offer solve that you want to promote? Lead with that, because it's going to catch the attention of people who are experiencing that pain point. Then transition into the "after" state that they're looking toward, where your offer allows them to solve the pain point.

Feelings-Based Hook

Every market has empaths. Molly herself identifies as hugely empathetic and finds that marketing that speaks to her feelings usually attracts her. A lot of your market, any market, is the same way.

Use feelings, but never use someone's feelings against them. As marketers, we have a lot of power to influence how people feel about themselves and other things, and we should always use that for good. It can be very powerful if your product or service can improve how someone feels.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

**SUBJECT : DIGITAL MARKETING**   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

A good example of this is from a health supplement company called Organifi. The ad says, "Six months from now, when people come up to you and they ask, 'What have you been doing? I want some of that. Whatever it is, you look amazing,' you can't put a price tag on that feeling. Shop today and see how Organifi makes you feel."

If your offer is something that really transforms someone's life, play to the associated feelings. Speak to an undesirable "before" state and how that feels, or to the "after" state like Organifi did, or even both. Molly often markets to the marketing community so she speaks to how frustrating Facebook ads can be.

To help you find this hook, survey your customer base if possible. Molly had a client called Panda Planner that sells planner books. It can be hard to find a "feelings" hook in that so Molly sent out a survey and incentivized people with a free product to answer a few simple questions.

One of them was, "What was your life like before Panda Planner?" The second one was, "What was your life like afterward?", then "How does it make you feel?" as a Part B. The third question was, "If you were recommending this to a friend, what would you say?"

The ad copy that ended up working best was from someone who had been going through a divorce. Their finances were a mess and their life was in shambles. Then their Panda Planner showed up and they got a job and paid off their debt. It was a whole life story that came out because Molly asked the right questions.

Logic Hook

Find a logic statement or a fact that proves your point very early in the ad copy so people who are very logic-based immediately agree with you and want to continue.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Molly ran ads for a company that turns plastic water bottles into art. She wanted to open with a logic statement that helped people understand what a big problem it is to have all of this plastic in the ocean.

The ad opened by stating, "The Great Pacific Garbage Patch, a collection of plastic floating trash, halfway between Hawaii and California, has grown to more than 600,000 square miles," citing USA Today as the source. The ad then went into the call to action for the product and why they created it. But just starting out with a staggering stat like that also helped with social proof because people want to share that information with the world.

With a logic hook, the premise is that we need to present some sort of data point that's fairly undisputed and factual in nature to stop readers and get them to pay attention. And it doesn't always have to be a data point or a number.

For example, Molly has a student who helps women balance their diet with their hormones. A good logic ad for that client could begin with, "Did you know that your hormones change week to week and your diet should match that?" That's just pure education because most people who read that didn't know that information before. They're immediately interested now because this information has caught their attention and they want to continue reading.

Molly works with another brand called Pela Case, which makes a phone case that can be composted in 30 days. The hook that works the best for them is, "Did you know there are one billion plastic phone cases thrown into landfills every year?" Most people don't know that so it catches their attention and they want to keep learning.

Example of Facebook ad copy with logic hook

Molly makes sure to pick multiple hooks for each campaign, not just relying on one, because even if your audience shares some commonalities, they're also inherently different people, or at least experiencing very different days. Some might be feeling emotional today and might respond to more feelings-based ad copy. Some are more likely to respond to ad copy that's more

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

logical. Maybe they're experiencing a certain pain point today that you just happened to call out in your ad copy.

Molly recommends coming up with a hook in each of the three categories—pain/benefit, feeling, and logic—and testing them. She recommends trying to include at least two per campaign so you're able to reach as many people as possible in your market based on their emotional state and what they're experiencing.

Follow a 3-Part Facebook Ads Framework

Molly has a three-part framework that she uses to write the ad once she's discovered her hook.

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A side note before we dive into the framework. Molly is often asked how long Facebook ad copy should be. Short and long copy each work well in different scenarios. When Molly builds a campaign, she tries to include a variety of lengths because some people are more likely to read short ad copy and some people are more likely to read long ad copy.

Keep that in mind as we go through Molly's framework and don't focus on the length of the ad copy. It should be as long as you need to properly portray that hook and what you're really trying to say to the audience.

The Opening

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

This is the most important part of your Facebook ad copy. If you're writing shorter ad copy, this might just be the first sentence. If you're writing longer ad copy—for instance, if you're writing stories in your ad copy, which can sometimes work well—it could be the first few paragraphs.

This part is especially crucial on mobile because so much less text is being shown. If you don't catch people's attention in step one, they're never going to make it to steps two and three. And whether your copy is long or short, your opening needs to show up in those first two or three lines before the More button.

In your opening, you need to do two things:

Call out your audience: You don't need to write, "Hey, social media managers, this is for you," but the ad copy does need to use words that suggest who the ad is for.

For example, if we were selling some sort of coffee alternative to moms, that ad copy could open with, "As a mom, I know how many sleepless nights you're enduring." We're not saying, "Hey, moms," but we're indicating whom we're speaking to. Whenever you can do that, it's going to work so much better because that person knows it's for them, and they're most likely to continue to read the ad copy.

example of Facebook ad copy calling out audience

Pique their curiosity: This could be a promise to solve one of their pain points or educating them with a logic statement like we talked about earlier. This could also involve doing something that's curiosity-based like asking them a question or even doing a pop quiz in Messenger. Whatever it is, you need to spark that curiosity without being overly hyping. That's going to help with the consumption of the ad and that person will continue to engage with you.

A big mistake people often make in this opening section is they put too much fluff in it. Usually, after Molly writes ad copy, she deletes the first sentence or two; for some reason, she finds that the first stuff she writes is usually pointless. Definitely look out for that tendency.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

A great example from Panda Planner was the beginning of an actual testimonial that Molly got in response to her survey questions. It says, "My mom life is more organized with Panda Planner. I have one place to keep our doctor's appointments, school activities, school trips we go on, etc. It's also nice to keep up with cleaning around the house, when I need to do it, what room was deep cleaned last, etc. It keeps me accountable on what I plan on getting done for the day, week and month."

That's a bit long, but it's obviously speaking to moms and speaking to a bunch of pain points they have, in their own words.

The Transition

One big mistake people make is to say, "Hey, do you want your dog to quit acting crazy in its environment? Do you want your dog to quit barking? Buy my product now!" They catch someone's attention but it feels so forced, and just goes right into the call to action.

Use a transition to really massage that pain point or that "after" state. This is where you're leading the horse to water so the consumer doesn't feel like they're being directly sold to. The transition is where you go from the introduction to the "how." Your call to action is the vehicle that's going to get them to that "after" state.

If you have testimonials to back up your opening, that could go in the transition. To continue the example of the earlier ad for Panda Planner, the transition went on to say, "I love that the dates are not pre-printed because I can set my year to a school year instead of a calendar year. I'm going into my second Panda Planner. It's big, so I don't lose it."

They had just talked about how her life was more organized and then they transitioned more into the product—but it's not a call to action yet. This was the transition. They're talking more about the product here. "It's sturdy and strong and can withstand being carried around with lots of school books and pens. The pages are thick so I can use gel pens and they don't bleed through. I

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

have a place to keep up with meal planning. I seriously can put everything in this planner I need. I love this planner."

And then the call to action: "Panda Planner is scientifically proven to increase productivity and happiness. Get more done, feel better, 10% off. Use code 'Facebook 10' at checkout."

Here's another example. The dog training company asked, "Does your dog get way too excited and out of control when he sees something he wants in his environment?" The transition is, "Watch this video to discover one clever trick for how to finally start teaching your dog to calm down on command." They transitioned into that "after" state and then said, "Click here to learn more."

Example of Facebook ad copy with transition

People watched the video and the ad, and then they clicked to get a free training. That's almost like two calls to action because you're asking them first to do something, and then to do something else, but at least it had a transition before saying, "Go do this now."

A good transition can be short or long. Here's an example of a really short one from Drew Canole of Organifi; this is a shorter ad from his personal page. The opening is, "Five years ago, I had my very first green juice, and it changed my life." That generates curiosity. The transition is, "I started feeling better; I had more energy, curbed my cravings, and experienced the most radical transformation."

So the transition is when we start to speak more about the product and what it does, whereas the intro is more about the end user, the avatar, the market that you're speaking to. The transition is where you start to transition how they're wanting to feel (or whatever hook you're using) into your product. Then he said, "Need some help with your own transformation? Click here to learn about how we can help."

In the first step, you're entering a conversation about them; the transition is where you start to transition into talking about your product; and then the third step is your call to action. Molly

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

often color-codes these steps when she's planning out her campaigns—step one, step two, step three—so that she can visually make sure all three of those elements are there.

The Call to Action

We know that people are more likely to take an action if they're told to do it. It's why we're taught when there's an emergency situation, point at someone and tell them to call 911. If you don't tell someone to do it, people just won't take action. That's how we work as humans.

Obviously, you have a call-to-action button built into the ad itself, below the image. Also put it in the text for people who are readers. Molly always puts a link in the text too because some people, especially when using video, just don't know that they need to click on the gray area below the video to actually go over to the URL.

The call to action should be short and sweet: nothing more than three sentences. If you have a discount code, this is the place to mention that. Tell them exactly what to do, whether it's to watch something, opt in, buy this, whatever it is you want.

You might even add a few more benefits there at the end. For Panda Planner, it said, "Panda Planner is scientifically proven to increase productivity and happiness. Get more done, feel better, 10% off, use code 'Facebook 10' at checkout," and the link was there. For Organifi, it said, "Need some help with your own transformation? Click here to learn about how Organifi can help."

Facebook ad copy with discount code

Temper the Hype in Your Facebook Ad Copy

Try to use words like "buy this" as little as possible because Facebook indexes that. Molly has seen ad accounts shut down for using "exaggerated language." Definitely have a call to action and tell them what to do, but know that Facebook is indexing for really aggressive typical calls to

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

action like "Time is running out," "Supplies are limited," "Buy now," "Last chance," and so on. That's hurting you, and Facebook is actually ranking based on it.

One of Facebook's new ad diagnostics is quality ranking. But the conversion ranking, the diagnostic that measures your post-click experience, is where Facebook is indexing the copy on your landing page. The quality ranking, which is measuring the quality of your actual ad, is where Facebook is reading your ad copy.

It's a bot looking for words that might suggest, "This is too hypey." And it's why a lot of people are getting notifications like, "Hey, this is MLM," or, "Your ad account's shut down because you're selling work from home offers." They have certain language that alerts their system of those things, which is important to keep in mind.

Instagram is one of the most popular social media platforms in the world. The app, which was established in 2010 to allow users to share photos and videos, has expanded to give businesses a way to market their products and services to the world. By June 2018, the network reached 1 billion monthly active users, up from 800 million in September 2017.

Every year Instagram makes business marketing easier and more targeted through an extensive list of features and analytics tools that help business owners create profiles, attract followers, build engagement, and develop insights into their customer base and, of course, sell their products and services with speed and efficiency.

To help get your business up to speed, we've compiled a comprehensive blueprint into everything you need to know — from setting up your business profile to establishing your target audience to live video streaming. Within a day you can do what you do best: Start selling!

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Instagram Marketing: The Ultimate Guide For Your Business.

Is There an Instagram Shadowban?

But before you dive in, it's a good idea to understand the Instagram Shadowban.

Sounds ominous, right? The term came to light in early 2017 when a photographer saw that his images weren't appearing in some hashtag searches. Eventually it became evident that some images weren't showing up in all searches, or that different people would see different content in the same hashtag search.

Instagram has an algorithm applied to hashtag search results, which means that for certain searches, different users may see different content results. And the same user may even see different content when looking at the same search at different times. So contrary to what the term implies, there is no ban on images.

The term Shadowban is used to explain decreases in reach or engagement, account restrictions, or other negative results on the platform.

The only account restrictions on Instagram involve suggestions of spam when a user's posts exceed the limit the platform has determined to be within normal user range. To make sure you or your business are not restricted, be certain you do the following:

Respect the boundaries 'follow' and 'unfollow.'

Instagram users are limited to following 7,500 accounts. Once you hit that limit, you will have to unfollow someone to be able to follow someone new. Instagram also limits the number of people

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

you can follow within a certain time period. Newer accounts have lower limits on the number of accounts they can follow hourly or daily.

Limit 'likes' to 350/hour.

Limit group direct messages to 15 recipients.

Cap hashtags at 30 per post.

Tag no more than 20 users per post.

Setting Up Your Instagram Business Profile

Now it's time to set up a profile for your business. Easy right? Yes, but it requires an understanding of analytics that are designed to get people to your site from searches. You can get there through a series of short steps:

Follow these steps to successfully set up an Instagram presence for your business.

Create Your Instagram Business Profile

First, make sure your Instagram app is the latest version. If it is, tap your profile photo at the bottom right and then tap on the settings wheel icon at the top right. Click "switch to business profile" and you're in business.

Set Up Your Instagram Business Profile

Now it's time to connect the profile to your company's Facebook page, which you will need to create, add contact information such as your email and phone, create promotions, and more.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Explore Instagram Insights

This is the platform's analytics tool that lets you see details on the impressions and reach from your posts, plus the number of clicks you're getting from your profile to your website. Results from Insights can guide you in determining how to best optimize your Instagram business profile.

Promote Your Instagram Posts

To get more followers and 'likes', tap on any post and hit the "promote" link. Here you can set the audience, budget, and duration of the promotion as well as customize your own audience rather than let Instagram decide who to direct your posts toward.

Selling Products and Services On Instagram

Now that your business is set up it's time to start selling. Instagram is geared to promote and sell products and services to the targeted audience of your choice. Instagram posts designed for shopping are designated with a little shopping bag icon. That enables users to click when scrolling through their feed. Once they click, pop-ups appear with the product names and details.

Find out how to start selling products and services on Instagram.

To enable purchasing is the next step. You'll want to add an action button to your business profile that will take users from Instagram to your website or account. There they can make a reservation, purchase a product, or make a booking.

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

If your company sells a service like house cleaning and not a tangible product like a mop, no problem. Instagram is designed to create connections between your business and potential customers in order to drive business on your end and deliver value on their end. To make this happen requires telling a story with every set of nine squares on your Instagram feed. This algorithm works best when structured this way:

Four posts should add value and help your ideal client.

Three posts should create connections with your ideal client.

Two posts should promote or sell your service.

This content mix helps you develop a good relationship with your followers and allows them to get to know you, rather than simply pushing your services at them.

Advertising Products and Services On Instagram

To drive traffic to your page, Instagram allows you to create advertising that boosts your profile among users.

Create advertising that promotes your profile and products to other users.

The most basic form of Instagram advertising is lead ads, which collects valuable contact information from potential customers without pushing them off the platform. To create these ads requires three easy steps:

Promoting a post within Instagram.

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UNIT III – Online Marketing Tools

Creating Instagram ads for Facebook news feeds.

Creating Instagram Stories ads in Facebook Ads Manager.

Instagram Stories ads appear above the user's Instagram feed and are viewable for only 24 hours from ad launch. These represent the best form of advertising on Instagram and are perfect for driving brand and product awareness, calling for user-generated content, and announcing discount sales.

Instagram, Facebook ads are useful for creating email marketing funnels. To do so requires outlining your ad sequence funnel, preparing your campaign components such as a landing page or thank-you page, and more.

Marketing Through Instagram Stories

Besides advertising on Instagram, your business will benefit from contributing to Instagram Stories that will increase brand awareness and keep users engaged in the daily life of how your product or service operates. The first step to enhancing your online story is changing your Instagram story highlights cover from the default view to a branded cover image.

Learn how to create Instagram Stories for your Instagram business account.

This feature lets you group and save important, educational, or entertaining content from your stories. Unlike regular Instagram stories, which disappear after 24 hours, highlights are saved to custom categories on your Instagram profile, and they live there until you delete them. Think of highlights like containers for similarly themed Instagram stories you share. After you add content to your story, you can choose to highlight that content by saving it to one of these containers.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

You'll also need to add links to your Instagram Story that give users more ways to engage with your business profile. Part of this viral marketing concept is resharing Instagram posts into your business profile's Instagram Story, which you'll want to do if those external posts compliment your product or service.

The same concept is at play when you create and push out your own Instagram Stories using your business account. This is important because they'll help you get more visibility in the Instagram app and give people more of your content to consume. If you really want more value from your Instagram Stories and are interested in repurposing content on your Instagram profile, you might want to use Instagram's Highlights feature that lets you combine multiple Instagram stories into long-term content your audience can discover at their convenience.

Another popular form of Instagram marketing is the Instagram Takeover. In this scenario, all you have to do is arrange for an influencer to take over your account for regular posts for a day or during a special event. Not only will this expose your brand or service to their followers, but it will also give your business external credibility.

Polls are a great Instagram tool that allows you to poll followers and monitor the result so you'll get immediate feedback, but also some valuable insights into customer behavior, values, and needs. Polls are good to get feedback on your product and service, options for both (what add-ons are they hungry for or not?), preference for timing and communication (when do they like to receive emails and when not?), and topics for future blog posts.

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Department of Commerce

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Want to keep ahead of your competitors? Need to master a social platform? Discover how to improve your social media marketing at Social Media Marketing World 2020, brought to you by your friends at Social Media Examiner. You'll rub shoulders with the biggest names and brands in social media, soak up countless tips and new strategies, and enjoy extensive networking opportunities . Don't miss the industry's largest conference. Get in early for big discounts.

Having a good product or service is one thing. Getting people to notice on Instagram is another. Sometimes all it takes is the smart use of colors, fonts, and backgrounds to redirect users to your business profile.

Use Type Mode to add colors, fonts, and backgrounds to Instagram Stories.

Instagram has five fonts to currently choose from and it takes experimenting with all of them to determine which ones, in combination with the right colors and backgrounds, are reliable fits for your messaging.

Finally, another marketing tool via Instagram are Stickers. These square smiley faces can be inserted at the top of the screen of a story post; clicking on them gives you an array of features such as Location, Temperature, Clock, Date, Mention, Poll, Question, GIF, Slider, and Music. Again, this is a great way to keep your users engaged with your page to ensure they don't move away.

Marketing Through Instagram Hashtags

We're all aware of how hashtags work on Twitter and Facebook to keep topics organized, or to help you reconnect your messages with the people interested in reading them. The same concept works on Instagram. Your business will want to follow specific hashtags in your regular Instagram feed because it will help you connect with customers who may be potentially interested in your product or service.

The key is knowing which hashtags resonate best with your target audience. Determining that requires relying on different tools Instagram offers to measure impact.

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

These tools can help you measure the impact of the hashtags you use on Instagram.

They are:

Command, the all-in-one analytics tracking tool.

Social media management tools like

Sprout Social,

Simply Measured,

Iconsquare, and

Keyhole.

Once you figured out the hashtags, you then have to create a strategy. Instagram lets you include up to 30 hashtags per post. A search of any Instagram hashtag will show you how many posts are associated with that hashtag. To build an effective hashtag strategy, you'll need to combine hashtags from four categories. The proper combination of these hashtag types will maximize your post performance and help you reach your target audience.

Location tags are also helpful, especially for businesses targeting a local consumer base. While there aren't any definitive statistics available to show the number of searches on Instagram, there are countless success stories about businesses being found by Instagram users, leading to sales.

This is most common for restaurants, retail, and other brick-and-mortar businesses. People may be out and about, looking for a place for dinner. Instagram's search algorithm will populate content that corresponds to a location-based business if that business has its address set up through Facebook or Instagram.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Using Analytics For Your Instagram Business Profile

Once you have your hashtags and your strategy and your location tags, how do you know if all of them are working in tandem to the best of their abilities for your business? Analytics will give you real data about impact — The who and when and where of engagement from your target audience.

Use analytic tools find out if your Instagram marketing is working.

There are a few free analytics tools to help you get those valuable insights. These will link to your business account so you can assess the impact of your marketing efforts, find out more about your followers, when they're engaging with Instagram, and what your top posts are, and which ones don't resonate at all. To get the right insights often means tracking the right metrics. In other words, you want metrics that show you which users to your website from Instagram would be considered "hot" and open to buying and which ones are warm, or even cold.

So now you have the analytics data that is tailored for your business. What do you do with it? Ideally you'll want to use the insights to create more effective posts and promotions. In order to do that you can use Instagram Insights, a native analytics tool that provides data on follower demographics and actions, as well as your content. This information makes it easy to compare content, measure campaigns, and see how individual posts are performing.

Use Instagram insights to compare content, measure campaigns, and see how individual posts are performing.

Key performance indicators, or KPIs, are good for getting insights from your Instagram Stories. There are four different KPIs that will get you that insight:

Reach and Impressions

Story Features

Taps Back/Forward and Exit Rate

Actions Taken on Location and Hashtag Stickers

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Broadcasting Video On Instagram

Finally, the most involved form of business marketing on Instagram is broadcasting. Live video streams within your Instagram Stories are great ways to attract followers, build excitement, and deliver information. The feature, titled Instagram Live, is designed using an algorithm that puts your video on top of user feeds for 24 hours, which means it's the surest way to get noticed within a short period of time.

Use Instagram Live to generate leads for your business.

You'll want to save your video for viewing outside those 24 hours; consistent streaming means that you'll soon create a temporary library that can be organized according to products, services, options, and more. Of course the main purpose of these videos is to generate leads. You can do that by teasing new products, promoting a social contest, and gathering questions for a live Q&A. All of these will help you collect emails and generate genuine excitement you can use for following up.

The most sophisticated form of Instagram Live is the two-person live video. Bringing in a guest will bolster engagement because you'll appeal to their followers plus have a more dynamic broadcast that will attract more eyeballs. In a way, you can think of this two-way conversation like a podcast where two people can engage in an interview setting or have a more informal and entertaining conversation that is focused on your product or service.

Tune in to Stay Current With Instagram Tactics and News

Social Media Examiner offers two weekly audio podcasts and a weekly live video talk show to boost your marketing skills and keep you up to date with the ever-changing world of social media.

The Social Media Marketing podcast, a top-10 marketing podcast on iTunes, is a weekly 45-minute interview show hosted by our founder, Michael Stelzner. To discover how successful businesses employ social media, learn new strategies and tactics, and gain actionable tips to

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YouTube is a video-driven social media network that, since its launch in 2005, has become a dominant way people stream video online. Owned by Google, which bought YouTube in late 2016, the platform is now responsible for 11 percent of all global video traffic, second only to Netflix. Currently YouTube has more than 1 billion users, and more than half of all views come from mobile devices.

The dominance of YouTube means businesses now have an opportunity to establish and groom their brand through interactive videos that can build followers. YouTube offers users their own channels they can use to develop and execute their marketing strategy. Another way companies can use YouTube is to advertise on video content that streams on other channels besides their own.

YouTube for Business: The Ultimate YouTube Marketing Guide

Users don't need an account to view videos, but an account is needed to upload and share videos. Taking advantage of what YouTube offers companies requires a deep understanding of all its features, how to optimize your individual channel, how to groom followers, what's needed to advertise on other channels, and what you need to do to monetize your channel to grow profitability.

Below is a step-by-step guide to using YouTube for your company. In one day you can launch your channel and get the world engaged with your brand!

How to Optimize Your YouTube Channel

More views of your YouTube inevitably means more revenue. That means you need to optimize your channel to maximize views in your ongoing effort to build brand awareness. Ways to do this effectively include:

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(For the candidates admitted from 2018 onwards)
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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Design a Compelling YouTube Channel Home Page

Your home page is the first thing people see, so it needs to make a good impression. Take time to build a professional home page that encapsulates what your channel is about.

Add a profile picture and channel art to your YouTube home channel page.

This means:

Choosing a compelling profile picture.

You want one that is clean and easily identifiable

Upload channel art.

At the top of your channel home page is the header image. Add your channel schedule and personalities to the artwork.

Select a channel trailer.

The trailer, which autoplays when someone visits your channel, is your channel's elevator pitch and could be your only chance to gain or lose a subscriber. Aim for a 1- or 2-minute video that tells people what your channel is about and make the trailer content fun and interesting.

Create playlists.

On the home page, you can feature playlists of your best work and each playlist can appear in a different section, with up to 10 sections.

Add featured channels.

Featured channels appear on the right side of your channel home page. When you include friends' channels and/or other channels you enjoy, the featured channels list will create a connection in people's minds and in the algorithm between your channel and these featured channels.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
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Create an about page.

Your About page is accessible via a tab on your YouTube channel home page. On your About page, include a short, persuasive description of your channel and focus on the first few sentences.

Your YouTube About tab should use a short description to tell viewers what they can expect to see on your channel.

Research Keywords for Tags, Titles, and Descriptions

Valuable keywords and tags boost rankings for your videos, playlists, and entire channel, giving you extra visibility in search results, more suggested views, and better subscriber conversion over time. Research relevant keywords and start working them into your video titles, descriptions, and tags.

The way you tag videos can make a giant difference in your YouTube channel's success. When you tag videos, your tags can help the YouTube algorithm sort your keywords, and consequently, your videos.

Add keywords to your channel, too.

In addition to adding tags and keywords to videos, don't forget about channel keywords, which are specific words that can make your video discoverable outside of YouTube. They help the algorithm determine which other channels and videos to use for recommending your videos.

Optimize Your channel and Videos for Watch Time and Audience Retention

YouTube has ways you can tweak your channel to deliver number of views it generates. Watch time, or audience retention, is the total amount of time in aggregate that viewers spend watching your videos. If your videos boost watch time, YouTube is more likely to promote your channel through recommended videos, which will result in more views.

There are four things you can do to increase viewing to your channel:

Structure playlists to drive a linear viewing experience.

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Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Creating playlists of your YouTube videos is a way to guide potential viewers toward a longer viewing experience where they watch more of your best content.

Choose titles and thumbnails that accurately reflect your content.

The titles and thumbnails of your videos impact your video views and rankings. They serve as the primary trigger for viewers to click, and give preliminary insight into a video's content. Choosing the right combination of thumbnails and titles can help you improve your watch time.

Use YouTube cards to extend your channel's watchtime.

Use YouTube Cards throughout your videos.

You can use YouTube Cards in a number of ways, but the best tactic for keeping viewers engaged is to use them to link to other content on your YouTube channel that viewers will likely be interested in.

Create content based on YouTube keywords.

Targeting YouTube keywords can help you get people to watch your videos instead of your competition. One way to identify keywords is to use YouTube's suggestions feature. In the YouTube search box, type in a word you know your audience is interested in and note YouTube's suggested searches.

Getting more viewers overall will increase the likelihood your YouTube channel will get noticed and watched by your target customer. Five ways to do that are:

Monitor your target audience to reveal commonly shared questions your videos can answer.

To make your content marketing campaign successful, begin by understanding your audience. To develop relevant YouTube videos, pay particular attention to your customers' concerns so your YouTube videos can address those topics.

Develop a signature production style so viewers know what to expect.

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Choosing a topic for your YouTube video is only the beginning. Your video also needs to cover that topic in a meaningful way. To maximize video views, choose the right topic and create evergreen content that will withstand the test of time.

Deliver a strong call to share via cards and end screens.

A call to action, or CTA, is paramount if you want your video to generate leads. Your CTA might ask viewers to share your video, visit your website, or check out more videos. It should flow logically from your video content. Don't try to sell viewers your cutting-edge software when they don't even know what it does.

Use creator studio to optimize your channel and videos for increased discoverability.

Optimizing your YouTube channel and video makes it easier for people to find your content when they do a Google search. To optimize your account, create a Partner Verified account, which allows you to monetize your videos, upload longer videos, and upload custom thumbnails for your videos.

Promote your channel and videos on the platforms your audience frequents.

Finally, after you've uploaded the best video you possibly can, use your target audience research to promote your video in places your customers are sure to see. With Google Analytics, you can find out which social platforms your audience uses, and split testing can tell you what messaging they prefer.

There are also things you can do to optimize the video itself at every stage of the video production process that will inevitably lead to a wider viewership. For example, you can commit to posting content multiple times a week and develop a sustainable production workflow.

Ultimately you want your channel, and your videos, to rank high in the YouTube algorithm. Ranking refers to where your video ranks in search results, as well as the likelihood it will appear as a suggested video — which also happens to be the number one way YouTube drives site traffic. There are four ways you can optimize your YouTube titles, keywords, and tags to ensure a higher ranking than what you have now:

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Gauge topic interest with Google Trends.

Before you create a YouTube video, the first step is to find a topic that's interesting to your audience. It won't matter how well you optimize your video for keywords if people aren't interested in its content. You can use Google Trends to see which proposed topics have enough interest on YouTube and then produce videos, using the exact phrase that is trending, to follow those trends.

Assess keyword search volume and competition With Ubersuggest.

Your video topic should give you a starting place for choosing keywords. After you develop your initial keyword ideas, you can analyze them using a free tool like Ubersuggest. Enter your keyword in Ubersuggest and select YouTube from the drop-down menu. After you initiate the search, the tool takes only a couple of seconds to analyze the keyword.

Mine YouTube autosuggestions for additional keywords.

Taking a look at autosuggestions in the YouTube search tool can help you find more popular keyword ideas. Autosuggestions are one of the best ways you can use to find effective keywords because these keywords always pop up whenever someone searches for a topic.

Research video tags with VidIQ.

With the right tags, you can rank for the right keywords and in the most-searched categories. To figure out which tags to use, analyze your competition with VidIQ a simple, free Chrome extension. You'll need to install the VidIQ extension in your browser and create a free account.

How to Advertise On YouTube

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

YouTube lets you run ads on other users' videos as well as get paid to let others run their ads on your videos. Besides the revenue generated, the exchange helps build brand awareness.

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Another way to advertise on YouTube is remarketing and retargeting. When most people think about remarketing or retargeting, they think about reaching someone who has been to their site but didn't convert by buying a product, downloading a guide, or taking another desired action.

When you remarket to this audience on YouTube, you run an ad only to those users, remind them of your offerings, and try to get them back. You might even give them a discount or coupon. The key to good marketing is matching your message with your market. You need to reach people with the right offer at the right time.

One way to help drive advertising is using your Google Adwords account to promote your YouTube videos so you can run stronger campaigns.

When you know your audience and create videos that offer value to that audience, promoting videos with AdWords can help grow your YouTube channel. Although building a YouTube channel based purely on ads doesn't work, when videos offer quality content and ads target the right audience, AdWords campaigns can give your channel extra momentum and boost organic growth.

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Obviously, you need an AdWords account to start. If you don't have one, you can sign up for free. Five ways Google AdWords targeting can improve delivery of your YouTube video ads are:

Refining delivery via language and location targeting.

Incorporating keyword targeting to optimize ad spend.

Defining a custom affinity audience.

Targeting audiences based on life events.

Using placement targeting to reach other channels' viewers.

How to Monitor Analytics For YouTube

Analytics are key to understanding which ads work and which ones don't. Google Analytics works with YouTube to measure conversions from your ads. In other words, tracking where people are coming from before they land on your website. You first need to set up Google Analytics for your YouTube channel, receive the generated ID number, and then enter it within YouTube's advanced settings.

Besides Google Analytics, there are two other ways to measure the performance of a video. They are:

Assessing video watch behavior.

This powerful analytics data lets you evaluate how your videos are performing. You can access it within Creator Studio. There you can go through the data found in the "Watch Time" reports

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Evaluating audience engagement.

This is the most straightforward way to find out how your video is performing. Just count up the number of subscribers, likes and dislikes, shares, and comments.

The way you assess the performance of your overall YouTube channels is through a YouTube Audit. This tool allows you to track metrics over a longer period of time, which will give you an ability to find patterns that tell you why traffic rose or fell. These insights will help you make tweaks to your YouTube channel so you can successfully grow followers.

How to Generate Leads With YouTube

YouTube is a useful lead generator depending on how you use it. The platform has several tools to capture and collect leads so you know who is watching your content but also who might be interested in your company's products or services.

One way are YouTube cards, which can be added to videos, creating a clickable CTA that prompts viewers to respond. The cards allow you to add more visual components so that they are more interactive and engaging with viewers, therefore attracting more eyeballs. They also can appear during any point during your video and can include downloadable content and outside links.

There are five different types of YouTube cards you can add to your videos:

Video or playlist to promote your own content.

Redirect to another YouTube channel.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Donation featuring a nonprofit of your choice to encourage donations.

Poll to encourage viewers to participate in a multiple choice question.

Link that redirects users to an approved website, preferably your own.

Besides YouTube Cards, two other organic tactics that can boost your content are:

Landing Pages With End Screens

End screens are a mobile-friendly YouTube feature that lets you end your videos with a CTA. You can use an end screen to prompt viewers to check out your other videos, channels, or playlists. You can also encourage viewers to hit the Subscribe button for your YouTube channel to promote your website, products, services, or newsletter.

Leads Via Search

A detailed YouTube video description can go a long way toward improving discoverability. You need to optimize it for both YouTube and search engines. Longer and more in-depth video descriptions have a better chance of ranking high for relevant web searches. That's because contextual keywords are the heart and soul of Google and YouTube queries.

Longer video descriptions aren't just about single long-tail keywords. A detailed description can help you rank for many possible related searches. It may even boost your chances of snagging attention for keywords or phrases you didn't use.

How to Monetize Your YouTube Channel

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

The ultimate way to take advantage of your YouTube is to monetize them through sponsorships. Plugs or mentions of products are the most common type of sponsorship. As the host of your video, you'll want to introduce the brand and engage viewers through demonstrations, promotion outreach, and general hype generated around the product.

Here are the most common ways you can involve sponsored products into your YouTube channel:

Reveal products through conversation.

Here you'll incorporate the product into conversation about your daily life. If the sponsor is an apparel maker, you'll drop the brand into a conversation about a recent shopping trip, or show viewers how you look and feel in their clothing.

Show off products.

Here you'll hype the product directly and make it the topic of a conversation. This kind of sponsored discussion features talking points about what makes the product desirable and can even include a demonstration or anecdote about how the product added value or helpfulness to a recent experience, such as a vacation or a night out.

Mention the products in a pre-roll, mid-roll, or end-roll segment.

This is probably most similar to a conventional television broadcast where the product is mentioned at a specific break from the main content.

Create product reviews.

This is the most direct way to hype a product. A sponsored review involves you discussion exactly why the product is worthwhile. You can physically review it on camera — For travel

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

luggage, for example, you can show viewers how the zippers and compartments work. This will depend on your opinion of the product, which many users find helpful when on the hunt to buy.

Produce a dedicated integration series.

This depends on your budget. If the brand is footing the bill, you can go beyond a simple plug or review and create a more sophisticated production that showcases the value of the product.

Tune in to Stay Current With YouTube Tactics and News

Social Media Examiner offers two weekly audio podcasts and a weekly live video talk show to boost your marketing skills and keep you up to date with the ever-changing world of social media.

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

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

Below is a thorough roadmap for what you need to know to get established on LinkedIn and make it work for your business. Here you'll learn everything from setting up your business profile to optimizing your professional information to grooming a professional network to target potential prospects through special tools and features.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

LinkedIn for Business: The Ultimate LinkedIn Marketing Guide

Setting Up Your LinkedIn Business Profile

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

First, click on the "Work" dropdown at the top righthand corner of your homepage and select "Create a Company Page+" from the bottom of the menu.

Upload a logo and banner image for your page.

Post company updates from your page that your audience will find interesting and helpful.

Tailor content to your audience's needs and interests.

Promote your page to attract followers.

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

Choose the LinkedIn business page option that best fits your organization.

Updating your Business LinkedIn profile is important because you'll want to continue to attract followers as well as appear relevant. After all, dead profiles suggest nobody's home. Instead, you'll want to keep your profile positioned to engage your followers at all times. Ways to make this happen include:

Refreshing your LinkedIn Profile's branding such as your background image and more.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Auditing the rich media on your profile, such as YouTube video links, to make sure they are still relevant and active.

Checking your website links to, once again, making sure they work.

Accessing your LinkedIn connections to delete anyone who isn't relevant or to reconnect with those who can help you build your brand.

Viewing your LinkedIn activity to increase visibility and views.

Checking your company page to ensure that the new images and updates are all correct.

The reason for all this checking and re-checking is because LinkedIn, like many social media platforms, often makes changes to its profiles that you need to be made aware of.

Keep the details and appearance of your LinkedIn company and showcase pages up to date.

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Finally, optimizing your LinkedIn business profile is important because it increases visibility and lets users know which sections of your profile are most important. You want to make sure the basics are working for you. These may include making sure you are using a high-resolution photo that is lit correctly and your headline uses keywords that your target audience uses most often.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

After that, don't forget to:

Customize your contact information. Make sure all the entry points to your profile reflects important keywords.

Use a video to introduce yourself and your work.

Solicit endorsements and give recommendations.

Share your education, certifications, and all awards.

Advertising On Your LinkedIn Business Profile

Besides serving as a good way to get your company information out there, LinkedIn is a great tool for target marketing. This can include using LinkedIn ads or LinkedIn Matched Audiences, two tools that market your business directly to the people who may be interested the most.

LinkedIn Matched Audiences helps you retarget website visitors, market to contracts from your customer databases and marketing automation platforms, and reach decision-makers at target companies for your account-based marketing programs. It's available for all LinkedIn advertising products, including Sponsored Content, Sponsored InMail, and other ad formats.

Create LinkedIn Matched Audiences to use website retargeting, account targeting, and contact targeting with your LinkedIn Ads.

Three of the new targeting capabilities are:

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Website Retargeting — Allows you to market to LinkedIn members who have already visited your website.

Account Targeting — Helps you reach decision-makers within your target accounts.

Contact Targeting — Enables you to upload or integrate your contact list to build a customized audience for your business.

To improve your LinkedIn ads you need to run split tests to track audience response. Split test are also referred to as A/B testing. This requires optimizing your LinkedIn Sponsored Content campaigns. Split testing requires testing and iterating so that every component of your campaign, such as images and calls-to-action, is optimized. Tests should run for at least two weeks to be truly meaningful, and you should only test one variable at a time to see if it makes a difference.

LinkedIn ads work best for reaching small- to medium-sized businesses. To make this work requires enabling the "Company Size" filter that allows you to target the companies that are most likely to purchase your product or service. One of the challenges to this service is many companies with 50 or fewer people have not set up a company page on LinkedIn and those that have don't require individual employees to associate their profiles with the company page.

The good news is that LinkedIn allows you to retarget visitors to your website with ads, which means you are going after people who have already shown interest in your product or service. You also have the opportunity to connect with qualified leads through lead generation forms that are designed to collect information via your ads. When members click your ad's call-to-action button, for example, the form will open with the fields already filled using information from their LinkedIn profile. It's that easy.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

LinkedIn lead gen ads open with the fields already filled using information from a person's LinkedIn profile.

Finally, video ads are another option offered via LinkedIn. Users can research a target audience by interviewing current and former clients, conducting an interview with a member of their executive leadership, and reviewing the LinkedIn profiles of existing clients or prospective clients.

Analyzing Metrics On Your LinkedIn Business Profile

So let's say you set up your profile, make sure it's optimized, established ad campaigns and even record some video. How do you know if all this marketing is working or not? The answer is within key metrics you'll use to benchmark your LinkedIn company page performance against the pages of your competition. The way to start includes:

Creating an audit spreadsheet.

Identify which techniques, such as shares, clicks, and "likes," are getting you the best results and which ones are falling short.

Tracking follower data.

Use LinkedIn's built-in analytics tool to assess your company page and not the total number of your followers. Use this number over time to see how it grows or doesn't.

Examining engagement data.

Your LinkedIn analytics will show the number of impressions/reach, clicks, "likes," comments, shares, and more, for a certain time period.

Measuring referral traffic.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

You'll want to use Google Analytics to analyze how much traffic LinkedIn is sending to your company website.

Use LinkedIn Analytics to gauge the performance of your LinkedIn pages and content.

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Generating Leads Through Your LinkedIn Business Profile

It takes five easy steps to get LinkedIn generating leads for your business:

Start with a LinkedIn Summary that conveys your value.

Write a company summary that makes your prospects feel like you understand their problem and you have solutions. They need to be confident in your skills and expertise to help them get to where they need to go.

Leverage the LinkedIn feed to deliver content that establishes your expertise.

Focus on topics that you are an expert at. Demonstrate by what you are posting that you are the expert. Let your content illustrate to the outside world that you have the knowledge and depth and skill sets to own the space you operate in.

Customize LinkedIn conversation starters for initial outreach.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Once you start outreach, know what to say and if you're reaching out for the first time, give the recipient some context.

Monitor notifications for special occasions to celebrate.

Monitor birthdays, work anniversaries, promotions and use them as opportunities to reach out and engage prospects.

Develop InMail and Messaging scripts to move conversations toward your sales pipeline.

Write scripts that help move your customers off of LinkedIn into your sales system or process.

LinkedIn can also improve your prospecting for leads and, once you make the connection, build trust so you can enter conversations about your product or service. Businesses can generate leads three ways:

LinkedIn has a number of features you can use to generate business and leads.

Nurture your relationships.

This goes back to making sure your connections are relevant and up-to-date. If so, stay connected with them by checking in. This is the surest way to build awareness and trust. Use native prompts to start a conversation. The prompts in the "Ways to Keep in Touch" box on LinkedIn's home page are good ways to keep engaging people in your network

If you are a freelancer, join the LinkedIn ProFinder network.

This is a freelancer marketplace where independent professionals can connect with LinkedIn members seeking experts for specific services such as writing, designing, editing, consulting, programming, and more.

Another tool LinkedIn offers is Sales Navigator, which gives marketers an edge in lead generation, business development, and brand awareness on the platform. It takes about an hour to set up and, once ready, offers a predictive search so the more you use it the faster it will work to tailor your results to your needs.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Sales Navigator was created for sales professionals, many of whom focus on account-based marketing (ABM), which focuses on the account or company rather than individuals. Fortunately for marketers, Sales Navigator is extremely useful for both ABM and individual lead generation marketing.

Finding the perfect prospects requires fine-tuning your searches. These are prospects that are enjoyable to work with, the ones to whom you can give the best service, and those that offer a greater financial return for your business. You can use LinkedIn to seek these prospects out, but another way the platform works is to attract them to you.

To build an advanced prospect profile you need to identify a number of ideal attributes including demographics. That includes job title, industry, company size, and company revenue. You'll also want to describe your prospect's pain points and what actions they already might be taking to relieve them. By doing this you are mapping out an identity of the perfect prospect, which will help you in using LinkedIn tools to target them.

Broadcasting Video On Your LinkedIn Business Profile

Use video to reinforce your brand on LinkedIn.Like Facebook and Instagram, LinkedIn allows users to record and share original video posts directly onto the platform. The LinkedIn mobile app, where you'll be shooting your video, will help you boost views and engagement.

Video gives people a better sense of who you are, what your business does, what your products look like, and more. Think of it as reinforcing your brand on your own page. It gives you personality and voice, which is crucial in the marketing of your business.

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

There are three ways to use video on LinkedIn:

Support professional credibility on your profile.

Including a video in the Summary, Experience, and Education sections of our profile gives people a sense of what you do and who you are. All you need to do is click the "Link to Media" button and then paste the video link in and click "add."

Add visual interest to LinkedIn Publisher posts.

Again, video makes these posts much more dynamic and engaging for the audience you are trying to attract. Simply paste the link to the video in the post and you're done.

Make your updates stand out on the timeline.

People are scrolling their timelines up and down and a video will make them stop and take notice. This is another tool you can use to develop relationships with targeted prospects.

Tune in to Stay Current With LinkedIn Tactics and News

Social Media Examiner offers two weekly audio podcasts and a weekly live video talk show to boost your marketing skills and keep you up to date with the ever-changing world of social media.

Advertising on Facebook is available to businesses in many formats. Ads can be as simple or as sophisticated as they want. No matter the scope, the reach is wide: Businesses have the ability to market to two billion people on Facebook every month.

The process is easy.Facebook allows users to target audiences through self-serve tools and it gives them analytics reports that track the performance of each ad. The reach and visibility can

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

help level the playing field for an independent business that wants to compete with companies with much larger budgets.

Through Facebook's Business Manager platform, businesses have a one-stop shop for all their marketing and advertising needs. Additional resources like access to Instagram and product catalogs are part of the mix.

To fully conquer Facebook advertising requires perseverance and a deep understanding of how the platform works in all its dimensions. Lucky for you we have created the ultimate guide to get you started.

Facebook Ads: A Facebook Advertising Guide for Marketers by Lisa D. Jenkins on Social Media Examiner.

How to Set Up Your Facebook Advertising Account

The first step is an easy one: Set up a Facebook Advertising account. This is a fairly straightforward process and involves the following four steps:

Set Up Facebook Business Manager. First, you create a Facebook page for your business. From there you can create a Business Manager account that allows you to run ads for that page. To start go to the home page for Business Manager and click "Create Account" — Then log in using the email and password you used to set up your business page account.

Install the Facebook Pixel. Go to your website and install the Facebook pixel that allows Facebook to identify people who visited your website, create custom audiences comprised of those visitors, and then show ads to them.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Create Audiences to target users. This tool allows you to create and save audiences that are most relevant to your brand. Go back into Business Manager and select the "Audiences" option from the assets column.

Create a Facebook Ad from a Facebook post. Now you can try it out. First decide what you want to accomplish — do you want more clicks, sales, video views, or leads?

Create Facebook ads by clicking on Create from your Facebook Profile.Facebook Ads Manager is the primary tool for creating and analyzing your Facebook ad campaigns. Creating the ad itself just involves selecting "Create Ads" from the drop-down menu in the upper right of your business page.

When you open the main menu, you'll see five sections: Plan, Create and Manage, Measure and Report, Assets, and Setting. Knowing how each tool works is essential to shaping your campaign.

Plan. The Plan section contains tools that help you learn things about your audience and give you creative ideas for running your ads. With the Audience Insights tool, you can find out a lot of information about different audiences on Facebook.

Create and Manage. Here you find tools for creating your ad and managing your campaigns.

Measure and Report. When you want to analyze how your ads are performing, check out the tools in the Measure and Report section. For example, here you can create those custom conversions to track whether ads are meeting your business goals.

Assets. This section gives you quick and easy access to key assets that you've used to build your ads, including audiences that you've saved for ad targeting, images you've used, your Facebook pixel, and more.

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Settings. The settings area is where all of your account information is stored. Go here to update payment information, your email, and so on.

The Facebook pixel is a tool that helps you run highly targeted campaigns, so it's important to install it before running Facebook ads. Each ad account gets one default pixel to use. The code is made up of two main parts: the pixel base code and event code. The pixel base code tracks all of the traffic to your site. Event codes are additional pieces of code you can add under the default pixel code to specific pages of your website that allow you to track certain actions on those pages.

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Use the Facebook pixel to improve your campaign targeting and analysis.

As you go through this process it's important to provide sharing access to Google Analytics, Facebook, ClickFunnels, and other lead page assets because each platform has its own account setup structures and sometimes involves multiple setups. The reason why this is important is twofold:

You can remove liability under the General Data Protection Regulation (GDPR), the European Union (EU) law that gives greater protection to an individual's personal information and how it's collected, stored, and used. If you collect clients' customer data in your own account, you can

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

find yourself in the position of being the data processor or data controller and thus liable under GDPR.

You protect your reputation. Clients may not intimately understand the nuts and bolts of data and digital funnels when they start working with you, but eventually they will understand. If they feel taken advantage of at the end of your relationship, they won't speak highly of you to their fellow business owners.

How to Get Started With Facebook Ads

Understanding the Facebook Ad algorithm is important because it identifies ads that provide a good user experience.

Facebook ads need to provide a good user experience.

In doing so, the right settings can help optimize your budget. There is a practical reason why the algorithm exists: If advertisers monopolize the news feed, Instagram, the right-hand column, or whatever you're using to advertise on Facebook, people won't return to Facebook. That means your ads need to provide value because Facebook wants to create a positive user experience with meaningful interactions.

Ad transparency is important for figuring out the algorithm. The ability for any user to see exactly what ads a Facebook page or Twitter account is running is particularly useful for marketers and businesses. There are three key ways that marketers can leverage this information to their advantage:

Research competitor campaigns and consumer markets. Seeing all the ad campaigns your competitors are running is invaluable as you consider your own campaign. Visit their landing

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

pages and assess their call to action. What special offers are they running? How long are their videos? Are they trying to attract clicks, drive purchases, or just create awareness?

Get inspiration for using new ad features. New ad features roll out all the time on Facebook and Twitter. Look to major brands like Home Depot, Target, or Airbnb to see how they're using new ad features; it's a good way to see what each feature does and how it works without investing your first dollar.

Share active campaigns with customers and prospects. Because users can engage with the ads in the same way they would if the ad appeared in their news feed, customers and prospects now have an opportunity to begin a purchase or a signup they might have missed out on.

The Facebook Info and Ads tab shows you the ads a Facebook page is running.

So how do you build an effective Facebook advertising campaign? First you need to have a plan of action. Otherwise, you'll be flying blind with no clear idea of where you want to go. To see consistent results, identify where in your sales funnel you can leverage Facebook ads. Answer these four questions to help define your strategy:

What's your objective for Facebook advertising? For example, do you want to generate new leads for your business, sales for your ecommerce store, or subscribers to your blog?

Do you have existing or consistent website traffic?

Do you have an email list? If so, is it active and how many people are on your list?

Can you create unique content about your business/industry?

Based on your answers, there are three Facebook advertising strategies you can use to take the next step forward:

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Provide free content to warm up your audience. Content marketing is one of the most effective ways to differentiate your business and warm up cold audiences. Provide free valuable content that entertains, educates, or inspires your ideal customer. You could use videos, lead magnets (guides, checklists, coupons, etc.), or blog posts, for example.

Engage people on your email list. Delivering your message via your Facebook ads and email marketing is twice as effective. Customers will see your message in their inbox and when they browse Facebook.

Retarget website visitors. If you install the Facebook pixel on your website, you can target people who have recently visited your site.

Facebook Marketplace is the place where you can reach local audiences with your product and services.

Pages can also run ads in Facebook Marketplace.

Think of it as the Facebook equivalent of eBay and Craigslist — Here's where everyday people can post any number of items or services for sale. Currently, Facebook says it has over 800 million users in the Marketplace. The plus of Facebook Marketplace is that it's where people are actively looking for a specific good, which means you have immediate access to an audience that is looking for you.

Create a campaign objective. Marketplace offers five objectives: reach, traffic, conversions, catalog sales, and video views. Once you pick one you can give your campaign a name.

Choose placement. Where do you want the ad to appear? Scroll down to the Placements section and pick the settings.

Create a video ad. In the Ad Creation section you can upload images as well as a video. Videos tend to outperform static images in Marketplace, so that might be your best option.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Analyze placement results. Check out how your ad is performing in comparison to other placements. You can do this by filtering your ad reports by selecting "Placement" from the Breakdown drop-down menu.

How to Incorporate Facebook Ad Funnels

You can also create a sequence of Facebook ads based on your email marketing funnel. Most sales funnels include an email follow-up sequence, which is a series of pre-written emails that are automatically delivered on certain days in the funnel. Each sales funnel is different and can include a sequence of a few emails to many emails. To create a dynamic ad sequence, you replace the emails with Facebook ads for each topic. Part of this process is creating the type of ad. Among your choices:

The Hook Ad. The goal of the hook ad is to draw your ideal client into your community. Think about what you can offer for free to provide value to this audience. A checklist, video series, challenge, coupon code, or webinar are all helpful pieces of content you can promote to help hook your ideal client into the solution you provide.

Use Facebook ads to draw your ideal client into your community.

The Nurture Ad. This is where the dynamic sequence kicks in. The only people who'll see this ad are those who opted into the hook ad. This audience is now warmed up to you because they received your freebie, training, or challenge. Use this ad to provide even more value to new leads.

The Testimonial Ad. Do you have a client who has achieved something great with your solution? Were you included in another authoritative publication or podcast? Now is the time to tell your new community about it through a testimonial ad.

The Ask Ad. Now that your new leads are primed with valuable content and a sense of your expertise in the field, it's time to make them an offer. This offer needs to be the next best step in

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

solving the problem that got them opting into your lead magnet in the first place. This audience is now ready to take advantage of the new paid strategies you will provide.

Once set up, your ad funnel can target people at every stage of the customer journey. It takes an actionable plan that attracts people who have engaged with your social media posts within the last three months.

The first step is serving a website conversion ad to people who are similar to those who have already purchased from your store based on their age, demographics, interests, values, and more. That will require setting up a Facebook pixel to track those who made a purchase from your online store or visited your website.

Serve website conversion ads to people who are similar to others who have purchased from you in the past.

From there, build brand and product awareness via ads served to people who engaged with your social media posts within the last three months. You then need to create carousel ads to target people who visited your website within the past 30 days.

You can also use case studies and testimonials to create a Facebook funnel campaign.

The reason why both are effective is because they not only build awareness, they build trust.

Case studies are based on personal stories and detailed information that convince people your product has value.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Testimonials are firsthand accounts by people similar to your targeted audience about why your product helped them overcome a challenge.

After you build audiences that demonstrate an interest in your case studies and testimonials, you can then offer a trial, demo, or discount that will confirm your product or service works for your prospects and thus overcome their remaining doubts.

If you have a sizable Facebook following with whom you regularly engage and share valuable content, you can build a Facebook funnel based on case studies and testimonials with three campaigns, each of which targets a warm audience. With this funnel in place, you can maximize the results you achieve with your Facebook ad spend.

How to Improve Facebook Ad Targeting With Custom Audiences

The real impact of Facebook fans on your business is not just about the size of your audience; it's how engaged they are with your content. Previously, the only way you could target your audience with ads was either as a whole audience or by creating segments with basic demographic and interest targeting.

Since there were no dynamic targeting options, your target audience would include a large number of people who like your page but don't actually interact with any of your posts or ads.

With the introduction of page engagement custom audiences, you can now segment and build audiences based on the interactions people have with your Facebook page and ads. This allows you to target only the most engaged people who will be hyper-responsive to your ad campaigns.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Facebook events are also a good tool to target new audiences. Do you want to target Facebook ad campaigns to people who actually attended your event? If you collect information from people while they're physically at your event, you can use that data to create a custom audience based on offline activity. To get a little more specific about the people you want to target based on their engagement with your Facebook event, you can set up a custom audience for Facebook event engagement.

What if you want to retarget website visitors with ads for products they viewed but didn't purchase? The answer: dynamic product ads.

Dynamic product ads let you target customers who have visited your website and browsed a range of your products but left before completing the purchase. This is a very hot audience so it's important to target them to encourage them to convert.

With dynamic product ads, you can create a tailor-made ad for each person with the products they've viewed on your website and a range of other products. They'll see these ads on their Facebook feeds the next time they log in.

Use dynamic Facebook ads to show multiple products, offers, and reviews in a single ad.

The benefit of dynamic product ads is that you minimize the number of conversions lost at the last stage of the sales process. The ads remind customers of your products and increase the likelihood of a website visitor returning to your website to buy something. You can also spotlight offers, show product reviews, and tell users about delivery time or other key points.

KARPAGAM ACADEMY OF HIGHER EDUCATION
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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Facebook also allows businesses to retarget prospects based on their activity with your website, product, or landing page. The Custom Audiences tool allows you to create a list of these contacts and target them with highly relevant ad campaigns.

Use website custom audiences to target people based on the actions they take on your website.

Here are seven types of audiences you can target:

Everyone who visited your website.

This is the default option and a good one for smaller businesses that don't have enough website traffic to target people by page views.

People who visited a specific product page but didn't purchase.

This is an advanced website custom audience that combines a URL condition with an event action.

People who viewed your lead magnet landing page but didn't opt-in.

Similar to the previous website custom audience, you can use this next audience to target Facebook ads to people who visited your lead magnet landing page but haven't opted in yet.

People who viewed your contact page.

This next audience is ideal for service businesses that want to target people who are interested in working with them. This audience groups people who have visited your contact page but haven't completed your contact form.

People who started the buying process but didn't complete it.

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(Deemed University Established Under Section 3 of UGC Act 1956)
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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING	**SEMESTER : VI**
SUBJECT CODE : 18CCP401	**CLASS : II M.COM(CA)**

UNIT III – Online Marketing Tools

This next audience uses your event actions and is very effective for ecommerce companies. Creating this audience allows you to group people who have visited your website and started the buying process, such as adding a product to the basket or initiating checkout.

People who previously purchased from you.

One of the best ways to increase your revenue is to drive repeat purchases from existing customers. You can introduce new product offerings and exclusive discounts to encourage further purchases.

People who read your blog.

If you have a blog, this website custom audience is for you. This is a hyper-responsive audience to which you can run offers or even just promote more content to build stronger brand awareness and deepen your relationship.

How to Control Facebook Ad Spend

When setting up these campaigns you need to have a budget. But for how much? Estimating a Facebook ad budget is important because it should be based on the amount of revenue you want to generate. To do this requires the next few steps.

Base your Facebook ads budget on the revenue you want to generate.

Set a target revenue goal.

Defining a revenue goal for your campaign seems like a simple move for an established business or marketing professional, but you'd be surprised how often people skip this step. There's nothing wrong with this approach as long as the "see how it goes" part is strategized, tracked, and optimized.

Create a custom conversion path in ads manager.

Prepared By Dr.Sashikala V., Department of Management, KAHE

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Once you have a revenue goal in place, configure Facebook Ads Manager to show you the data you need.

Create a two-part ad campaign.

When you calculate cost per lead, your audience, ad creative, and funnel strategy can have a huge impact on the results.

Monitor your results and adjust your ad campaign.

After you run your ads for a while and gather conversion data, go to the Ads Manager to take a look at your costs. To see the relevant data, you'll need to configure your columns to show custom conversions.

Facebook's Budget Optimization tool uses an algorithm to automatically optimize your budget distribution across ad sets so you can find way to save money. As with most aspects of Facebook advertising, the most effective way to identify what's working best for your business is through testing.

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UNIT III – Online Marketing Tools

The same is true for identifying your ideal audiences to save money. By setting up multiple ad sets, each targeting a different audience, you can gather data that will help you determine which audience is performing best within your current campaign.

When you're running ad sets with different audience sizes, it's recommended to set budgets proportionally based on individual audience sizes. This helps ensure that your budget has equal potential with each audience.

Need to lower costs further?

Building engagement on your posts sends positive signals to the Facebook algorithm, which can boost your reach, increase the size of your warm audience, and ultimately lower your advertising costs. Here are three tips for building engagement that delivers better ad results.

Reuse successful tactics from posts with high engagement rates.

The engagement rate is the percentage of people who enjoy your content so much that they interact with it (react, comment, share, click) after seeing your posts in their news feed.

Create content with conversation in mind.

If you want better results from your campaigns, build your Facebook page authority while creating community. Teach, ask questions, and engage in a dialogue on your page. The more people who interact with your Facebook posts, the more relevant the algorithm will find the content, ultimately serving it up to more people and growing those warm custom audiences for retargeting.

Supercharge the conversion with engagement looping.

To supercharge these tips, try a little trick called "engagement looping." When responding to comments on your posts, encourage more dialogue with your Facebook page audience. When you do this, Facebook will begin showing your page content organically to the friends and family of the people interacting with your content.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Pay attention to when you get charged for your Facebook ads.

One way to manage costs is to choose whether you get charged by the cost per click (CPC) or cost per mille (CPM).

When you opt to be charged by link click, you'll be charged by CPC. This means you'll only get charged when someone clicks a link in your ad. When you opt to be charged by impression, you'll be charged by CPM. This means you'll get charged every time an impression of your ad is shown, with the price calculated per 1,000 impressions.

Which is right for you?

You only get charged when someone clicks your ad, so in theory, if your ad doesn't get many clicks, you'll initially be getting thousands of impressions for free. This charge type also acts as a safeguard against paying lots of money if your ad isn't performing well.

The downside is that if your ads perform well and you get a high click-through rate, you'll pay for every click. Your CPM will rise and you'll be paying a high price for that great performance.

If you're not spending a lot of money and aren't running experiments with different audiences, sets, and ad variations, and are putting a lot of effort into optimization, choosing Link Clicks is likely a good option.

Facebook's Automated Rules feature is another way to manage your Facebook ad spend more effectively.

Use Facebook automated ad rules to manage your ad spend.

Facebook's automated rules feature is a hidden gem for improving Facebook ad performance without relying on manual optimization. It can save busy Facebook advertisers time, energy, and resources.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

By combining different KPI metrics when defining rule conditions, you can design your custom automation workflow on Facebook. It may require some trial and error to find the right automated rules, but it's worth the investment.

With automated rules, you set predefined conditions for key performance indicators (KPIs) such as likes, reach, and leads, and ad campaign elements (campaigns, ad sets, ads, etc.) in your Facebook ad accounts. Facebook will check the condition you set at specific time intervals, and when a campaign meets that criterion, it will take your predefined action, essentially saving you time and money.

How to Test Facebook Ads

The Facebook Dynamic Creative ad tool is an effective way to test Facebook ad variations automatically. The tool delivers the best combinations of your ad creative assets. It runs different combinations of your ad components, such as images, videos, titles, descriptions, and calls to actions, across your target audience to determine which combinations produce the best results.

The Creative Dynamic tool runs different combinations of your ad components to determine which combinations produce the best results.

Before the introduction of this feature, you had to create fully formed ads individually and test them manually to find the most effective ad creative and the best ad-to-audience fit. Dynamic Creative automatically randomizes ad variations for you, making it easy to show the right ads to people. Facebook lets you use up to 30 creative assets, including:

Five title/headline variations.

10 images or 10 videos.

Five text variations.

Five descriptions.

Five CTA button variations.

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(For the candidates admitted from 2018 onwards)
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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Sometimes, improving your Facebook ad performance means making sure your ads don't overlap audiences.

A byproduct of this phenomenon is ad fatigue — What happens when your audience has seen your ad too many times, which can reduce its effectiveness. Some reactions are as harmless as ad blindness, where your ad simply becomes a constant in their ever-changing news feed. Other times, users get annoyed to the point that they're blocking or leaving negative comments on your ads. The three ways ad fatigue can happen are:

When you oversaturate a small audience.

Social channels allow you to build specialized audiences around certain demographics, interests, and so forth. But that level of control can sometimes affect performance. It's much easier to oversaturate an audience of 2,000 people than a group of 200,000, or 2.1 million in a 1% U.S. lookalike audience.That's not to say you should only target audiences with hundreds of thousands or millions of users. Sometimes highly targeted, smaller audiences can be very valuable. But it's important to scale your daily budget to relative audience size.

When your ads are not overly creative.

Not refreshing creative is the biggest cause of ad fatigue. Even if you're marketing to the same audience, do an updated round of creative. It can go a long way toward preserving your audience's patience.

When you do a poor job of audience targeting.

A person might have visited your site, had the interests you're targeting, and was put in your lookalike audience by Facebook. If you don't take any action, this person could see your ad three times as often as someone in only one of the audiences. Preventing audience overlap takes some planning, a few handy tools, and patience, but it can make a big difference in campaign performance.

How to Establish Facebook Messenger Ads

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Facebook's Messenger app allows for one-to-one messaging between users. It's also another potential platform for your company's advertising. Facebook ads can be displayed inside the Messenger app on the Home tab, which increases the likelihood that people will interact with your brand or business.

You can also export user data from your Messenger app subscribers to create custom and lookalike audiences that you can later use to serve targeted Facebook ads. These users are typically highly engaged and super-familiar with your business and content, making them an ideal audience for marketing your products. When you target warmer audiences, you'll find you convert at a higher rate and your ads cost less.

You can also create a lookalike audience based on your custom audience. While the custom audience is a near-replica of your subscribers, the lookalike audience is made up of people who are very similar to your subscribers. Targeting this lookalike audience can help you grow your subscriber base with like-minded users.

How to Combine Facebook Ads with Facebook Video

Like Facebook Messenger, Facebook video is another platform within Facebook to host advertising for your company. Facebook Live allows users to broadcast streaming video as it happens in real time to other users within their network. A good strategy looks like this:

Start with at least four Facebook Live videos.

These Facebook Live videos need to provide valuable content that helps your target market. First you need to research what people want to watch via a Facebook poll.

Develop a warm audience by boosting live video posts.

It costs about $1 per day. Keep in mind that these low-cost ads will save you even more money when the reach of your videos allows you to retarget warm leads later in this process.

Drive organic video views from other channels to augment your warm audience.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Promoting a post helps, but you should expand your reach through organic methods too. Expand the reach of your live video by posting it in Facebook groups and other social networks.

Create a lead magnet landing page.

After you post several Facebook Live videos and follow the steps to promote those videos on Facebook and beyond, you should have an established (or warm) audience. Your next step is to convert them.

Create free content such as an ebook, guide, webinar, or another piece of collateral.

Make sure the collateral you create relates back to the Facebook Live videos. Doing so improves your chances of snaring leads interested in your offer. Then create a landing page where anyone interested enters their name and email address to receive a file, clicks a button to sign up for a webinar, or otherwise takes action to accept your freebie.

Deliver your offer via a Facebook ad that retargets your warm audience.

The final step is to create a retargeted Facebook ad that drives traffic to your landing page. The people you want to retarget are those who saw your previous Facebook Live videos.

"Deliver

Of course your video makes no impact if viewers don't watch it all the way through. Among the ways to make sure viewing reaches completion every time is to optimize your video's text and thumbnail attributes and determine the right day and time when you release the video to the public.

Facebook In-Stream Video Ads might just represent the most impactful form of video advertising. This kind of ad placement lets you show mid-roll video ads to viewers who are watching video content from select creators and publishers such as ESPN, VICE, CNN, The New York Times, and others. The ads can be 5-15 seconds in length and not skippable by viewers.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Your ads are delivered to a targeted audience that has been viewing a video for at least 60 seconds, meaning they're engaged and more likely to pay attention to your message. If you combine this feature with well researched and targeted audiences, it could be an effective ad type for you.

In addition to the Facebook news feed, you can select the Audience Network placement to reach a targeted audience outside of Facebook.

How to Analyze and Improve Facebook Advertising

Analytics are key to understanding which ads work and which ones don't. Facebook Analytics is a robust tool that lets marketers explore user interaction with advanced goal paths and sales funnels for Facebook ads.

Facebook Analytics is a free tool, but it's designed to work with Facebook Ads which do have a cost attached to them.

Facebook Analytics is a free tool for analyzing Facebook ads performance.

In the past, Facebook allowed you to see only the last touch point in your funnels. For example, if someone interacted with seven of your posts but purchased on the eighth interaction, only the final interaction would be given credit for the conversion. Now you can see the full interaction path to the conversion, rather than just the last touch point.

Google Analytics works with Facebook to measure conversions from your Facebook ads. In other words, tracking where people are coming from before they land on your website. You can also use Google Analytics to track the actions people take while they are on your website. Those actions can include:

Subscribing to an email list.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Viewing product pages.

Adding to their shopping cart.

Viewing your landing page.

The goal is to apply these insights into your advertising via Facebook and to track your return on investment for the ads themselves.

Google Data Studio is a good way to report on and visualize your social media campaign. You can use this tool to create easy-to-update reports on your website, Facebook, or other social media marketing campaigns. Google Data Studio is free. You can share reports with clients and team members, and import data from multiple sources to gain a holistic, 360-degree view of your digital activities.

To get started with Facebook Analytics itself, all you need to do is select your Facebook pixel, which will start providing you data. Then you need to create an event source group, or ESG, which connects your Facebook business page and Facebook pixel, so you can draw from more data sources like a Messenger bot. The dashboard shows real-time aggregate data of all your sources and you can see how they work together.

Create an event source group to draw behavior data from your marketing sources.

During this process it's important to understand how Facebook Attribution works. When people interact with your Facebook ads, their actions — watching a video, visiting your website, etc. — are recorded. Each time your ad leads to a conversion, Facebook will credit, or attribute, the ad in Ads Manager so you can see how well your campaign is doing and determine if you are reaching your targets.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

If you have a campaign that is working well, it's time to scale up to net more customers. The way to do that is to set up your Ads Manager dashboard to ensure you're viewing the most up-to-date data. The most ideal time window is over the last seven days. From there you can see which ad sets have high customer acquisition costs. Pause any ad sets with a cost per result that's at least double your expected costs.

The best way to monitor performance of your Facebook ads is to generate reports through Facebook Ads Manager. The reports will reveal which ads are working best in reaching your targets and which ones are falling behind. By analyzing your campaign performance on a consistent basis, you'll be able to quickly spot fluctuations in campaign metrics that signal a need for testing refreshes or reveal winning Facebook ads you should scale.

Analyzing four core metrics — cost, relevance, frequency, and cost per mille, or CPR — helps you identify and assess the performance of your campaigns and the ads within them.

Cost per Result

This cost metric isn't your overall spend or amount spent on each of your campaigns; it's your cost per result based on your campaign objective and ad set optimization. If you've set a daily budget and aren't scaling your campaigns, and you see your cost per result decreasing, your campaign results will be increasing.

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(For the candidates admitted from 2018 onwards)
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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

When your Facebook ads Cost per Result metric decreases, your campaign results will be increasing.

Relevance Score

The next metric to look at is relevance. A relevance score is a rating from 1–10 that Facebook gives to each of your ads. This score reflects the ad-to-audience fit and how well people are responding to your ad. This metric can be viewed only at the ad level of your campaigns.

If your relevance score increases over time, you'll typically see your cost per result decrease and your campaign performance rise. On the flipside, when your relevance score is decreasing, you'll find your cost per result increasing, indicating your campaign performance is decreasing.

Frequency

The third metric to look at is frequency. Frequency is a delivery metric that tells you how many times on average someone has seen your ad. Your frequency will always start at 1 and increase over time as you spend more of your campaign budget and reach more of your target audience.

As your frequency increases to 2, 3, 4, 5, and so on, you'll notice that it impacts your cost per result and relevance score. The higher your frequency, the more people are seeing the same Facebook ads.

The higher your Facebook ads frequency, the more people are seeing a particular Facebook ad.

CPM

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Finally, look at CPM, which is an acronym for cost per mille. This is your cost per 1,000 impressions. As your frequency increases and you reach more of your target audience, your CPM will start to increase. This means that it's now costing you more for 1,000 impressions than it previously did. This will have an effect on cost, relevance, and frequency metrics.

Facebook ads CPM metric shows your cost per 1,000 impressions.

Tune in to Stay Current With Facebook Tactics and News

Social Media Examiner offers two weekly audio podcasts and a weekly live video talk show to help boost your marketing skills and keep you up to date with the ever-changing world of social media.

Facebook is an incredibly powerful marketing tool. You've no doubt heard this already.

It is, after all, the world's largest social network, and one which enables heretofore unheard-of avenues of communication. Never before have businesses been able to reach their customer base so easily, and on so intimate a level. Of course, that in and of itself means you cannot go in without a clear marketing plan, one which needs to be flexible enough to evolve with your changing business needs.

We can help with that.

Whether you're new to Facebook for business or want to add something new to your current Facebook marketing plan, you've come to the right place. This guide is intended to help marketers of all experience levels, from beginner through to advanced. We'll teach you how to

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

leverage Facebook pages, profiles, groups, ads, live video, analytics, contests, and more – everything your business needs to shine.

Understanding the Facebook Algorithm

The Facebook algorithm decides when and where a business's organic page posts and ads appear. It's constantly changing and evolving, meaning marketers have to constantly stay on their toes so they can figure out what to expect. The one commonality is that each change is intended to provide a better experience for Facebook users – so that's the best place to start if you want to figure things out.

What The Facebook Algorithm Likes (and Doesn't Like)

Generally, the Facebook algorithm will always prioritize posts with a lot of likes, comments, or shares, particularly if that engagement all comes in a short time. It will also prioritize serving content to a user if it has been liked by their friends, as well as posts types that the user either interacts with frequently or seems to prefer.

This applies to pages as well as posts – but we'll discuss that a bit later in the piece. What Facebook's algorithm doesn't like is pretty clear, as well. Spam, clickbaiting, likebaiting, repetitive posts, text-only updates, unusual engagement patterns, and content that's too promotional.

Facebook Zero: It's All About Meaningful Interactions

Last year, Facebook made significant changes to its news feed algorithm. Widely known as the "Facebook Zero" update, the gist of it is that it deprioritized public, professional posts and

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(For the candidates admitted from 2018 onwards)
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SUBJECT : DIGITAL MARKETING	**SEMESTER : VI**
SUBJECT CODE : 18CCP401	**CLASS : II M.COM(CA)**

UNIT III – Online Marketing Tools

prioritized posts from people they're connected to. This means more content from friends and family, posts from friends and family seeking advice or recommendations, and content shared by friends and family appearing in individual news feeds.

Facebook Zero prioritized posts from people you're connected to public and professional posts in the news feed over promoted posts and posts from businesses.

Consequently, it also means fewer promoted posts and posts from businesses.

Instead of promotional content, businesses now need content that focuses on the community. Posts that educate while entertaining, live video, and anything that generates hype (and therefore comments and shares) are all fair game. So is the promotion of long-form content, either third-party or first-party.

The Facebook Ad Algorithm

In a lot of ways, the Facebook ad algorithm is even more arcane than its news feed algorithm. Michael Stelzner very accurately described it as a big black box few people understand. What we do know is that like the newsfeed algorithm, it's user-focused and designed to determine the best ads to show the best targets while also creating a positive experience.

We also know that it doesn't simply prioritize the highest bid. Paying more does not mean your ad is likelier to be seen. Instead, according to Tier 11's Ralph Burns, your bid is only part of an ad's total value, which includes estimated action rate, quality, and relevance.

Paying more does not mean your Facebook ad is likelier to be seen.

Optimizing your Facebook ads involves testing and perfecting several factors.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
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Matching your message to your market.

Determining the results you want to see from each individual ad.

Choosing the right objective for your overall ad campaign.

Putting Your Business On Facebook

There are a number of ways for businesses to create a presence on Facebook, and it's important that you understand their features, benefits, and drawbacks. This will help you decide which best suits your business goals. We'll touch briefly on each below, and you can read about them in greater depth here.

Options

Personal Profile

When you sign up for Facebook, you do so as yourself and create a personal profile. Especially if you're a sole proprietor, it can be tempting to just use that profile for your business. Doing so, however, could violate Facebook's terms of service – proceed with caution.

Use a personal profile for business on Facebook with caution.

Pros

Attracts followers from among your friends and family (and their friends and family).

Personalizes your business.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Helps potential customers contact you directly.

Cons

You risk violating Facebook's terms of service and having your account removed.

Your friends and family may not be your primary demographic.

You can't post ads with links to online ordering or other pages on your website.

Scaling can be difficult.

Best Practices

Be aware of your privacy settings, and avoid posting personal content publicly. Make sure to preview your public profile so you know what colleagues and customers see.

Learn how your personal profile connects to business pages and groups so you know where your content and images do and don't appear.

Put a professional spin on your profile picture and cover image.

Add professional details to your profile.

Share behind-the-scenes moments from your business that add personality to your brand.

You can learn more about using a personal Facebook profile for business here.

Facebook Business Page

Facebook also allows you to create a business profile that's separate from your personal profile. Having a separate Facebook page for your business keeps your account in good standing, and gives you the freedom to post, advertise, and focus your content around your business, industry, and customers.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

A Facebook business page lets you post, advertise, and focus your content around your business, industry, and customers.

Pros

Gives you access to Facebook ads.

Separates your personal life from your business.

Gives you access to Facebook Analytics.

Cons

Managing a business page can be time-consuming.

You're subject to Facebook's ad policy, and your ads may not be approved under it.

Best Practices

Avoid overly-promotional content.

Find, create, and share content that's relevant to your products.

Create a greater narrative that keeps your customers interested.

Facebook Groups

Facebook groups are communities you join via your personal profile or page, made up of like-minded people and organizations that come together to discuss and share ideas around common interests. Often, such groups have rules to keep interaction focused on their purpose. You can either create your own group or join one of the many Facebook groups formed around your industry.

Either create your own group or join one of the many Facebook groups formed around your industry.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Pros

They're a great way to find new connections, customers, and partners.

It's easy to form relationships and take them out of the group.

Members of a Facebook group are usually a targeted, highly-receptive audience.

Cons

If you don't own a group, you can be removed without cause.

It can be incredibly time-consuming to keep up with active groups.

Best Practices

Be helpful and supportive towards other group members.

Avoid thinking or acting exclusively in the interests of your business – you're here to be part of a community, not promote.

Don't overdo it. Join just one or two groups and remain helpful and active.

Make sure to read the rules of a newly-joined group.

If you're going to add people to a Facebook group, make sure you only add those you know are interested.

Only create a group if you have a clear purpose in mind.

Public Figure Facebook Page

If your brand is particularly tied to you as a person, it might be worthwhile to create a public figure page.

A Facebook business page shows what you sell, a public figure page shows who you are

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

This is especially valuable if you want to establish yourself as a thought leader in your industry. Public figure pages work much the same as business pages, with one exception – a business page shows what you sell, a public figure page shows who you are.

Creating, Optimizing, and Protecting Your Facebook Business Page

Your business page on Facebook is attached to your personal profile so Facebook knows who owns the page, but its separate presence allows you to promote your brand. They have a ton of features not available to profiles, including analytics, advertising, and post scheduling. Here's how to ensure you set up your page for success.

Step 1 to create your Facebook business page.

Adding a Profile Photo

Your profile photo can be any number of things.

A photo of a physical product you sell or a representation of a service you offer. A professional photo of yourself if you're the face of your business. Your logo. Even a shot of your headquarters.

Whatever you choose, keep the composition simple and easily recognizable. Ideally, you'll want the photo to be sized at 180 x 180 pixels. You can use a free tool like Canva or GIMP 2 to help you with the process.

Once you're done, go to your page and click on Add a Picture.

Adding a Cover Photo

The process for adding a cover photo is almost the same as adding a profile photo, with one difference – the dimensions for a Facebook cover photo are 828 x 315 pixels. It's also important to remember that the mobile-friendly area falls within 560 x 315 pixels.

When you've found an image, click Add a Cover Photo in the upper-left corner of the cover photo space.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Call-to-Action

What do you want people to do on your Facebook page? Sign up for a giveaway or newsletter? Buy something? Access your website?

Step 1 to create your Facebook business page call to action button.

Create a call-to-action button to give them an easy way to do so – here's how.

Click on Add a Button under the right corner of your cover photo.

Choose the type of standard button that best fits what you want to do.

We'd recommend at the very least adding a Get In Touch button and a Learn More button.

Description

The description area tells people what your page is about. The more information you give potential new followers, the likelier they are to stick around. You're limited to 155 characters, and the description shows up in search results, so you'll want to think about how potential followers might search for a product or service.

Username

We'd also recommend customizing your Facebook URL with a unique username. Match it to your brand.

Optimizing Your Facebook Page Preview

When someone hovers over your Facebook page, it displays a page preview. This helps potential customers learn more about your business, whether they're seeing it as an ad or seeing content someone shared from your page. They also see this preview when they hover over linked brands and businesses in a personal profile's About section.

When someone hovers over your Facebook page in the news feed, it displays a page preview.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Here's how to optimize your preview so it looks professional, attractive, and engaging.

Make sure the information in your page's About tab is complete. This includes a summary and website link.

Confirm your call-to-action and messaging options.

Ensure your page is collecting and promoting positive Facebook reviews if relevant.

Curate the content you upload to your page so that the thumbnails and images are part of an attractive mosaic – they appear below your preview.

Pay attention to Facebook Insights. It can tell you whether or not your efforts to optimize your Facebook page preview are successful.

Facebook Location Pages

If you operate physical storefronts, Facebook allows you to create separate location pages for each of your outlets. These pages can all be easily connected to your main brand, making it easier for users to find stores and offices that are near them. Here's how to do it.

Facebook location pages make it easier for people to find stores and offices that are near them.

Log into Facebook's Business Manager, found here.

Select your page from the dropdown menu at the upper left.

If your main page has an address, you'll need to remove it before continuing or add it as a location.

Click add locations. You'll have three options – manually typing an address, uploading a CSV file, or migrating an existing page. We'd recommend the first for smaller businesses with 1-10 locations, and the second for larger organizations.

Check each location page you've uploaded to ensure there are no details missing. In particular, make sure you include a phone number, hours of operation, and website address.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

If you have the time, write a brief story for each of your pages that give them a bit more context.

It may be worthwhile to modify which posts from your brand page are displayed on location pages – the default option is that they will display only when a location page does not have its own posts.

Work with your team to plan organic, local content for each location page, complete with locally-targeted ads.

Supporting and Marketing Your Business With Facebook Groups

Facebook groups represent a powerful opportunity to market your business. Not only can they help you establish a positive reputation as an authority in your industry, but they also provide you with multiple opportunities for lead generation. You can also organize the content within your Facebook group by using Units – we'll discuss that more in a moment.

Joining a Group

From your Facebook profile, click Groups under the Explore section.

Browse through the Discover Groups tab, clicking on groups that catch your eye to learn more about them.

When you're certain you're a fit for a group, either join it or ask to join.

Don't treat this as a business opportunity – instead, aim to be a helpful, valuable member of the community.

Creating a Group With Your Facebook Page

From your Facebook business page, click on the Create Group option. You can also create a group from your personal profile, and link it to your business page later through Edit Group Settings.

Fill in the requisite information, configure the group's privacy settings, and click Create.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Your Facebook page is the admin of your group by default, but you can also add your personal profile.

Upload a cover photo, 828 x 315 pixels.

Click on Edit Group Settings to fill out important information about the group.

Facebook Group Units

Facebook recently added a new group type called Social Learning. Groups classified in this way gain access to the new Units feature. This allows you to use the group as a platform for online education, or organize your posts by topic.

Get Expert Social Media Marketing Training!

Want to keep ahead of your competitors? Need to master a social platform? Discover how to improve your social media marketing at Social Media Marketing World 2020, brought to you by your friends at Social Media Examiner. You'll rub shoulders with the biggest names and brands in social media, soak up countless tips and new strategies, and enjoy extensive networking opportunities . Don't miss the industry's largest conference. Get in early for big discounts.

Facebook Group Units allow you to use your group as a platform for online education, or to organize your posts by topic

Here's how to do it.

Under Group Settings, click Change Link and choose Social Learning.

Click on the Units tab and create a Unit.

Add content to that unit – you can either post directly to it or add an existing post.

Units also allow you to easily reorder posts.

Use Facebook ads like this one to collect leads, drive website traffic, generate sales, and increase brand recognition.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Advertising on Facebook: a Marketer's Walkthrough

Facebook ads allow a business of any size to promote its products and services to local and global audiences. Whether you're a beginner or an experienced marketer, you can create a Facebook ad campaign to collect leads, drive website traffic, generate sales, and increase brand recognition.

Here's how to create a great Facebook ad.

Set up a Facebook advertising account. You can do this through the Facebook Business Manager, found here.

Figure out who you're targeting with your ads.

Choose the right ad subtype – these include video, offers, leads, carousel, canvas, and more. Which option is best for you depends largely on your demographic and your overall goal.

Determine how you want to target your ads – you can use anything on a person's profile.

Choose ad placements.

Create different ads for different demographic groups.

Creating and Promoting Facebook Business Events

Facebook events give your business a way to include fans, followers, and customers in any number of activities. These could include a webinar, a product launch, a grand opening, or another live celebration. You can also host virtual Facebook events, which allow you to actively engage Facebook users without having a live event, or even in addition to a live event.

Facebook events give your business a way to include fans, followers, and customers in a webinar, a product launch, a grand opening, or other celebrations.

Marketing and promoting a Facebook event is a fairly involved process. You'll want to start with setting up ticketing on a third party platform such as Shopify, Eventbee, or Eventbrite. The

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

integration is fairly straightforward, but you'll want to be sure to add the venue and sponsors to your Facebook event as co-hosts.

Once you've created your event, invite your first 15 attendees. Once you've gotten past this magical number, you can pay to promote the said event. Only invite people you think would genuinely want to attend, however.

From here, we recommend creating four custom audiences to target with Facebook ads. Start with your current customers. You can use the data from attendees to create a custom audience. That custom audience can then be used to create several lookalike audiences to target ads to.

We recommend four different audiences in total.

Using Facebook Messenger to Improve Customer Care and Communication

Emerging tools make it easy to create messenger bots that improve customer care, collect and score leads, and automate funnels. Add to that the ability to serve ads inside Messenger, and it's no wonder the platform has moved to the front of many marketing plans. By combining Facebook Messenger with your Facebook Business page, you can create a more effective, efficient channel for both marketing and customer care.

Facebook Messenger let you create a more effective, efficient channel for both marketing and customer care.

Keeping Your Subscribers Engaged With a Facebook Messenger Chatbot

You can create a messenger chatbot with a tool like Chatfuel, Botsify, or OnSequel. These are easy to use and don't require any complicated programming. They're based on a menu system you select, and using them is fairly straightforward.

Aside from customer service, you can also use a Messenger Bot Sequence to automatically send messages about interesting content and great deals to your subscribers. This allows you to create multiple touch points to engage with subscribers, build trust, and deliver value. Ultimately, it can be an extremely useful tool in helping you move users along the customer journey.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Facebook Customer Chat can greatly improve customer service on your website.

Facebook Messenger and Customer Service

As we've already indicated, Facebook Messenger is a powerful customer support tool. It's not inaccurate to refer to it as the front lines of customer care. Doing business has always been a little conversational – by providing your customers with the notion that they can reach out to you for immediate interaction and assistance, you can greatly improve customer care.

You can also add Facebook Customer Chat to your website – in fact, we'd highly recommend you do so.

Setting Up Facebook Messenger Ads

Messenger ads display inside the messenger app on the home tab. Used effectively, they can greatly increase the likelihood of people interacting with your business. They can be configured from within Facebook Ad Manager in much the same way as a regular ad.

You can also use Sponsored Message Ads to start a conversation with customers right inside messenger, though this will require a bit of additional configuration.

Understanding Facebook Insights and Facebook Analytics

Facebook Insights and Facebook Analytics help marketers analyze and report on the performance of their marketing efforts. Using these tools, you can see how your Facebook audience responds to your marketing, reveal users' interactions with advanced goal paths, event shed light on your Customer Lifetime Value.

Facebook Insights

The data contained in Facebook Insights helps you learn how your audience has responded to your marketing, but analyzing it can be a bit of a difficult task. The first thing you'll want to do is go to your Facebook Page Manager and click Insights. On the Overview tab, click on Export Data.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Export your Facebook Insights data to simplify analysis of the data.

Once you've figured out the timeframe you want to analyze and downloaded the file, we recommend freezing the top row and adding a total to all columns using Excel's =sum() formula. This will make everything a little easier to view.

Insight data includes…

Likes and like sources.

New likes vs. unlikes.

Video stats.

There's also the post data file, which gives information on reach and engagement for individual Facebook posts. The video data file, meanwhile, provides a detailed breakdown of video metrics.

Facebook Analytics

We recommend getting started by exploring the Facebook Analytics dashboard.

Facebook Analytics gives you data on active users, purchases, sales funnels, and more.

Here, you'll be able to glean a number of insights about your business and its audience, including active users, purchases, sales funnels, and more. Reports are the bread-and-butter of any analytics software – so it's no surprise that Facebook has extensive reporting capabilities. From the dashboard, you can generate a report containing information about nearly any activity or event. It also allows you to create cross-channel funnels to figure out the best conversion rates. Finally, you can use event source groups to determine the specific paths customers take when interacting with your channels.

The most important thing to remember about Facebook Analytics is that it allows you to determine the specific return on investment of your marketing and advertising efforts. It's a valuable tool not only because it allows you to identify what's working (and what isn't), but

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

because it can be used to direct spending. Facebook Analytics applies to more than Facebook Pages and groups, as well.

The Facebook pixel is a piece of code installed on your website that allows you to track audience activity and ad results across your ecosystem. It can be installed through the Ads Manager in the Assets column.

Install the Facebook pixel to track audience activity and ad results across your marketing channels.

Google also has some helpful reporting tools for Facebook marketers. Both Google Analytics and Google Data Studio can be used to measure traffic and conversions that originate from clicks on Facebook ads. It's also possible to create Facebook marketing report templates that are easy to update quickly. Finally, you can use Google Data Studio as a reporting tool for your social marketing campaigns.

Marketing With Facebook Video

Video allows you to connect with prospects and customers on an intimate level. Facebook amplifies that intimacy via personal interactions in the comments on both native and live video. The key, of course – and the biggest challenge – is to make sure people watch your videos all the way through.

There are a few ways to go about this.

Go for widescreen with a ratio of 1920 x 1080 pixels.

Carefully optimize your video's text and thumbnail, adding relevant tags and compelling description.

Schedule the video so it's published during a period of high engagement.

Make the first comment on your video prior to release.

Focus on telling a compelling story, and design the video around that purpose.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Promote the video through a Facebook ad campaign.

Facebook live video is another excellent way to generate leads, especially combined with Facebook ads. It can even be integrated with Facebook Messenger bots. The bot can do the talking for you, delivering the information the customers are looking for while you focus on the video.

This doesn't need to be a costly proposition. You can use Facebook Live from your desktop without requiring costly software or studio-quality tech. All you need is a decent webcam and microphone along with an open-source tool like OBS Studio.

Another way you can use videos for engagement is by hosting a Facebook Watch Party in one of your Facebook groups. This involves holding a live screening of pre-recorded videos, made publicly available via your group. Members can watch and comment on the video at the same time, creating a shared experience.

Think of it like a bunch of friends getting together online to watch a TV broadcast.

Tune in to Stay Current With Facebook Tactics and News

Social Media Examiner offers two weekly audio podcasts and a weekly live video talk show to help boost your marketing skills and keep you up to date with the ever-changing world of social media.

What is Online Reputation Management?

Online reputation management (ORM) is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet. It helps drive public opinion about a business and its products and services.

Techopedia,

Techopedia, Source

But what does this actually involve?

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Well, it may involve using Twitter to jump in on conversations and tackle negative or defamatory comments about your company.

Oxfam are great at this.

oxfam twitter conversation

By responding to such criticism in an open and respectful manner (notice that they weren't even tagged in the tweet — that's real dedication!), they are able to defend their reputation and hone customer perception.

But while social media is important, I'd argue that SEO reputation management is even more important.

To illustrate, try Googling "t mobile reviews". You'll see this.

t mobile reviews

the #1 result for "t mobile reviews" — a search term with an estimated 8.5K searches/month in the US!

Oh dear… this is certainly not the most desirable #1 result for t⬚mobile.

A bit of proactive reputation management—well, a lot, in this case—could potentially "fix" this.

IMPORTANT!

Here at Ahrefs we only advocate honest marketing.

So if you have a bad review (like T⬚Mobile does), you should first and foremost try to resolve the CAUSE of this bad review.

(This may mean improving your product or service, offering better customer support, or something else—it depends on what the CAUSE of the bad review was.)

You should ONLY turn to reputation management if the review is subjective and unfairly biased.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

But search engine reputation management is about much more than quelling unfair reviews.

It's about making sure your brand, products and services are accurately represented in the search results. (Remember the HelloFresh example I shared at the beginning of this guide?)

Here's how to do this, step-by-step. ⏹

1. Check the first page of results (in Google) for your company… and make sure you OWN the bulk of them

OK; let's start with the basics.

It goes without saying that when someone Google's you or your company, your website should be the first result.

NOT RANKING IN POSITION #1 FOR YOUR BRAND? HERE'S HOW TO SOLVE THIS…

This is usually caused by one of three issues:

your website isn't indexed;

you have a Google penalty;

you don't have any backlinks to your website.

Read this article for more details about (and solutions for) the first two issues.

If you feel that your website may not be appearing due to a lack of backlinks, then go to:

Site Explorer > enter your domain

ahrefs site explorer overview

You will then see how many backlinks and referring domains you have. (Read our link building guide if you need help in this department.)

But what about the rest of the results on page one?

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Ideally, you want these to be predominantly "owned" search results (i.e., those where you control the content). So that includes your:

Twitter;

Facebook;

LinkedIn;

YouTube channel;

Behance;

Etc.

The easiest way to do this is:

make sure you have any appropriate profiles (and that you're active on them)

link to them from your website (ideally using a sitewide footer link)

link to them from other third-party websites on which you've registered (e.g., forums, directories, etc.)

This will tell Google that these are your "official" pages and increase the chance of them ranking in the SERPs.

But this will only usually be the case if you keep them active, which can be quite a tedious task in itself. So I recommend using something like Buffer or Hootsuite, as this will allow you to syndicate a single message to all your social platforms.

SIDENOTE. Keep in mind that certain types of content are better-suited to specific platforms (e.g., images for Instagram or Pinterest, etc.). I would, therefore, recommend that you don't attempt to automate this fully. Just use these applications to take care of some of the heavy-lifting and reduce the time needed to manage your social profiles.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

But, what if you don't own all these results? What then?

Two options:

If the unowned content is positive in nature (e.g., a good review, or a well-written guide), don't worry about it. Just keep your eye on the SERPs and monitor for any potentially negative changes in this department.

If the unowned result is negative in nature, reach out to whoever wrote it and see what you can do. If it's unfair or overly-subjective, work with them and see if they're willing to change it.

SIDENOTE. There is a third option, which we'll talk about a bit later in step #3 ⏷

2. Find high-traffic articles that negatively reflect your brand… then fix them!

People have probably mentioned your brand, products or services in their articles in the past.

This may be in reviews, guides, stories, competitor comparisons (i.e., "your brand vs. competitor"), etc.

But that's a good thing, right!?

Not always.

What if these mentions unfairly portray you and your company, or are simply outdated and inaccurate?

And what if such articles receive thousands of visitors organic search traffic each month?

That's a lot of people reading negative, outdated or inaccurate things about your company.

The solution? Find such articles and nip them in the bud asap!

Here's how:

Content Explorer > your brand name > select "everywhere" > exclude your own site

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

ahrefs content explorer branded search

This will find all mentions of your brand on sites other than your own.

Next, use the built-in filters to refine these results to show ONLY pages with a decent amount of estimated organic search traffic (e.g., 1000+/month).

ahrefs branded search content explorer

SIDENOTE. It's also worth filtering for English results, too.

Here's a post by Matthew Barby with an estimated 1.2K visits from organic search per month (that mentions Ahrefs).

matthew barby article content explorer traffic

Matthew hasn't updated this post since March 2016, so it still contains screenshots of the old Ahrefs UI.

matthew barby old ahrefs ui

If you find any mentions like this, it's worth reaching out and requesting that the outdated or inaccurate information be fixed.

This is because such inconsistencies and inaccuracies can cost you customers and cause a lot of frustration, as they set the wrong expectations.

So, reach out to the person who wrote or published the article and ask them to fix the issue(s). You can even offer to fix it for them (i.e., rewrite the inaccurate part of the post and send it to them to upload.)

EDITOR'S NOTE

We reached out to Matthew Barby about the outdated Ahrefs screenshots in the article on his blog.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

This was his response:

So I did exactly that—I sent him updated screenshots for his article.

It doesn't look like he's had chance to update it yet, but I'm sure he'll get round to it. (C'mon, Matt!) ⍰

Joshua Hardwick

Joshua Hardwick

Head of Content

But what if you find something more serious? E.g., a scathingly negative review.

If the review is objective, you should ALWAYS first fix the root cause before asking the author of the review to update it. But if the review is subjective and there's no way to fix it from your end, or if the author simply refuses to revoke their unfair critique, then keep reading ⍰

3. Push negative reviews (and mentions) down in the SERPs… and pull positive ones up!

DISCLAIMER: You only need to pay attention to this section if (a) you found at least one negative review using the tactics above, and (b) you've done everything in your power to reach a mutual agreement with the publisher of the negative review or article and resolve the issue. We don't advise trying to bury bad reviews if they're objective. That's not "reputation management." That is a SCAM. But if the review is not objective, and the author is unreasonable and unwilling to remove it, then this is the last resort.

Some negative reviews are more of a problem than others.

It all depends on if and where they rank. And if they receive a lot of traffic.

For example, let's say that you manufacture microphones.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

What if a potential customer Google's something like "blue snowball ice review" (we're assuming this is one of the mics you produce) and see's a negative review on the first page of results?

Well, this will probably put them off ever doing business with you.

blue snowball review

this page ranks in position #1 for "blue snowball ice review."

Same goes for ANY negative review that gets a lot of organic search traffic.

SEE WHICH KEYWORDS ARE SENDING THE MOST ORGANIC SEARCH TRAFFIC TO NEGATIVE REVIEWS

Did you find a negative review in step #2? (I.e., in Content Explorer)

Details > Organic Keywords.

This will show you which keywords send the most organic search traffic to that page.

details organic keywords content explorer

If you didn't find the review in step #2, but have the URL, then do this:

Site Explorer > enter URL -> Organic Keywords

site explorer organic keywords

But why do these negative reviews rank and attract organic search traffic in the first place?

It's usually because they have more—or perhaps stronger—backlinks than the results ranking below them.

Let's take a look at this page in Site Explorer to see the backlinks situation.

Site Explorer > paste URL > Overview

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
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blue snowball site explorer backlinks

Hmm, looks like it only has one backlink from one referring domain in this case.

So why is it ranking?

Let's use the SERP overview feature in Keywords Explorer to find out.

blue snowball ice review serp overview

We can see that all of the pages competing for this query have very few (if any) backlinks.

So that's why the negative review (with only a single backlink) is able to rank #1.

But here's the thing:

One of the reviews that ranks below this review is much more positive.

blue snowball review techradar

So it would be preferable for this to rank on page 1 in place of the negative review, right?

Definitely. And here's the good news: this is pretty doable; chances are you would just need to point one or two good links to this page and it would push that negative review down.

EDITOR'S NOTE

Remember, you should ONLY do this if the review is unfair or inaccurate.

Never try to bury a subjective review.

In this case, I would personally say that the review is a little unfair.

I used one of these mics a while back (before upgrading to the Blue Yeti) and I would give it higher than 3 stars.

If you check on Amazon, it would seem that the majority of people agree with me.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
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Joshua Hardwick

Joshua Hardwick

Head of Content

A good starting point is to add a link to the positive review from your own site (i.e., you could quote it on your testimonials page, then add the testimonial to your homepage);

But if that isn't enough to push it up a few spots, you can also link to it from guest posts.

Here's the process for this:

Find a few sites in your niche that accept guest posts (learn how to do this here);

Write a post for them. Note: this should be somewhat related to the keywords you want to rank the positive review for. (E.g., in this case, we might write a post entitled "the ultimate guide to podcasting" that featured the Blue Snowball mic)

Link to the desirable review (i.e., the positive one) that you want to rank from your guest post

For example, if I was to write "the ultimate guide to podcasting" as a guest post on, say, smarthustle.com, I would link to Techradar's positive Blue Snowball review from that post.

Do this a few times and that review would almost certainly push the negative review out of the SERPs.

4. Find popular branded search terms… then create content to address those searches

People are searching for all kinds of things related to your brand—it's not just reviews.

If you're not there (i.e., in the SERPs) when they search for these things, they're going to end up getting their information from a third-party.

This may not be desirable.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

For example, if someone searches for "ahrefs vs. moz", well, it's important to us that the first result (which gets the most traffic) is objective and accurate.

This doesn't necessarily mean that we need to own this result, but this is one way to ensure that details relating to our product are accurate.

But how do you find popular branded search terms?

Simple; use Keywords Explorer.

Keywords Explorer > your brand name > phrase match

ahrefs phrase match keywords explorer

SIDENOTE. You can also filter for queries with a high search volumes if you wish to narrow these results down further.

You can see that "ahrefs vs moz" has an estimated search volume of 80 searches/month.

So what ranks in the top spot for this query?

It looks like it's this post from Process Street, which hasn't been updated since 2016.

As such, some of the facts and screenshots in this article are out of date and inaccurate—like pricing, for example:

out of date ahrefs prices reputation management

This is an issue.

We want to make sure that potential customers' expectations are accurately set.

So we have two options:

Reach out to the author and ask that he update the post with accurate and up-to-date information. (This is what we covered in point #2, remember?);

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
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Create our own piece of content around this term… and try to outrank him.

In all likeliness, the first option will be quicker and easier. So it's usually worth giving that a shot before moving onto the second option.

EDITOR'S NOTE

We reached out to Benjamin Brandall—the author of this post—to see what we could do.

This was his response:

So this is exactly what I did—I sent over a Google Doc highlighting inaccuracies, and also added updated screenshots.

We're hoping this post will be updated soon. ⍰

Joshua Hardwick

Joshua Hardwick

Head of Content

But the second option is a good call in some cases… especially as you can often quite easily rank for branded terms.

Just remember that if you do create your own content around such terms, the aim is to rank #1 and ensure that your brand is accurately represented. You shouldn't write a sales pitch. Keep it as fair and unbiased as you possibly can.

WANT TO TAKE THIS A STEP FURTHER? FIND NEWLY DISCOVERED BRANDED TERMS AND CREATE CONTENT BEFORE ANYONE ELSE!

For most brands, new branded search queries pop up all the time.

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

So while you may already have created content around such popular terms (e.g., "you vs. bigger competitor"), how do you keep up with new branded searches your potential customers are making?

Simple; use the "newly discovered" feature in Keywords Explorer.

Keywords Explorer > enter your brand name (e.g., Ahrefs) > Newly discovered

keywords explorer newly discovered

This shows you the queries (containing your brand name) that have recently been added to Ahrefs' database. Thus, they're things potential customers have been searching for very recently.

You can often find some real gems in here, including issues your customers are experiencing with your product or service.

For example, here's a newly-discovered query for Cloudapp—you can see that their Windows-based customers are clearly having trouble with their Windows app.

cloudapp crashes on windows

As software updates occur all the time, this is probably a new issue that Cloudapp may or may not already be aware of.

But awareness aside, the SERPs for this query are definitely a problem, as the top two results are totally unrelated to Cloudapp.

cloudapp crashes on windows serps

This means that their frustrated customers aren't able to find a solution to their problem, because Cloudapp hasn't created an content (i.e., a "help" article) around this term.

The bottomline? Ranking for and carefully addressing the queries your customers have in relation to your brand will ensure that they aren't left feeling stuck and frustrated—a feeling that very rarely leads to long-term conversions.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

So, once you identify worthwhile queries, you can then create content around them in order to rank.

5. Set up alerts for your company name… then tackle any potentially reputation-damaging reviews and mentions in real-time

You should now have solved most existing negative reviews and mentions.

But your work isn't done yet, as people are likely talking about you or your company all the time.

This means that NEW negative reviews and mentions will pop up in the future.

Unless you're actively monitoring for mentions of your brand, you won't have a clue what people are saying about you. This means you can't possibly react in a timely manner and potentially lessen the blow of any new negative reviews or comments.

Even worse, unless you're quick to nip such negatively in the bud, who's to say that such articles won't be ranking in Google in a few weeks?

That's why you should actively monitor brand mentions using an alerts service, such as:

Ahrefs Alerts;

Mention.com;

Brand24;

Google Alerts;

Here's how to set this up in Ahrefs Alerts:

Ahrefs Alerts > Mentions

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

Create an alert for your company name (e.g., "ahrefs.")

To prevent Ahrefs sending alerts for mentions on your own domain, add your website as an excluded domain. I also recommend adding sites like youtube.com, sites.google.com, and any other sites you prefer not to monitor.

ahrefs alert exclusions

SIDENOTE. There are many dedicated tools for "social listening" (i.e., monitoring brand mentions on Twitter, Facebook, etc.). But it's important to remember that social posts usually aren't as important as article mentions; that's why we don't crawl LinkedIn or Twitter for the Content Explorer database. I would also say that so-called social listening is more a job for your SMM and customer care teams.

Leave the mode as "everywhere" and set the language to "English" (unless you wish to monitor mentions in multiple languages.)

Now, whenever you're mentioned on the web, you'll get an email telling you about it.

You can then dig deeper and tackle any negativity head on by:

Requesting the removal of any inaccurate reviews or comments;

Tracking rankings of "negative" pages and making sure they don't rank for terms that may hurt sales;

Etc.

And if the negative review or comments were caused by an issue with your product or service, you can fix said issue to make sure it's not a problem for anyone else in future.

Final Thoughts

Like I said earlier, online reputation management is NOT about quashing negative reviews—especially not if they're objective and fair.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III – Online Marketing Tools

(That's dishonest and something we absolutely do not advocate.)

It's about making sure your brand is accurately represented wherever your customers (and potential customers) are looking for you… I.e., on Google.

Because Google rankings change all the time, reputation management is an ongoing process.

You should, therefore, proactively monitor for new mentions of your brand and deal with any potential issues in a timely manner.

Don't have time to do this yourself?

Hire an online reputation management company to do it for you.

Just ask them about the details of their service and ask if they're able to do any of the things mentioned above—any worthwhile companies will be familiar with these issues.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING **SEMESTER : VI**
SUBJECT CODE : 18CCP401 **CLASS : II M.COM(CA)**

UNIT III

No.	Question	Option 1	Option 2	Option 3	Option 4	Answer
1	The goals that marketers should strive for in email marketing are to ____	Spend less time on email marketing.	Increase open rates and click rates.	Increase spam rates.	Decrease deliverability rates	Increase open rates and click rates.
2	What is a best practice for sending an email communication from a brand?	Including only the employee name	Including employee's first name	Identifying the brand name	Sending from multiple employee accounts	Identifying the brand name
3	The best subject line option while a renewal email that will be sent to paid subscribers of an informational newsletter is ____	Don't loose your edge	Time to renew	Your account needs attention	Renew early and save 20%	Renew early and save 20%
4	Which of the following statement is NOT correct?	Images quickly engage our imagination	Images help guide the message of the email	Images get the attention of the recipient	Emails with engaging images have higher deletion rates	Emails with engaging images have higher deletion rates

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT III

5	_____ get more clicks, acquire more customers, and drive more sales than social media.	Emails	YouTube	LinkedIn	Google Adwords	Emails
6	The goals that marketers should strive for in email marketing is _____	Spend less time on email marketing.	Increase open rates and click rates.	Increase spam rates.	Decrease deliverability rates	Increase open rates and click rates.
7	Open rates are more influenced by _____.	Industry	Word Choice	The day email is sent	Personalisation	Personalisation
8	A member of your team proposes to cap the subject line at 30 characters to increase open rate and click rate. What points would you emphasize as the primary factors of open rate and click rate?	Word length and frequency	List size and offer	Specific recipients and personalized message	Targeted industry and the day of the week	Specific recipients and personalized message

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT III

9	How important is consistency in branding and subject lines?	The emal becomes an extension of the brand and the format becomes recognizable	Everything needs to be the same	It isnt important	Subject lines can be ignored	The emal becomes an extension of the brand and the format becomes recognizable
10	Using white space around an object will _____	Waste space that could be used for marketing	Make a border	Enhance the object and draw attention to it	Decrease readability	Enhance the object and draw attention to it
11	In developing your next email campaign, you have to make a case to develop a responsive email. What is the key factor of responsive design to persuade your team?	People open emails on smartphones more than any other device	People open emails multiple times on a variety of devices, so the email needs to render properly	Responsive design means designing for iPhones	Responsive design means mobile-first thinking	People open emails multiple times on a variety of devices, so the email needs to render properly

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Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)

UNIT III

12	All the companies within the same industry should try	to look the same and do the same with their email communications.	to follow a different approach in each communication	to follow a different approach in viewing and a different approach in communicating.	to avoid communicating	to look the same and do the same with their email communications.
13	In a marketing meeting, you suggested that the company should put more emphasis on email marketing. What is the most compelling data statistic you should cite?	It's a cheap marketing tool	It generates more ROA than other marketing channels	People like emails	Email can be integrated into social media	It generates more ROA than other marketing channels
14	In AdWords Editor, what you can expect to see in "the tree view"?	Name of an account	Individual campaigns of an account	Ad groups contained within an account	All of these	All of these

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)

UNIT III

15	Frank is managing a Google AdWords ad group for his travel agency. Frank wants to make certain that his ad appears in Google when someone searches for Montana cabin rentals. Which one of the following matching options would ensure that Frank's ad would appear when this exact phrase exclusively is used?	[Montana cabin rentals]	"Montana cabin rentals"	(Montana cabin rentals)	Montana cabin rentals	[Montana cabin rentals]
16	If you as an Advertiser want to determine your own performance in relation to other advertisers who are competing in the same ad auctions. Which report	Analyze Report	Auction Demographics	Auction Insights	Keyword Planner	Auction Insights

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT III

	will you use?					
17	When running a Dynamic Search ad campaign, it is important to use _____	exact match keywords	placement exclusion lists	phrase match keywords	negative keywords	negative keywords
18	One optimization strategy in display network is _____	group keywords by theme	use different keyword match types	use keyword insertion	use CPM bidding	group keywords by theme
19	With automatic placements, your keyword list will determine _____	which group keywords by theme	which placements on the Display Network will show your ads.	what shouldn't be displayed	which order to display the ads	which placements on the Display Network will show your ads.
20	To optimize where your ads can automatically show on the Display Network _____	focus on images	focus on backlinks to the texts	focus on keyword lists and ad text.	focus only on text	focus on your keyword lists and ad text.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III

21	While working with Adwords how can you ensure that you are working with the most recent version of that account?	Click "Synchronize data"	Click "get recent changes"	Click "check for proposed changes"	There is no way to do that.	Click "get recent changes"
22	Which tool should be used by a user in the India to view how their ad would appear to someone in the Australia?	AdWords Editor	Keyword Planner	Ad Preview and Diagnosis Tool	Google Analytics	Ad Preview and Diagnosis Tool
23	Diagnose why your ad isn't appearing in the search results requires signing in in _____	AdWords Editor	Keyword Planner	Ad Preview and Diagnosis Tool	Google Analytics	Ad Preview and Diagnosis Tool
24	You can also use the 'Diagnose keywords' option in the Keywords tab is used to ____	diagnose multiple keywords at once.	diagnose each keyword	stop diagnosing	diagnose all the keywords mandatorily	diagnose multiple keywords at once.
25	Ad Conversion Rate is calculated by _____	multiplying the number of conversions by the number of ad clicks	dividing the number of conversions by the number of ad clicks	adding the number of conversions by the number of ad clicks	subtracting the number of conversions by the number of ad clicks	dividing the number of conversions by the number of ad clicks

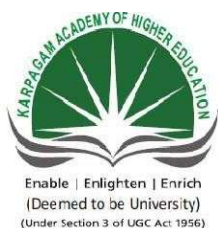Prepared By Sashikala V., Assistant Professor, Department of Management.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)

UNIT III

26	The average number of conversions per ad click is shown as a _____.	percentage	ratio	decimal	rounded off number	percentage
27	_____ will not be displayed to a user in response to a search query when location extensions are enabled on your account.	Business Name	Business Address	Business Telephone Number	Business Hours	Business Name
28	By optimizing your placement in each ad auction, Target CPA bidding helps you ____	To show ads on the first page	To avoid clicks on your ads that are unprofitable	To achieve lower CPM	To achieve a lower clickthrough rate	To avoid clicks on your ads that are unprofitable
29	_____ shows your ads throughout the entire day	Accelerated delivery	Budgeted Delivery	Standard delivery	none of these	Standard delivery
30	_____ tries to show your ads more quickly until your budget is reached.	Accelerated delivery	Budgetted Delivery	Standard delivery	none of these	Accelerated delivery
31	With this option, your ads can stop showing early in the day if	Accelerated delivery	Budgetted Delivery	Standard delivery	none of these	Accelerated delivery

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III

	your budget is spent.					
32	With this option, your ads will be displayed even if your budget is spent.	Accelerated delivery	Budgetted Delivery	Standard delivery	none of these	Standard delivery
33	Sachin has created ads and associated keywords for his range of running shoes. Which of the following search queries could trigger his ad to show for his phrase match keyword "running shoes"?	sports shoes	running nike shoes	nike running shoes	shoes for running	nike running shoes
34	Rahul has a large list of locations that he wish to target in his new campaign. Which of the below mentioned	Make a list of locations and add them to the campaign one by one	Within "Locations", he should click Edit and then "Bulk locations"	Select the whole country so all locations are automatically part of it.	None of these	Within "Locations", he should click Edit and then "Bulk locations"

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III

	options is best to add all these locations?					
35	The technique that spammers use to make recipients think a message is sent by somebody else is called _____	personalization	spamming	spoofing	bounce mail	spoofing
36	Maximum CPA is	the most you will pay for each acquisition	the most you are prepared to pay for each conversion	the average you will pay for each conversion	None of these	the most you are prepared to pay for each conversion

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT III

37	One of the use of Keyword Planner is _____	to identify new keyword ideas based on Google searches and web site content	to know about your competitors campaigns	to gain insight into performance of campaigns	to identify new keywords based on device targeting settings	to identify new keyword ideas based on Google searches and web site content
38	If your ad group status is 'eligible', this means _____	It will start running after 72 hours	It will not run at all	It is eligible to run and show ads	This is not a status at ad group level	It is eligible to run and show ads
39	Which of the following is not a possible ad group status ?	Campaign paused	Campaign suspended	Campaign pending	Campaign resubmit	Campaign resubmit
40	What are the three layers in which AdWords is organized?	campaigns, ad groups, keywords	ad groups, keywords, placements	account, campaigns, ad groups	account, campaigns, keywords	account, campaigns, ad groups
41	Your goal is to increase your number of app downloads. Which campaign type should you use?	Mobile app extensions	Ads in mobile apps	Custom deep linking	Mobile app installs	Mobile app installs

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)

UNIT III

42	Any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor is called	Advertising	Direct Marketing	Personal Selling	Public Relations	Advertising
43	You can edit your ____ after you have completed the Adwords creation process	Adwords Timezone	Keywords	Payment Currency	Method of billing	Keywords
44	A company sells heavy machinery and turbines to airplane manufacturers. Which of the following social media platform is apt for building their brand ?	Twitter	LinkedIn & YouTube	Facebook	All of these	LinkedIn & YouTube
45	The way to acquire reach on Social Media is ____	Paid	Organic	Viral	All of these	All of these
46	_____ channel is suitable for customer engagement	Twitter	LinkedIn	Facebook	YouTube	LinkedIn

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT III

	(B2B)					
47	Which of the following websites integrated with Facebook to generate traffic _____	Daily Motion	Naukri	Twitter	All of these	Daily Motion
48	Social networs used in workplace communication to _____	to enhance the prominence of the organization	to reach people in specific interest groups	to invite people to join an organization's page	All of these	to enhance the prominence of the organization
49	When you upload some random image on a brands Facebook page downloaded from Google, what implications can it have for you _____	Risk of image being not relevant to your audience	Risk of leading to offencive content	Risk of leading to copyrights infringement	None of these	Risk of leading to copyrights infringement
50	If Brand Visibility and Promotion are key objectives, brands should use	Twitter	LinkedIn & YouTube	Facebook	All of these	Facebook

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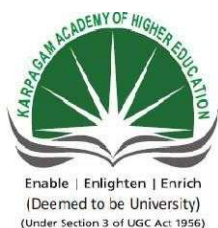**Department of Commerce**

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)

UNIT III

51	Guidelines for writing and using blogs and wikis include all the following EXCEPT	Use Standard Software	Keep Web writing guidelines in mind	Check Blog and Wiki entries for credibility	Write the same content for internal and external audiences	Check Blog and Wiki entries for credibility
52	The major benefit of LinkedIn over Twitter is ____	You make more connections on LinkedIn	You have a complete control over who sees your profile	Thers is more virality on LinkedIn	All of these	All of these
53	An advertising agency is looking for some new clients, the places it should explore online for this opportunity is ____	Search for keywords related to their business on sites like Elance, Guru etc.	Listen to conversation with keywords related to their business on twitter	create accounts on facebook and linkedin	create account on facebook and linkedin and listen to conversion with keyword related to their business on twitter	create account on facebook and linkedin and listen to conversion with keyword related to their business on twitter
54	Which of the following is a fund raising website for entrepreneurs	Guru	Elance	Kick Starter	none of these	Kick Starter
55	_____ is an unsolicited electronic message	Opt-in email	Consent marketing	Spam	Opt-out email	Spam

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III

56	A company on a very low budget wants to reach out to make its corporate video to be viewed by large set of users. Which platform should it use?	Twitter	Facebook	LinkedIn	YouTube	YouTube
57	_____ is referred to as a targetedmarketing strategy assisting the marketers to easily reach out to people who visited their site previously but didn't go ahead with purchase	Google Adwords Traficing	GoogleAdwords Remarketing	Google AdwordsRetargeting	Google Adwords Advertising	GoogleAdwords Remarketing
58	Which of the following is an ecommerce website?	IRCTC.co.in	Blogspot.in	Flipkart.com	Naukri.com	Flipkart.com
59	A message returned to the sender by the recipient is termed as ____	opt in	bounce mail	spoofing	spam	bounce mail

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT III

60	_____ type of email allows recipients to buy goods and services directly from an email message, without being directed to the retailer.	Primary email	Newsletter	Transaction email	Subscription mail	Transaction email

KARPAGAM ACADEMY OF HIGHER EDUCATION
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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT 4 – Online Reputation Management

Online Reputation Management

Reputation management refers to the influencing and controlling of an individual's or group's reputation. Originally a public relations term, the growth of the internet and social media, along with reputation management companies, have made search results a core part of an individual's or group's reputation. Online reputation management, sometimes abbreviated as ORM, focuses on the management of product and service search website results. Ethical grey areas include mug shot removal sites, astroturfing customer review sites, censoring negative complaints, and using search engine optimization tactics to influence results.

With extensive developments in this field of public relations, in-sync with the growth of the internet and social media, along with the advent of reputation management companies, the overall outlook of search results has become an integral part of what defines "reputation" and subsequent to all these developments, reputation management now exists under two spheres: online and offline reputation management.

Online reputation management focuses on the management of product and service search results within the digital space. A variety of electronic markets and online communities like e-Bay, Amazon and Alibaba have ORM systems built in, and using effective control nodes these can minimize the threat and protect systems from possible misuses and abuses by malicious nodes in decentralized overlay networks.

Whereas, offline reputation management refers to the process of managing public perception of a said entity outside the digital sphere using select clearly defined controls and measures towards a desired result ideally representing what stakeholders think and feel about that entity. Wherein, the most popular controls for off-line reputation management include social responsibility, media visibility, press releases in print media and sponsorship amongst related tools.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT 4 – Online Reputation Management

History

Reputation is a social construct based on the opinion other people hold about a person or thing. Before the internet was developed, consumers wanting to learn about a company had few options. They had access to resources such as the Yellow Pages, but mostly relied on word-of-mouth. A company's reputation depended on personal experience. A company grew and expanded based on the market's perception of the brand. Public relations was developed to manage the image and build the reputation of a company or individual. The concept was initially created to broaden public relations outside of media relations. Academic studies have identified it as a driving force behind Fortune 500 corporate public relations since the beginning of the 21st century.

Originally, public relations included printed media, events and networking campaigns. In 1998, Google was founded. The popularity of the internet introduced new marketing and branding opportunities. Where once journalists were the main source of media content, blogs, review sites and social media gave a voice to consumers regardless of qualification. Public relations became part of online reputation management (ORM). ORM includes traditional reputation strategies of public relations but also focus n building a long-term reputation strategy that is consistent across all web-based channels and platforms. ORM includes search engine reputation management which is designed to counter negative search results and elevate positive content.

Some businesses have adopted unethical means to falsely improve their reputations. In 2007, a study by the University of California Berkeley found that some sellers on eBay were undertaking reputation management by selling products at a discount in exchange for positive feedback to game the system.

Online reputation management

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT 4 – Online Reputation Management

Reputation management (sometimes referred to as rep management or ORM) is the practice of attempting to shape public perception of a person or organization by influencing information about that entity, primarily online. What necessitates this shaping of perceptions being the role of consumers in any organisation and the cognisance of how much if ignored these perceptions may harm a company's performance at any time of the year, a risk no entrepreneur or company executive can afford.

Specifically, reputation management involves the monitoring of the reputation of an individual or a brand on the internet, addressing content which is potentially damaging to it, and using customer feedback to try to solve problems before they damage the individual's or brand's reputation. A major part of reputation management involves suppressing negative search results, while highlighting positive ones.[14] For businesses, reputation management usually involves an attempt to bridge the gap between how a company perceives itself and how others view it.

Benefits

A fast-growing discipline and corporate necessity, reputation management is widely acknowledged as a valuable intangible asset which can be one of the most important sources of competitive edge in a fiercely competitive market, and with firms constantly under increased scrutiny from the business community, regulators, and corporate governance watchdogs good reputation management practices continue to help firms cope with this scrutiny.

Other benefits of sound reputation management practices is how much they reinforce and aid a corporation's branding objectives which on their own along the way play a paramount role in helping a company meet its marketing and business communication objectives, a key driver towards how much any company can go towards increasing profits and its market share. Good reputation management practices are also important in helping any entity manage staff confidence as a control tool on public perceptions which if undermined and ignored can be

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT 4 – Online Reputation Management

costly, which in the long run may cripple employee confidence, a risk no employer would dare explore as staff morale is one of the most important drivers of company performance.

Reputation management campaigns in popular media

In 2011, controversy around the Taco Bell restaurant chain arose when public accusations were made that their "seasoned beef" product was only made up of only 35% real beef. A class action lawsuit was filed by the law firm Beasley Allen against Taco Bell. The suit was voluntarily withdrawn with Beasley Allen citing that "From the inception of this case, we stated that if Taco Bell would make certain changes regarding disclosure and marketing of its 'seasoned beef' product, the case could be dismissed." Taco Bell responded to the case being withdrawn by launching a reputation management campaign titled "Would it kill you to say you're sorry?" that ran advertisements in various news outlets in print and online, which attempted to draw attention to the voluntary withdrawal of the case.

Examples

Companies often attempt to manage their reputations on websites that many people visit, such as eBay, Wikipedia, and Google. Some of the tactics used by reputation management firms include:

- Improving the tagging and search engine optimization of company-published materials, such as white papers and positive customer testimonials in order to push down negative content.

- Publishing original, positive websites and social media profiles, with the aim of outperforming negative results in a search.

- Submitting online press releases to authoritative websites in order to promote brand presence and suppress negative content.

- Submitting legal take-down requests if someone believes they have been libeled.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT 4 – Online Reputation Management

- Getting mentions of the business or individual on third-party sites that rank highly on Google.

- Creating fake, positive reviews of the individual or business to counteract negative ones.

- Using spambots and denial-of-service attacks to force sites with damaging content off the web entirely.

- Astroturfing third-party websites by creating anonymous accounts that create positive reviews or lash out against negative ones.

- Proactively offering free products to prominent reviewers.

- Removing online mug shots.

- Proactively responding to public criticism stemming from recent changes.

- Removing or suppressing images that are embarrassing or violate copyright.

- Contacting Wikipedia editors to remove allegedly incorrect information from the Wikipedia pages of businesses they represent.

Your online reputation is how others see you when they look for you online. Everyone has an online reputation. The only question is do you have a say in yours?

Online reputation management (ORM) means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet. The purpose of online reputation management is to create balance, counteract misleading trends, and allow you to put your best foot forward.

Two cycles of online reputation

Vicious Cycle: Ignore your online reputation and you risk falling victim to a vicious cycle of misinformation and rumors.

KARPAGAM ACADEMY OF HIGHER EDUCATION
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Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)
UNIT 4 – Online Reputation Management

Virtuous Cycle: Take care of your online reputation and you create a virtuous cycle of positive, quality materials that reflect well on you.

Vicious Cycle reputation lifecycle

step 1 - Poor-quality, outdated, misleading, or malicious content ranks highly online

step 2 - People naturally click on results that seem shocking or scandalous

step 3 - Search engines see that users like these links and continue to promote them

step 4 - Social media amplifies the reach and effect of reputation-harming items

step 5 - Follow-up content, commentary, and online gossip create more links and traffic that validate the negative materials

Virtuous Cycle reputation lifecycle

step 1 - Good-quality, current, accurate, and balanced content ranks highly online

step 2 - People naturally click on results that seem likely to provide the information they were looking for

step 3 - Search engines see that users like these informative links and continue to promote them

step 4 - Social media amplifies the reach and effect of engaging, high-quality items

step 5 - Follow-up content, media coverage, and positive new developments create more links and traffic that validate the positive materials

Why you should care about your online reputation

Online reputation is becoming so pervasive, it's almost time to drop the word "online". Not only do people view the Internet as their first source of information, but they also trust what it tells them. More importantly, they make decisions based on what they find online. The Internet is our first stop for everything

Web search on the internet
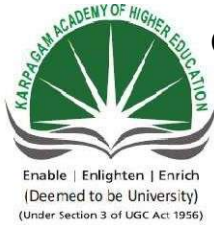
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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT 4 – Online Reputation Management

- Two out of three people see the Internet as the most reliable source of information about a person or a business

- 70% of hiring managers have rejected a candidate because of something they found online

- When looking for a local business, 97% of people read online reviews

- Over 80% of reputation damage comes from a mismatch between the buzz and the reality

  Looking at statistics like these, it's clear that what happens online affects your entire life. Online and offline are blending. With each passing day, the online world becomes more and more enmeshed with the rest of our activities. From smartphones to smart TVs, from the "Internet of things" to the self-driving cars of the future—you are living each day increasingly online, even if you never touch a computer. That means there are more and more ways for you to leave an online mark, positive or negative. Now, you might not think that people are searching for you, but chances are they are.

  Common reasons include:

- Employers doing pre-interview research

- Landlords looking into prospective renters

- Children searching for details of their parents' "real lives"

- Curious significant others, past and present

- Former colleagues looking to share professional opportunities

- College admissions departments evaluating prospective students

- Insurance companies doing risk assessments

No matter how "under the radar" or "low-tech" your lifestyle, there is a good quantity of information about you online—and people are seeing it. If someone writes something negative about you online, it can put you at a serious disadvantage over the long term—especially if

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)
UNIT 4 – Online Reputation Management

you're not aware of it. You might never know why you didn't get that apartment you wanted, or why a job offer never materialized after that phenomenal interview. Your online reputation is forever. It's important to keep tabs on what people are saying about you online and then take steps to correct any inaccuracies. For the same reasons, you also need to monitor things that you post yourself. Thanks to social media, even posts from decades earlier can come back to harm you.

Consider the following examples, all vastly different:

James Gunn: Lost his position as the director of the Guardians Of The Galaxy movies after some offensive jokes that he tweeted years ago came to light.

Harvard admissions: In 2017, ten college students lost their acceptance to Harvard because of their offensive social media posts.

NASA internship: Twitter user @NaomiH_official had her internship opportunity with NASA revoked because a high-ranking NASA official saw her using profanity on a #NASA-tagged tweet.

Case Study: United Airlines - Passenger airplane flying above clouds in evening.

One company that understands this better than most is United Airlines, which is still trying to find its footing after being deemed "evil" on social media. In 2017, video of United Airlines security personnel violently dragging a passenger off of an overbooked flight went viral, generating over 1 million mentions a day on Facebook, Instagram, and Twitter in the immediate aftermath. This social media storm ignited national outrage and caused United's stock to quickly lose more than $1 billion in market value. While the stock has since recovered, the company's reputation remains tarnished and continues to serve as fodder for late-night comedians.

Need for online reputation management

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT 4 – Online Reputation Management

Given how advanced information technologies have become, shouldn't these issues go away on their own. Unfortunately, that's not likely to happen. Online reputation mismatches are not technology problems, they're human problems. Google's algorithms can only give us what we ask for. So if we ask for juicy gossip, conspiracy stories, and negative reviews, that's what gets associated with our search terms.

- Search algorithms
- prioritize popularity
- search results favor popularity

No algorithm can tell whether information accurately reflects you or not, so popularity becomes the main measuring stick of what makes a good search result. That's why embarrassing party photos, frivolous lawsuits dismissed years ago, and other kinds of irrelevant but intriguing "clickbait" often dominate online reputations.

- Online reputation management prioritizes balance
- Online reputation management creates balance
- Online reputation management counteracts that human bias for gossip, ensuring that the materials that actually matter aren't overwhelmed by the rumors.

Do you trust your reputation to be accurately represented by an algorithm that doesn't know the difference between what's tantalizing and what's truthful? If not, then you need to develop an online reputation management strategy to protect your interests. This need will always exist. In fact, it's probably going to get more and more important to manage our online reputations as search engines and other online algorithms become a bigger part of everything we do.

Is online reputation management the same as SEO?

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Coimbatore - 641021.
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Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)
UNIT 4 – Online Reputation Management

There are similarities between online reputation management and search engine optimization (SEO) but there are also important differences.

SEO is about promoting a specific website or page to the top of the search results. Online reputation management is about controlling the collection of websites that appear in your search results. That means the tactics and measures of success are different.

Search Engine Optimization vs.	Online Reputation Management
1. Rank your website #1 in search	Fill search page 1 with positive content
2 Move your website up in search	Displace misleading websites in search
3 Go Viral	Avoid going viral
4 Rank for many related search terms	Dominate a few specific search terms

Ethics in ORM

The practice of reputation management raises many ethical questions. It is widely disagreed upon where the line for disclosure, astroturfing, and censorship should be drawn. Firms have been known to hire staff to pose as bloggers on third-party sites without disclosing they were paid, and some have been criticized for asking websites to remove negative posts. The exposure of unethical reputation management can itself be risky to the reputation of a firm that attempts it.

Some firms practice ethical forms of reputation management. Google considers there to be nothing inherently wrong with reputation management, and even introduced a toolset in 2011 for users to monitor their online identity and request the removal of unwanted content. Many firms are selective about clients they accept. For example, they may avoid individuals who committed violent crimes who are looking to push information about their crimes lower on search results.

In 2010 a study showed that Naymz, one of the first Web 2.0 services to provide utilities for Online Reputation Management (ORM), had developed a method to assess the online reputation

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT 4 – Online Reputation Management

of its members (RepScore) that was rather easy to deceive. The study found that the highest level of online reputation was easily achieved by engaging a small social group of nine persons who connect with each other and provide reciprocal positive feedbacks and endorsements. As of December 2017, Naymz was shut down.

In 2015, the online retailer Amazon.com sued 1,114 people who were paid to publish fake five-star reviews for products. These reviews were created using a website for microtasks, Fiverr.com. Several other companies offer fake Help and Facebook reviews, and one journalist amassed five-star reviews for a business that doesn't exist, from social media accounts that have also given overwhelmingly positive reviews to "a chiropractor in Arizona, a hair salon in London, a limo company in North Carolina, a realtor in Texas, and a locksmith in Florida, among other far-flung businesses".

In 2016, the Washington Post detailed 25 court cases, at least 15 of which had false addresses for the defendant. The court cases had similar language and the defendant agreed to the injunction by the plaintiff, which allowed the reputation management company to issue takedown notices to Google, Yelp, Leagle, Ripoff Report, various news sites, and other websites.

Resolving ORM issues

Another day, another brand in crisis. Whether it is Chipotle last year, United Airlines this year, or <fill in the blank> next year, there is no shortage of companies that have reputation issues to resolve. And while most aren't as bad as dragging a concussed passenger off of a plane, even smaller issues can linger in the branded search results or company's reviews and cause problems long-term.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING **SEMESTER : VI**
SUBJECT CODE : 18CCP401 **CLASS : II M.COM(CA)**

UNIT 4 – Online Reputation Management

Resolving online reputation management issues can be both confusing and difficult if it is your first time doing it. Because of that, I thought it would be helpful to share what some of the most common questions we receive are and how I answer them.

1. RESPONDING TO A NEGATIVE REVIEW

Depending on the context of the review, many business owners can cause more harm by responding to a negative review than not, namely because there are so many possible traps to fall in to when responding to an upset customer. So, rather than immediately answering, take a step back and make sure you have a strategy for responding.

Step one is assessing the review. It is very important to assess the review carefully and cautiously. Some reviewers are looking for a response right away because they legitimately need an answer to a concern which they express within their review. These reviews should be responded to right away with an answer that addresses the issue directly with a solution, if there is one.

Some reviewers are downright angry and are not looking for a resolution, but rather looking to tell other users about their horrible experience because they feel dissatisfied or personally offended by the business. Responding to these reviews in a very understanding manner is key. It is important to not fire back with a defensive response simply because you disagree with the reviewer. The review response will live forever, and will be viewed by a lot of people (not just the reviewer), so it needs to reflect positively on the business.

We recommend the following framework:

1. Thank them by name for taking the time to leave feedback
2. Acknowledge the specific situation (you don't want it to seem like a generic response)
3. Apologize for their negative experience
4. State that what they experienced is not how the business operates

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING	SEMESTER : VI
SUBJECT CODE : 18CCP401	CLASS : II M.COM(CA)

UNIT 4 – Online Reputation Management

5. Explain any steps you will take to ensure that nobody has that experience again

6. Invite them to contact you directly as you'd like an opportunity to make it right

7. Give your name and a direct phone number and/or email

Try to use your natural voice and be genuine and honest. Official-sounding PR statements just don't work in review responses; coming off as a real human does.

2. HOW LONG WILL IT TAKE TO FIX THE PROBLEM

The answer no one wants to hear: *it depends.*

It truly does depend on where the problem area is, how big of an issue it is, and what the objective is.

Completely changing the Google search results does take time because there are many details that go into changing what Google sees as the 'perfect assortment' in the results. Google doesn't change the search results very quickly anymore; we used to be able to completely shake up the search results in 3 months, then we had to change that to 6 months, and now it takes around 9 months to make a significant impact on Google search results. We see many incremental changes along the way, but Google is hesitant to shift away from the status quo.

For improving Yelp or Google review scores, we've improved scores by 2-points in a month, and we've also had projects extend over a year when they are particularly tricky. Every ORM project is unique, so unfortunately there is no easy answer to this question.

3. WHY DOES GOOGLE SHOW THIS NEGATIVE ARTICLE IN THE SEARCH RESULTS?

It is important to understand that Google's algorithm tries to put together a diverse collection of search results based on the specific search query entered in the search box. If something bad is there, they aren't singling you out and it has nothing to do with your brand personally; specific sites will show up on page one of the search results based on the information

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT 4 – Online Reputation Management

Google gathers from the website it chooses to show, including how authoritative and credible a site is among many other indications like social shares, backlinks etc. Google is trying to satisfy every user's search intent, which is why you will see a number of unique results appear for a search query.

For example, if someone were to type "Go Fish Digital" into the search box, they would find an array of results, some of which might include GFD's social profiles for users who are trying to stay in touch with the brand, as well as the company website for potential clients who are looking to do business with us. You also might find a glassdoor profile, for users who are looking for a career.

Basically, Google doesn't know the specific needs of each user, so they put together the best assortment of results to satisfy as many users as possible…. which may unfortunately include those negative articles or those negative reviews you don't want them to see.

4. CAN I REMOVE A NEGATIVE REVIEW?

Few things can bother a business owner or marketing director more than a negative review. They are just. so. frustrating. And so a common questions we get is, "Can a negative review be removed?".

The answer is… *sometimes*.

Each review site has its own rules for reviews. With Yelp, the rules are very well defined over their many years of collecting online reviews. If a reviewer breaks a rule, their review can be removed. This video from my colleague Daniel Russell goes in-depth on how we go about flagging and removing reviews.

Whereas Yelp's content guidelines are more thorough, Google Reviews are a little more wild west. Unless a review shares highly personal information (SSN, for example), the likelihood of it being taken down from your flagging is very low. Angie's List, Glassdoor, Houzz, BBB, and

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Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT 4 – Online Reputation Management

others all have their own rules, so if you are worried about reviews on those platforms, it is important to understand what can and can't be said in a review.

5. WHY DOES IT MATTER WHAT PEOPLE THINK?

It matters. If you genuinely know that your company is great, then that should be represented across your online presence. You know how they say that you only get once change to make a first impression? Well often times, your first impression will be what shows up in the search results when someone Google's your name.

Put yourself in the customer's shoes… if you're choosing between many companies to work with, you do all sorts of research to find the very best organization. Although you may have a great thing going, many customers could be blinded by any negative articles or reviews you have and turn to another company, which is why it matters what people are saying about your brand online.

6. WHAT CAN I DO?

Many clients ask us what they can be doing to help with the process, and we absolutely love this enthusiasm and interest in helping resolve the problem. There are many things that can be done, but the most helpful action is to be continually proactive with building up your brand.

Look for opportunities constantly, whether it is doing interviews, podcasts, meetups, seminars, or events. Take the time to look for interesting events where you will have a good opportunity to represent your brand. The more you're in the public eye, the greater chance you have to engage with new consumers (which will help improve your reputation), get recognized by publishers (which could create new content), and to get your brand involved in the conversation (which shows you care).

7. HOW DO I CHANGE THE CONVERSATION?
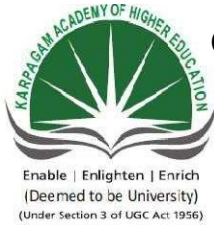
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Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT 4 – Online Reputation Management

Many companies believe that changing the conversation about their brand is the way to go, because at the end of the day, we want to start something new, positive, and fresh for people to talk about. But have you ever thought what's wrong with the current conversation? Instead of changing it, why not get involved with the current conversation that influencers are already having and maybe work on changing the way you involve your brand in that conversation.

Far too often, companies want to show off all of their assets, brag about what they can do, and show that they've improved upon something that was different before, instead of listening to what their customer really needs and wants. Asking questions and being a legitimate resource for customers is a far less pushy way to connect and engage.

Every customer is not created equal. Becoming involved with the talk around your brand will not only help the customer to express their needs but can change their perspective on your brand overall. Who wants to lead the conversation when there's no one listening? Getting engaged in the current conversation and listening to others will set a foundation for loyal, happy customers and establish your brand's identity on the web and in reality.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT IV

No.	Question	Option 1	Option 2	Option 3	Option 4	Answer
1	Which of the following can be classified as "Conversion" for an organization looking for increase in online sales?	A user clicking on "Unsubscribe" button	A user clicking on the Company's Ad	A visitor bouncing off from the website	A user doing spam complaint	A user clicking on the Company's Ad
2	Brand "A" offers seasonal products that are sellable only for two months in a year. Because of good work done in content marketing, they receive goodwebsite traffic throughout the year. What strategy would	Keep the sales lead generation form active throughout the year	Audience aggregation on email		Close the website in off season time	Audience aggregation on email

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	you recomment them for off season?					
3	If you have a new product that needs to be advertisede in a specific currency on Google, _____ would be suitable	Creating a new account	Setting an additional currency in ad existing campaign	Creating a new campaign	Creating a new ad group in an existing campaign	Creating a new account
4	An advertiser spends US $ 20 for one click on a keyword, resulting in 1 % CTR and 10% conversion in sales. What is the CPA for this keyword?	2	20	200	2000	200

5	A valid request made by the user but the server failed to complete the request. The error that occurs is ____	200s	404s	500s	301s	500s
6	What does the 301 server response code signify	Not modified	Moved permanently	Moved temporarily	Invalid address	Moved permanently
7	Which of the following audience reports would you use to see how your site performance differs between desktop, smartphone and tablet users?	Engagement reports	Browser & OS reports	Mobile reports	Frequency & Recency reports	Mobile reports
8	You are a blogger who blogs about various travel locations in the world. How would you measure success of your blog?	Pages/visit	Time spect on a web page	Frequency and recency of visitors	All of these	All of these

9	To stop indexing a particular page in SERP _____ can be used	Meta No Index	Robots.txt	Both of these	None of these	Both of these
10	A practice to divide content into different pages and understanding Google to index is called _____	Pagination	Cloaking	Both of these	None of these	Pagination
11	Which of the following Call-to-Actions can be used to take care of the money related concerns	Checkout upcoming cources	Start Free Trial	Try Industry approved Products	Pricing and Signups	Start Free Trial
12	When you purchase a book from amazon.com, this action automatically creates a story on your facebook feed for your friends to see. What does this mean?	Amazon has a tie up with Facebook	Amazon has done social integration with Facebook	This is a paid promotion by Amazon	Facebook pays Amazon for the story	Amazon has done social integration with Facebook

13	The content from _____ dominates on a newspaper website.	Users	Editors	Administrators	Designers	Editors
14	A girl who works in some company tweets from her personal Twitter handle something objectionable related to her industry which created a lot of furore and eventually her suspension. What could have she done to avoid this scenario?	Clearly mention on her Twitter profile that the tweets are by her and not by her employer	Clearly mention on her Twitter profile that she wanted to do so to let out her grief	Apologize after the tweet was done.	Continue tweets as usual in a normal manner	Clearly mention on her Twitter profile that the tweets are by her and not by her employer
15	What is the optimal number of Call-tp-Actions on the landing page	One	Two	Five	Infinity	One
16	If a keyword has a good CTR but is not converting well, _____ can be changed	The Landing Page	The Matching Option	The Daily Budget	The Language Targeting	The Matching Option

17	_____ question cannot be adressed on the landing page	What is it?	Is it for me?	Whats the risk?	Which Competitive Products are available in the market?	Which Competitive Products are available in the market?
18	By adding _____ to your website, you can improve customer service.	Attractive products	Banner advertisements	Email links	Interactive Advertising	Email links
19	IMDB is related to _____	Product reviews	Movie reviews	Business reviews	Website reviews	Movie reviews
20	_____ is important to make best SEO friendly websites.	Flash contents	Email links	Content and Images	Content and email links	Content and Images
21	If the daily budget for your campaign is less than the recommended amount, _____occurs	Your Ads may show intermittently throughout the day	Your Ads may be shown in a lower position	Your Ads will stop showing until you increase your daily budget	Your Ads will show only when a user searches on your top performing keyword	Your Ads may show intermittently throughout the day

22	Which of the following is an online platform to hire freelancers	Naukri	Design Output	Elance	Kickstarter	Elance
23	For a website selling IT training cources, which is the effective negative keyword?	Services	CCNA	Python	Java	Services
24	Links that point to a web page that has been deleted or removed is called _____	Internal link	Anchor text link	Custom link	Broken link	Broken link
25	An advertiser that uses ad scheduling has a custom bid adjustment for 9pm-12am on weeknights. The normal bid is $0.40 and the bid multiplier is 75%. How much is the advertiser bidding?	$0.03	$0.07	$0.70	$0.30	$0.70

26	Your destination URL cannot _____	Link to a sign-up ot check-out page	Link directly to your homepage with all information	Link to a website that is under construction	Utilize third party tracking software	Link to a website that is under construction
27	Which of the following statements can be said about Online User Psyche?	Majority are risk averse	People want to think before taking any step forward	People want to read a lot on web pages	Majority of relevant traffic are ready to make a purchase decision.	Majority are risk averse
28	Which of the following practice is Ethical?	Buying Links from link farms	Having the same page twice	Stuffing metatags	Using hiddent text	Buying Links from link farms
29	A _____ is a collection of Web pages designed to enable anyone with access to contribute or modify content	Podcast	Microblog	RSS	wiki	wiki
30	_____ allows users to subscribe to and pull information by feeds.	Twitter	Microblog	RSS	wiki	RSS

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31	_____ are either audio or video files that can be played or watched online or downloaded to a users computer or mobile device.	Podcast	Microblog	RSS	wiki	Podcast
32	Twitter is one example of a _____ service, and its content, called "tweets," are limited to 140 characters.	Microblogging	tagging	social bookmarking	podcasting	Microblogging
33	Pepsi and Dominos Pizza are companies with different approaches to social media for _____	customer service	market research and product development	crisis management	employee engagement	crisis management
34	An online presence is any existence of an individual or business that can_____, which ties directly into how reputable your business appears online.	Be found via an online search	Not be identified	Not be found via Google or through online research	Be found via Google	Be found via an online search

35	Businesses that have a one or two-star rating on local directories or search engines fail to convert about ____ of prospective customers.	84%	90%	45%	57%	90%
36	The most effective online marketing tool according to over 68% of small business is _____	Phone Book	Social Media	Website	SEO	Website
37	On page search engine optimization refers to _____	Programming keywords into a website	Evaluating each page of a website for design	The amount of links coming into your website	The number of search engine sites a website is submitted to	Programming keywords into a website
38	The best way to improve search engine ranking is with _____	Video	A Blog	500 words of text per page	More than 5 images per page	A Blog
39	_____ is a marketing technique that's pays you	PPC	Media sharing	Posting press releases	Article marketing	Article marketing

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40	The best way to make money even while you sleep is by _____	Dreaming up good marketing ideas	Selling stuff on eBay	Selling products on your website	Having your employees work al night	Selling products on your website
41	The best way to increase the possibility of website visitors following through on contacting you is _____	Offer a toll free number	Call today option	Offer a discount with contact information	Offer testimonials	Call today option
42	A great way to encourage customers to visit your website regularly is to have a _____	Interactive website	Website filled with text	website without location information	website with lot of graphics and backlinks	Interactive website
43	A company builds reputation through _____	Research	Understanding elements of the reputation	Works on excellence	All of these	All of these
44	If your website appears on the first or second page of the SEPR's ,_____ was used.	Aggressive SEO	Newsfeed	Graphical images	Backlinks	Aggressive SEO

45	_____ has also helped many webpages show in the top ten results page	Hidden pages	Negative Reviews	Backlinks	Unstructurd format	Negative Reviews
46	Can negative reviews be removed?	Yes	No	Sometimes	Omitted	Sometimes
47	A negative review affects the _____ of a business	Brand Image	Webpag	Landing page	Website design	Brand Image
48	_____ is about changing the mindset of customers who want to leave.	Relationship	Research	Retention	Reunion	Retention
49	CRM stands for	Customer Retail Management	Customer Retenton Managemnt	Customer Relationship Management	Customer Reunion Management	Customer Relationship Management
50	If there is an overlap between your negative and regular keywords then	the negative keyword will be disregarded	the negative keyword will block your regular keywords from showing	Quality Score could be affected	the CTR could be affected	the negative keyword will block your regular keywords from showing

51	The percentage of its total revenue Twitter generates via mobile phones approximately is _____	0.5	0.2	0.05	0.1	0.5
52	A SAFE score on spam score content checker should be	Less than 5	More than 20	Anything above 5	Higher the better	Less than 5
53	Why Nestle got embroiled in negative criticism on social media?	They abused the users on social media	They refused to apologize, deleted and banned the users who were protesting	They did not reply to the users complaints	They deleted their website	They refused to apologize, deleted and banned the users who were protesting
54	What best defines the bounce rate?	% of visitors leaving when they don't like your website	% of visitor not returning to your website	% of single page visits on your website	% of visitors returning to your website	% of single page visits on your website

55	If a company replies and tries to handle various negative comments or reviews on different websites related to its brand, it is called as _____	Outreach	ORM	SERP	None	ORM
56	Which of the following is NOT considered in Facebook's engagement metric?	Share	Comment	Likes	Views	Views
57	What does NFO stand for?	Network/Feed Organization	Novel Feature Orientation	News Feed Optimization	No Fee Operation	News Feed Optimization
58	What button can be installed on outside webpages to allow consumers to become a fan of your page?	Like Button	Feed Button	F - Button	Fan Button	Like Button

| 59 | How can I get more people to share my posted content? | Offer an incentive to users for sharing | Include an image with your Facebook status update | Use a Call to Action in the post | all of these | all of these |
| 60 | Facebook users spend the most time (40%) on which page? | News Feed | Chat Windows | Collective Friend's Profiles | Own Profile | News Feed |

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(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Web Analytics

Web analytics is the study, analyses and reporting of a web data for purposes of understanding and optimizing web usage. This technique is useful to measure how many people have visited a site, and how frequent they have visited the site or what route they have opted to reach your site. Web analytics is very useful from the point of administrator as they can figure it out which area of the site is popular and which area is not.

Web analytics software can be used to monitor whether your site page are working properly or not. There are various web analytics software available in market, some of them are Google Analytics, Adobe site catalyst, IBM coremetrics web analytics, IBM's Unica Netsight, yahoo marketing dashboard, Piwik, Moz and so on.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   SEMESTER : VI
SUBJECT CODE : 18CCP401   CLASS : II M.COM(CA)
UNIT V – Merging digital marketing and data analytics

Metric	Current	Previous Month		Last Year		13 Month Trend	
Visits	6,308	6,752 ⬇	-7%	943 ⬆	569%		7634 Max. 4187 Median 943 Min.
Pageviews	17,199	19,655 ⬇	-12%	2,574 ⬆	568%		29610 Max. 14629 Median 2574 Min.
% New Visits	69.8%	72.1% ⬊	-2%	69.8% ⬊	0%		84 Max. 70 Median 65 Min.
Time on Site	3:03	2:59 ⬈	3%	2:18 ⬆	33%		4:44 Max. 3:21 Median 1:55 Min.
Bounce Rate	54.8%	54.9% ⬊	0%	52.3% ⬈	3%		66 Max. 52 Median 47 Min.

A good analytic tool should meet following criteria

- Can you re-analyze data if you decide to change something
- Can you re-analyze subsets of your logs for more focused views
- How many web pages does the solution track per month
- What is the total cost of ownership
- Does it integrate easily with other sources of data

Facebook Analytics

Looking for people-centric marketing metrics to track and analyze your customers and prospects? Are you using the reports available inside of Facebook Analytics?

Why Use Facebook Analytics Reports

Every company has a growth model that includes a set of goals to make it flourish; a goal defines a way to grow. To visualize this, the goal of an online store is purchases. For an app, your goal might be related to daily/weekly/monthly active users. Or your business goal might be related to social media shares, posts, and reactions. One of the most valuable features of

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
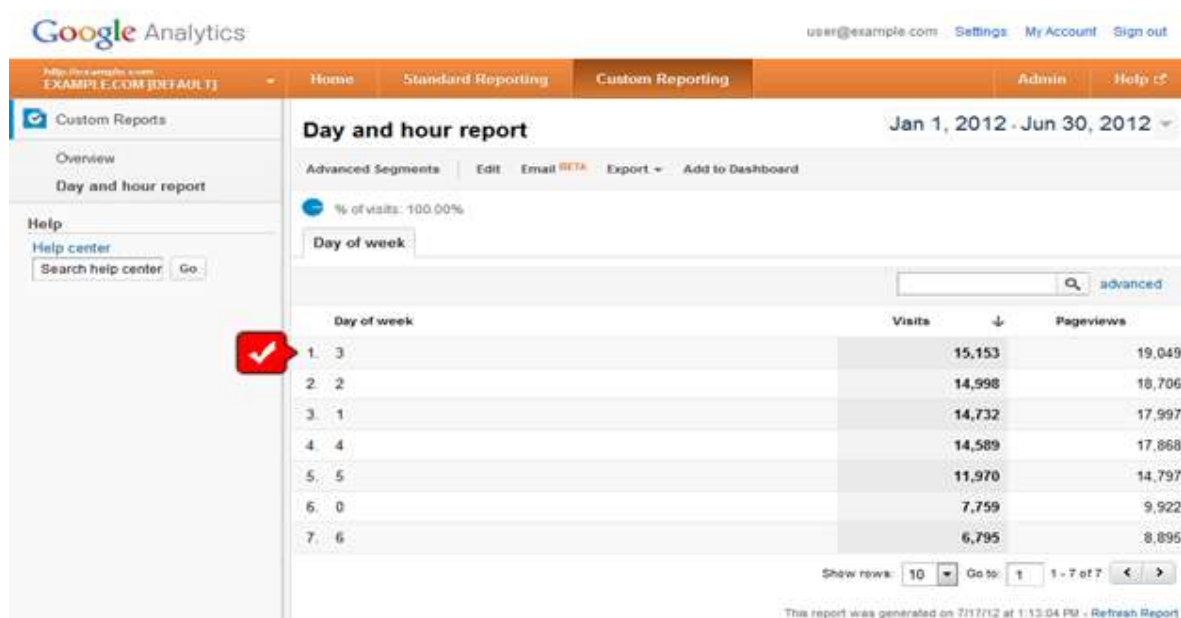**SUBJECT CODE : 18CCP401**   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

analytics is setting up and measuring progress toward goals for business growth. To be sure everything is set up correctly to promote your business growth, keep these points in mind:

- Choose goals that bring you profit.

- Properly set up goals in your analytics system.

- Measure your baseline and check how it changes over time and what causes that change.

Even if you've installed Google Analytics or some other analytics system, you don't have a complete picture of your users' behavior. Facebook Analytics, which is based on people-centric tracking principles, can enrich your existing data with aggregated and anonymized data on Facebook users, revealing valuable insights that will help your business grow. Facebook Analytics turns all of your goals into standard or custom conversion events.

No matter what you want to analyze—a website, an app, your Facebook page, a combination of channels, or even offline events—make sure you set up your analytics system correctly. If you want to acquire relevant data and get accurate results, set up your Facebook tracking tag.

To track your customers' activity in Messenger bots, Facebook pages, or games for Facebook Gameroom, no special setup is required if these services are already connected to your Business Manager account or any of the Facebook Developer tools.

Pro Tip: To debug your tags, use Facebook Pixel Helper, which is a free Chrome plugin for troubleshooting and validating your pixel implementation. Also, you can use Google Tag Manager to manage all of your tags, including Facebook Analytics tags.

- Customize Your Facebook Analytics

- Personalizing Facebook Analytics for your business can make your marketing analytics even more valuable.

- Install the Facebook pixel. Set up event source groups in Facebook Analytics, which allow you to track your audience across channels. Copy your Facebook tracking code to all pages of your website and/or all screens of your app. Custom conversions can help you track non-standard events that mark the growth of your business. While

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

they're difficult to set up for those who don't know how analytics work on the inside, it's still possible to create them using these best practices.

To create a custom conversion, open Events Manager and select Custom Conversions in the left navigation. Then click Create Custom Conversion in the top-right corner of the page. In the Create a Custom Conversion window, select your website or offline event, type in the URL of the page on which the custom event will fire, and enter a name for the conversion.

Custom dashboards are the best way to see more detail in the most essential Facebook Analytics reports. To create a new dashboard, click Create Dashboard in the left navigation. In the pop-up window, type a name for your new dashboard. From here, you can add a chart or a funnel from the starting page of your dashboard. Or you can just pin the graphs you need and choose the type of graph to make your visualizations as useful as possible. This is especially handy when you need to make a dashboard immediately after launching experimental advertising and compare the results with outcomes from a past campaign.

The five Facebook Analytics reports help you make data-backed marketing and business decisions. Even in the simplest Facebook Analytics reports, you'll find all of the tools you need to dig into your data and analyze it from the inside.

#1: View Facebook Analytics Funnel Reports to Inform Budget and Ad Spend Decisions

All marketing efforts can be visualized as processes and funnels. They may be linear or nonlinear but all have a certain value. The best way to analyze a process is to break it down into steps or stages, put them into a logical order, and collect data about how customers walk through the funnel step by step to reach their goal. Funnels help you experiment with the smoothness of your customer journey. They allow you to see if people feel comfortable reaching their goals or if they decide to leave even before they take the first step.

You can set up the funnels you're interested in (those related to your most important marketing processes) with the help of Facebook Analytics. To build a funnel of events, go to Activity > Funnels to open the Funnel report. Then click Create Funnel. Now select an event to start building your funnel. But that's not all. Thanks to the people-centric principles of Facebook Analytics, it has tons of aggregated anonymized demographic data you can use to enrich this report.

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(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Why might this be important for marketers? Because sometimes marketers work based on a gut feeling or a conclusion without real proof, such as "we're a youth brand so the audi7ence that buys and loves our product most is 17- to 24-year-olds." They might even target their advertisements to that age category and invite young influencers to promote the product on Instagram. But upon checking the funnel report, they might discover a lot of interesting things about their product. And based on an incorrect hypothesis, they're doing everything all wrong.

Thanks to the Facebook Analytics funnel report below, you can see that the age group with the highest conversion rate is 25- to 34-year-olds. And this is a data-driven conclusion. So it's time to reallocate your advertising budget. Stop advertising to those who don't buy and start concentrating efforts on the group that converts most. Cutting waste from your budget is a great way to grow. As you can see, Facebook Analytics can help you with this.

#2: Assess Facebook Analytics Overlap Reports to Inform Audience Targeting

What if your advertising is multichannel and you don't know how to change your targeting options to save money for each channel? Take a look at the overlap report in Facebook Analytics. It's easy to see an overview of all of your data sources on the main screen of Facebook Analytics. It shows the names, traffic numbers, and retention rates for each source.

A more interesting feature for marketers and analysts is to visualize how the audiences of these channels overlap, with the possibility of adding filters and choosing the parameters to display. For example, you might see that Android users convert much better than iOS users but the percentage of Android users is very low. Based on this, you should stop wasting money on advertising to iOS users because they don't convert, and start advertising to Android users, who convert well. This is one way to save your advertising budget and make your targeting even more data-driven.

The Overlap report is one of the simplest and most powerful tools you can use to create advertising and audiences to work with. It lets you see users who take actions across channels. The image below shows how the Web, Instagram, and Facebook Page channels overlap. The Overlap report will help give you a true understanding of cross-device and cross-platform customer behavior so you can find insights for narrowing or broadening your targeting.

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

#3: Use Facebook Analytics Outcome Reports to Reveal Successful Content, Format, and Posts

Now let's look at how to choose the best content for advertising on Facebook. Imagine a tool that told you how much profit each of your Facebook posts brings. That might sound crazy but marketers who work with Facebook Analytics can test a new feature called Outcomes. Go to Activity > Outcomes to access this data. The Outcomes report (beta) shown below considers Facebook formats and conversion rates of key events like app downloads, purchases, and so on.

Outcomes is an essential tool for social media marketers who have a gut feeling about which pieces of content are good. Now there's no need to guess. Just open the report and look through it to find the best-performing format for your next advertising campaign based on your goal.

#4: View Facebook Analytics Demographic Reports to Reveal Possible Business Partnerships

The curiosity and creativity you can unleash with analytics tools will help you find insights where you never expected them and apply those insights in the most profitable way. Let's look at how to be creative with Facebook Analytics. How much data do people share willingly via social media? Facebook users share an enormous amount of data every day. And all of these aggregated and anonymized treasures are available in a Demographics report in Facebook Analytics. To access this report, choose People > Demographics in the left navigation. Aside from classic demographic data, marketers might use household information including:

- Education level

- Relationship status

- Job title

One of the most exciting Facebook Analytics reports is the Interests page (People > Interests), where marketers can find top page categories for their product's audience. Links to the pages you see in the Interests report might help you find brands to work with for mutual promotion. Analyzing this report is a great way to build a list of potential partners that can help your business grow. It's worth mentioning that all of this data is shared by peopleno

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

themselves and is public. The security of sensitive personal data is a high priority for Facebook; consequently, marketers can't use Facebook to find data on individuals. But if you want data on a group of people defined by certain characteristics, then Facebook reports will work perfectly for you.

#5: Examine Facebook Analytics User Retention Reports to Monitor Consumer Engagement by Cohort

Cohorts segment users into groups based on the period elapsed since they first came in contact with your product. And the more users there are in each cohort, the better. But losing users faster than you acquire them is a real problem for businesses. That's why you need to focus on keeping your retention rate high. Facebook Analytics helps you monitor your retention rate by slicing and dicing your data, considering dozens of possible criteria, so you can see the positive or negative trends.

With the User Retention report, you can see the percentage of people who stay interested in your product or content over time. To access this report, go to Activity > Retention in the left navigation. Suppose the latest version of your app includes a new feature (push notifications) that might reactivate your app users and get them to open and use your app again. In the graph, you can see that this version definitely works better than the 3.21.0 version (dark blue), as more people stay interested in the app and open it again over time.

Another way to use this Facebook Analytics report is to reveal the percentage of people who continue to add to cart (as shown below) or purchase from you. The image below shows how the retention rate of those website customers who were active and added to cart changed week by week for the last 90 days. You can decide what exact dimension of events you want to be mirrored in this report. Your cohorts might be built by different approaches, too— starting from basic breakdown by periods, ending with device/browser/OS options. Each row in the cohort report represents a week (or hour or month) when new customers start using your product. Each column in the cohort report shows the percentage of users who return to your product at least once in a given time period.

Your retention rate for the first week will always be 100% because it's the week everyone starts to use the product. But after that, everything starts to become more interesting. As time goes by, you'll see some cells become pale as the number of returning users decreases. This

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

tendency shows your growth zones as well as room for improvement and opportunities for decreasing your churn rate. Dark cells point to a successful retention strategy.

Cohort analysis in Facebook Analytics is the best way to see if your efforts help you keep your customers. But cohorts may sound too simple for those marketers who want to go beyond standard analysis and see the connections with data on purchases or other events. For this, Facebook Analytics includes the ability to filter by complex logical chains.

The Retention report below shows what happened with Android users who made an in-app purchase with a value greater than 75% of other in-app purchases.

Note: In the Cohorts report (go to Activity > Cohorts), you can build any cohort for your marketing experiments (by selecting any dimensions and parameters you like) and use it at any time.

Facebook Analytics has no maximum number of tracked users, no limit to the number of tracked events, is free to use, and doesn't require you to use Facebook login. All of this makes analysts and marketers happy. As a third-wave analytics system, Facebook Analytics offers enough features to be a productivity-centric stand-alone tool. It gives marketers insights for decision-making, and analysts have access to data they could only dream about— and across all channels.

Data Analytics is the process of examine the datasets in order to draw the conclusion about the information available with them, increasing with the aid of software and systems available.

It is widely used in industry to make business decisions by using various theories. Digital Marketing analytics measures business metrices like traffic, leads and sales to influence customers. It includes data from websites, social media , and online PR.

The approach used for digital analytics is as follows and it purely depends on the business goal factors like engagement, reach and reach to translate into revenue.

1. Creating a positive mindset:

Each company looks for possible ways to expand their business. Analytics helps to reach target the potential customers. It helps to focus on high end target market and take risk.

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KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

2. They help build customer profile:

It starts with creating a demographic profile that includes things like age, sex, locate, etc and helps in creating ideas to develop interesting products and services.

3. Define market strategy:

It will trigger an emotional purchase response in clients.

4. Establish creditability:

It is proven fact that customers are more likely to buy products or services from people they trust.

5. Become result oriented:

It helps to took from the customers perspective by taking ROA to the application.

6. Select channels:

Social media channels are adequate to interact with the customers and helps to develop a strong response system.

Social Media is the collection of computer based technology that facilitates the sharing of information, ideas, building communities. It is internet based and offers electronic communication of person information, such as videos and photos. It helps to engage via computer, tablet or smartphone via web based software or web application. It is a tool people use to interact with friends and family and now adopted by business to reach out the customers.

1. Social media provides a powerful tool for customer outreach. Essential for every company to establish an online presence.

2. Social media helps get the word out- it provides the business with opportunities and helps to grow relationships with the target audience.

3. Social media is popular- It helps to reach nearly every customer that walks through the door

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

4. Social media is cost-effective- Most social media advertising is cheaper than traditional advertising, so not much of the money is spent to reach more customers. And it increases audience and helps to grow the business.

5. By reaching all ages and demographics can help the business grow. No matter how young or old the audience maybe, chances are that most of them are waiting to get started.

6. Social media encourages two-way communication by giving power to learn more about audience, their interests, and collect feedback.

7. Social media sites are becoming the go-to place for consumers who want to learn more about a business. That's because these sites allow businesses to offer the most up-to-date information about anything from products, services, or upcoming events to help promote the business.

8. It helps in providing service to customers by sharing email newsletter across social networks which creates buzz in sites like Facebook, twitter, etc. Hence, social media is an important medium to reach out to target audience and helps to boost business.

Measuring the effectiveness of digital marketing is one of the greatest challenges facing organizations today.
According to HubSpot's 2018 State of Inbound report, 42% of marketers cited "proving the ROI of our marketing activities" as one of the biggest challenges they face within their company. Brands also say they plan to increase spending on marketing analytics by between 75 and 100 percent, says a study by VentureBeat.

The trouble is, when most marketers hear 'digital analytics,' they tend to think of the metrics you'd typically associate with a simple web analytics tool like Google Analytics — traffic, bounce rate, unique visitors, etc.

However, web analytics is only part of what encompasses digital analytics.

While web analytics can provide you with a wealth of insight and data into the performance of your website, marketers need richer data to understand the impact of their marketing campaigns on conversion rates and a buyer's journey. Looking at top-level web analytics metrics like traffic is only the first piece of the puzzle.

Enter: digital marketing analytics, which offers a much more comprehensive view of what's working when it comes to your marketing strategy — and what isn't.

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(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Regardless of how you fit into your company's marketing puzzle, learning how to understand and leverage digital marketing analytics is incredibly important. Analytics data not only tells you if your marketing is working (or not), but it also tells you precisely how and where you can improve. This type of insight can benefit *everyone*.

That's why we built this guide. We want you to master marketing analytics so your business can grow better. Below, we'll talk about what marketing metrics to monitor, how to read and apply them to your marketing decisions, and how to leverage them to grow your business and bottom line.

What is digital analytics?

Digital marketing analytics is the translation of customer behavior into actionable business data. Today's marketers can use digital analytics tools to examine the many online channels their buyers might interact with and identify new revenue opportunities from existing campaigns.

Digital marketing analytics also give the creative, fluid side of marketing a data-driven foundation on which businesses can build a profitable, scalable marketing strategy. **Analytics draw the line between opinion and fact.**

Before we dive into how to use digital analytics for your business, let's talk about what marketing metrics you'll be measuring and analyzing.

Digital Marketing Metrics to Know

Digital marketing metrics are statistical measures that marketers use to determine the success of various marketing efforts as they relate to their overall campaign goals and industry standards.

You've heard of vanity metrics, yes? Vanity metrics are the surface level numbers that often tease you into thinking your efforts are working. Unfortunately, to get a clear picture of your campaign's impact, you need to look at a wider variety of actionable metrics. We'll be covering both in this section.

Here's a comprehensive list of all the marketing metrics you need to know — and what they can tell you.

Digital Metrics for Websites

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(Deemed University Established Under Section 3 of UGC Act 1956)
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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

The following are digital marketing metrics associated with websites and web activity — a.k.a. web analytics.

Visitor

A Visitor (or User) is someone who visits your site. Visitors are tracked by a cookie placed in their browser by a tracking code installed on your site.

Page View

A Page View is when a page on your site is loaded by a browser. A page view is measured every time your tracking code is loaded.

Session

A Session is a series of activities taken by a visitor on your website, including page views, CTAs, and events. Sessions expire after 30 minutes of visitor inactivity.

Traffic

Traffic (or Visits) is the total number of site or page visits in a given time period

Traffic by Channel

Traffic by Channel is the total number of site or page visits per referral channel, e.g. social media, email, landing pages, etc.

Traffic by Device

Traffic by Device is the total number of site or page visits per device type, e.g. smartphone, tablet, desktop, etc.

Ratio of New Traffic to Returning Traffic

The Ratio of New Traffic to Returning Traffic is the percentage of net new site or page visitors you receive as compared to the total amount of returning traffic

Time on Page

The Time on Page is the average time each visitor spends on your site or page

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(Deemed University Established Under Section 3 of UGC Act 1956)
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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING	**SEMESTER : VI**
SUBJECT CODE : 18CCP401	**CLASS : II M.COM(CA)**

UNIT V – Merging digital marketing and data analytics

Interactions per Visit

Interactions per Visit are what actions your visitors took did when on your site or page

Bounce Rate

The Bounce Rate is the percentage of people who visited your site or page but didn't take any action or look at any other pages as compared to the total number of page or site visitors

Digital Metrics for Lead Magnets

The following are digital marketing metrics associated with lead magnets and content offers.

Call-to-Action (CTA) Click-Through Rate

The CTA Click-Through Rate is the percentage of total clicks on a CTA as compared to the total number of page or site visits

Submissions

Submissions is the percentage of total people who filled out and submitted your web form

Conversion Rate

The Conversion Rate is the total number of actions taken (e.g. a download, sign-up, etc.) on your lead magnet as compared to the total number of visits

Free Trial Conversion Rate

The Free Trial Conversion Rate is the percentage of free trial users who converted to customers

Pop-Up Conversions

Pop-Up Conversions is the percentage of total pop-up form completions who converted to customers

Ratio of Generated Leads to Marketing-Qualified Leads (MQL)

The Ratio of Generated Leads to MQL is the total number of "good fit" leads collected from your lead magnet as compared to the total number of leads generated

Leads to Close Ratio

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

The Leads to Close Ratio is percentage of leads converted to customers as compared to the total number of leads

Digital Metrics for Email Marketing

The following are digital marketing metrics associated with email marketing.

Open Rate

The Open Rate is percentage of opened emails as a proportion of the total number of emails sent

Opens by Device

Opens by Device is the total number of email opens per device type, e.g. smartphone, tablet, desktop, etc.

Click-Through Rate

The Click-Through Rate is the percentage of total clicks on an email link, or CTA, as a proportion of the total number of email opens

Bounce Rate
The Bounce Rate is the percentage of undeliverable emails as a proportion of the total number of emails sent
Unsubscribe Rate

The Unsubscribe Rate is the percentage of people who unsubscribe from your email list over a given period of time

Digital Metrics for Content and Social Media

The following are digital marketing metrics associated with content and social media.

Engagement Rate

The Engagement Rate is the total number of engagements (e.g. comments, clicks, likes, etc.) as a proportion of the total number page or post views

Follows and Subscribes

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Follows and Subscribes is the total number of people who've shown interest in your content and want to receive updates when new posts or pages are published

Shares

Shares is the total number of times a post or page has been shared on social media, a website, or a blog

Digital Metrics for Product and E-Commerce

The following are digital marketing metrics associated with e-commerce.

Shopping Cart Abandonment Rate

The Shopping Cart Abandonment Rate is the total number of online shoppers who put items in their shopping cart but don't complete a purchase as a proportion of the number of people who complete a purchase

- *Tip*: We've found that you can improve your e-commerce conversion rates by changing your shipping options
This section serves as a high-level review of the most important marketing metrics per channel. Depending on what software you use or marketing channels you pursue, you may see different metrics.
So, why exactly do digital marketing analytics matter? Let's take a look at what makes digital analytics so important today, and how they compare to (and improve on) the insights offered by more basic web analytics.

Digital Marketing Analytics vs. Web Analytics

Quite simply, web analytics (like many of the metrics we defined above) just isn't enough. The data that web analytics provides alone doesn't cut it for marketers who need to understand how their work makes an impact throughout the entire marketing and sales flywheel.

Let's face it: Today's marketing extends well beyond the bounds of your website. It also includes how your marketing channels interact, the insight you gain from those outcomes, and the progress you track through your reporting.

This perspective provides the foundational data you need to structure your flywheel — delighting your existing customers enough to attract and engage new ones.

KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING **SEMESTER : VI**
SUBJECT CODE : 18CCP401 **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Web analytics measure things a webmaster or technical SEO specialist cares about, like page load speed, page views per visit, and time on site. **Digital marketing analytics**, on the other hand, measure business metrics like traffic, leads, and sales, and allows you to observe which online events determine whether leads will become customers.

Digital marketing analytics include data not only from your website, but also from sources like email, social media, and organic search.

How Digital Marketing Analytics Connects Every Business Activity

With digital marketing analytics, marketers can understand the effectiveness of their entire marketing strategy, not just the effectiveness of their website. Using digital 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.

The central question is: *How can you structure an appropriate business goal to visualize your marketing team's efforts in the most accurate way possible?*
As a result of the information they can gather from full-stack digital 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 activity.

You can spend hours and hours slicing and dicing data in web analytics tools, comparing new vs. repeat visitors month over month. But when it comes down to it, you'll come up short of a truly comprehensive view of your marketing performance.

There's no doubt that marketers are aware there's a deficiency in how they're able to measure the effectiveness of what they do; here's how full-stack digital marketing analytics makes up for that deficiency.

The 'Full Picture' of Digital Marketing Analytics

Digital analytics can be used to structure a business goal into outcomes based on three broad categories:

1. The relationship between different marketing channels

2. People-centric data on the buyer's journey

3. Revenue attributed to specific marketing efforts

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Download our free ebook on inbound marketing analytics — the key metrics your executives really want to see.

Let's highlight these main differentiators.

1. The Relationship Between Marketing Channels

Digital marketing analytics provides a good, solid look into the direct relationships between your marketing channels. It's great to be able to see how each of your individual channels (e.g., social media, blogging, email marketing, SEO, etc.) are performing, but the true power of analytics comes into play when you can easily tie the effect of multiple channels' performances together.

For instance, let's say you sent an email to a segment of your database. Digital marketing analytics not only tells you how many people clicked through from your email to your website but also how many of those people actually converted into leads for your business when they got there.

Furthermore, you can compare the impact of that individual email send with other marketing initiatives. Did that email generate more leads than the blog post you published yesterday? Or was the content you shared via Twitter more effective?

2. People-Centric Data on the Buyer's Journey

As we mentioned earlier, a key differentiator between web analytics and digital marketing analytics is that the latter uses the person — not the page view — as the focal point.

Digital marketing analytics enables you to track how your individual prospects and leads are interacting with your various marketing initiatives and channels over time. How did an individual lead first come to find your website? From Google? Facebook? Direct traffic? Is that lead an active part of your email subscriber base, clicking and converting on marketing offers presented via email? Do they read your blog, and have they downloaded any content offers that could indicate an interest in your products/services?

Full-stack digital marketing analytics can tell you all of this and more, providing you with extremely valuable lead intelligence that can help inform the direction of your future campaigns.

Looking at all of this information in aggregate can help you understand trends among your prospects and leads and which marketing activities are valuable at different stages in the buyer's journey.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Perhaps you find that many customers' last point of conversion was on a certain ebook or white paper. Having this data makes it possible to implement an effective lead management process, enabling you to score and prioritize your leads and identify which activities contribute to a marketing-qualified lead (MQL) for your business.

3. Revenue Attributed to Specific Marketing Efforts

One of the most useful functions of marketing analytics is its ability to attribute specific marketing activities to sales revenue. Sure, your blog may be effective in generating leads, but are those leads actually turning into customers and making your business money? Closed-loop marketing analytics can tell you.
Download our free ebook on closed-loop marketing and take your digital marketing analytics to the next level.
The only requirement here is that your digital marketing analytics system is hooked up to your customer relationship management (CRM) platform.
Having this closed-loop data can help you determine whether your individual marketing initiatives are actually contributing to your business' bottom line. Through it, you can determine which channels are most critical for driving sales.

Perhaps you find that your blog is your most effective channel for generating customers, or conversely, you find that social media is really only powerful as an engagement mechanism, not a source of sales.

By measuring the relationship between marketing channels, tracking people-centric data, and analyzing what revenue is linked to which efforts, you'll be equipped to set goals that support your bottom line. Now, let's talk about how to use these marketing analytics effectively.

How to Use Digital Marketing Analytics Effectively

Most marketers know they need to be looking at more than just traffic and website performance to get the insights we've talked about so far. But why do so many of us still struggle to measure the impact and prove the ROI of our online marketing activities?

Probably because:

* We don't have solid goals in place for our campaigns, or

* We don't have the means to measure our success.

Quite often, you'll find it's a combination of the two.

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Department of Commerce

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SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Master SMART Marketing with our free, goal-setting Excel template.

S.M.A.R.T. Goals

One way to mitigate this is to have an actionable business goal combining your marketing team's priorities. Typically, this can be achieved using the S.M.A.R.T. format. In this strategy, each goal you create must be:

- **S**mart
- **M**easurable
- **A**ttainable
- **R**elevant
- **T**imely

A good business goal will inherently organize your team's tasks towards producing specific outcomes or metrics to measure their progress. For marketing teams, this can be broadly summarized into three major categories:

- Web traffic and diversity of sources

- Conversions generated from traffic to produce leads and (eventually) customers

- Identifying net new revenue as a direct result of certain marketing efforts, laying a roadmap for further growth and cost-effective marketing investments

The fact is, in order to gain the insights needed to understand their marketing performance and make sound decisions, most marketers balance a number of different digital analytics platforms. (Remember how many categories of marketing metrics we reviewed above?)

For example, 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.

But this fragmented approach to reporting makes it really difficult to connect the dots and make informed decisions about the future of your digital strategy.

The ideal solution is to implement an all-in-one marketing and reporting platform that offers end-to-end visibility on your marketing activities, allowing you to measure everything in one place.

Campaign-Based Reporting

Rather than just looking at canned reports for each traffic source you can use custom reporting capabilities to construct data charts that depict an entire marketing campaign's progress, not just how certain content is doing through certain channels.

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Here's how you can configure your digital analytics to capture this holistic view, showing you where a potential buyer came and where they are going. We'll use HubSpot's Marketing Hub as an example. Here are some of the types of analytics you can see in a quality marketing tool:.

Web Traffic by Original Source

This is an easy report that you can configure by date range and/or original source to show what marketing channels you can capitalize on to turn more of that traffic into leads and customers. You can use HubSpot's Traffic Analytics tool to get access to this.

First Conversion by Original Source/Persona

This report quantifies your impact by the number of new contacts you're able to create based on the first content offer or form submitted, and tie that back to the original source of that lead.

Another way to look at this is to segment your contacts by a particular persona to show which ones are giving the most return for which your team is creating content.

Contacts Funnel Report

This calculates the conversion rates down the marketing and sales funnel, showing new leads that become marketing qualified leads, sales qualified leads, and, ultimately, new customers.

Marketing Contribution to Revenue

This custom report depends on your use of the marketing qualified lead lifecycle stages, visualizing those that converted into customers and their relative value in terms of revenue generated.

Customer Acquisition Cost

This can be seen in HubSpot by using calculated fields or custom properties to depict the amount of money spent by your marketing team to attract, engage, and delight your buyer persona.

These closed-loop reports are just some of the capabilities available to depict your progress towards your business's bottom line.

All of the insights, information, and data you can gather from your digital marketing analytics tool(s) is really only useful if you do something with it. The true value of analytics isn't just to prove the value of marketing to your boss; it's also to help you improve and optimize your

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

marketing performance — on both an individual channel-by-channel basis as well as an overall, cross-channel machine.

With digital marketing analytics, you should also be able to implement closed-loop reporting, making it easier to prove how your marketing efforts are positively impacting your sales team, who are being fed much higher quality leads.

Grow Better with Digital Marketing Analytics

The most important takeaway from this article is: If you're relying solely on top-level web analytics, you're missing out on a lot of powerful data that can help inform your marketing strategy and better connect with your audience and customers. So, when evaluating digital analytics tools for your business, be sure you're looking for evidence of digital marketing analytics, not just web analytics.

While web analytics provide a rosy picture of your top-line activity, digital marketing analytics can help you turn your business objectives into measurable outcomes that support your bottom line. Prioritize the data that reflects people — not page views — and you'll be growing better in no time.

What is Data Analytics?

The pros who work in data analytics dig through mountains of information to help make sense of it and create actionable insights for companies.

A Data Scientist's specific tasks can vary depending on the industry they're in, and the company they work for. Generally speaking, though, he or she can expect some or all of the following daily tasks and responsibilities:

- Researching to identify opportunities for growth and efficiency improvements
- Defining, extracting, and cleaning relevant data sets
- Creating algorithms to implement automation tools

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

- Analyzing data to identity patterns and trends.

- Creating visualizations or dashboards for other members of the organization

- Presenting findings to colleagues

Generally, these tasks can be broken into four fundamental components:

- Understanding data

- Analyzing data

- Building and managing databases

- Communicating data

Data Analysts sift through large amounts of data, collect it, and assemble key sets based around the goals or desired metrics for an organization. Analysts will often transform those key data sets into dashboards for different departments in the organization, which can then be used to inform activities and decision-making.

An example includes tracking conversions for content marketing efforts. With this data, a digital marketer can follow a customer from a blog post or other landing page all the way through signing up for your service or product. This helps the marketer understand what's working with the content, why it's working, and figure out how to replicate that success.

What is Digital Marketing?

On its most fundamental level, digital marketing is the act of promoting of a brand or product via digital media. They build, launch, manage, and track campaigns promoting brand initiatives on these digital mediums. An example might include a digital marketer setting up an email marketing campaign to send out to inactive users of an app to engage them with the brand.

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(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Digital marketers must wear many hats, and must master many skills and tools to keep up with the proliferation of these digital channels. Some of the tools and skills they need to absorb include:

- **Social media marketing**: Creating organic and paid posts to promote your product and/or brand on platforms like Instagram, Twitter, Facebook, LinkedIn, and others.

- **Inbound marketing:** Drawing customers to your brand's site with thought leadership pieces and content that delights prospective customers.

- **Email marketing:** Sending updates, information, and nurturing past, present, and potential customers through campaigns sent directly to their email inboxes.

- **Public relations:** Digital marketers also often have to help out with getting coverage from online publications (think blogs, online magazines and newspapers, podcasts, etc.) in an effort to help raise brand awareness.

- **Pay-per-click (PPC) ads:** Getting more potential customer eyeballs on your brand or website by paying a publisher or platform a fee for every time someone clicks on your ad.

While these are just a few of the digital channels you may need to juggle on a regular basis, this isn't an all-inclusive list. Being adaptable is one of the most important skills a digital marketer must possess, as new digital channels emerge on a regular basis and must be considered for inclusion in your brand's overall marketing strategy.

Data Analytics and Digital Marketing: Bringing it All Together

While the two roles might seem divergent, the skill-sets can work as complements to truly help a brand's bottom line. Data is revolutionizing marketing and sales, and a data analyst who has an understanding of marketing can bring it all together.

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Take the content marketing example mentioned above. A digital marketer can draw on the insights from customer data to understand what types of content will resonate most at different points in the customer buying journey and more easily guide them down the marketing funnel. And if customers have pain points when using a company's product or service, then data can provide some context so that marketers can address that friction with the appropriate content or campaigns.

According to a recent report from Forbes, Big Data is also being used to optimize other marketing processes, including:

- **Greater customer responsiveness.** According to one Forrester study, business-to-consumer businesses are already using data to improve communications with customers. Almost half (44%) use big data and analytics to bolster responsiveness, and another 36% use data mining to glean customer insights to plan more relationship-driven strategies.

- **Reducing customer churn and boosting lifetime value.** A recent study by DataMeer found that marketing departments already use data to acquire more customers and keep them longer to decrease churn. This thereby increases revenue per customer and helps improve existing products.

- **Building more successful relationships.** The same Forrester research shows that companies are using data to go deeper than looking at basic marketing campaign analytics — they're using analytics to create a strong foundation for a better relationship. Data is helping marketers increase the likelihood that customers will be more loyal and will keep coming back for more.

The same principles apply in reverse. Data analysts with some knowledge of digital marketing techniques better understand what data is needed to inform campaign strategies and marketing initiatives. They can offer suggestions to marketers on tracking, analytics, and how to map the customer journey in a way that offers them the deepest insights possible.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Either way, more informed marketers and analysts can work together to create a more cohesive, cross-departmental strategy to grow their sales, signups, or organization overall.

How to Get Started in Digital Marketing and Data Analytics Today

Prepare for a career as a digital marketer in just 10 weeks with BrainStation's part-time Digital Marketing course. Keep your 9-to-5 gig while you absorb all the latest tips and tricks over 30 hours of classroom learning. Classes cover topics like how to run digital campaigns, tracking analytics, social media marketing, email marketing, and brand building for your own brand or for a technology company.

And those with a specific interest in data can take the part-time, 10-week Data Analytics course that helps students upgrade their digital skills. Learn the fundamentals of data, data visualization, database queries, SQL, database design, and much more.

BrainStation also offers evening and weekend workshops for students to get an introduction to specific skills like search engine optimization, social media marketing, and many others in a short period of time.

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.[1] Google launched the service in November 2005 after acquiring Urchin.[2][3]

As of 2019, Google Analytics was the most widely used web analytics service on the web.[4] Google Analytics provides an SDK that allows gathering usage data from iOS and Android app, known as *Google Analytics for Mobile Apps*.[5] Google Analytics can be blocked by browsers, browser extensions, and firewalls.

Features[edit]

Google analytics is used to track website activity such as session duration, pages per session, bounce rate etc. of individuals using the site, along with the information on the source of the traffic. It can be integrated with Google Ads[6], with which users can create and

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Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

review online campaigns by tracking landing page quality and conversions (goals). Goals might include sales, lead generation, viewing a specific page, or downloading a particular file.[7] Google Analytics' approach is to show high-level, dashboard-type data for the casual user, and more in-depth data further into the report set. Google Analytics analysis can identify poorly performing pages with techniques such as funnel visualization, where visitors came from (referrers), how long they stayed on the website and their geographical position. It also provides more advanced features, including custom visitor segmentation.[8] Google Analytics] e-commerce reporting can track sales activity and performance. The e-commerce reports shows a site's transactions, revenue, and many other commerce-related metrics.[9]

On September 29, 2011, Google Analytics launched Real Time analytics, enabling a user to have insight about visitors currently on the site.[10] A user can have 100 site profiles. Each profile generally corresponds to one website. It is limited to sites which have traffic of fewer than 5 million pageviews per month (roughly 2 pageviews per second) unless the site is linked to a Google Ads campaign.[11] Google Analytics includes Google Website Optimizer, rebranded as *Google Analytics Content Experiments*.[12][13] Google Analytics' Cohort analysis helps in understanding the behaviour of component groups of users apart from your user population. It is beneficial to marketers and analysts for successful implementation of a marketing strategy.

History[edit]

Google acquired Urchin Software Corp. in April 2005.[2] Google's service was developed from Urchin on Demand. The system also brings ideas from Adaptive Path, whose product, Measure Map, was acquired and used in the redesign of Google Analytics in 2006.[14] Google continued to sell the standalone, installable Urchin WebAnalytics Software through a network of value-added resellers until discontinuation on March 28, 2012.[15][16] The Google-branded version was rolled out in November 2005 to anyone who wished to sign up. However, due to extremely high demand for the service, new sign-ups were suspended only a week later. As capacity was added to the system, Google began using a lottery-type invitation-code model. Before August 2006, Google was sending out batches of invitation codes as server availability permitted; since mid-August 2006 the service has been fully available to all users – whether they use Google for advertising or not.[17]

The newer version of Google Analytics tracking code is known as the asynchronous tracking code,[18] which Google claims is significantly more sensitive and accurate, and is able to track even very short activities on the website. The previous version delayed page loading, and so, for performance reasons, it was generally placed just before the </body> body close HTML tag. The new code can be placed between the <head>...</head> HTML head tags because, once triggered, it runs in parallel with page loading.[19] In April 2011 Google announced the availability of a new version of Google Analytics featuring multiple dashboards, more

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Coimbatore - 641021.
(For the candidates admitted from 2018 onwards)
Department of Commerce

SUBJECT : DIGITAL MARKETING	**SEMESTER : VI**
SUBJECT CODE : 18CCP401	**CLASS : II M.COM(CA)**

UNIT V – Merging digital marketing and data analytics

custom report options, and a new interface design.[20] This version was later updated with some other features such as real-time analytics and goal flow charts.[10][21]

In October 2012 another new version of Google Analytics was announced, called 'Universal Analytics.'[22] The key differences from the previous versions were: cross-platform tracking, flexible tracking code to collect data from any device, and the introduction of custom dimensions and custom metrics [23]

In March 2016, Google released *Google Analytics 360*, which is a software suite that provides analytics on return on investment and other marketing indicators. Google Analytics 360 includes five main products: Analytics, Tag Manager, Optimize, Data Studio, Surveys, Attribution, and Audience Center.[24]

In October 2017 a new version of Google Analytics was announced, called *Global Site Tag*. Its stated purpose was to unify the tagging system to simplify implementation.[25]

In June 2018, Google introduced *Google Marketing Platform*, an online advertisement and analytics brand.[26] It consists of two former brands of Google, DoubleClick Digital Marketing and Google Analytics 360.[27]

Technology[edit]

> This section **needs additional citations for verification**. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. *Find sources:* "Google Analytics" – news · newspapers · books · scholar · JSTOR *(November 2007) (Learn how and when to remove this template message)*

Google Analytics is implemented with "page tags", in this case, called the Google Analytics Tracking Code, which is a snippet of JavaScript code that the website owner adds to every page of the website. The tracking code runs in the client browser when the client browses the page (if JavaScript is enabled in the browser) and collects visitor data and sends it to a Google data collection server as part of a request for a web beacon.[28]

The tracking code loads a larger JavaScript file from the Google web server and then sets variables with the user's account number. The larger file (currently known as ga.js) was typically 18 KB, but the date of the file when it was that size is unknown. However, the more recent size is over 40KBytes as of May 2018. A "c:dir ga.js /s" command from a PC shows the following file sizes between 2009 ~ 2018 (2009/10/07 23,536 ga.js, 2014/05/27 40,155 ga.js, 2014/10/10 40,924 ga.js, 2015/09/13 41,100 ga.js, 2017/08/06 43,082 ga.js, 2018/04/08 46,275 ga.js).

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

The file does not usually have to be loaded, however, due to browser caching. Assuming caching is enabled in the browser, it downloads ga.js only once at the start of the visit. Furthermore, as all websites that implement Google Analytics with the ga.js code use the same master file from Google, a browser that has previously visited any other website running Google Analytics will already have the file cached on their machine.

In addition to transmitting information to a Google server, the tracking code sets a first party cookie (If cookies are enabled in the browser) on each visitor's computer. This cookie stores anonymous information called the ClientId. Before the launch of Universal Analytics, there were several cookies storing information such as whether the visitor had been to the site before (new or returning visitor), the timestamp of the current visit, and the referrer site or campaign that directed the visitor to the page (e.g., search engine, keywords, banner, or email).

If the visitor arrived at the site by clicking on a link tagged with UTM parameters (Urchin Traffic Monitor) such as:

> https://www.example.com/page?utm_content=buffercf3b2&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer

then the tag values are passed to the database too.

Limitations[edit]

In addition, Google Analytics for Mobile Package allows Google Analytics to be applied to mobile websites. The Mobile Package contains server-side tracking codes that use PHP, JavaServer Pages, ASP.NET, or Perl for its server-side language. However, many ad filtering programs and extensions (such as Firefox's Adblock, and NoScript) and the mobile phone app Disconnect Mobile can block the Google Analytics Tracking Code. This prevents some traffic and users from being tracked and leads to holes in the collected data. Also, privacy networks like Tor will mask the user's actual location and present inaccurate geographical data. A Small fraction of users don't have JavaScript-enabled/capable browsers or turn this feature off. These limitations, mainly ad filtering program, can allow a significant amount of visitors to avoid the tracker, sometimes more than the majority.

One potential impact on data accuracy comes from users deleting or blocking Google Analytics cookies. Without cookies being set, Google Analytics cannot collect data. Any individual web user can block or delete cookies resulting in the data loss of those visits for Google Analytics users. Website owners can encourage users not to disable cookies, for example, by making visitors more comfortable using the site through posting a privacy policy. These limitations affect the majority of web analytics tools which use page tags (usually JavaScript programs) embedded in web pages to collect visitor data, store it in

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

cookies on the visitor's computer, and transmit it to a remote database by pretending to load a tiny graphic "beacon".

Another limitation of Google Analytics for large websites is the use of sampling in the generation of many of its reports. To reduce the load on their servers and to provide users with a relatively quick response to their query, Google Analytics limits reports to 500,000 randomly sampled sessions at the profile level for its calculations. While margins of error are indicated for the visits metric, margins of error are not provided for any other metrics in the Google Analytics reports. For small segments of data, the margin of error can be very large.

Performance

There have been several online discussions about the impact of Google Analytics on site performance. However, Google introduced asynchronous JavaScript code in December 2009 to reduce the risk of slowing the loading of pages tagged with the ga.js script.

Privacy

Main articles: Browser security and Privacy concerns regarding Google

Due to its ubiquity, Google Analytics raises some privacy concerns. Whenever someone visits a website that uses Google Analytics, Google tracks that visit via the users' IP address in order to determine the user's approximate geographic location. To meet German legal requirements, Google Analytics can anonymize the IP address.[41] Google has also released a browser plugin that turns off data about a page visit being sent to Google, however this browser extension is not available for mobile browsers.[42][43] Since this plug-in is produced and distributed by Google itself, it has met much discussion and criticism. Furthermore, the realisation of Google scripts tracking user behaviours has spawned the production of multiple, often open-source, browser plug-ins to reject tracking cookies.[44] These plug-ins allow users to block Google Analytics and similar sites from tracking their activities. However, partially because of new European privacy laws, most modern browsers allow users to reject tracking cookies, though Flash cookies can be a separate problem.[*citation needed*]

It has been anecdotally reported that errors can occur behind proxy servers and multiple firewalls, changing timestamps and registering invalid searches.[45] Webmasters who seek to mitigate Google Analytics' specific privacy issues can employ a number of alternatives having their backends hosted on their own machines. Until its discontinuation, an example of such a product was Urchin WebAnalytics Software from Google itself.[15][16] On January 20, 2015, the Associated Press reported that HealthCare.gov was providing access to enrollees' personal data to private companies that specialized in advertising, mentioning Google Analytics specifically.

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SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**
UNIT V – Merging digital marketing and data analytics

Support and training[edit]

Google offers free Google Analytics IQ Lessons, Google Analytics certification test, free Help Center FAQ and Google Groups forum for official Google Analytics product support. New product features are announced on the Google Analytics Blog. Enterprise support is provided through Google Analytics Certified Partners or Google Academy for Ads.

Third-party support[edit]

The Google Analytics API is used by third parties to build custom applications such as reporting tools. Many such applications exist. One was built to run on iOS (Apple) devices and is featured in Apple's app store. There are some third party products that also provide Google Analytics-based tracking. The Management API, Core Reporting API, MCF Reporting API, and Real Time Reporting API are subject to limits and quotas.

Popularity[edit]

Google Analytics is the most widely used website statistics service. In May 2008, Pingdom released a survey stating that 161 of the 500 (32%) biggest sites globally according to their Alexa rank were using Google Analytics.

A later piece of market share analysis claimed that Google Analytics was used by around 49.95% of the top 1,000,000 websites (as ranked in 2010 by Alexa Internet).

In 2012 its use was around 55% of the 10,000 most popular websites.[60] And in August 2013, Google Analytics was used by 66.2% of the 10,000 most popular websites ordered by popularity, as reported by BuiltWith.

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Department of Commerce

SUBJECT : DIGITAL MARKETING   **SEMESTER : VI**
SUBJECT CODE : 18CCP401   **CLASS : II M.COM(CA)**

UNIT V

No.	Question	Option 1	Option 2	Option 3	Option 4	Answer
1	What is the name for Facebook's ranking algorithm?	like rank	face rank	page rank	edge rank	edge rank
2	How have blogs, wikis and social networks changed how we work and learn?	More students are enrolled in online cources	More workers commute to the office	They have improved access to medical research	None of these	More workers commute to the office
3	Google Universal Analytics can also be used to analyze	Points of Sale at a retail store	Digital Kiosks at a trade exhibition center	Intranet of organizations	All of these	All of these
4	_____ is the tool that gives impressions and clicks level data for organic traffic.	Google Analytics	Google Webmaster	omniture	hitwise	Google Webmaster

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5	_____ is used to check the number of keywords on a page.	Keyword count	Phrases count	Keyword density	Anchor text	Keyword density
6	Which of the following best represents the heirarchical structure of a Google Analytics account from top to bottom?	View?Account?Property?	Property?Account?View?	Account?View?Property?	Account?Property?View?	Account?Property?View?
7	Which of the following is not a tool to do keyword search?	adwords keyword tool	Google Insights for search	Word Trackers	Google Word Count	Google Word Count
8	_____ dashboards can be created in Google Analytics.	10	20	12	Infinity	20
9	Which continent has the highest number of internet users?	Australia	Asia	Europe	South America	Asia

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1 0	Why is it important that you maintain one unfiltered view when using filters with your analytics account?	without unfilterd view, you will not be able to use a filter for multiple views	you can only use predefined filters with unfiltered views	It is not necessary to maintain an infiltered view	Raw data can be processed and original data can be accessed	Raw data can be processed and original data can be accessed
1 1	Google Analytics can determine _____	Which website users go to after bouncing from your site	Which website the users are coming from	The IP address of the user	The landing pages of the users own website	Which website the users are coming from
1 2	The metric used to track email marketing is _____	CTR	CPC	SERP	CPR	CTR
1 3	Expand KPI	Key Performance Interface	Key Performance Index	Key Performance Indicator	Key Performance Idea	Key Performance Indicator
1 4	Which of the following statement is true?	KPI's are automatically tracked as goals in Google Analytics	You must set up your goals once you identify the KPI's you want to track	It depends on the business objectives and KPI's.	There is no KPI trackers in Google Analytics	You must set up your goals once you identify the KPI's you want to track

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1 5	A user visits your website and subscribes to your newsletter, which you are tracking as a goal. The user's colleague then immediately subscribes to the same newsletter using the same computer and browser. How many conversions will be recorded in Google Analytics?	1	2	3	Cannot be identified	1
1 6	The tools that can be used for search position analytics of a website is called _____	Google Webmasters	Google Weblinks	Google Webtester	Google Webword	Google Webmasters
1 7	The largest page size Google	100kb	1000kb	2gb	no limit	no limit

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	Spider can crawl is _____					
18	Blue Shirt Nation is an internal social network created by _____for employee engageme nt	Ford Motors	Dell Computers	Starbucks	Best Buy	Best Buy
19	A _____ is a collection of Web pages designed to enable anyone with access to contribute or modify content	Podcast	Microblog	RSS	wiki	wiki
20	Which metrics would accurately indicate the success of the latest Facebook Post?	Likes and click-through	Reach and engagement	Impression s and click-through	Sessions and pageviews	Reach and engagement
21	The last point in the sales cycle before the customer purchase	CPA	Last-click attribution	click - through	Channel click	Last-click attribution

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	is called _____					
2 2	_____ is limited to simple changes	A/B testing	Black BoxTecting	Multivariate testing	Gray Box Testing	A/B testing
2 3	Website testing and experimentation helps in customers _____	decide what should be in your website	view multiple version	to influence the background color	to interact with the CEO	decide what should be in your website
2 4	_____ report would identify the entry pages that contribute much to the e-commerce revenues	All pages	All traffic	Landing Pages	E-Commerce overview	Landing Pages
2 5	Pushing ads through facebook would fall under _____	Owned media	Socialmedia channel	Paid Media	Campaign parameters in the landing page	Paid Media
2 6	_____ would not be an effective use of campaign trackers	Display advertising campaign	Email Marketing Campaign	Social Media Campaign	Television advertising campaigns	Television advertising campaigns

2 7	How can you find if users are using their mobile phones to access a site?	Ask a yes/No question	Ask a MCQ	Look at reports	Cannot be identified	Look at reports
2 8	Segmenting _____ is a good way to segment data.	Primary Geographic market	Acquisition/ Behavior/ conversion dimensions	Recency, Frequency and Monetary Value	All the above	All the above
2 9	The advantage of competitive intelligence is that it allows to ____	Measureyour websites data compared to your competitors	Measure your website data in a vacuum	See the revenue generated by competitors	Speed of company growth	Measureyour websites data compared to your competitors
3 0	When a file is downloaded it is called as ____	Impression	Hit	Engagment	View	Hit
3 1	_____ collects data from the log files that are kept on the server and therefore show a picture of the activity on	Multi Analytics	Server-based analytics	Google Analytics	Tag Based analytics	Server-based analytics

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	the site					
3 2	_____ helps overcome the limitations of server based analytics	Multi Analytics		Google Analytics	Tag Based analytics	Tag Based analytics
3 3	_____ helps in integration and SEO solutions	Multi Analytics	Server-based analytics	Google Analytics	Tag Based analytics	Server-based analytics
3 4	Google analytics is an example of _____	Multi Analytics	Server-based analytics	Google Analytics	Tag Based analytics	Tag Based analytics
3 5	_____ is the tool that collects and reports on all of the key data on the performance of our website.	Web Analytics	SEO	Sesions	Acquisition	Web Analytics
3 6	Data on user behaviour in your online shop is	Keyword Analysis	Goal Conversion	Funnel Conversion	E Commerce tracking	E Commerce tracking

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	called as _____					
3 7	_____ is a review of the keywords used to reach your site.	Keyword Analysis	Goal Conversion	Funnel Conversion	E Commerce tracking	Keyword Analysis
3 8	_____ is the percentage of times that a business-defined goal is met.	Keyword Analysis	Goal Conversion	Funnel Conversion	E Commerce tracking	Goal Conversion
3 9	_____ is the percentage of shoppers who make it from the start to the end of your purchase journey	Keyword Analysis	Goal Conversion	Funnel Conversion	E Commerce tracking	Funnel Conversion
4 0	_____ is the data on the user's high-level information such as age.	Geographics	Demographics	Geodemographics	Psychographics	Demographics

4 1	Google's standard freemium offering of Google Analytics has now moved on to its more advanced product known as _____	Funnel Conversion	Server-based analytics	Universal Analytics	Adobe Analytics	Universal Analytics
4 2	_____ was previously known as Site Catalyst	Adobe Analytics	Universal Analytics	Google Analytics	Web Analytics	Adobe Analytics
4 3	_____ is an advanced web analytics tool with a very broad set of data that is used by many leading e-commerce brands	Webtrends	Webmaster	Adobe Analytics	GoSquared	Adobe Analytics
4 4	____ is another established major player that offers a good overview of the key metrics you would	Adobe Analytics	GoSquared	Webtrends	Webmaster	Webtrends

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	want to measure.					
4 5	_____ is a web analytics tool that has a strong real-time offering	Adobe Analytics	GoSquared	Webtrends	Webmaster	GoSquared
4 6	____ refers to the tools used to monitor the effectiveness of social media	Adobe Analytics	Social analytics	Universal Analytics	Server-based analytics	Social analytics
4 7	The estimate of how many people visited a particular website is called as _____	Sessions	Unique visitors	Users	Hits	Unique visitors
4 8	_____ is the total users mentioning your brand plus their followers	Reach	Engagement	Visits	Imprssions	Reach
4 9	_____ is the	Reach	Engagement	Visits	Imprssions	Engagement

	people taking an action on your content.					
50	_____ is the number of times your content has been seen	Reach	Engagement	Visits	Imprssions	Imprssions
51	_____ the total number of times people have been to your site/page.	Reach	Engagement	Visits	Imprssions	Visits
52	people arriving and then leaving without visiting another page is called as _____	response rate	Bounce Rate	click - through rate	conversion rate	Bounce Rate
53	_____ is the percentage of people who have in some way responded to your content.	response rate	Bounce Rate	click - through rate	conversion rate	response rate

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54	_____ is the combination of a number of factors that suggest how popular you are right now.	Buzz	Sentiment	Mentions	Followers	Buzz
55	Reviewing the types of message about you for positive and negative sentiment is called _____	Buzz	Sentiment	Mentions	Followers	Sentiment
56	____ is the number of times that your brand has been mentioned	Buzz	Sentiment	Mentions	Followers	Mentions
57	_____ offers its own proprietary technology in analytics supporting 43 languages	Twitter Analytics	Faceook Analytics	Brandwatch	Radian 6	Brandwatch

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58	_____ _ is part of the Salesforce marketing cloud and is a strong tool for monitoring and managing social posts from both influencers and detractors.	Twitter Analytics	Faceook Analytics	Brandwatch	Radian 6	Radian 6
59	_____ __ is one of the leading tools in SEO analytics and measures content depth and relevance.	Searchmetrics suite	Brandwatch	Radian 6	Facebook Analytics	Searchmetrics suite
60	_____ _ is a solution that is implemented by many larger organizations in order to make the implementation of	Searchmetrics suite	Tag management	Content Management	Issue Management	Tag management

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other systems easier and to solve some issues that tags create.					