Module- I

(Basics of Digital Marketing)

1-Introduction

Digital marketing is a subset of marketing. It is a form of direct marking which links consumers with sellers electronically using interactive technologies like email, websites, online forums and newsgroup, interactive television and mobile communication.

1.1 Definitions of marketing

According to Kotler and Armstrong (2009) defined digital marketing as "A form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newspapers, interactive television, mobile communications etc".

Digital Marketing is the use of the internet, mobile devices, social media, search engines and other channels to reach consumers. Digital marketing targets a specific segment of the customer base and is interactive. It rise and includes search result ads, email ads and promoted tweets anything that incorporates marketing with customer feedback or a two way interaction between the company and customer.

1.2 Differences between Traditional and Digital Marketing

Criteria	Traditional Marketing	Digital Marketing
Segmenting and Targeting	Macro and Mass	Micro and specific
Communication	Structured and clear	Unstructured, continuous update
Direction	One way	Multi directional
Personalization	Low	High can be customized
Imagery	Constrained by platform	Rich media tools
Privacy	Confidentiality can maintained	Open and Public
Period	Long term	Short term and dynamic
Ability	Longer fulfilment time	Short and Instant
Conversion	Large	Short
Cost	Entry barrier	Small Lends to scaling up
Cost of failure	High	Low

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1.3Types of Digital Marketing Channels

a. Website

The website is often the home to your digital marketing efforts. Brands and organizations use websites to host content while using other mediums to distribute it. Most of your digital marketing activities will link back to your website, where an action is expected to take place, and the conversions are tracked. For example, the download of a file, booking of a product or a service, and so on.

b. Content Marketing

Content creation is the spine of your entire digital marketing strategy. Whether you've got a documented content marketing strategy or not, you're creating content to inform, entertain, inspire, or persuade your buyers through other channels. Some of the most common formats of content include text (blog posts), videos, images, infographics, podcasts, slide decks, and ebooks.

c. Search Engine Optimization (SEO)

SEO acts as a jetpack for your content marketing efforts. SEO consists of on-page and off-page activities to boost your website's visibility in search engine result pages (SERPs) for your preferred keywords. Earlier, SEO was primarily text-based, but in recent years voice search has gained prominence as well, which is why your SEO activities need to have a conversational approach.

d. Digital Advertising

Digital advertising is an umbrella term for various online advertising strategies. The typical pricing/bidding strategies for digital advertising are cost-per-click (CPC) and cost-per-mille (CPM), i.e., per thousand impressions. Common formats of digital advertising are search engine marketing (SEM), display advertising, native advertising, social media advertising, and programmatic advertising.

e. Email Marketing
Email marketing is the process of maintaining a database of cold and warm contacts and sending them email alerts about your brand, products and services. It is an effective channel to communicate with your audience on an ongoing basis. Email marketing is useful to build your subscriber base, onboard new customers, retain existing ones, promote discounts and offers, and distribute content.

f. Social Media Marketing

Social media marketing ensure you are present on the platforms your users are spending the most time on. These include Facebook, Twitter, LinkedIn, Snapchat, and Instagram, where you can distribute content through both – organic and paid channels. Social media has also played a vital role in propagating video marketing and the ephemeral content wave. It enables two-way communication and your fans and followers can interact with you on your content through likes, comments, direct messages, or by posting on your official pages.

g. Affiliate Marketing

The concept of affiliate marketing is similar to commission-based sales. Organizations provide custom links to their affiliates. Affiliates earn a specific cut/commission every time someone buys through their custom link. Influence marketing could be considered a modern and evolved spin-off of affiliate marketing.

h. Mobile Marketing

The number of smartphone users across the world is expected to grow to 3.5 billion in 2020. To bank on this opportunity, brands connect with their users on their smartphones through mobile apps, emails, mobile-friendly websites, and social media. By connecting with users on the go, brands have been able to optimize their marketing strategies and send timely messages.

i. Online PR

Online Public Relations is a type of earned media. This is when a member of the press (journalist or online publication) mentions your brand through their stories, interviews, and so on. Product reviews by customers and bloggers and Influencers mentioning your brand or products whether paid or organic also contribute to your online PR.

j. Conversational AI

The rise of technologies such as artificial intelligence (AI) and machine learning (ML) have paved the way for more evolved marketing strategies such as conversational AI. As the adoption of voice search, chatbots, and digital assistants becomes prevalent, conversational AI becomes vital to digital marketing.
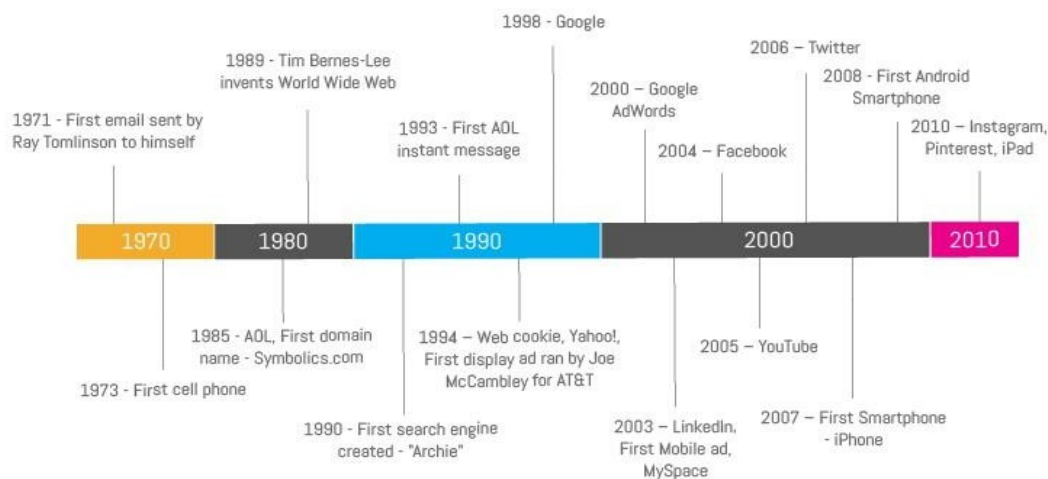
k. Web Analytics

Web analytics is the practice of collecting, measuring, analyzing, and reporting data. This is commonly tracked through Google Analytics, but websites could also build their analytical tools. The data collected could be quantitative or qualitative. Web analytics helps marketers understand the sources of traffic, what's working and what's not, the return on investments (ROI), and how they can enhance their digital marketing efforts.

1.4 The Next wave of Marketing

Evolution of Digital Marketing:

IBM in 1981 launched the first Personal Computer, in 1980s for the first time Channel Net erstwhile Soft Ad Group (An Advertising company which tried to incorporate several Advertising campaigns in the soft form with the help of digitalisation of Advertising) introduced the concept of Digital Marketing, this then has given rise to the promotional attempts such as Reader Reply Cards found in magazines and in return receiving the floppy disks which consist of multimedia content, then 1990 the term Digital Marketing was used in a different context and the phase of Digital Marketing started changing, 1995 was the year when the total number of internet users worldwide was 16 Million which was changed to 558 Million in 2002 and average time spent by Americans were spending time on internet in 1996 was 30 minutes a day and in 2014 the average time spent by an American on internet is approximately 11 Hours a day, however the popularity remained limited due the slow growth of internet affordability and adaptability of Internet with less usage of service/host offering the web hosting, the new millennium has given the actual recognition to the term. Digital Marketing and by the end of 2005 the real significance was pointed out by the majority of the users. Zuckerberg started Facebook in February 2004, Google launched Gmail in April 2004, and Twitter was launched in March 2006. Growth of Digital Marketing in 2010 was estimated approximately 48%. 2012 and 2013 are the years which have so far traced as the favourable most time for the term Digital Marketing, statistics related with the Digital Marketing reflects that the developed economies have faced the maximum expansion in Digital Marketing practices, among such Economies Australia was leading and followers were United States of America and Luxembourg. 48% of marketers feel highly proficient in digital marketing. 68% of marketers feel more pressured to show return on investment on marketing spend. Only 40% of marketers think their company's marketing is effective.

1998 - Google

2006 – Twitter

1989 - Tim Bernes-Lee
invents World Wide Web

2008 - First Android
Smartphone

2000 – Google
AdWords

1971 - First email sent by
Ray Tomlinson to himself

1993 - First AOL
instant message

2010 – Instagram,
Pinterest, iPad

2004 – Facebook

| 1970 | 1980 | 1990 | 2000 | 2010 |

1985 - AOL, First domain
name - Symbolics.com

1994 – Web cookie, Yahoo!,
First display ad ran by Joe
McCambley for AT&T

2005 – YouTube

1973 - First cell phone

1990 - First search engine
created - "Archie"

2003 – LinkedIn,
First Mobile ad,
MySpace

2007 – First Smartphone
- iPhone

mediaocean

Source: http://www.mediaocean.com/sites/mediaocean.com/files/pictures/Digital-Marketing-History-Graphic_FINAL.png Retrieved
dated: APRIL 05, 2016

1.5 Digital Marketing Landscape

- For single advertisers, Ad media channel's disruptive effects big key players and hence it is essential brands to be well aware of the changing scene of Digital Marketing in India.

- Mobile Advertising networks in India make Mobile based advertising feasible by the utilization of GPS technology for location based targeting and mobile app targeting.

- Customize audience from mobile apps can assist you with driving the highest possible ROI.

1.5.1 Digital Landscape Meaning

Digital marketing consists of different channels such as search engines, social media, mobile marketing, influencer marketing etc.

a-Websites- The website is often the home to your digital marketing efforts. Brands and organizations use websites to host content while using other mediums to distribute it. For example, the download of a file, booking of a product or a service, and so on.

b- Content Marketing -Content creation is the spine of your entire digital marketing strategy. Whether you've got a documented content marketing strategy or not, you're creating content to inform, entertain, inspire, or persuade your buyers through other channels. Some of the most common formats of content include text (blog posts), videos, images, infographics, podcasts, slide decks, and ebooks.

- Social media platforms are probably the most important platform for

- the brands to communicate with customers on the inter-web.

- Social media is pervasive; hybrid apps, native apps, web apps, desktop websites, and the social media is available all over the place.

- The advertising landscape is dynamic and regularly changing and we shall at some pointers where this contention is valid and thriving.

c- Search Engine Optimization (SEO) - SEO acts as a jetpack for your content marketing efforts. SEO consists of on-page and off-page activities to boost your website's visibility in search engine result pages (SERPs) for your preferred keywords. Earlier, SEO was primarily text-based, but in recent years voice search has gained prominence as well, which is why your SEO activities need to have a conversational approach.

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f- Online PR - Online Public Relations is a type of earned media. This is when a member of the press (journalist or online publication) mentions your brand through their stories, interviews, and so on. Product reviews by customers and bloggers and Influencers mentioning your brand or products whether paid or organic also contribute to your online PR.

g- Influencer Marketing - In influencer marketing the digital marketer focuses on the incorporation of the support rendered by industry influencers for largely promoting the product or services to target users. The application of influencers in influencer marketing helps the companies gain the support of people that have an established presence in the social communities and also represent a large number of followers. Working based on the use of influencer marketing is ideally observed in generating greater conversions than that of direct advertisements. Further, the use of influencer marketing also contributes in not only generating greater brand awareness but also in increasing the level of trust of the customers on the product or service brands and also in attracting the mind-set of target audiences (Bregman& Watkins, 2013).

h- Video Marketing - Video Marketing is identified in terms of posting of video contents based along social media platforms like Facebook and YouTube that helps in drawing the attention of large number

of target audiences. Audio-Visual posts carried out in the form of video significantly contribute in the generation of live testimonials of customers associated with the use of a product or service brand. It helps in driving greater customer engagement where users are encouraged to post their comments, suggestions and likes associated to the video posts (Jessen, 2018).

i-Social Media Marketing - Social Media Marketing is identified as an effective digital marketing strategy that is undertaken by the digital marketers for both understanding of the consumer characteristics and attributes and thereby in engaging them based on the application of diverse social media platforms. Activities carried out in the ambit of social media marketing are best carried out based on engaging such social media that are relevant to the target users or the buying communities. The digital marketer focusing on the use of social media marketing is required to develop relevant messages that both suit the social media platforms for which they are designed and also the information needs of the users. Customer engagement in driven in social media marketing based on not only posting of different types of social media messages in the form of video, text and pictures in a combination or singly based on the nature of the platform but also in actively responding on a real-time basis to the queries and issues of customers posted on the interactive social media platforms like Facebook and Twitter (Mosca, 2016).

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1.6 The digital landscape

- Brand building- Youtube.com, yahoo.com, Indiantimes.com
- Customer engagement- Linkedin , Facebook
- Information Dissemination- Twitter
- Online reputation management- Radian 6, Simplify360, Blogadda
- Digital Analysis- Google analysis, Wentrends etc.

1.7 Key Drivers

- **Content marketing** is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. It ultimately aims to drive profitable customer action.

- **Conversational marketing** includes engaging website visitors, converting them into leads or being a vehicle for existing customers to continue engages with a company.

- **Convenience Marketing** products in marketing are the items a company sells that require minimum advertisement because of the frequency of buying. This is one of the four main types of consumer products, with the others being shopping, speciality and unsought goods.

- **Customization Marketing** refers to targeting ads according to where the users are, who they are, what they have been looking at online, and perhaps also their age, profession, and their socioeconomic status.

- **Collaboration Marketing** to your overall marketing strategy and you can gain new customers, increase brand awareness, and boost sales.

- **Contextual marketing** is an online marketing strategy model in which people are served with targeted advertising based on their search terms or recent browsing behavior.

1.8- Digital communities

Online customer communities are web based gathering places for customers, experts, partners and other to discuss problems, post reviews, brainstorm new product ideas and engage with one another about a company's products, services and brand.

Meaning- A customer community is defined as places to platforms for customers, experts, partners and others to discuss a product, marketplace, post reviews, brainstorm new product ideas and engage with one another about a company's products/ services/ brands.

Online customer communities are online platforms for similar activities.

This era of customer has been an important factor in fuelling customer community, who have gained powerful dynamic with business and brands. Consumers have a greater say in deciding the price of the product and negotiations in terms of deals that want to strike.

Methods to build customer community

1- **Blogging**- corporate blogs is an important platform for customers to past their opinions and for other customers to post their opinion on the products or services discussed related to a business or a brand.

2- **Surveys**- It is a powerful tool to collect feedback from customers, create and conduct surveys, polls and questionnaire to collect opinions and also use it as a plat form where you can create a dedicated dashboard, to view the overall analytics of the responses.

3- **Email**- Send emails to selected group of customers and ask them for their opinion. High end, loyal customers are usually the ones who render then most honest responses. Use these responses to make the necessary changes in your products/ services.

4- **Discuses group**- or focus groups are one of the most candid ways of understanding what the customer feel. Customer can ask questions and discuss issues directly either with the company employees or company representative as well as other customers in the forum organized by categories and topics.

5- **Social media platform**- effective platform for customer voice and opinion. This platform has democratized the entire outlook of customers voicing their concerns. In the online community members can do the same sort of things, such as posting an update, uploading and sharing files, links and pictures, etc.

1.9 Generation –Y

- Generation-Y is also known as Millennial and Nexters. The children of Baby boomers who are born between 1980 and 1995.

- This generation is confident, independent and goal oriented. Although technology advances began in the Gen X era.

- Gen- Y was born into technology and often known more about the digital world than their teachers and parents.

- They are networked, collaborative and highly social, expecting to be constantly connected to their social networks within and beyond company boundaries and to work within a sociable environment with other people.

2.0 What is search engine marketing (SEM)?

Search engine marketing (SEM) is a method of promotion and advertising to help companies' content rank higher among search engine traffic. Like search engine optimization (SEO), search engine marketing helps companies improve the way content is ranked by search engines. SEM helps companies bring their products and services to the attention of audiences through paid search engine advertising. SEM is an online marketing strategy in which organizations buy targeted ad space at the top of search engine result pages (SERP). This approach is different from SEO, which focuses on optimizing content for search engine algorithms so the content ranks high on the SERP. Google, Bing and Yahoo are the most popular search engines. Each uses an auction process to determine where SEM ads rank on their SERP.

2.1 SEO vs. SEM

SEO and SEM use many similar tactics; however, they are distinctly different methods of ranking high on a SERP.

2.1.1 SEO

SEO is the practice of structuring content so it ranks high in organic search results, which are the unpaid content listings on a results page. The key aspects of SEO include the following:

- It is based on the limited knowledge of the secret ranking factors, also known as *signals*, that search engines like Google use.

- SEO methods are constantly changing to keep pace with the evolving algorithms search engines use.

- SEO-driven results rank directly below paid searches.

- Successful SEO relies on creating useful, authoritative and trusted content. SEO practitioners take steps such as the following:

  o increasing the number of external webpages linking to a page, also known as *backlinks*;

  o identifying and adding relevant keywords to content;

  o expanding trust signals based on website security, cumulative site traffic and user engagement; and

  o ensuring the website provides a good user experience (UX).

2.2.2 SEM

SEM focuses largely on using paid advertising to increase traffic through services such as Google ads or Bing ads. The following are key aspects of SEM:

- It is based on keyword analysis. Marketing departments identify keyword terms that might draw users to a webpage. Like SEO practitioners, search engine marketers use keyword research analysis and tools to identify keyword phrases audiences are searching for. They then buy ad space on the results pages from the search engine provider for the search terms they want to target.

- SEM paid search results go at the top of the SERP.

- SEM benefits from webpages that are easy for web crawlers to scan and include trust signals such as linking to other websites.
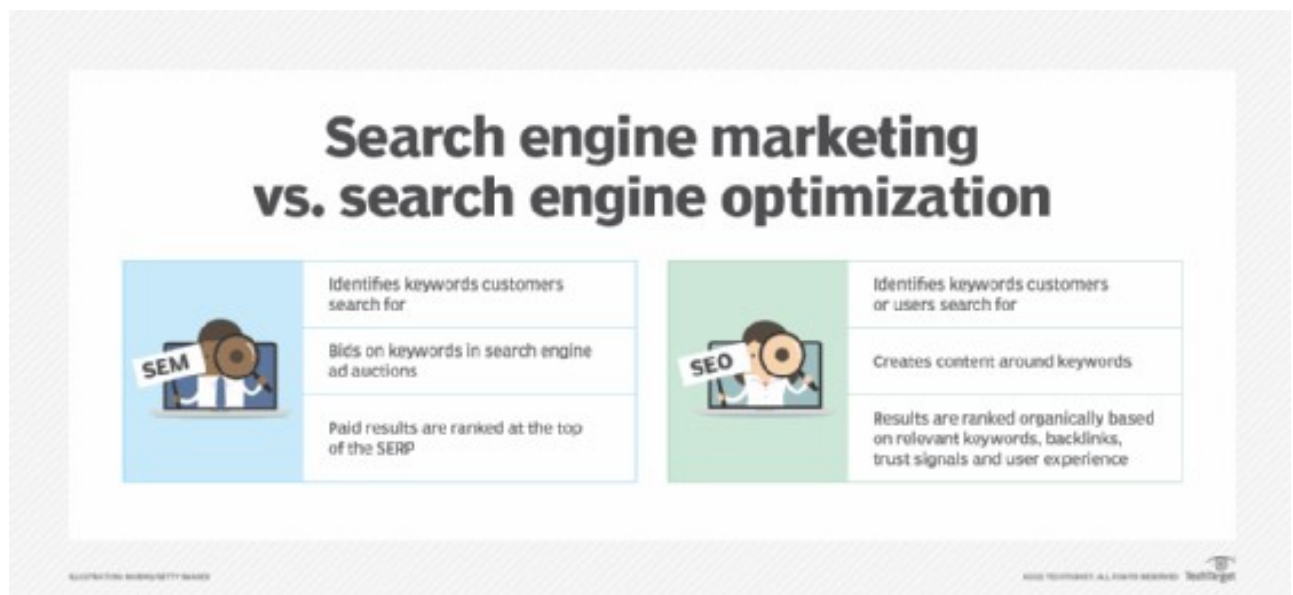

2.2.3 How SEM works

Search engine marketers first identify keywords with large search volumes and then buy ad space on the SERPs for those keywords. These campaigns pay per click (PPC), which means the marketer pays the search engine provider every time a user clicks its ad. For organizations selling products and services, the revenue generated from customers buying products they access via the SEM ad should outweigh the cost of PPC.

SEM ads are placed at the top of a SERP, above the organic results generated by SEO. They appear similar to organic results and include the following characteristics:

- headlines or title tags;

- summaries of the webpage content, known as the meta description;

- calls to action, meaning text that inspires visitors to make a certain action, such as buying a product or subscribing to a service; and

- URL hyperlinks.
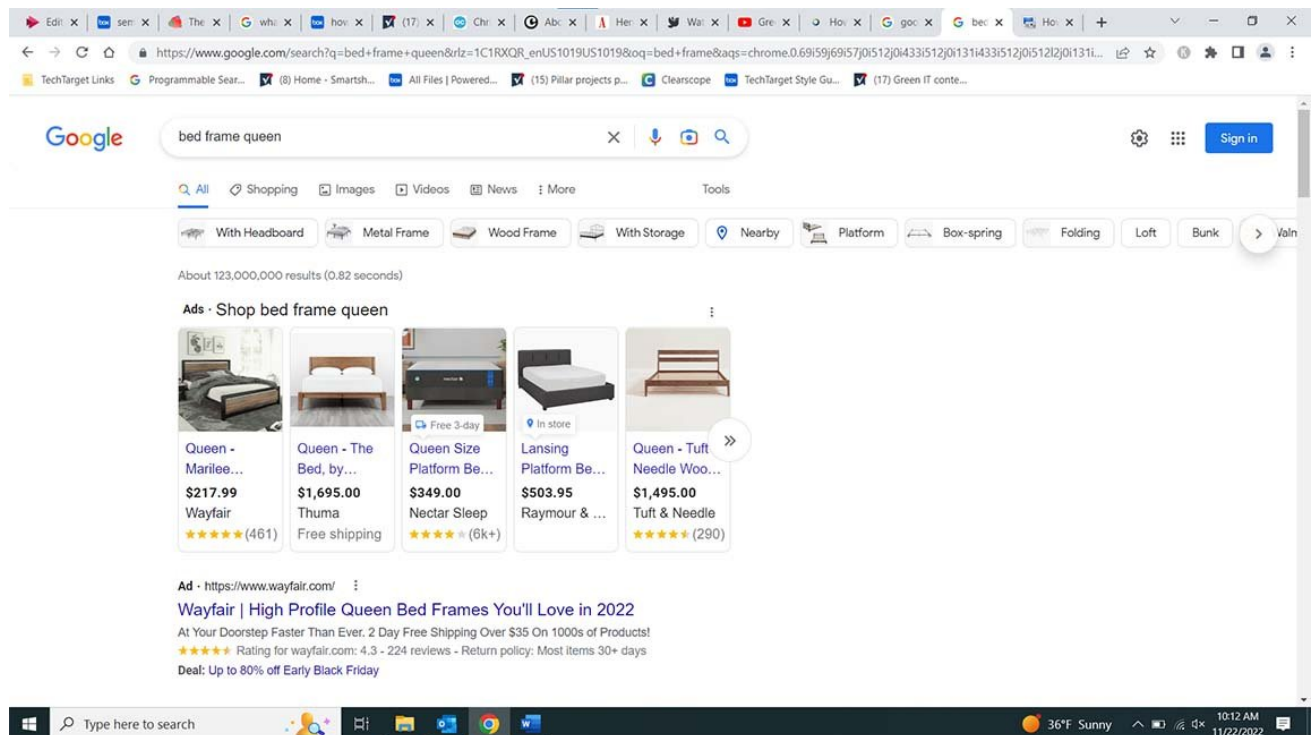
2.2.4 Importance of SEM

SEM marking strategies are important for the following reasons:

- **Digital marketing.** Online purchases are one of the most popular ways customers shop. SEM campaigns attempt to expand the reach of digital marketing by identifying and using keywords that will attract the people most likely to be interested in the marketer's product or service. Essentially, SEM campaigns target the most profitable keywords.

- **High conversion rates.** One of the biggest advantages of SEM marketing efforts is that they position an organization's product right in front of customers when they are ready to make a purchase. For example, by purchasing an ad for a product keyword -- "food processor," for example -- customers looking to buy a food processor online will see a company's product ad first. With SEM, there is a good chance that the visitors clicking on an ad want to make a purchase, increasing an organization's customer conversion rates and optimizing customers' purchase intent.

- **Speed.** An SEM strategy often drives increased traffic more quickly than SEO, which can require long periods of time to analyze keywords and shape content to SEO research. SEM puts products and services right in front of customers immediately by placing them at the very top of SERPs.

- **PPC model.** The PPC model, which is similar to the cost per engagement model, is a cost-effective strategy that enables organizations to only pay when their ad is clicked. Organizations can also control exactly how much they spend by setting a maximum cost per click (CPC) and daily budget.

- **Increased organic rankings and trust signals.** Increased traffic to a page through paid ads ultimately increases overall traffic to a page and enhances trust signals ranked by Google. If a product performs well enough through an SEM campaign, it can rank high on a SERP organically, making SEM no longer necessary.

- **Segmentation.** Besides keywords, SEM campaigns can control what geographic location, language and online behavior to target, ensuring they only reach the users that might be interested in their product or services.

- **Deep insight.** Tools like Google Analytics give organizations highly detailed reports on the state and evolution of their SEM campaigns in real time. This gives useful insights into how SEM campaign ads are performing, which helps organizations analyze how they could improve their campaign.

2.2.5 Disadvantages of SEM

SEM also has some downsides and challenges, including the following:

- **Cost.** Even with cost-effective models like PPC, SEM can become expensive over time, as organizations have to pay every time their ad is clicked on. With SEO, there are no click- and ranking-related costs.

- **Competition.** Depending on the campaign's target audience, buying ads and ensuring the top spot at the top of SERPs can become challenging and expensive. An increase in companies competing for the top ad spot is causing CPC and related costs to rise.

- **Customer trust and ad blockers.** Many customers don't enjoy or trust ads and block them with ad blockers. Ads can be seen as disruptive and less trustworthy than inbound marketing techniques, which generate organic search results.

2.2.6 SEM keyword research strategies

Successful SEM strategies depend on identifying and purchasing ad space on the most effective keywords and long-tail keyword phrases related to a product or service. SEM keyword research strategies are based on keyword intent, sometimes called searcher intent. Keyword intent refers to

what action a user is likely to take when they search a specific keyword. SEM strategies focus on identifying and using keywords that are most likely to drive a user to make a purchase.

Several tools help marketers identify the most important keywords, including these six:

- Clearscope
- Google Ads Keyword Planner
- Google Trends
- Keyword Tool
- Semrush
- SpyFu

Successful keyword research can also help SEM marketers identify and avoid negative keywords. These are keywords that are unlikely to rank high on search engine results pages and attract potential customers.

2.2.7 How ad auctions work

For Google, Bing and Yahoo, all ads must go through an auction process that takes place every time a user makes a search. For instance, the Google ad auction uses multiple factors to determine which ad goes at the top of the SERP - including the quality score an ad gets on Google Ads, Google's pay-per-click advertising platform. The SEM campaign with the biggest budget does not always get the top spot. Competitors with a lower bid can win ad space over organizations with higher bids if their content is more relevant. Also, some of the factors that determine organic search engine ranking also come into play in the Google auction, such as trust signals and web traffic. Once an SEM campaign has identified the keywords to target, it can enter the auction for those keywords. Search engine auctions generally follow these four steps:

1. **Bidding.** The SEM campaign enters the maximum amount it is willing to pay for a keyword.

2. **Quality score.** Platforms like Google Ads grade the ad and the website hosting it based on the keywords used, the UX of the website, how useful the content on the ad's landing page is and ad assets, such as phone numbers and links that might be useful to visitors. Google also has quality thresholds that ads must meet to earn a specific ad rank.

3. **Context considerations.** Because auctions happen every time a user makes a search, search engines like Google and Bing also consider contextual information in determining an ad's ranking. These include the searcher's physical location, search history, the time of the search, the device used to make the search, and other ads and organic search results on the page.

4. **Ad rank determined.** An ad rank is awarded to the bidder. Because of all the metrics Google considers in addition to the price of the bid, the highest ad rank is not guaranteed to go to the highest bidder.

2.3 Creating an SEM campaign strategy

To create a successful SEM campaign strategy, marketers make use of a variety of strategies and tools, including the following:

- **Keyword research.** The first step in an SEM campaign is for an organization to identify the most effective keywords it wants to purchase ad space on. This can be done through the use of online keyword research tools. Research should also be done into competitors' ads and geo-marketing information about target audiences.

- **Budget.** Marketers create a budget for the ad campaign and set a maximum bid amount.

- **Ad groups.** An organization advertising several products or services might have to organize its products into multiple ad groups, which are multiple ads in a campaign that share similar targets. This approach is more cost-effective than putting every single keyword into one ad, which can be expensive.

- **Design and test landing page.** Every ad must link to a landing page where the product sits. It is a good idea to create a landing page that uses important keywords and provides a good UX. A/B testing can be used to optimize metrics such as revenue per page and average order value.

- **Create the ad.** The next step is to create an ad for an ad group based on the keyword and competitor research.

- **Make a bid.** Once an ad is created, a bid is entered into a search engine auction.

- **Monitor the campaign.** The final step is monitoring the ad's performance with analytics tools, such as Google Analytics. These tools let organizations track the performance of keywords and make modifications to the ad, the keywords used or other elements of the campaign.

Google Ad groups for SEM campaigns

| Campaign	Ad group	Keywords	Ad copy
$200 per day purses	Leather purses	• leather purses • black leather purses • women's leather purses • leather purses for women	https://www.techtarget.com/leather-purses **Leather Purses - TechTarget** Shop the world's highest quality selection of leather purses. 30% Off Sale & Free Shipping!
$100 per day pants	Corduroy pants	• corduroy pants • men's corduroy pants • women's corduroy pants • black corduroy pants	https://www.techtarget.com/corduroy-pants **Corduroy Pants - TechTarget** Shop the world's most durable supply of corduroy pants. Free Shipping!

2.4 What is PPC?

PPC stands for pay-per-click, a model of digital advertising where the advertiser pays a fee each time one of their ads is clicked. Essentially, you're paying for targeted visits to your website (or landing page or app). When PPC is working correctly, the fee is trivial because the click is worth more than what you pay for it. For example, if you pay $3 for a click, but the click results in a $300 sale, then you've made a hefty profit.

PPC ads come in different shapes and sizes (literally), and can be made up of text, images, videos, or a combination. They can appear on search engines, websites, social media platforms, and more.
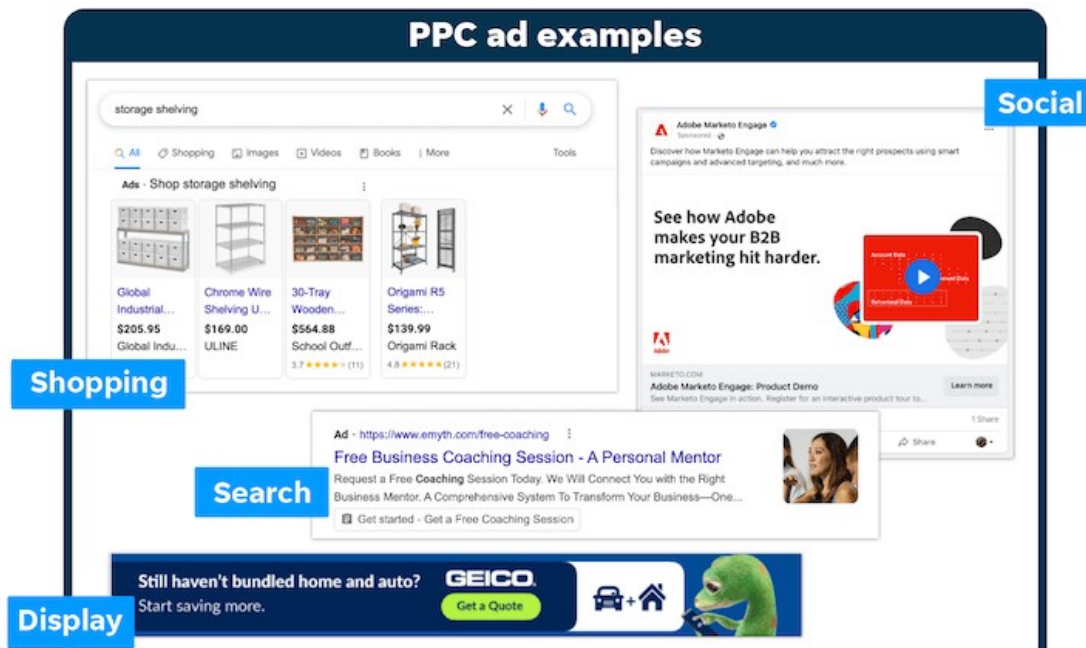
Search engine advertising (also known as paid search or search engine marketing) is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone performs a search related to their business offering. For example, if we bid on the keyword "google ads audit," our ad for our free Google Ads Performance Grader may appear on the SERP for that or a related search:
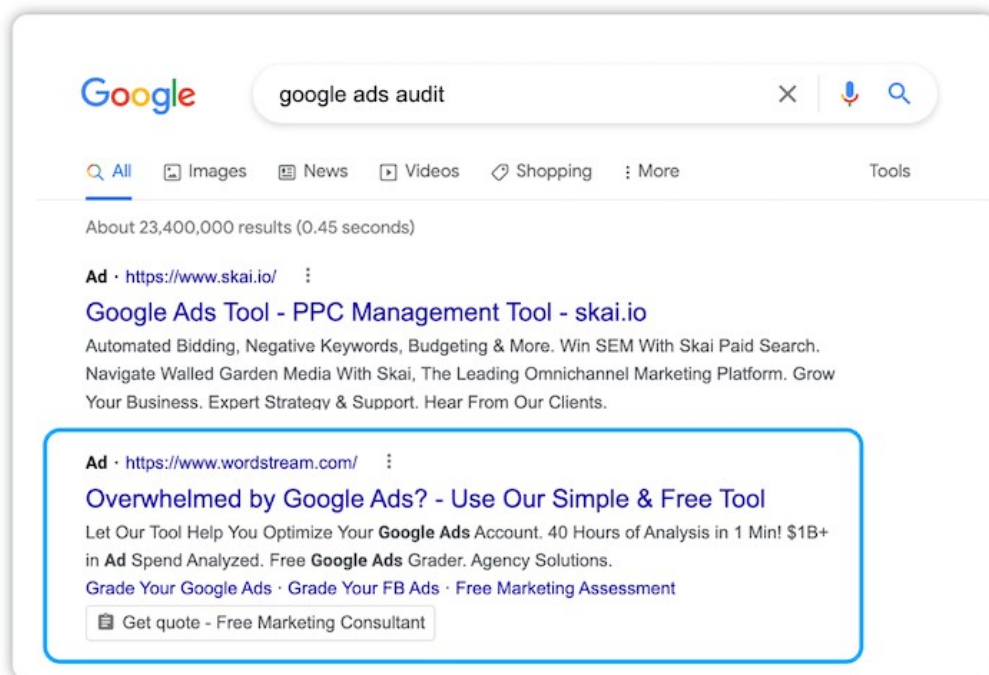
How does PPC advertising work?

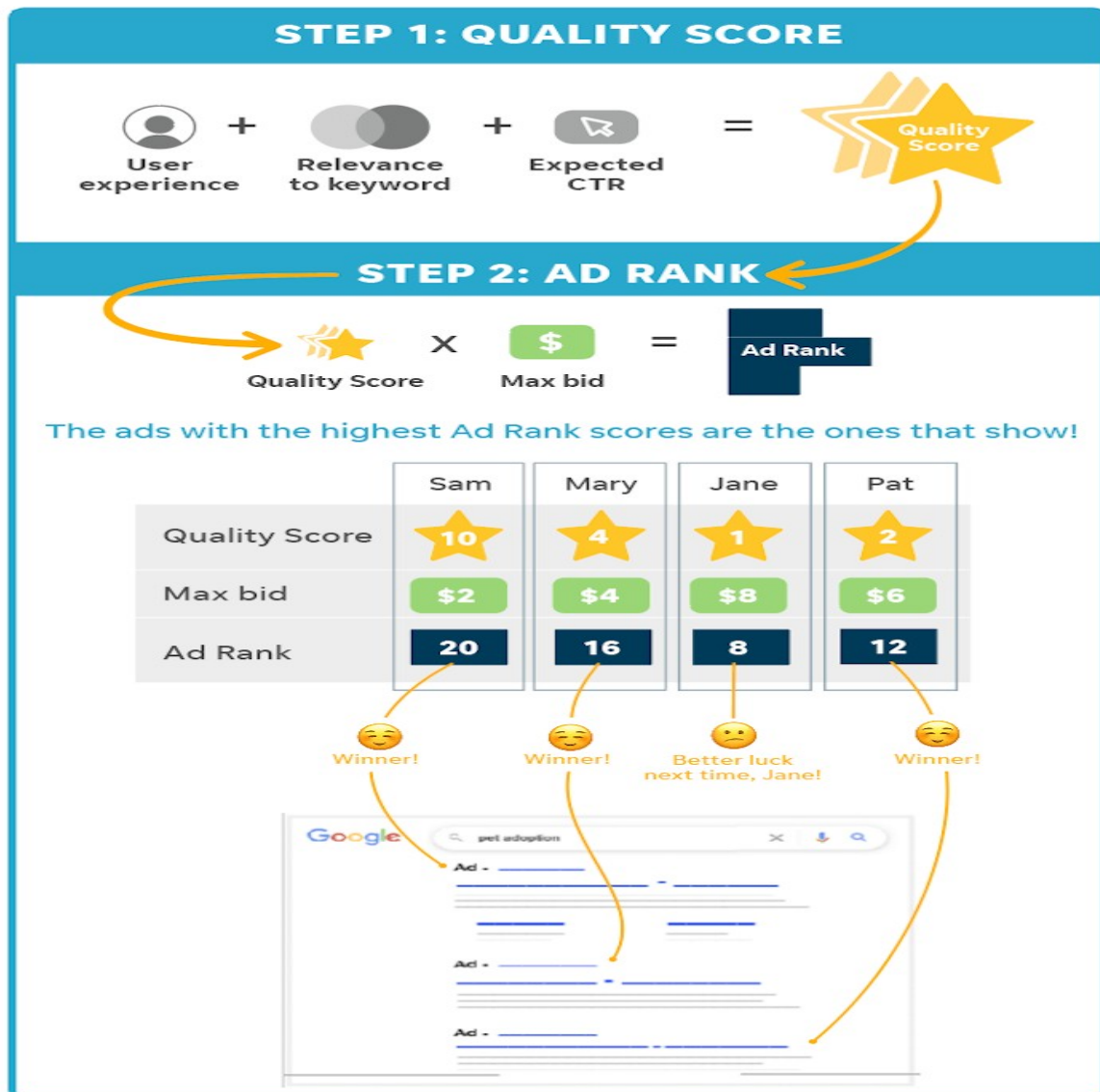PPC advertising looks different from platform to platform, but in general, the process is as follows:

1. Choose your campaign type based on your objective.
2. Refine your settings and targeting (audiences, devices, locations, schedule, etc.).
3. Provide your budget and bidding strategy.
4. Input your destination URL
5. Build your ad.

2.5 What is Google Ads?

Google Ads is the single most popular PPC advertising system in the world. The Google Ads platform enables businesses to create ads that appear on Google's search engine and other Google properties. Every time a search is initiated, Google digs into the pool of ads and chooses a set of winners to appear on that search engine results page.

**2.5.1 How PPC works in Google Ads**

When advertisers create an ad, they choose a set of keywords to target with that ad and place a bid on each keyword. So if you bid on the keyword "pet adoption," you are telling Google you want your ad to appear for searches that match or are related to pet adoption (more on keyword match types here). Google uses a set of formulas and an auction-style process to decide which ads get to appear for any one search. If your ad is entered into the auction, it will first give you a Quality Score from one to 10 based on your ad's relevance to the keyword, your expected click-through rate, and landing page quality. It will then multiply your Quality Score by your maximum bid (the most you're willing to pay for a click on that ad) to determine your Ad Rank. The ads with the highest Ad Rank scores are the ones that show. This system allows winning advertisers to reach potential customers at a cost that fits their budget. It's essentially a kind of auction. The below infographic illustrates how the Google Ads auction works.

STEP 1: QUALITY SCORE

User experience + Relevance to keyword + Expected CTR = Quality Score

STEP 2: AD RANK

Quality Score × Max bid = Ad Rank

The ads with the highest Ad Rank scores are the ones that show!

	Sam	Mary	Jane	Pat
Quality Score	10	4	1	2
Max bid	$2	$4	$8	$6
Ad Rank	20	16	8	12
	Winner!	Winner!	Better luck next time, Jane!	Winner!

Google — pet adoption

Ad -
Ad -
Ad -

2.5.2 How to do PPC with Google Ads

Conducting PPC marketing through Google Ads is particularly valuable because, as the most popular search engine, Google gets massive amounts of traffic and therefore delivers the most impressions and clicks to your ads. How often your PPC ads appear depends on which keywords and match types you select. While a number of factors determine how successful your PPC advertising campaign will be, you can achieve a lot by doing the following:

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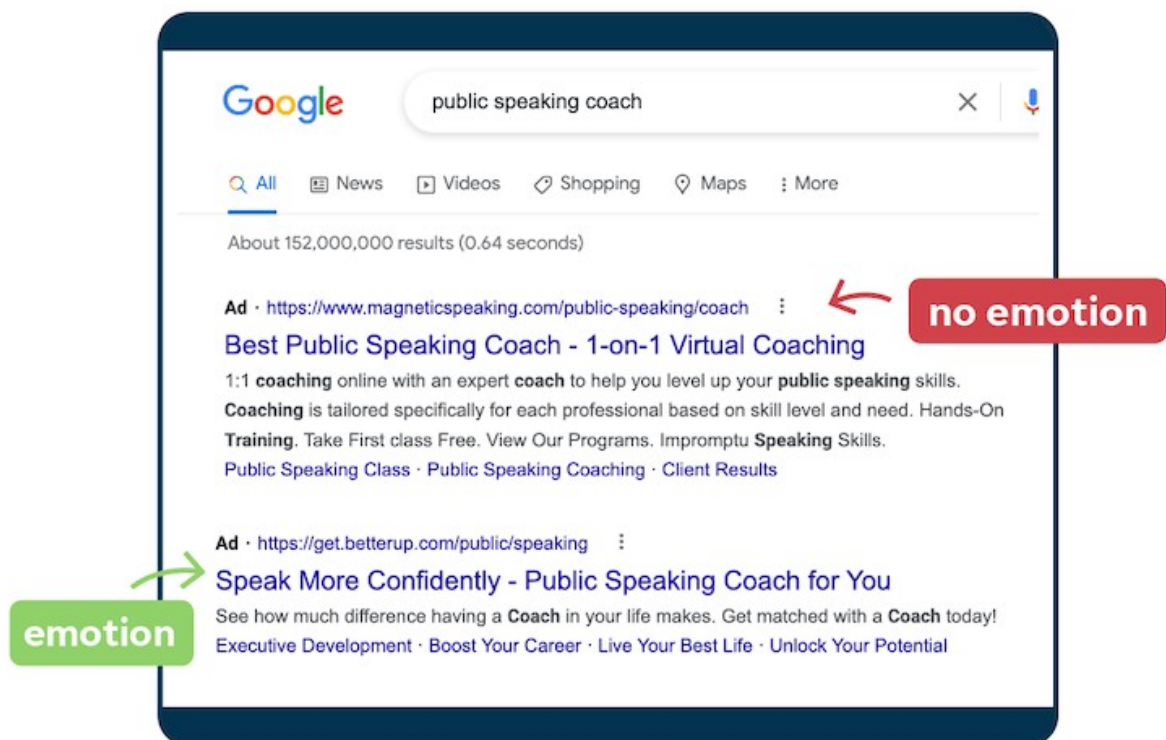
2.5.3 How to do effective PPC keyword research

Keyword research for PPC can be incredibly time-consuming, but it is also incredibly important. Your entire PPC campaign is built around keywords, and the most successful Google Ads advertisers continuously grow and refine their PPC keyword list. If you only do keyword research once, when you create your first campaign, you are probably missing out on hundreds of thousands of valuable, long-tail, low-cost, and highly relevant keywords that could be driving traffic to your site.

You can check our full guide to keyword research here, but in short, an effective PPC keyword list should be:

- **Relevant:** Of course, you don't want to be paying for clicks that aren't going to convert. That means the keywords you bid on should be closely related to the offerings you sell.
- **Exhaustive:** Your keyword research should include not only the most popular and frequently searched terms in your niche, but long-tail keywords. These are more specific and less common, but they add up to account for the majority of search-driven traffic. In addition, they are less competitive, and therefore less expensive.
- **Expansive**: PPC is iterative. You want to constantly refine and expand your campaigns, and create an environment in which your keyword list is constantly growing and adapting.

If you want to find high-volume, industry-specific keywords to use in your PPC campaigns, be sure to check out our Free Keyword Tool.

2.6 Managing your PPC campaigns

Once you've created your new campaigns, you'll need to manage them regularly to make sure they continue to be effective. In fact, regular account activity is one of the best predictors of account success. You should be continuously analyzing the performance of your account and making the following adjustments to optimize your campaigns:

- **Continuously add PPC keywords**: Expand the reach of your PPC campaigns by adding keywords that are relevant to your business.
- **Add negative keywords**: Add non-converting terms as negative keywords to improve campaign relevancy and reduce wasted spend.
- **Review costly PPC keywords**: Review expensive, under-performing keywords and shut them off if necessary.
- **Refine landing pages**: Modify the content and CTAs of your landing pages to align with individual search queries in order to boost conversion rates. Don't send all your traffic to the same page.
- **Split ad groups**: Improve click-through rate (CTR) and Quality Score by splitting up your ad groups into smaller, more relevant ad groups, which help you create more targeted ad text and landing pages. More on account structure here.
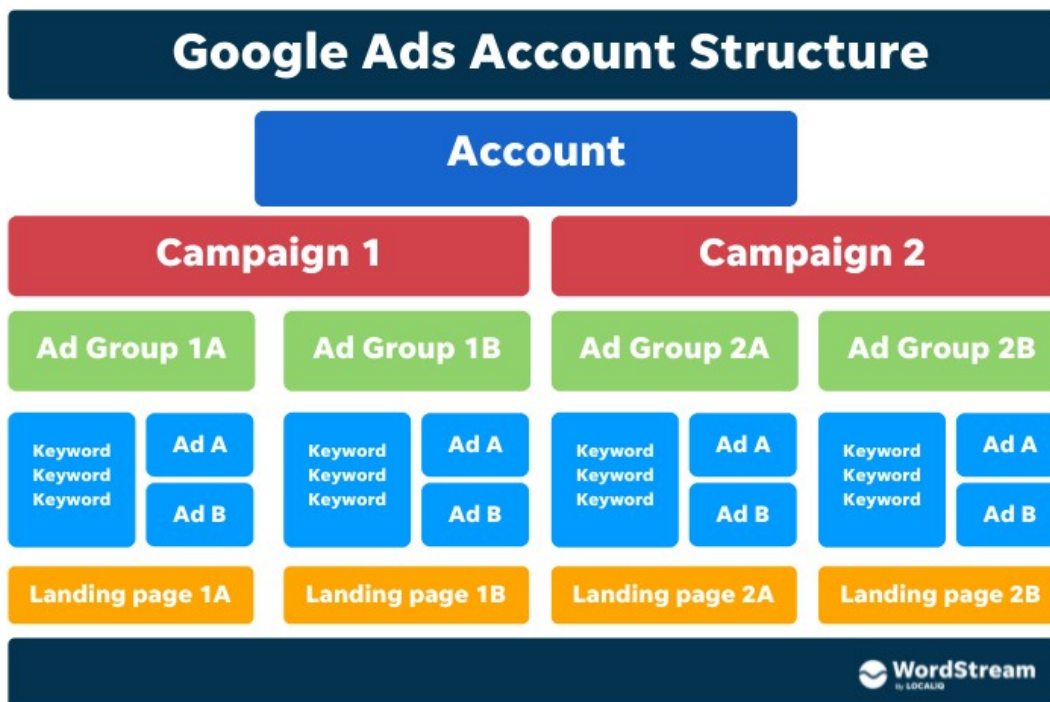
2.7 Google webmaster and analytics overview

Google Analytics is statistical service that allows users to generate and monitor webpage statistics, whereas, Google Webmaster Tools are tools that are available for webmasters that can be used to optimize search engine indexing. Basically, Google Webmaster Tools helps a website get listed onto the Google search engine, while Google Analytics provides information to measure the website's success. Google Analytics and Google Webmaster Tools are two difference services that Google provides. The two are used for two different reasons. Google Analytics is statistical service that allows users to generate and monitor webpage statistics, whereas, Google Webmaster Tools are tools that are available for webmasters that can be used to optimize search engine indexing.

Google Analytics was born when Google bought out Urchin Software Corp. Google then developed Urchin on Demand into Google Analytics and launched the service in November 2005. Google also acquired Measure Map from Adaptive Path and incorporated it into Google Analytics. Google Analytics is currently the most widely used website statistics service. Google Analytics basically allows a user to generate detailed statistics for their website, including the website's traffic and traffic sources. It also allows the user to track visitors from all referrers, including search engines and social networks. Users can also track direct visits and referring sites. Google Analytics can also display information regarding advertising, pay-per-click networks, email marketing, and digital collateral, which includes links that are included in PDF documents.

Google Analytics also integrates AdWords, hence allowing users to review online campaigns, track landing page quality and conversions. Conversions are like goals that can include sales, lead generation, viewing a specific page, or downloading a particular file. Google Analytics also has e-commerce reporting, which helps track sales activity and performance. Google Analytics also helps identify poorly performing pages, where visitors came from, how long they stayed and their geographical location. Google Analytics has Real Time analytics, which allows users to access up to

date information. Google Analytics is available in two modes, the free version has all the basic features, which the paid version allows users to access advanced features.

Google Webmaster Tools, on the other hand, is a service that allows webmasters to check indexing status and optimize visibility of their websites, especially on Google's search engine. It includes a variety of tools that allow a user to submit and check a sitemap, which is list of the pages on the website, as well as set and check the crawl rate. It also allows a user to view statistics about how Googlebot accesses a particular website. Google Webmaster Tools allows a user to check the website's robots.txt file, as well as generate one. It also allows the user to check which pages are blocked in the robots.txt file. The Webmaster Tools also link internal and external pages that link to the site, as well as any and all broken links on the site. Another handy feature is that it show what keywords are being listed in Google's search engine, as well as the click through rates of the listings.

The main difference between Google Analytics and Google Webmaster Tools is that Google Webmaster Tools shows the traffic that each keyword generates when it is listed in the search engine result pages (SERPs) of the Google search engine. Whereas, Google Analytics monitors the total traffic for the website as generated from all search engines, other websites, etc. Basically, Google Webmaster Tools helps a website get listed onto the Google search engine, while Google Analytics provides information to measure the website's success.

Comparison between Google Analytics and Google Webmaster Tools:

Google Analytics	Google Webmaster Tools	
Developer	Google	Google
Type	Statistics, Analysis	Indexing, Optimizing
Features	- Generate detailed statistics for their website, including the website's traffic and traffic sources - Measures the website's conversions and sales - Tracks visitors from all referrers, including search engines and social networks, direct visits and referring sites - Tracks display advertising, pay-per-click networks, email marketing, and digital collateral such as links within PDF documents	- Submit and check a sitemap - Check and set the crawl rate, and view statistics about how Googlebot accesses a particular site - Generate and check a robots.txt file. It also helps to discover pages that are blocked in robots.txt by chance. - List internal and external pages that link to the site - Get a list of broken links for the site - See what keyword searches on Google led to the site being listed in the SERPs, and the click through rates of such listings - View statistics about how Google indexes the site, and if it found any errors while doing it

	• Integrated with Google Adwords, which allows the consumer to track the amount the website has earned • Track landing page quality and conversions, which are basically goals that can include sales, lead generation, viewing a specific page, or downloading a particular file • Help identify pages that are under-performing by measuring funnel visualization, where visitors came from, how long they stayed and their geographical position • Monitor new and relevant users on the mobile applications, as well as Traffic Sources reports and Google Play integration. • Offers real-time reporting. • Offers behavioral features like Event Tracking and Flow Visualization. • Set and track goal conversions such as purchases, clicks, or time spent on the app. • Also tracks real or virtual goods sold.	• Set a preferred domain (e.g. prefer example.com over www. example.com or vice versa), which determines how the site URL is displayed in SERPs • Highlight to Google Search elements of structured data which are used to enrich search hit entries • Receive notifications from Google for manual penalties.
Price	Basic service is free of charge and a premium version is available for a fee	Services available for free

2.8 What is digital customer engagement?

Customer engagement is the way a company creates a relationship with its customer base to foster brand loyalty and awareness. This can be accomplished via marketing campaigns and web content as well as outreach using social media, mobile devices and wearable devices. Successful customer

engagement goes beyond a customer's initial transaction. The goal is to deliver relevant content through marketing and engagement campaigns that encourage repeat customer interactions. By extending the customer experience beyond a purchase, successful customer engagement extends the customer lifecycle, fosters loyal customer relationships, attracts new customers and helps companies better anticipate customer expectations and needs.

Why is customer engagement important?

Businesses and other organizations benefit in many ways from successful customer engagement strategies:

- **Customer acquisition costs.** The cost of acquiring new customers can run much higher than the cost of customer retention. Customer engagement strategies extend the customer journey beyond the initial interaction or purchase, curbing churn rates. Engaged customers often become repeat customers.

- **Brand awareness.** Customer engagement is important for e-commerce businesses that must use the internet effectively to reach potential customers. Successful marketing and social media campaigns as well as responsive customer support on social media can increase the reach of a company's brand. For instance, customers that get responses to questions or problems through social media might shop more with those organizations in the future. Customers might also be more likely to recommend engaging brands to their colleagues and friends.

- **Loyal customers.** Customer and brand loyalty is often increased through customer engagement that fosters emotional bonds. Loyal customers can also become promoters and brand ambassadors for companies.

- **Strong customer experience.** Customer engagement that extends the customer journey beyond one transaction can increase customer satisfaction and get customers to buy more. Strong customer experiences involve optimizing every point of contact between a customer and an organization. They includes websites with strong user experience (UX), the sharing of engaging content and quick customer service interactions. Customer experience marketing is the marketing arm that deals with this.

- **Anticipation of customer needs.** Customer engagement that deploys strong, proactive customer service and actively monitors customer feedback deepens a company's insight into customer behavior, needs and preferences. This insight can lead to new products and services that better meet customers' needs.

2.9 What does digital engagement mean?

The business and customer engagement process usually begins with the first point of contact and extends throughout the customer journey. It involves proactive interactions that effectively boost engagement with customers in the online spaces they frequent to consume content or communicate

Strategies for engaging customers

Companies have developed a range of techniques, functionality and incentives to engage customers. Some of the basic ways they do this include phone and email; customer service chatbots and self-service capabilities; social media; loyalty programs; interactive in-store experiences; and user-generated campaigns, such as photo and video contests. Broader strategies businesses use to enhance engagement include the following:

Active listening. Organizations that actively listen to their clients or customers scan the web for feedback, and monitor email, phone calls, regular mail and social media channels.

Content. Customers are more likely to visit a website when new content is regularly posted. Good options for regularly posted content include blogs, white papers, case studies, video and other kinds of digital content. Responsive brands that exhibit engaging personalities can catch customers' attention and result in valuable retweets and likes.

Customer contests. Contests launched through Facebook, Twitter, LinkedIn and other sites are a way to drive customer engagement and can help brands trend on social media. For example, in 2021, Goldfish launched its #GoForTheHandful TikTok contest that challenged customers to hold more than 301 Goldfish crackers in their hand. By 2023, the hashtag had more than 12 billion views on TikTok.

Direct messages. Companies can text messages to customers' smartphones and communicate with wearable devices to foster engagement. Internet of things (IoT) sensors are used to capture their attention, reminding them to schedule maintenance on a product, update products and replace parts that are failing or wearing out. Customer service agents can also use mobile data to approach customers on social media or via text to suggest products they may be interested in.

New ways to interact. Slack channels, customer support help desks, forums and mobile apps are other ways companies get feedback from customers and foster communities of users.

Pyramid of customer loyalty
Customer engagement throughout the buying process
can help turn a prospect into a loyal partner.

2.10 Measuring customer engagement

Determining true customer engagement isn't easy, and experts don't agree on exactly what it is. However, companies can use various metrics to determine the return on investment of their customer engagement efforts. One approach is to use A/B testing of website presentations, marketing campaigns and other customer interaction efforts to observe customer engagement patterns. These tests reveal which of several approaches is likely to result in higher sales, more membership and other increased measures of customer success and engagement. Other metrics used to measure customer engagement include the following:

- **Traffic.** This indicates how popular, useful and easy to use a company's site or app is.

- **Active users.** This shows how many existing customers use or interact with a website or app.

- **Audience growth.** This is a measure of a brand's ability to bring on new visitors and customers.

- **Interaction with links on websites.** This indicates whether specific aspects of engagement are successful.

- **Likes and shares on social media content.** These are a measure of customer connectedness.

- **Feature use.** This indicates what features are most used on an online service or app.

- **Opt-outs.** This refers to users who are disengaging with a customer engagement campaign and need to be nudged to come back.

- **Text analytics of customer sentiment**. This provides insight into customer behavior.

- **Response times of customer service cases**. This and time to resolution of cases are indicators of customer connectedness.

- **Click-through rates in email campaigns.** These show how effective these promotions are at getting users to engage.

- **Facebook and Twitter analytics.** These show how a brand is performing online.
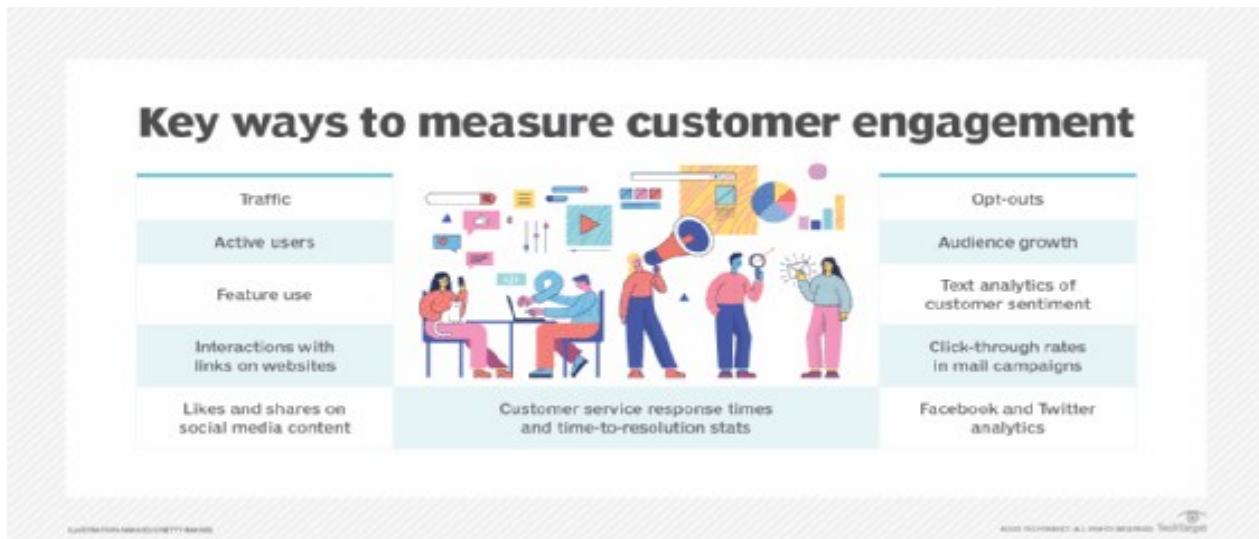
2.11 Customer engagement trends

New and evolving technologies, such as Bluetooth, IoT and artificial intelligence, are affecting customer engagement trends:

- **Wearable technology.** Wearable Bluetooth devices, such as iBeacon, combine the digital experience of customer engagement with physical experiences. Companies use iBeacon to identify when a customer is in a physical store and send them real-time alerts about discounts and sales they might be interested in.

- **Healthcare platforms.** Customer engagement has also moved beyond the realm of retail or traditional product sales. Industries like healthcare are using technologies such as customer portals to engage patients in their health regimen and communication with doctors. Wearables are a key tool in healthcare engagement, helping patients measure various health indicators and track their progress.

- **Customer service metrics.** Many companies track customer service engagement in precise ways. They track first contact resolution rates, which measure how many customer service cases are resolved without being escalated, and case deflection, which measures how many cases are prevented from happening at all.

- **Personalized UX.** Successful customer engagement campaigns personalize customer experiences. They rely on websites and apps with strong UXes that attract customers and make it easier for a customer to find the product they want or an answer to their question. These campaigns tailor their UX, messaging and content marketing to specific customers based on customer data.

Examples of customer engagement

Real-world examples of ways companies' customer engagement strategies include the following:

Spotify. Spotify often makes personalized value propositions to its customers by regularly sending them personalized playlists based on their listening habits. Spotify will often personalize the names of these playlists too, such as "Only You." If a user's name is MacKenzie, they may title the playlist, "Made for MacKenzie."

Uber Eats. Uber Eats uses behavioral data to personalize notifications to customers. For instance, if a customer regularly orders from a specific restaurant, Uber Eats will send personalized messages addressing the customer by their first name and alerting them to deals at that restaurant.

Whole Foods. Whole Foods uses its chatbot to send customized recipes to customers based on their interactions. Users can log on to Facebook and prompt the Whole Foods account to send them recipes based on prompts, such as types of food, specific ingredients and even emojis.

2.12 How to implement a customer engagement strategy

Implementing a customer engagement strategy includes the following steps:

1. **Identify the target audience and strategy.** To implement a personalized customer engagement strategy, it's important to understand which pieces of content, promotion and engagement are going to resonate with a specific type of customer. To do this, marketers must know as much as possible about a customer, including their purchasing history, their needs and their online behavior. With this information, a marketing team can use different content strategies and touch points for different demographics of their customer base and provide personalized experiences.

2. **Identify key metrics.** A company must identify the metrics and analytics they are going to track and assess their success. They should track active users, what features and products are popular, which customers promote the brand on social media, and opt-out and opt-in numbers.

3. **Optimize strategy.** A company must monitor customer behavior, feedback and industry trends to maintain a competitive edge and optimize its marketing strategy. This can include modifying

content strategies and incorporating new engagement platforms. Companies should also commit to offering as many channels as possible for customer support to make it easy for customers to ask questions and resolve problems. This includes live chats on a website, chat bots, conversations on social media and phone calls.

4. **Encourage interaction and feedback.** Companies should continually foster interaction and feedback from customers. This includes informing customers of updates, news and tips on products; responding to customer comments and messages; and creating loyalty programs that reward customers for their continued business and promotional contests. Strong, enjoyable and regular customer interactions build customer loyalty, which is vital to successful customer engagement.

2.13 What is Affiliate Marketing?

In a nutshell, affiliate marketing is an advertising model that allows affiliates to earn commission in exchange for promoting a company's products or services on their own platform. Affiliate marketing is prevalent across a wide range of channels, including blogs and social media. The end goal is to compel audiences to subscribe to or purchase the brand, product, or service that the affiliate is promoting.

Why Should You Use Affiliate Marketing?

Traditionally, marketing entails spending on an advertising budget. WebFX reveals that digital marketing costs an average of $1000 to $7500 for small-to-midsized businesses . With affiliate marketing, your business can gain a lot of traction for less cost and risk. This is particularly ideal for small businesses, which don't always have available funds for an elaborate marketing scheme.

Source : truelist.co

Influencer MarketingHub
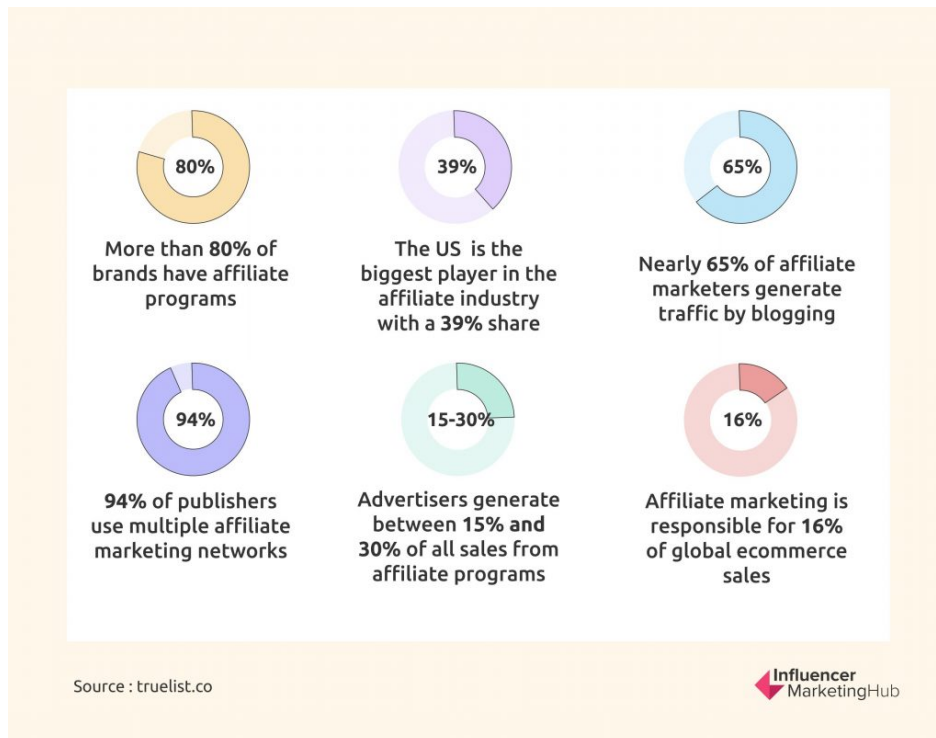
The beauty of affiliate marketing is it allows you to measure your engagement and return on investment quickly. Software can also help you track sales, leads, and clicks. If you find that a certain product isn't doing so well in the market, you could request an affiliate to focus on it. Overall, affiliate marketing is great for boosting brand visibility, increasing reach, and growing your business. Here are a few strategies that can get you started.

2.14 Fundamental Affiliate Marketing Strategies
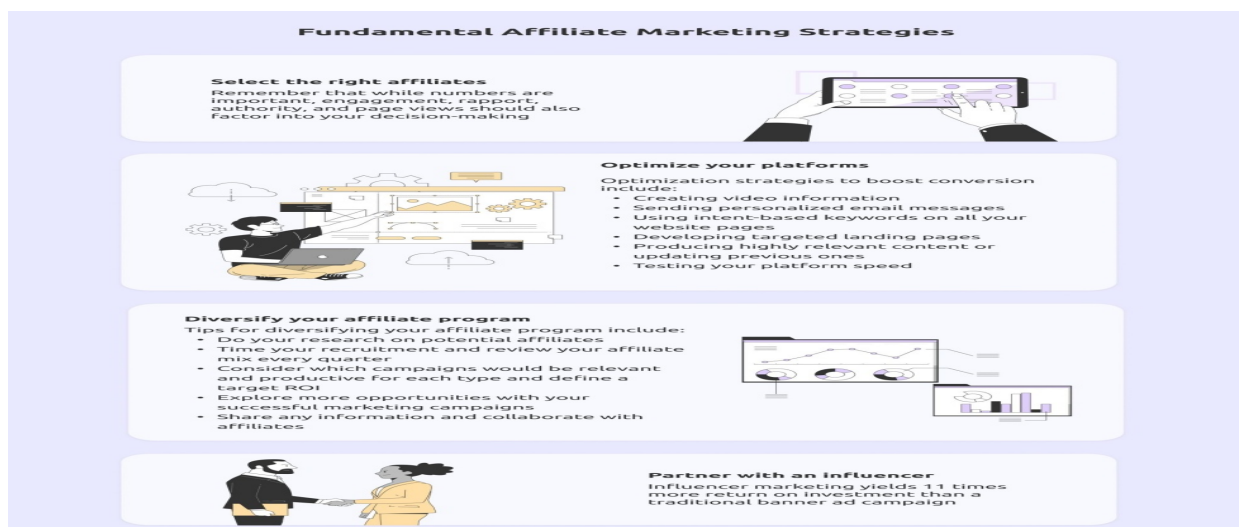
1. Select the right affiliates

Word of mouth is still an effective marketing tool. Naturally, you'd want to look into potential affiliates who already have an engaged following that trusts them. Remember that while numbers are important, engagement, rapport, authority, and page views should also factor into your decision-making. Moreover, you should also gauge whether the audience would be interested in the products that you're selling. In other words, determine your niche and work with affiliates under the same field of interest or who have an audience that matches your target segment. If you're a tech company, you wouldn't want to choose an affiliate that specializes in pet products. If you don't know where to begin, you can always use influencer marketing platforms to help you discover and recruit high-ranking affiliates.

2. Optimize your platforms

While your arm of affiliates can direct traffic to your site, your main goal should be conversion. That is, when visitors land on your page, they should be engaged enough to take action, whether that's to purchase a product or sign up to your newsletter. Conversion optimization creates a great user experience, which increases leads and traffic to your website. Other optimization strategies to boost conversion include:

- Creating video information
- Sending personalized email messages
- Using intent-based keywords on all your website pages
- Developing targeted landing pages
- Producing highly relevant content or updating previous ones
- Testing your platform speed

3. Diversify your affiliate program

In finance, investors diversify their investment portfolio to reduce risk. It's the same thing with diversifying your affiliate program. Relying on one to two affiliates is a great start, but it might not be sustainable in the long run. To truly maximize your program potential, creating a diversified affiliate

program is the way to go. It can also help you tap new audiences and create future opportunities. Here are a few tips to help you diversify your affiliate programs.

- Do your research on potential affiliates and establish a relationship with them on their own platforms. Time your recruitment and review your affiliate mix every quarter.

- Provide a marketing strategy for each type of affiliate. Consider which campaigns would be relevant and productive for each type and define a target ROI.

- Explore more opportunities with your successful marketing campaigns. If the campaign has performed consistently well within a set timeline, consider expanding your budget for a more elaborate advertising initiative.

- Share any information that you can. Discussing the results of your affiliate programs would not only offer solutions for your peers but may even lead to a collaboration.

4. Partner with an influencer

The rise of social media influencers is changing the marketing game. In fact, a poll earlier this year found that 14% of older Gen Z's had bought an item in the previous six months based on an influencer's recommendation. Moreover, a study found that influencer marketing yields 11 times more return on investment than a traditional banner ad campaign.

There are many reasons why influencers make great affiliates. Perhaps the biggest one is that they already have an audience. These content creators don't even need to be celebrities. Many ordinary people with engaging content on social media can build a large following.

5. Leverage coupon deals

People love value – even if they're saving just a dollar or two. This is why, even in the age of digital marketing, coupons are continuing to grow in popularity. According to statistics, 60% of online shoppers worldwide actively search for coupons before purchasing from a virtual shop. With people relying more on the internet due to the coronavirus pandemic, saving up has only become a central priority.

Coupons are great because they're not only cost-effective but also measurable. They can drive acquisition of new customers and motivate previous customers to come back for more. Manageable and inexpensive, coupons allow you to have more control over where you distribute your discount. Here are some of the things you should do when running a coupon affiliate marketing strategy:

- **Investigate the industry**

Before anything else, conduct extensive research on the industry climate. Evaluate your competitors. How do they reward customers, and which affiliates are promoting them? Then, think about your own coupon or cashback campaign. How long will it run, and what's the discount value that your customers will receive?

- **Plot your coupon campaigns**

Next, review your calendar and schedule your coupon campaigns strategically. Coupons perform well during certain times of the year, such as Christmas or Mother's Day. But you could also benefit from thinking outside the box. Celebrating a company milestone, for example, is a great opportunity for a coupon campaign; so is segmenting your affiliates to decide which ones would do well in which strategy.

- **Track your conversion rates**

Promo codes allow you to review your marketing efforts. They let you track which platforms are getting the most traffic as well as which ones are gaining conversions. This is essential in understanding the needs and habits of your customers. Analyzing those traits and behaviors would also be useful in optimizing deals in the future.

Offering coupon deals has advantages and disadvantages:

Pros	Cons
Reduced cart abandonment	Reduced product value
Personalized affiliate and customer experience	Reduced profit
Power to track campaigns	

6. Initiate brand to brand partnerships

Co-branding is one of the most effective way to increase the number of email subscribers. 43% of consumers have declared that they would try a co-branded product from a company they already like. This shows that brand to brand partnership is an effective means to a high conversion rate. All you need is another brand that aligns with your values and targets the same demographic. Spotify and Starbucks' co-branding campaign to create a music ecosystem is a perfect example of this. By partnering with Spotify, Starbucks gets to create a new coffee shop experience. Starbucks employees

receive new complimentary access to Spotify premium as well as power to control the in-store playlists. On the other hand, Spotify's artists get a wider audience, and customers get free coffee when they subscribe to Spotify Premium. Overall, it's a win-win situation. When implementing brand to brand affiliate partnerships:

- *Set a short-term initiative*

The first step is to create a short-term campaign with a complementary brand and its affiliates, much like the one that Starbucks and Spotify did. Set actionable and quantifiable metrics, such as cost per lead or return on investment. Always review the outcome and compare it to previous campaigns. Otherwise, it would be difficult to gauge whether your campaign had been successful or not.

- **Explore potential opportunities**

If your campaign has indeed been a success, decide whether there is an opportunity to expand your partnership further. Perhaps you would like to do another campaign to test the relationship. If it proves advantageous for both your brands, then it's time to involve other marketing teams. That means a bigger marketing initiative that could be more long-term.

- **Expand your efforts**

The final part of the process is to create a more collaborative partnership both online and offline. That entails additional channels for digital and traditional platforms. For example, you could cross-promote on social media or even in-store. You can even create a section on your website specifically for your co-branding strategy.

There are also certain benefits and drawbacks in doing this affiliate marketing strategy.

Pros	Cons
Risk management	Difficulty in evaluating effectiveness
Advanced affiliate program growth	Less creative control
New audience reach	Profit-sharing
Combined budgets	More effort

7. Use affiliate marketing software- Building and managing your affiliate marketing campaigns can be overwhelming. This is where affiliate marketing software enters the picture. These platforms can assist you in tracking, overseeing, and even growing your initiatives. Those, in turn, can increase

your e-commerce sales and scale your brand to brand partnerships. In choosing software, take these factors into account:

- **All-in-one platform**

Select an affiliate marketing software that allows you to manage multiple affiliate programs from a single account. Running a variety of unrelated programs enables you to streamline all your information in one location.

- **Seamless integration**

Your software should integrate efficiently into your merchant sites. Pay attention to its shopping cart solutions. Which e-commerce platforms does it support? Does it come with a customer support software, or would you be able to incorporate one?

- **Easy set-up**

The ideal software already has everything and shouldn't require you to download additional tools or plug-ins. Ideally, it works on a browser and is downloadable to your desktop. Moreover, your software should be user-friendly with an intuitive interface.

- **Mobile compatibility**

Mobile phones drive half of the web traffic in the world, so it goes without saying that your platform should be adaptable on mobile. This would be a convenient way for you to manage your programs. At the same time, it would be an easy way for your affiliates to sign in to your platform, track their promotions, and review their commission reports.Note the following advantages and disadvantages in using affiliate marketing software:

Pros	Cons
Easy management	Monthly cost
Fraud protection	
Campaign tracking	
Deep analytics	

8. Build your own affiliate program

You might start out as a merchant in an affiliate network. But if you're ready to expand your business to another level, you might want to consider building your own affiliate program. This would not only grow more traffic to your domain but it would also give you an opportunity to take control of all your transactions, affiliates, and commissions. In building your own affiliate program, you need to:

- **Choose a software solution**

Running your own program entails the use of an affiliate tracking SaaS solution. This is instrumental in helping you oversee your affiliate campaigns. It would allow you to communicate with your partners, manage your offers, and compensate your affiliates. Moreover, it can help you review your campaigns' performance and optimize future campaigns better. There's a variety of software solutions to choose from. Maybe you want an extensive tracking report or multiple commission options. Choose the one with features that can address your business goals.

- **Define program rules and expectations**

Discuss the basics with your affiliates. Pinpoint your target audience and identify the time of day you wish to plot your marketing campaign. Explain which channels would be appropriate for each marketing campaign.

Explaining program rules should be a priority. It would help curb fraudulent affiliate links and shed light on payment issues. It's important to have an agreement with your affiliates regarding duties and expectations. This would help prevent misunderstandings that may not only be costly but damaging to your reputation as well.

- **Choose a payout scheme**

Familiarize yourself with the most convenient payout methods (pay-per-sale, pay-per-click, pay-per-lead). Your choice of payout structure would depend on your goal. A practical commission percentage depends on a few elements, such as customer acquisition and retention. Compare how much commission your competitors are offering for the same products. Offering higher commission rates for a limited time could also make your brand a more exciting option.

- **Find affiliates**

Affiliates are the main drivers of your program. There are several software that can help you find reliable and high-performing partners. Other techniques to entice potential affiliates include linking your affiliate program to your website, advertising through forums or social media groups, using Facebook or Instagram ads, or emailing your subscribers to join your affiliate network.

- **Prepare marketing guidelines and collateral**

Advertising materials are some of the things that affiliates look forward to when working with a brand. Preparing your marketing materials and guidelines beforehand makes the work easier for both you and your affiliates. First, it speeds up the promotion process. It allows your affiliates to understand your brand quicker, therefore promoting your products more efficiently. The less time they channel into creating content, the more they have on promotion. Presenting the types of materials that work best for each type of platform also saves time and energy. Sending marketing collateral to your affiliates also helps them market your most relevant products without losing your voice. You can approve which logo designs they can use, for example. You can also brief them on the tone they apply on copy points and captions they may use in promotion.Make sure to weigh these pros and cons when building your own affiliate marketing program.

Pros	Cons
Wider reach	High costs
Less cost in the long run	More work and effort
Full control and customization	More time to expand
Increased brand promotion	
Fraud protection	

Customer Relationship Management (CRM) and Customer Experience (CX)

Customer Relationship Management (CRM) and Customer Experience (CX) are two separate but related aspects of customer service. CRM systems focus on managing customer interactions and data, while CX aims to create positive customer experiences. While the two concepts are often confused or used interchangeably, they are distinct functions that can work together to improve customer service. This blog post will explore how CRM vs CX can work together to enhance customer service.

Understand Customer Management

Today, customer management is a crucial part of every organization. It is a strategy used by businesses to look at all of their contacts with both present and potential consumers from the customers' point of view.

Customer relationship management or CRM enables businesses to improve client retention and loyalty, which is essential to their performance and ability to make a profit. Customers frequently share their positive experiences with reliable products or services on social media and with their friends and families. Therefore, customer retention and loyalty mean free promotion, increased sales, brand recognition, and more profits.

Definition of CRM vs CX and the differences

The fact that Customer Relationship Management (CRM) solutions are now emphasizing CX is not a coincidence. Since both CRM and CX strive to increase customer happiness and drive sales, they may appear replaceable at first. Still, they represent two distinct approaches to exploiting customer insights.

What is CRM?

CRM is more than just a technology; it's a value system that helps organizations manage their relationships with existing and prospective customers far beyond their employees' inboxes and meeting notes. It integrates people, processes, and tools to generate highly tailored, productive consumer interactions. CRM is a behavior that goes well beyond meeting minutes and employee inboxes. It helps organizations manage their relationships with both present and potential customers. It integrates people, procedures, and tools to produce highly customized successful customer experiences. CRM software makes sure that the company owns your commercial interactions by centralizing client data. Your sales, marketing, and customer care teams are more transparent. As a result, any employee can respond in a consistent, predictable manner.

What is CX?

CX is how clients feel about your brand after all of their previous interactions. Gaining a greater understanding of your customer's demands to actively change how they perceive your goods or services is a key component of CRM behavior. Like CRM, CX is more than simply a collection of technologies. To be effective, it needs you to have solid procedures in place, properly trained staff, and data connections across various channels.Understanding who your consumers are and what they want is key to effective CX tactics, not just simply dictating your own preferences. Your present customer

journeys can be optimized using CX insights, which will also help you establish brand trust and, eventually, foster brand loyalty.

Are they different?

CRM is how your staff acts, while CX is what your customers experience. They don't compete. They are merely different ways of describing the insights and storefront, the two components of your company.

Investing in CX

Customers already using your product or service must be satisfied if you want to keep them as clients. You must be aware of their current opinions, suggestions for areas to improve, and future expectations of you if you are to accomplish that. It is crucial to understand that communication is the key to a good customer experience. Understanding where your consumers go to speak with your team when they want to start an investment in customer experience.Do they give you a call? Emailing? Visiting your website and looking around? Attempting to access your customer portal? Or sending you social media messages? Once you realize this, you can try improving things by putting some resources behind them.

Building a CRM Strategy

When it comes to CX investment, it is about better what your consumers perceive, and they will be happier. Meanwhile, the case for upgrading CRM – the way you manage the connection – is how to improve the ways your staff interacts with your customers, and they'll be more productive. In other words, if you want to improve CX, you must listen to and observe your consumers. On the other hand, improving your CRM with the appropriate software to go with it is more complicated. But when it comes down to the essentials, you actually only need four things to develop a CRM strategy:

- A clear understanding of your goals
- Requirements to accomplish it
- Assessment of the progress along the route.
- Repetition is key

Combining CRM and CX

Your customers interact with your company and communicate with you about their needs. Your teams are using this data to ensure they are giving your customers the appropriate information at the appropriate time and according to the appropriate specifications. It is a disaster if the two don't meet in the center. You may develop strategies that enhance your customers' and workers' experiences with your organization by considering how your CRM vs CX interact. Traditional CRM solutions give you

a general picture of your customer interactions, but they don't explain why things happen the way they do. This is where CX completes the picture and enables your business to respond to queries like what channels of communication are most effective for your demographics or which goods you should highlight next to a loyal consumer.Even though they address separate issues, adhere to various procedures, and use different tech stacks and data, it is reasonable to claim that CRM and CX go hand in hand. They work well as a team to establish enduring, solid client relationships.

Email Marketing
The use of email within your marketing efforts to promote a business's products and services, as well as incentivize customer loyalty. Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between. Mailchimp can help you design, build, and optimize your email marketing to get the best ROI in your marketing program.

What is email marketing?
Email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services. It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts. It can also play a pivotal role in your marketing strategy with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.

A brief history of email
The very first email was sent in 1971 by a computer engineer named Ray Tomlinson. The message he sent was just a string of numbers and letters, but it was the beginning of a new era of communication. Tomlinson was also the person who introduced the usage of the "@" symbol in email addresses. In 1978, a marketing manager at Digital Equipment Corp named Gary Thuerk used this new method of direct communication to send out the first commercial email to let people know about a new product.

Advantages of email marketing

Email has become such a popular marketing tool for businesses partly because it forces the user to take some kind of action; an email will sit in the inbox until it's read, deleted, or archived. Email marketing can help you build a relationship with your audience while also driving traffic to your blog, social media, or anywhere else you'd like folks to visit. You can even segment your emails and target users by demographic so you're only sending people the messages they want to see most. Email marketing also allows you to run A/B tests of a subject line or call to action to identify the best performing message by using email marketing software that can also be configured to easily send out emails. Check out Mailchimp's email templates to see more of what you can do with email marketing.

Disadvantages of email marketing

While email marketing seems like the perfect way to reach out to customers, create new prospects, and grow important business relationships, there are some drawbacks. In fact, many businesses are opting to use EZ Texting as another form of communication.

Here are some of the significant downsides to email marketing campaigns.

Spam

It seems like our inboxes are filled with worthless information. "Lose 25 pounds in two weeks," "Click here for a big discount." We all get them and nearly instantly hit delete. In addition, we never even see many of these emails because they end up in our junk or spam folders. Unless you are actively avoiding spam filters, these are messages are often just a waste of time for the company that sent them.

Size

If your email is too large, it might take a long time to load—or even not load at all. In that time it takes to download, a potential customer has just lost interest, costing you business.

Competition

Disadvantages aside, email marketing is a popular form of marketing, which means that your email isn't going to be the only one flooding users' inboxes. This means that to stand out from competitors, you might need to invest in strong copywriters or offer additional promotions to capture your audience's attention.

Engagement

Frequently, a customer sees an ad and signs up for emails based on that 1 instance or offer. They may or may not use it. In any case, they are now in the clients' database, but that doesn't mean they will keep opening up your emails and clicking through to your site. You have to continuously find ways to engage your audience, or you might find yourself with high unopened rates or a lot of people unsubscribing.

Design

Today, you can access an email across a range of devices, such as phones, tablets, and computers. This means that unless you're designing an email for each platform, your customers might see a less than ideal version of your email. Email marketers don't know what type of operating system the recipient is using. In many cases, what was once a visually appealing email, can have odd breaks, missing visuals,

and logos. These are annoying to the recipient and are quickly deleted—especially if the recipient mistakes it for spam or a scam. These emails are hard to read in most cases and are of very little value.

Cost

While many email services purport to be free, many still charge fees for additional actions such as adding images or exceeding a word count. Make sure that you know exactly what the guidelines are for free emails or understand what additional charges you may incur. When you have someone design an email template, help build a database of relevant contacts, and the dissemination of the email may start stressing the budget.

Email marketing types and examples

There are many different types of email marketing. Each one serves a different purpose and takes a different avenue to engage with your audience. We are going to look at some of the many different types, so you can create the best email marketing campaign for your company.

Welcome emails

This type of email welcomes customers and encourages them to learn more about your product or service. They often offer a trial or other bonus. It is used to introduce a potential new customer to the business.

Newsletter emails

Newsletter emails are very popular, and they often highlight new products and services. They may also include articles, blogs, and customer reviews. Usually, there will be a call to action to move the reader to do something, whether that is reading a new blog post or checking out a new product.

Lead nurturing emails

This type of email targets a specific audience through a series of emails in the hope of eventually converting them. Typically, lead nurturing emails focus on a group that is interested in a specific product or service and then build their interest through more emails that offer additional information or relevant promotions. The goal is to push users from the consideration stage to the purchasing stage.

Confirmation emails

Those that have recently signed up for emails or newsletters, or have purchased an item online for the first time may get a confirmation email. This ensures the prospect that the information has been received and they are on the list to receive additional information. These are also a way to let users know that their purchase has been received or that their sign-up was successful and can include more actions for them to take.

Dedicated emails

If you want to reach out to only a portion of your email list, this is called a dedicated email. Its list may be based on recent purchases, inactive clients, new members, and other specific types of criteria.

Invite emails

These types of emails often announce upcoming events, new product launches, and seminars. Most companies use these types of emails when there is something special going on to gain attention and increase awareness about special events.

Promotional emails

These types of marketing emails are very common and tend to be generic and go out to a large audience. They are usually used to maintain awareness and may tease new products and services.

Survey email

Feedback from customers is one of the best tools for a business. Sending out these emails communicates to your customers that you value their opinion and want to create an experience,

product, or whatever you're offering that they'll enjoy. Businesses can also take the feedback from these surveys and apply them to their offerings, creating what is hopefully a better product.

Seasonal marketing emails

Many companies take advantage of the holiday season or special occasions to reach out to their customers and prospects with information on upcoming sales and promotions. They are often tied to holidays like Christmas, Valentine's Day, Mother's, and Father's Day.Tips for building your email marketing list

But how do you build an audience of people to send email to as part of your internet marketing efforts in the first place? There are a few ways, and all of them have to do with treating your customers right, taking into consideration marketing best practices.

content strategy

Definition: A **content strategy** is the ongoing practice of planning for the creation, delivery, and governance of useful, usable, and effective content about a particular topic or set of topics.

A content strategy ensures that every piece of content in the experience serves and sustains a legitimate purpose.

A content strategy will usually specify:

- **The point of the content** (business objective or user need)
- Who will **own, create, measure, and maintain** the information
- **How** and **where** the content will **best meet users' needs** (formats, channels, style, tone, word usage, etc.)
- How the content should be **structured**, **tagged**, and **organized** for findability and contextual visibility
- How the content will be **published** and fit **in the overall experience**

Content Strategy vs. Content Tactics

People often confuse content strategy with content-related tactics, like copywriting or editing, making videos, designing infographics, and posting social media promotions. A **content strategy**

comes *before* **tactics.** It plans, clarifies, and connects the tactics to a meaningful purpose.

Why the continued confusion between tactics and strategy? Unfortunately, many organizations still treat content as an afterthought instead of an asset. They prioritize the user-interface design instead of the information that people need. Others ignore the need for the content strategy until it's too late. Then, the content becomes so cumbersome and incoherent that users abandon the products or services

entirely. In these cases, content cleanup efforts require more time, compared to taking a strategic approach from the start.

In our research, content professionals working as one-person UX teams expressed frustration at the lack of content-strategy understanding in their organizations. Many of these content professionals reported that they were expected to author, edit, and market content. The unbalanced emphasis on tactics leaves them little time to think holistically about content.

Regardless of the reason for the confusion, **slow down and plan for content before it's created**. Identify goals that serve the organization and its users to align efforts and form a cohesive strategy for content.

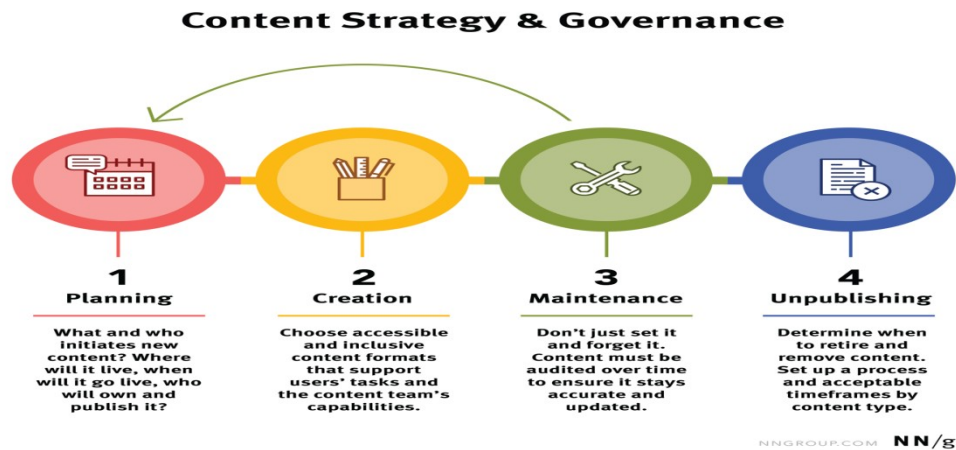### Phases and Components of Content Strategy

Content strategy comprises four conceptual phases:

- **Planning**
- **Creation**
- **Maintenance**
- **Unpublishing** (or removal from the digital product or the user experience)

When a piece of content reaches the maintenance phase, it continually moves back through the planning, creation (updating), and maintenance (governance) phases until it is ready for removal (or being "unpublished").

All these continuously occur throughout the lifecycle of any piece of content. Each phase relies on different components, tools, and tactics to communicate the content strategy as a whole and keep activities, such as the following, running smoothly:

- Content-focused user research that's conducted properly
- Purposeful instigation of new content, ideation, and scheduling
- Format selection and adherence to standards during creation and publishing
- Review of existing content for accuracy and necessity
- Conscious measurement and monitoring of the content for success
- Removal of outdated or unnecessary content
- Crossfunctional education and advocation for the content strategy

Content Strategy & Governance

1 Planning	2 Creation	3 Maintenance	4 Unpublishing
What and who initiates new content? Where will it live, when will it go live, who will own and publish it?	Choose accessible and inclusive content formats that support users' tasks and the content team's capabilities.	Don't just set it and forget it. Content must be audited over time to ensure it stays accurate and updated.	Determine when to retire and remove content. Set up a process and acceptable timeframes by content type.

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Planning

During the initial planning phase, examine the following questions and use these suggested tools to inform your content strategy:

- **What content do we currently have?** Use a content inventory and audit to compile and analyze existing content.
- **How well is the content working for our users and organization?**
    - What is it supposed to do?
    - What are the challenges, risks, and opportunities?

Review existing data and test content with users to understand the questions they have and the knowledge gaps that new content or improvements to existing content can fill. If needed, consider additional research methods to help you address questions about how your content is performing. Use a **content-strategy statement** to summarize what the content is supposed to do. Content tactics may change, but the strategy should stay the same over time.

Reflect on whether you have the right people and processes to own and support content. Clarify roles and responsibilities and decide on a content-management model to determine who or what initiates new content or updates to existing content. Determine:

- **Who can make content-related requests?**
- **Who has subject-matter expertise?**
- **Who creates, reviews, approves, and publishes the content?**
- **Who addresses bad content requests or execution?**

Whether it's a few people handling these important tasks or an entire team, consider people's time, skills, and strengths when developing a content strategy. Use an editorial calendar to plan and clearly communicate the creation, publication, and maintenance processes for content.

Creation

No more last-minute lorem-ipsum replacements. Reflect on what's really involved in content design and creation before launching into design activities. Consider the following questions and tools:

- **How can we ensure that content isn't left out until late in the design process?** Use content frames for early ideation and exploration before design activities begin. Make sure that content is brought in at the very beginning; not when someone realizes the content is a mess.
- **What are your editorial, legal, and publishing standards?** Document best practices, editorial standards, and style guidelines for content components in your design system. Collaborate with UX-design and marketing partners to include the brand in the content experience. When it's required, involve legal and regulatory teams early to avoid lengthy review cycles and last-minute derailments.
- **What do users see or hear and how is it powered behind the scenes?** Use a content-requirements checklist to outline the content modeling, structure, information architecture, metadata, tagging, accessibility, and inclusivity essentials.
- **How does content change or stay consistent as users move across and between channels?** Use an asset map to consider crosschannel content implications and to align on how things fit together, connect, and display.

Maintenance

Maintenance and governance determine when and how content is reviewed to monitor quality and success. Ask the following questions to document a content-maintenance plan and process:

- **Who will be responsible and accountable for maintaining content?** Form a **content-governance council** to regularly review and decide what to do with low-performing, inaccurate, or outdated content.

- **How often will we revisit and add new content to our inventory and audit?** What about our style guide, tools, and standards? Start with at least a 3-month interval for reviewing content and supporting collateral. Add any new content to your audit and explore the search terms that people use most. Determine if they can find what they need based on the content's structure, metadata, and tags. Use the same criteria in your content audit to determine the content's fate. Refer to a **maintenance checklist** to decide which criteria to prioritize for maintenance and updating decisions.

- **How are changes initiated and communicated?** Share a list of updated or retired content after each review cycle. Include dates for the last updates and the next scheduled review cycle. Use a **content scorecard** to show how content creation or content changes supported increases in revenue, user satisfaction, or successful task completion. Include recordings or quotes from users to prove the value of content maintenance and governance.

Content won't govern itself. Ongoing content reviews reduce risk and ambiguity around content success. Quickly decide whether to improve, replace, or remove low-performing content. As part of content maintenance, educate others about the importance of monitoring content's success incrementally to save time and sanity in the long run.

Unpublishing

Content maintenance and governance help you see when it's time to remove outdated or irrelevant content. This is a difficult-yet-important decision for teams to make. Removing unnecessary content ensures you're directing users' attention to the most recent and relevant information. When determining a process for unpublishing content, consider:

- **Who makes the final call on removing content?**
- **Who removes it from the content-management system?**
- **Do we need to keep an archive of unpublished content? Why?**
- **For how long and where will we keep the archive?**
- **What other sources link to the content? Do we need redirects?**
- **What are the SEO consequences of deleting content?**

An Ongoing Approach to Content

Content has the power to make or break the user experience: it's impossible to design a good user experience with bad content. People, processes, and flexible policies make good content happen.

What is customer segmentation?

Customer segmentation is the process by which you divide your customers up based on common characteristics – such as demographics or behaviours, so you can market to those customers more effectively.

These customer segmentation groups can also be used to begin discussions of building a marketing persona. This is because customer segmentation is typically used to inform a brand's messaging, positioning and to improve how a business sells – so marketing personas need to be closely aligned to those customer segments in order to be effective.

The marketing "persona" is by definition a personification of a customer segment, and it is not uncommon for businesses to create several personas to match their different customer segments.

But for that to happen, a business needs a robust set of customer segments off of which to base it. Which leads us to the next section, distinguishing the difference between customer segmentation and market segmentation, so that your segmentation is as accurate as possible.

Customer segmentation vs market segmentation

In comparison to customer segmentation, market segmentation is more general and looks at all of the marketplace. Whereas market segmentation relates to the whole market, customer segmentation is your part of the market.

For example, if you're in the business of selling vehicles and you typically sell to businesses, then your customer segment is B2B and you might compare customers that are likely to buy large commercial lorries, versus small business owned vans. These two customers have different needs, and depending on the correlation you find might then become two different customer segments for you to focus on.

However, if segmenting the whole market, then you might compare people that are in the market for a people carrier versus a sports car. Which is much broader.

In this instance, most market producers aren't going to cater to the whole market so it is more effective to focus on the selling element. You'll see a better pay off by targeting one or two focused customer segments, rather than the whole market.

Types of customer segmentation

There are different factors of segmentation that should be given careful consideration. These are not one-size-fits-all, and you should do what is right for your business.

Customer segmentation can be broken down into two types:

Segmenting customers based on who they are

The process of understanding who customers are typically focuses on demographics. This will include factors such as:

- Age
- Geography
- Urbanisation – are they city or rural?
- Income
- Relationship status
- Family
- Job type

Segmenting customers based on what they do

You can also segment customers based on how much they spend (share of wallet), how often, and what products (this allows you to see how much you can increase spend). This is more behaviour focused.

Breaking this down even further, behaviour can vary and you might want to look to separate as follows:

- Basket size
- Share of wallet
- Tenure (how long they stay with you)
- Longterm loyalty (a function of share of wallet and tenure)

As mentioned above, there is no single approach to use here. It varies on your industry and size. For example, in supermarkets it's very unusual to get 100% share of wallet, so you might focus on behaviour – such as what products they buy – so you can implement a strategy to get customers to buy more (quantity), or a more premium product.

However, in insurance 100% share of wallet is common and many companies incentivise customers to achieve this (such as discounts to add car insurance to their existing house and pet insurance). If you

have 3 pets naturally you want (and it's easier) to have them all on the same policy, rather than taking a policy three different times.

In financial services, it's common to have nuances too. Generally, most people have one current account, but they might have multiple providers for savings accounts or credit cards.

Different approaches should be used to target different people, based on what is appropriate for that customer segment e.g. loss leading on an offer to get customers in-store, knowing the customer might buy more when there.

Why segment customers at all?

Customer segmentation is popular because it helps you market and sell more effectively. This is because you can develop a better understanding of your customers' needs and desires.

The business impact of doing this is even more important, and effective customer segmentation will help you to increase customer lifetime value. This means they will stay longer, and spend more.

By better understanding the customer, and therefore being able to target them more effectively, you can drive greater loyalty. Instead of customers visiting Kiehl's two times a year to get skincare products (with a big basket size), segmentation can give you insights that will help you get customers returning 5x a year with smaller basket sizes. Although each basket is smaller, you've increased customer loyalty because they are interacting with the business more frequently.

Little and often is disproportionately more effective than a one-off. It is a more predictive indicator of behaviour too, which will help inform business decisions. Not only will it improve loyalty but it will increase the value of the customer, meaning the lifetime value of the customer will increase.

How do you get access to this experience data?
There are multiple ways in which you can collect experience data, and these are separated into direct or indirect streams. See below for a full list. Direct can typically involve surveys of customers, and a direct response. Indirect will involve insights derived from data that wasn't directly obtained but can still point to important trends that will help understand any correlation in behaviour within the customer base.
Direct

- Relationship surveys
- After-store visit surveys
- Post-purchase survey
- Product satisfaction survey
- Brand Tracking

Indirect

- Voice IQ

- ORM/Social Listening
- Frontline Feedback

Qualtrics can help too. Understand key trends and drivers of behaviour with Customer XM. Once you have found what the correlations are and created your customer segments, then they should be used to determine your brand positioning, messaging, and your Go to Market strategy. These customer segments give you valuable insight into how to effectively meet your business objectives – because you know who to target and how to target them in a way that will grow your bottom line. Customers do the customer journey in different ways, so a better understanding of how different segments behave will allow you to create journeys that cater to different segments and make it as easy as possible for customers to complete the journey. By aligning your customer segments to your objectives these will help to guide you about how specific these customer segments should be. For example, a big brand, such as eBay, launching a new service offering that targets everyone will have a very different customer segment than a brand targeting only small, independent businesses.

Definition of market positioning

Positioning is far from a tagline or a sound slogan for the company or product, though it's usually expressed in the form of a sentence. Market positioning means establishing a clear, distinctive, and desirable image or identity of a brand or a product in customers' minds in relation to its competitors. For instance, a car manufacturer can present itself as a sign of luxurious status. While a battery manufacturer may promote its products as the most dependable and durable. An electronic product maker lets people see them as the most innovative and cutting-edge. Market positioning requires business owners to answer 3 main questions:

- Who are my ideal customers?
- How to make them know I am the best option?
- How to get them to see my products or services?

Types of market positioning

Choosing an aspect to leverage into "a signature" that can differentiate a product or brand from others, here are some common aspects or strategies current businesses attain.

Product attributes and benefits

This market positioning strategy associates the product or brand with significant characteristics or benefits that exceed those of other similar products. There are physical and emotional benefits attributed to the products. To use the physical attributes, the product itself must have distinguishing features to suit its customer base and be able to beat other ones in the market. Usually, this can be implemented through innovations. When most attributes seem to be unchanging, brands will find one or two key features to focus on and then add emotional values to win over similar products. To do this, businesses have to research their customers' needs, favorites, and barriers deliberately and pay more attention to how the product can effectively change their lives or way of thinking.

Pricing

Besides the product's quality and functionality, buying decisions also depend on how much clients are willing to pay. With this strategy, many businesses make a clear statement about how competitive their price is, which is executed in three ways. The first is to set higher prices for the product to make target customers think it is top-notch and of better quality. The second approach is to lower the price, becoming more affordable and attractive than alike products to buyers on a tight budget. These strategies require an actual grasp of clients. With the former, they would expect quality and be willing to pay more. Meanwhile, with the latter, they would care less about it and more about purchasing products that satisfy their needs with smaller expenses. The third one is an in-between strategy where brands still offer more value but charge a lower price. The purpose is to compete with high-end competitors and become more attractive to those who want to optimize their payment. Businesses mainly do this through discounts and promotional offers.

Product Quality

The right target consumers intend to pay more for products of superior quality, whether that quality is real or perceived. This strategy succeeds in the luxury market where brands promote their products through superb durability, high quality, special origin, limited distribution, or linking with reliant endorsements and higher status.

Competitive positioning

This strategy influences customers' minds through direct comparisons to highlight uniqueness. You will strike the attack with what you offer better than others, rather than addressing their pains or needs. To make it easier to imagine, an e-commerce business will state that its shipping services are much quicker than those of other stores instead of emphasizing how fast delivery would benefit its customers.

Niche segmentation

Targeting a micro-level market segment and becoming the leading solution provider for it. Online businesses' market positioning is no different from that of traditional businesses. Simply try to make you outstanding and make your customers perceive you as the best choice for them. But due to its digital nature and tech-heavy characteristics, some website strategies need to be put into consideration. The three leading online buying decision elements are range, ease and convenience, and price comparisons. Therefore, e-commerce businesses can focus on which aspects their sites can deliver best to provide a "superior" experience for online shoppers. For example, an American online shoe retailer called Zappos offers distinctive customer service procedures. They reply to each and every email they receive, even if it is addressed to the CEO of the business.

Benefits of a good market positioning

No one can deny how fast-growing e-commerce is. With the accessibility of the worldwide Internet and the huge number of smartphone users, e-commerce rapidly becomes familiar and turns into an advantageous opportunity for retailers to reach more and more customers, thus increasing profits.

According to eMarketer, the online retail market share accounted for 19.7% of total retail sales in 2022, and this figure is projected to accelerate in the coming years.

Retail Ecommerce Sales Worldwide, 2021-2026
trillions, % change, and % of total retail sales

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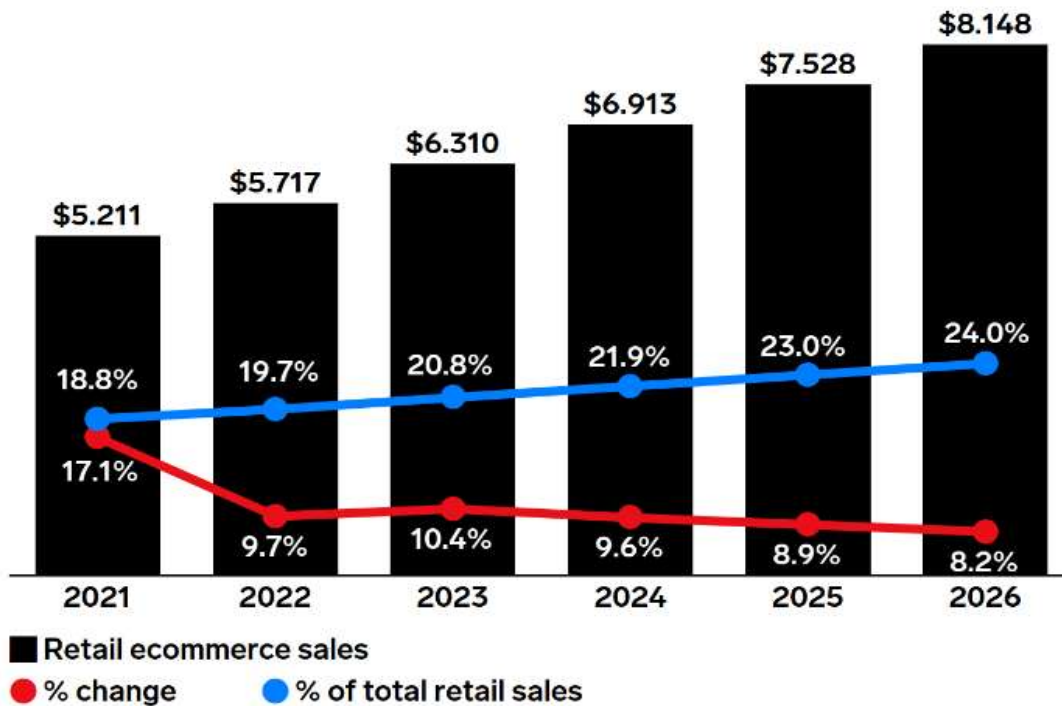
Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, June 2022

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B2B e-commerce evolves, and wholesale e-commerce is going online too. Now, there are over 25 million online businesses and thousands of e-commerce platforms. The number of shoppers also rocketed throughout the years, not just with millennials or Gen Z but with older shoppers moving online as well. As a result, e-commerce becomes too competitive, and this poses a headache issue for businesses on how to set themselves apart from other rivals in the market.

Hence, having a good market positioning really helps:

Win your customers' interest and advocacy
When you and your customers share a specific value or you can address your customers' pain points, you certainly make a good impression. Especially through quality and feeling strategies, your business will develop an intangible bond with your customers and becomes more preferential. Customers also feel somehow intimately connected and loyal to you.

Stand out from your competitors

With so many competitors on the market, buyers have so many great options to choose from. You cannot lose your potential customers to others, even though you are totally capable of providing what they need. Customers tend to remember the distinctive ones and who comes to offer the solution first. Therefore, identify what your competitors don't have, whether it is price, uniqueness, quality, etc., then capture it and make it a competitive edge to stand out from them.

Increase product sales
When a brand succeeds in creating a unique market position that drives customers' perception, trust, and favor, it can expect a bigger volume of buyers (and maybe their friends too via recommendations). Therefore, a boost in sales is assertive.

Enable better decision-making
A clear positioning means extensive research of the customer base and the market segment. It gives a clear direction to your marketing plans and brand activation. By gaining more insights, you are likely to receive positive results for any improvements and further strategies.

Less effort to introduce new products or added features
Launching a new product and breaking into the market is simpler for a business that has already established its position in the industry. Also, with a competitive base, changes in the existing products' qualities and/or features can be used to position them against competitors. This would save you a lot of money and effort.

Research and find your target audience
The competition is fierce, and to win in the market, it's a must to choose the exact target customers and understand where you are standing in their eyes. Then you develop your strategies from there.

The first task is segmentation. It starts with identifying who your products' or services' potential customers are. These customers can be divided into groups based on common traits (demographics, psychological ones like attitudes, or beliefs). Find the segments with traits that make them different from other segments. You must employ traits that are simple to recognize and that have enough impact on consumers' purchasing decisions. Also, to be considered a meaningful segment, it must lead to significant sales volume.
Once you work out the segments, you need to decide which one to go after, as you cannot satisfy all of the customers. This is called Targeting. It's a process to define the attractiveness of a segment. The target audience can be derived from a deeper analysis of their characteristics, needs, emotional motivations, and shopping behaviors. Still, the target segment needs to be qualified by size, profitability, and growth ability. Particularly in e-commerce, the attractiveness of a segment is shown if it is willing to pay more for better services, has many loyal shoppers, or has a low level of competition.To achieve this, you need to carry out customer surveys yourself or hire an agency to do that. The survey can give you an assessment of
- your product's strongest selling points;
- any obstacles or setbacks;
- the values and features that are most important to customers.

What's more, you should regularly check customer reviews on your sites and engagement on social media to see both positive and negative views from your target market.

Analyze the competitors

Obviously, to stand out in the market, you can't ignore who is offering a similar solution to yours and what competitive advantage they have.

List all of the possible competitors and substitutes and break down their strengths, and weaknesses; what gives them the advantage to compete; and especially what needs or demands from the customers that they fail to satisfy. Then you may figure out something you can surpass or else find another aspect to hit on. For e-commerce businesses, take a further step by becoming a real customer to experience your rivals' online stores. You may consider some of these factors to assess:

- Audience engagement
- Target audience demographics
- Past and current marketing efforts
- Cultural factors
- Current marketing tactics

Understand your Unique Selling Proposition

What market positioning's all about is what you can offer better than your competitors. Your Unique Selling Proposition (USP) differentiates your brand from the competition as well as highlights something unique about your business and product. A USP is either found in your product's nature or created by adding other valuable benefits. It's something that you offer that cannot be found elsewhere. However, a USP should also be valued by your target audience and should be consistently delivered.

Develop a market positioning strategy

To work this out, mind 2 things: frame of reference and point of difference.

The frame of reference defines which category or market landscape you play in. It can be seen as how and where you can meet your target audience's needs. For example, if you run a toothpaste business, the possible landscapes are preventing cavities, teeth whitening, or for braces. With each category, there are some competitors out there, which means you have to find your point of difference. A point of difference (PoD) has a similar notion to a USP and must hold strong, favorable, and unique brand associations. Especially it should be sustainable to play the game for a prolonged period. A PoD may involve performance attributes, benefits, or imagery association. Remember all the strategies above? Those are some key suggestions to identify your Point of Difference. Examples: Nike: Nike has positioned itself in the shoe market as an innovator with a high focus on performance, followed by a top pricing strategy.

Communicate your market positioning to the customers

This is where you turn that market positioning into a message to tell your valuable customers and include it in every form of communication you will execute. The positioning statement resembles a company's mission statement as it expresses its identity and goals. With the statement, you spell out your target customers with any challenges to encounter or any desires to pursue. Then justify how the product or service would beneficially and distinctively solve it.

A market positioning statement may look like this:

(Brand/Product) is the (frame of reference) that (benefits) (target audience) because (point of difference). Furthermore, use common activities like advertising, content marketing, newsletters, social media, promotions, and direct mail to reinforce your positioning.

Some mistakes to avoid when establishing a market positioning

- Keep changing the product features or values, making people hard to connect with the positioning.

- Choosing a too-niche market that cannot guarantee sales
- Fail to create a distinctive image in customers' minds to differentiate from others
- Too-good-to-be-true positioning makes customers question your validity

Google Analytics, AD word AdSense

3.1Digital display advertising is online graphic advertising through banners, text, images, video, and audio. The main purpose of digital display advertising is to post company ads on third-party websites. A display ad is usually interactive (i.e. clickable), which allows brands and advertisers to

engage deeper with the users. A display ad can also be a companion ad for a non-clickable video ad. According to eMarketer, Facebook and Twitter were set to take 33 percent of display ad spending market share by 2017. Desktop display advertising eclipsed search ad buying in 2014, with mobile ad spending overtaking display in 2015.

3.2 Overview

Digital display advertising is an online form of advertising in which the company's promotional messages appear on third-party sites or search engine results pages such as publishers or social networks. There is an evidence showing that this advertising can increase the number of website page view of a company from most types of customers except from the non-authenticated visitors who visited the website before. The main purpose of display advertising is to support brand awareness (Robinson et al., 2007) and it also helps to increase the purchase intention of consumers. Social media is used by many organizations. One example is, in 2014, ASOS and Nike collaborated with Google Hangouts to create the first shoppable video web chat on Google+. The video is an example of display advertising used for commemorating 27 years of Nike's Air Max shoes. The video advertising aimed at creating brand awareness among users and convincing them to watch the Hangout and purchase products from the display advertising itself. Consumers were able to shop by clicking the display advertising. According to an ASOS statement, display advertising has contributed to an increase in both the number of users visiting its website and downloads of the ASOS App by 28 percent, with users having then visited the website eight times a month, on average.

3.3 History

Since the early advent of technology, the Internet has completely changed the way people relate to advertisements. As computers prices decreased, online content became accessible to a large portion of the world's population. This change has modified the way people are exposed to media and advertising and has led to the creation of online channels through which advertisements can reach users. The first type of relationship between a website and an advertiser was a straightforward, direct partnership. This partnership model implies that the advertiser promoting a product or service pays the website (also known as a publisher) directly for a certain amount of ad impressions. The first digital ad, called a banner ad, was run in 1994 by AT&T on a site called HotWired. As time went on, publishers began creating thousands of websites, leading to millions of pages with unsold ad space. This gave rise to a new set of companies called Ad Networks. The ad network acted as a broker, buying unsold ad space from multiple publishers and packaged them into audiences to be sold to advertisers. This second wave of advertiser-publisher relationships rapidly gained popularity as it was convenient and useful for buyers who often found themselves paying a lower price yet receiving

enhanced targeting capabilities through ad networks. The third and most recent major development that shaped the advertiser-publisher ecosystem started occurring in the late 2000s when widespread adoption of RTB (real time bidding) technology took place. Also referred to as programmatic bidding, RTB allowed companies representing buyers and sellers to bid on the price to show an ad to a user every time a banner ad is loading. When a page loads during a user visit, there are thousands of bids occurring from advertisers to serve an ad to that user, based on each company's individual algorithms. With this most recent change in the industry, more and more ads are being sold on a single-impression basis, as opposed to in bulk purchases.

Display advertising is the process of promoting a product using an online paid ad placed on relevant social media accounts and third-party platforms. These ads include text, images, or videos and encourage site visitors to go to a landing page and take a certain desired action or buy a product.

3.4 How does display advertising work?

Display advertising is a great marketing technique since it benefits both website owners and advertisers. Host websites can monetize their traffic by selling some space using Google AdSense while advertisers buy it with Google Ads.Ads are served by the Google Display Network. It allows advertisers to find the right target audience and show their promotions in the right place at the right time. With this network, you can find new prospects based on similar audiences and reveal the most promising audiences to blow up your conversions with automated targeting. It works based on a landing page and your existing audiences. Alternatively, you can start with remarketing. Tracking users' cookies when they leave items in their shopping cart without buying enables marketers to sell more.Google uses two pricing models: CPC (cost per click) and CPM (cost per thousand views). It means that every time a user clicks through your ad, you're charged a specific amount of money based on your bidding strategy. Advertisers monitor cookies and collect data from several external websites to keep track of users' activities. This data aggregation enables them to do behavioral targeting. Google also makes it possible to create contextually targeted and geographical ads. Contextual ads are only placed on sites relevant to your commercial message. For example, if you sell sports shoes, your ads can be promoted on sports store sites and sport-themed blogs. Demographic and geographical targeting allows you to reach specific audience segments that might be interested in your products, and that is an excellent choice if you provide seasonal offers.
Now that you know more about the display advertising algorithm, it's time to review its advantages and disadvantages for your business.

3.5 Advantages and Disadvantages of Display Advertising

Before creating your first display ad campaign, you should be aware of its pros and cons. Besides, you will need to figure out if this type of ad is the best choice to reach your marketing goal, so let's uncover the opportunities it provides.

The biggest perk of display advertising is its wide outreach that allows businesses to find prospects worldwide. Take a closer look at other **benefits** of this type of ad.

- **Helps build brand awareness.** Unlike search advertising, display ads don't reach audiences with purchase intent. However, they allow businesses to make people remember their brands even if these users have never needed their products before. This way, they manage to evoke initial interest and let people recall it once they have a need for it. As a result, this particular brand is associated with a certain product they promote using display advertising.

- **Provides targeting opportunities.** With display ads, you can narrow down your audience to the most high-performing prospects. This is possible due to various targeting opportunities available. You can reach people based on their demographics, geographical position, language, general interests, behavior, and previous interactions. The last one means you can win back leads who liked your products and added them to their carts but didn't make purchases eventually.

- **Enables to track results.** After launching your display ad campaign, you can monitor your number of clicks, determine when a prospect converted into a client, identify on which platform conversion took place, and reveal the most effective advertisements. This is a great chance to improve your future campaigns and invest in more successful strategies.

Now that you are more interested in creating your first display ad, you should also be aware of its **shortcomings**.

- **Low conversion rates.** Compared to search advertising, display ads show lower conversion rates. This should not come as a surprise — search ads are designed for leads with purchase intent, while display ads allow businesses to create more interest in a product. So, if you aim at increasing your sales, display ads may not be the best choice.

- **Lack of reputation management.** Since you don't have that much influence on the choice of platforms for your ads, they can sometimes be unrelated to your business, which also means you'll be charged either way. Besides, such irrelevant ads may irritate site visitors. If your brand is famous and authoritative, displaying ads on immaterial sites may damage your reputation.

- **Banner blindness.** It has become a common phenomenon for many internet users in the last few years. Banner blindness helps us deal with information overload and ad fatigue.

People subconsciously ignore advertisements, especially when they are designed as separate blocks that strike the eye. To make your display ads stand out, make use of rich media that attract users' attention better.

- **Ad blockers.** More and more people are using ad blocking technologies every day due to ad fatigue. However, some brands try to cushion this negative impact by asking their site visitors to allow ads or buy subscriptions.

Now you can weigh all the perks and drawbacks to decide which type of ad to choose. Since we've mentioned search advertising, let's take a closer look at it in comparison with display advertising.

3.6 Display Advertising vs. Search Advertising

Search advertising and display advertising are similar, yet they have their fair share of differences — the key one is user intent. Let's talk about these two terms in more detail.

Search advertising appears on the search engine results page (SERP) after a user types in a corresponding keyword. This ad reaches users with clear purchase intent since they look for the same product a brand advertises.

Display advertising involves placing ads on sites relevant to your product and target audience. This kind of ad is based on a push approach, while search ads revolve around a pull approach. With search ads, only users looking for a particular product come across these promotions, while display ads are shown based on different targeting criteria. When choosing the best ad to reach your goal, stay mindful of your need to increase brand awareness, search volume, budget, and business type. Firstly, you need to know if your audience is familiar with your brand and product. For this purpose, you can check your search volume for the necessary keyword with tools like Ahrefs. If the volume is low, you can choose display advertising, and if the audience is familiar with your brand, invest in search ads. Secondly, decide whether you need to improve your brand awareness. If you're an established brand and your outreach is wide, make use of search ads to sell to customers who already know you and your product. Thirdly, think of your budget. Building brand awareness with the help of display advertising is an expensive and long-term strategy that will bring you fewer conversions than search ads can. If your business is on a tight budget, it might be a better idea to invest in search ads because they will bring you more profit. One more crucial factor here is your type of business. Say, if you provide local products and services, choose search ads. If a person has an acute toothache, lost their apartment keys, or their pet got sick, they will look for immediate and specific solutions on Google and choose a company ranking high on SERP. Now that you have a clear picture of the opportunities display advertising provides, let's discover its types so that you can choose the one that fits your business.

3.8 Types of Display Advertising

There are different types, forms, and formats of display ads. To choose the most effective one for your business, check them out below.

Based on the **type of targeting**, there are the following kinds of display ads:

- **demographic** (based on users' general interests, marketers create personalized ads for specific websites);
- **geographic** (based on users' location);
- **contextual** (based on a website's theme, keywords, and ad topic)
- **retargeting** (based on users' previous actions, for example, they viewed your product but didn't buy).

Based on the **ad format**, there are the following types of display ads:

- **static** (a traditional ad that includes text or images that don't move);
- **animated** (a GIF);
- **interactive** (implies engaging a user to take action, for example, play a game);
- **floating** (a kind of a pop ad that doesn't disappear while scrolling);
- **expanding** (an ad that becomes bigger in size after a user clicks on it);
- **video**.

Now that you know the types of display ads, it's time to see some examples to gain inspiration for your campaign.

Examples of Display Ads

Interactive and video display ads are becoming more and more popular since they help attract user attention and can be more engaging than traditional ads. Let's check out several examples of display ads.

3.9 Different type of ad tools

Display ads can be classified into following types

Native Ads

Native ads are a type of display advertising that is extremely cohesive with your page content. These kinds of advertisements can be seamlessly assimilated into the design. Some examples of native ads include sponsored social media posts and promoted search results. It is a top-notch tactic that wholeheartedly stands by performance marketing.

Banner Ads

Banners ads are a common display advertising method that is used by several big and small enterprises. You can spot them across different online forums such as blogs, news websites, and social media channels. Experienced marketers often apply these banner ads in landscape, square, and skyscraper sizes. Here, a unique amalgamation of images and texts is incorporated.

Animations

Several organizations rely on animations that come well-equipped with audio, video, and text. As a business owner, you can use animations to promote your products, brand messages, and services. Instead of writing deep and complicated explanations about a service, product, challenge, or process, you can introduce these animations to make it interesting. Thanks to this display advertising type, solidifying your brand's connection to the target market is as smooth as a cakewalk now.

Video Content

If you are willing to throw a thought-provoking question, communicate a message or introduce a specific service or product, all you need to do is gain knowledge about video content. Through appealing videos, you can now persuade your buyers to make a decision or take action. When compared to native display ads or traditional ads, video content will allow you to explore these topics in depth.

Interactive Content

Interactive content typically consists of images, text headlines, graphics, and various other embedded features. By using this type of display advertising, you can now take a step toward showcasing the internal features of your products. Do you want to highlight some additional information about a service or product? Interactive content can be your savior.

Infographics

Thanks to these infographics, educating, engaging, and building rapport with your customers is easier than ever before now. By integrating these elements into your advertising strategy, you will be able to pay attention to delivering insights on services and products. What are you waiting for? Stand out in this competitive market by using this display advertising.

Lightbox Display Ads

Lightbox display ads are developed by Google. Here, you can incorporate audio, video, animations, text, and various other elements, thus boosting engagement with your online customers. If a user hovers over these ads for quite a few seconds, a lightbox display ad will come into function. Through this, you will be able to reduce the unintentional triggering of your audiences while interacting with online content or exploring several websites.

Expanding Ads

An expanding display ad comes in two different sizes- large size and regular size. While the smaller one tends to fit within a standard banner advertisement, the larger one expands outside the given boundaries. If a user rolls over these ads or clicks on them, they will expand automatically. The other name for expanded ads in media ads.

Pop-Up Ads

With the help of these pop-up ads, organizations persuade their customers to purchase a product from their brand or business. Apart from that, these display ads can be used to encourage your customers to sign up for various services.

Interstitial Display Ads

This is a type of display advertising that is quite common within mobile device apps such as social media applications and games. If you consider a mobile game application, interstitial ads tend to appear between game levels or scenes. It is an excellent way to broaden your market reach.

3.10 Programmatic, Real time bidding (RTB)

Programmatic display advertising, or real time bidding (RTB), transformed the way digital display advertising is bought and managed in recent years. Rather than placing a booking for advertising directly with a website, advertisers will manage their activity through a (demand side platform), and bid to advertise to people in real time, across multiple websites, based on targeting criteria. This method of advertising quickly gained popularity, as it allows for more control for the advertiser (or agency), including of the individual target audience, rather than just the website. It has become a threat

to website operators and generally the cost paid for advertising in this way is less than the old method and so the earning potential for them is reduced.

Programmatic is not without its drawbacks, as without the appropriate management adverts can appear against unsavoury content or inappropriate news topics. This issue became front-page news in February 2017, when advertisers on YouTube were found displayed on terror group websites and fake news sites. As a result, a number of major advertisers paused all of their online advertising until they could put the appropriate measures in place to prevent this occurring again.

Other issues can arise from this method of buying display ads, for example since DSPs mostly buy from inventory on the public ad exchanges, the quality of the impressions bought can often be questionable and low value. in response to this, in the past few years we have seen the proliferation and use of private deals through PMPs.

3.10.1 First online advertisement
The birthday of the first banner display on the World Wide Web was on 27 October 1994. It appeared on HotWired, the first commercial web magazine. The COCONET online service had graphical online banner ads starting in 1988 in San Diego, California. The PRODIGY service, launched also in 1988, had banner ads as well.

3.10.2 Operations Accounts department
The accounts department meet with the client to define campaign goals and translate those goals into a creative brief to be forwarded to the creative department.

3.10.3 Creative department

The role of the creative team is to conceptualise and create the advert. They have to develop a creative execution that will be compelling enough to drive a customer to buy a product or a service. The team often consists of a mix of copy writers and graphic designers who use their respective skillsets to communicate via copy and visuals.

3.10.4 Media planner

People have to test in which way the user experiences all the information of a data visualization. For this reason, they have to study the users' response to sounds, image, and motion. They have to be aware of everything that is digitally consumed, to know all the newest technologies and media solutions, and to help all the other departments to find the best way to reach the object's campaign.

3.10.5 Ad operations

Ad Operations, or 'Ad ops', are the people who ensure that the ad is physically delivered to the correct website at the correct time. They do this by uploading the ad into the advertiser's ad server so that it can be delivered to the website and displayed to the end user who will see it. They are also responsible of delivering 100% of the advertiser's budget in an ad campaign by regularly tracking the ad campaign performance and optimizing it towards the advertiser's KPIs.

3.10.6 Ad server

Ad servers helps manage digital display advertisements. It is an advertising technology (ad tech) tool that, throughout a platform, administrates the ads and their distribution. It is basically a service or technology for a company that takes care of all the ad campaign programs and by receiving the ad files it is able to allocate them in different websites.[2] The ad server is responsible for things such as the dates by which the campaign has to run on a website; the rapidity in which an ad as to be spread and where (geographic location targeting, language targeting..); controlling that an ad is not overseen by a user by limiting the number of visualisations; proposing an ad on past behaviour targeting.

There are different types of ad servers. There is an ad server for publishers that helps them to launch a new ad on a website by listing the highest ads' price on its and to follow the ad's growth by registering how many users it has reached. There is an ad server for advertisers that helps them by sending the ads in the form of HTML codes to each publisher. In this way, it is possible to open the ad in every moment and make changes of frequency for example, at all times. Lastly, there is an ad server for ad networks that provides information as in which network the publisher is registering an income and which is the daily revenue.

3.11 Importance of formats of display ads

Two students of the "Amsterdam school of Communication Research ASCor" have run studies about the audience reactions to different display advertising formats. In particular, they took into consideration two different types of format (sponsored content and banner advertising) to demonstrate that people react and perceive formats in different ways, positive and negative.[15] For this reason, it is important to choose the right format because it will help to make the most of the medium. It is also possible to add:

3.11.1 Video

- Rich Media Ads (Expandables): flash files that may expand when the user interacts on mouseover (polite), or auto- initiated (non-polite);
- Overlays: ads that appear above content and that are possible to remove by clicking on a close button;

- Interstitials: Ads that are displayed on web pages before expected content (before the target page is displayed on the user's screen);
- Sponsorship: including a logo or adding a brand to the design of a website. This can also can fall under Native advertising, which is an ad that can seem like Editorial, or "In-Feed", but has really been paid for by the advertiser

3.12 Display advertising terminology

160×600- The 160×600 ad size is an IAB standard ad unit with dimensions of 160 pixels wide by 600 pixels tall. This ad size is known as a skyscraper ad, a super skyscraper or sometimes a wide skyscraper. The 160×600 ad size is generally placed on the side of a page, so as to show users an ad as they scroll down the page. This makes skyscrapers (of both types) somewhat immune to demands for above the fold placements. The 160×600 was brought in to replace the old 120×600 skyscraper ad unit because of it's consistently better performance (due to being very large compared with the 120×600). The 120×600 however still remains somewhat frequently in use so should not be ignored. The 160×600 is still more commonly served through a multi-size ad slot with a 120×600 ad unit so that either ad size can appear in the same ad slot. Both the 120×600 and 160×600 ad slot are less popular than 728x90s or 300x250s, yet should still be placed on every page of a site for incremental revenue.

The **300×50** ad unit is an IAB Mobile standard ad unit with the dimensions of 300 pixels wide by 50 pixels tall. This ad size is known as a Mobile Banner or Smartphone Banner. It is the little brother of the 320×50, which is known as a Mobile Leaderboard. A 300×50 ad unit is most commonly used as an ad on mobile phones. They often slide into view as an Anchor Ad on mobile sites, with the ability to close them by sliding back. 300x50s generally do not cost much, as they are so small.

The **468×60** ad unit is a now-defunct IAB standard ad unit with the dimensions of 468 pixels wide by 60 pixels tall. The 468×60 was retired in 2011 by the IAB.This ad size is confusingly called a banner, which likely stems from it being one of the first ad units, and therefore the show pony of "banner advertising". This ad unit was previously generally placed at the top of a page, in the spot currently occupied by leaderboards. It is often used twice on a page, with two banner ads appearing side by side to span the width of the page. The unit was retired because of its consistently bad performance (due to being too small), yet still remains used somewhat frequently so should not be ignored. It is now most commonly served through a multi-size ad slot with a 728×90 ad unit.

The **CPD** price is the amount that gets paid for every day that an ad is on a webpage/site for the whole day. For example, if you book an ad campaign on a car website and agree to pay £500 CPD for 10

days for their Ford page, then you will pay £5,000 in total and receive every ad on the Ford page for 10 days.

 The Cost Per Click price is the amount paid every time a user clicks on an ad. When booking a Cost Per Click campaign a certain amount of clicks are promised, the CPC is paid out for each click delivered.

 ETP [Enhanced Tracking Protection] The way in which Firefox blocks all third-party cookies automatically, making analytics and conversion tracking very difficult.

3.13 What Is Ad Placement?

Ad placement refers to a single ad unit, or group of ad units, that designate areas on a publisher's website where advertisers are able to place their advertisements. Publishers using Google Ads can use automatically created Google Ad placement, or they can define their own placement criteria if they desire. Where an ad is placed on a page goes a long way to determining ad viewability, and ad viewability, in turn, affects ad revenue. Ads with low viewability will often be overlooked by advertisers looking for the best return for the advertising dollar. Ad Sizes and ad formats play a large role in how users engage with an ad, and publishers should be analyzing user data when placing ads to ensure the highest engagement possible.

With an average click-through rate (CTR) of 3.17% on Google Ads, it is essential that publishers select the best ad placement for their web pages to ensure user engagement and maximize revenue on their display ads.

Importance of Ad Placement

When it comes to creating an online ad campaign, where the ads are placed on a particular web page can be as important, if not more important, than the ad creative itself. It doesn't matter how awesome an ad is—if no one sees it, then the click-through rate (CTR) will suffer and revenue opportunities will be lost. The best ad placement will also differ depending on ad types and ad size. Leaderboard ads, for example, have been shown by Google to perform best when they appear at the top of the page above the existing content, rather than in feed.

3.14 Best Website Ad Placement Strategies for Publishers

1. Balancing Customer Experience

Maximizing revenue from your site is a fine balance between considering the best performing ad units and considering user experience when planning ad campaigns. You want your site to provide the best possible user experience to continue building a loyal user base and increase the number of users

coming to your site.You also want users to hang around for as long as possible. Often, the best performing ads may be the more intrusive placements, which can harm the user experience. Intrusive ads lead to poor user experience and Google can penalize for this. This kind of ad placement can have knock-on effects on your site as a whole, as poor website engagement is factored into your search rankings. Higher bounce rates and less time spent on page will mean you make less revenue from these impressions. So, intrusive placement could also mean Google will view your content as less relevant to users and lower you in search results.

2. Analysis of User Behavior

Google recommends taking a user perspective will really help you in best dealing with this balancing act.

3.15 What Is the User Intent on Your Site?

Are they there to browse through long-form content, to buy something they need, or to use a tool you provide?Looking at the user journey to your site, and what they expect when engaging with it, can help you to better think about where your ad placements should and should not be located—this prevents placements from getting in the way of what your user is trying to achieve.Analyzing user intent can also help determine which ad formats to implement—will half page ads be effective? Perhaps video ads or native ads will be the best choice for your user base.

3.15.1 Where Is User Attention Focused?

Think about what they do when they appear on a particular page. Are users reading the content in-depth from left to right? Are they viewing a video halfway down the page and would <u>video ads</u> placement be helpful? Or are they trying to complete a task within your website? Areas where the user's attention will be focused should be where you think of adding prime ad placements. You want to think about how you can integrate ads into this area of content without getting in the user's way.

3.15.2 Look at the Site Data

Choosing the right ad placement for your site should be guided by some data and research to know where your ad inventory performs best. There are a variety of tools and data points you can choose from to guide your decision and help you optimize your ad placement layout.

3.15.3 Google Analytics

Google Analytics gives you in-depth data on how users are interacting with your site and from which sources your traffic is coming. It will help you find your top-performing content, tell you if a particular landing page is performing well, whether your most avid users come from organic search or direct traffic for example, and which devices or countries drive the most valuable search traffic.

3.15.4 Heat and Click Maps

Products like Hotjar and Crazyegg provide website owners with great data on how users interact with their sites on a large scale. Heatmaps highlight to you where users appear to spend the most time on your page. It will help you understand what content they are looking at, how they interact with the page, and what they expect from it. You may have ad placements appear underneath your content posts, but find no one scrolls below the fold on your page. Click maps are similar to heatmaps, but they indicate where users are clicking on the page. These tools will also give you recorded screencasts of real users interacting with your site so you can watch in real-time and better understand the user interactions occurring.

3.15.5 A/B Testing

You should conduct A/B testing for ad placements and site user experience to make the most of your website. Google provides a tool called Optimize, which allows you to send search traffic to a specific link to see a number of different pages. This way, you can test optimizations of ad placement and the user experience.

3.16 Best Ad Placement Optimization Techniques

3.16 .1. Multisize Ad Placements
Having multisize ad placements appear on your website means you can send requests for multiple ad sizes in one bid request. This increases the amount of third-party competition you have for an ad placement as you can now choose the highest bid for that impression from a range of advertisers with different creative placement sizes. If you're using a 300×600 placement, consider including the 160×600 placement in the same request. If you're running a 300×250 placement, consider using a 336×280 and/or 250×250 placement. By increasing the flexibility of ad placements on your website, you can also reduce the chances of having no ad placement filled as you have opened up the number of advertisers available to bid on your inventory.

3.16 .2. Ad Refreshes

Viewability is becoming increasingly important for advertisers as they try to optimize ad spend and tackle consumer ad blindness. Sticky ads can help you to optimize for viewability without harming the user experience. Sticky ads are ads that stick to the user's screen, even when they scroll the page.

Sticky ads give the user more time to see the ad, and we've found that they appear to perform better than other ad formats without harming user experience, with big increases in CTR, CPMs, and nearly doubled viewability. Again, you want to think from a user perspective when you choose these ads and think about what ads could appear intrusive. Generally, horizontal ads on the top or bottom of the page perform best for mobile, while vertical ad placements on the left or right of the screen perform best on desktop. Generally, you want your sticky ads' height to be <250px and the ads must take up less than 25% of the screen at any time.

3.16 .3. Lazy Loading

When a user visits a website, all the content is downloaded immediately before the user can begin to navigate the site.Lazy loading pages are built with placeholder content boxes that load initially. These are then replaced with content, or ads as the user scrolls down the page. This allows for faster page speed times as users don't have to wait for ads that may never be in their view to see.

It also helps to increase the viewability score of your ad inventory, as you are not calling for ads until a user has begun to scroll, making it more likely for a user to see. Ad visibility is highly sought after by today's advertisers so anything you can do to improve your ads in this way can help to increase the CPM you can charge.The Publift team has found on mobile devices—ad units need to be called before they come into view. This is to combat how quickly mobile users scroll down and address slow internet connections such as patchy 3G.Our Fuse platform actually allows publishers to decide, test, and alter how many pixels before the ad unit appears that the ad is loaded. No more manual code changes on the live site!

3.17 ROI measurement techniques

In digital marketing, return on investment (ROI) is the profit earned from every dollar your business spends on marketing efforts.A positive ROI means that you're making more than you invest — the customers you attract as a result of a campaign more than offset the cost of that campaign. A negative ROI is the opposite, and it happens when you spend more money on your marketing than you earn from it.

Why measure digital marketing ROI?

Understanding digital marketing ROI helps you identify the strategies that work best and empowers you to optimize your marketing budget. Let's take a look in more detail at why you should incorporate digital marketing ROI into your marketing approach.

Determine success

Determining if a digital marketing campaign was successful or not is a big decision. There are several metrics you can use to make that call, but at least one should be ROI. Set a target ROI at the beginning of the campaign, and then report whether or not the campaign delivered what was needed. For awareness and brand-building campaigns, revenue and conversion might not be the primary metric, but you can still use ROI to help determine success. If you don't expect a high ROI for the campaign, set a low goal for ROI at the beginning.

See what's working

Digital marketing ROI can help you make more specific and nuanced decisions as well. Measuring digital marketing ROI can show you which aspects of any marketing plan are working and which aren't or what changes helped and which ones did not. If you are spending more money on a campaign than you are earning, something is not working. With this information you can gain inspiration for other campaigns and refocus your efforts on the highest yield channels.

Allocate budget strategically
Once you know which digital marketing campaigns and efforts are delivering the best ROI, you can reallocate your budget to those channels. At the same time, you can phase out the campaigns with the lowest returns and put even more resources behind strategies that are performing well.

How to calculate ROI in digital marketing

In its simplest form, digital marketing ROI is the revenue directly driven by your marketing efforts minus the money you spent on the marketing, divided by the money you spent on the marketing.
ROI = (return - initial Investment / initial investment) * 100

ROI is calculated as a percent, hence the *100*. You're calculating the percentage your original investment grew or shrank. A simpler formula looks like this:
ROI = (net profit / total cost) * 100

If you're starting a new campaign, you may need to ballpark how much ROI you can expect from the beginning. To project future ROI, multiply the number of potential customers you're targeting by your conversion rate and average purchase price. That number represents your predicted return.
Predicted return = (number of leads * lead-to-customer rate * average sale price)

The number of leads is a rough estimate of how many people you expect to turn into leads, but not all leads turn into customers. So to make this more accurate, you multiply by the lead-to-customer rate — the average percentage of leads that convert to customers.

For example, assume a digital marketer expects their campaign to generate 1,000 leads and their lead-to-customer rate is 25%. Let's say that including sales and discounts, the average sale price comes to $50. The predicted return would be $12,500.

1,000 leads * 0.25 * $50 = $12,500

If you know the predicted cost of your marketing efforts, you can now plug that number into your ROI calculation.

Predicted ROI = ([Predicted return – Cost for marketing] / Cost for marketing) * 100

In our example, the digital marketer is planning to spend $5,000 on this campaign. That means:

([$12,500 - $5,000] / $5,000) * 100 = 150% predicted ROI

Mobile Marketing

Mobile marketing is any promotional activity that takes place on smartphones and other handheld devices such as tablets. Mobile marketing aims to reach an audience of mobile device users through methods such as push notifications, marketing emails, and advertisements.

3.18 Mobile marketing vs. mobile advertising

Mobile marketing and mobile advertising are similar but differ in their scope and approach. Mobile marketing is a broader term that encompasses various strategies and techniques to engage with and market to mobile device users.

It involves not only advertising but also other elements such as app store optimization (ASO), push notifications, in-app messaging, personalization, and user retention tactics. Mobile marketing focuses on building relationships with users, delivering personalized experiences, and maximizing user engagement.

On the other hand, mobile advertising specifically refers to the practice of displaying ads on mobile devices to promote products, services, or brands (in this context, mobile apps). It primarily focuses on improving brand awareness and/or driving conversions through targeted advertising campaigns, programmatic media buying, bidding processes, and optimizing key performance indicators (KPIs) like cost-per-click (CPC) or cost-per-action (CPA).

While mobile advertising is a component of mobile marketing, mobile marketing encompasses a broader range of strategies beyond just advertising to foster comprehensive mobile user experiences and long-term user relationships.

3.18.1 Why mobile marketing is important: The advantages of mobile marketing

With millions of apps available in app stores, mobile marketing is a necessity to attract and retain app users. Mobile marketing campaigns help mobile apps showcase their unique features and benefits, communicate with users in real-time, and provide personalized experiences that enhance user satisfaction.

There are many benefits of mobile marketing, including

1. **Increased visibility and awareness:** Mobile marketing enables you to increase the visibility of your mobile app among your target audience. Through various marketing channels, such as ASO, mobile ads, social media promotion, and influencer partnerships, you can drive more app downloads and attract users to discover and install your app.

2. **User acquisition and retention**: A good mobile marketing strategy can help you acquire new app users and retain existing ones. By leveraging targeted advertising campaigns, referral programs, and personalized messaging, you can attract new users while engaging and retaining your current user base and minimizing churn.

3. **Engagement and conversion:** By sending timely and relevant messages, app updates, promotions, and personalized recommendations, mobile marketing encourages users to interact with the app more frequently and for longer durations. This increased engagement fosters a deeper connection between users and the app, leading to higher user retention and loyalty. Additionally, mobile marketing tactics like optimized user experiences, streamlined checkout processes, and mobile payment solutions contribute to smoother and more convenient app usage, resulting in improved conversion rates.

By leveraging the power of mobile marketing, mobile apps can maximize their reach, increase app downloads, drive user engagement, and ultimately achieve long-term success in the highly competitive app market.
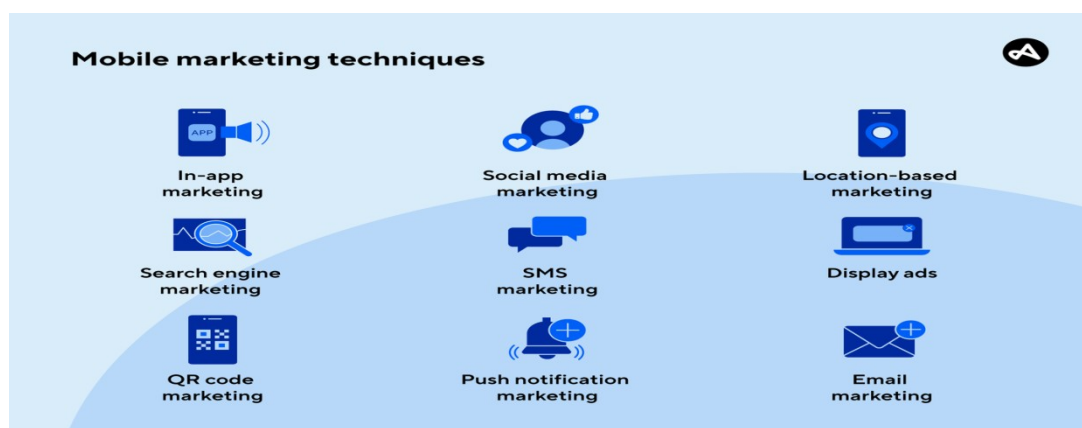
3.18.2 How does mobile marketing work?

To market an app, a mobile marketer will follow these steps:

1. Complete mobile market research to gather valuable insights and data about mobile consumer behavior, target audience preferences, and competitor activity.

2. Examine current mobile marketing trends such as augmented reality (AR), artificial intelligence (AI), and user-generated content.

3. Develop a mobile marketing strategy inclusive of several types of mobile marketing to achieve outlined objectives.

4. Test and run mobile campaigns using chosen mobile marketing techniques and reliable attribution for robust analytics.
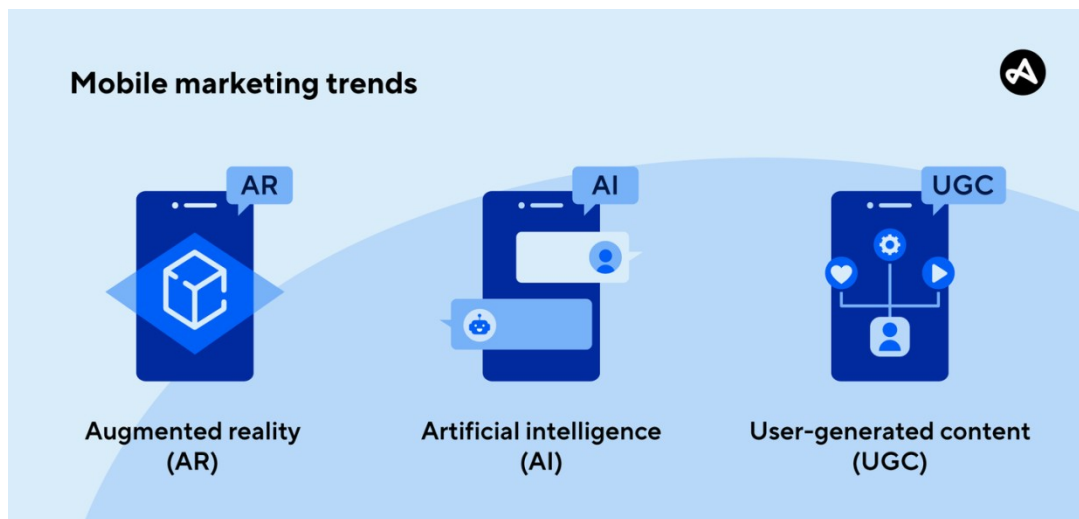
Mobile marketing and Adjust

From accurate analytics to best-in-class mobile attribution, Adjust helps track performance, enabling you to identify what works in your mobile marketing strategy, and what can be improved. Adjust's comprehensive suite of analytics tools make it easy to accurately measure your mobile marketing via extremely powerful features including our Audience Builder, Pulse for smart alerts, iOS Solutions, and more.

3.18.3 Different types of mobile marketing

Mobile is an important tool for marketing your product and services. Today, almost everyone is having a mobile handset or smartphone. So, it becomes logical for the digital marketers to have a strategy in

place in 2018 for mobile marketing. There are many types of mobile marketing and we shall explore them in depth to get the best out of these latest mobile marketing tool.

The different types of mobile marketing are:
- SMS marketing
- MMS Marketing
- Push notification
- App-based marketing
- In-game mobile marketing
- Location based marketing
- Mobile search ads
- QR codes
- Mobile Image

SMS Marketing

SMS marketing it is one of the oldest forms of mobile marketing in this you send messages using phone numbers of your potential buyers.

MMS Marketing

Multimedia messaging service (MMS) it's one of the oldest forms of mobile marketing. In this mobile media marketing is done by sending a timed slideshow of images, text, audio, and video. in this form, you can send both mobiles terminated and receive mobile originated rich content through MMS A2P person to person.

Push notifications

Push notifications are another important mobile marketing tool. It helps brands to communicate those messages to the potential buyers in a simple and effective way. This method is cheaper compared to SMS marketing if used for a longer period but for short-term it may be expensive.

App-based marketing

Today it is a known fact that people daily engage with their mobile apps. Daily huge number of apps is being downloaded on mobile devices. The most popular and market leader is Google app store. As per the reports, it is clear that Android smartphones are the winner. As far as the download of the mobile app is concerned. This gives us great potential for direct engagement and targeting the right customers and generating revenue. One another successful example of Mobile app based marketing is Facebook.

Facebook mobile promoted ad post is integrated so seamlessly with their feeds is that it is difficult to recognize them as any kind of distractions.

In-game mobile marketing

All types of age group people like to play games on their mobile devices. The huge success of Pokémon Go is the latest example. This is a significant platform to engage with our target audience directly. Different types of advertisements can be displayed while playing the game such as banner pop up image advertisement video ads at the beginning in between or at the end of the game.

Location-based marketing

Marketing messages are sent to the website visitors depending on the geographical presence of the people. For example, a pizza outlet based in South Mumbai may wish to put ads for that specific location only and need not market the whole of Mumbai region.

Search Advertising

These are given as extra add-on extensions such as click2call; search advertising mainly used by the search engines such Google, Microsoft and MSN etc.

QR codes

QR codes are mainly used for Mobile gaming sites. QR codes are scanned by the users through their mobile camera and are taken to the site at which the QR code is linked.

Mobile image

Images are used as an important tool of mobile marketing, advertisements are placed at different places on the website such as header footer or as a pop-up of images.

3.18.4 OBJECTIVE OF MOBILE MARKETING

In the above paragraphs, we have discussed the different types of mobile marketing. Once your organizations are fully convinced with the adoption of a long-term mobile marketing strategy. The management has to clearly define the objectives they want to accomplish from mobile marketing.

It may be any one of the followings:

- New lead generation
- Customer retention
- Detailed information on the goods and services of the company
- Future plans and product launches
- Brand engagement

3.18.5 MOBILE MARKETING STRATEGY

Many digital marketers must clearly understand the difference and approach towards marketing on a desktop website and mobile website.

- First, both the URLs of desktop and mobile should be same.
- Second, the links to all your social media platforms should be easily visible on both sites.
- Third, the website design should be responsive on both desktop and mobile.
- The more simple and less complicated the layout of your website is the more it will be user-friendly. There is special mobile SEO company who are specialized in this segment.

Advantages of Mobile Marketing

There are many advantages of mobile marketing today as given below

- **Large audience base** – as many of your prospects are mobile today, you have a larger potential customer base to target.
- **Low Cost** – The cost of mobile marketing is much lower as compared to other digital mediums such as print or television. There are many types of mobile media you can use to promote your goods or services. The major types of mobile media widely used are SMS, In-App advertisements, mobile-friendly website ads etc.
- **Easy tracking** – Due to the advancement of app-based mobile advertising the tracking and performance of your mobile advertising campaign is
- **very easy now**. You get complete analytics of the data such as impressions, click through rate, call to actions, demographics of your audiences and much more.
- **Quick Response** – As the recipients of your mobile ads always are near to their smartphones or mobile devices the response is quick enough. Either some actions will be taken on your advertisement or it will be rejected.

Conclusion

- From the above discussion, it is clear that smartphones have become an inevitable part of our lives. People are spending most of their time on mobile handsets it may be making calls, messaging, chatting on social media, sending email, surfing the internet or doing online shopping.
- Digital marketers need to have a mobile media marketing strategy in their sales plans and to retain and increase their customer base.
- There are both pros and cons of mobile marketing, which I shall discuss in later posts. For now, if we look at the bigger picture there are surely more benefits of mobile marketing.
- If you want to share any views on mobile marketing, do share with us and we shall include on our blog