GH raisoni COLLEGE
Engineering and Management Nagpur

Digital Marketing

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❖Department Vision Mission
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Department Vision Mission

Vision of Department :

To offer high-quality undergraduate and postgraduate programs, to train the students to match global standards in different aspects of computing discipline.

Mission of Department:

The mission of the department is to educate students and enhancing technical skills in the areas of computer science by providing best practices of the teaching-learning process for careers in the software industry, higher education and research.
To promote research-based projects/activities in the emerging areas of technology convergence.

Course objective and Course outcome

The Course objectives are:

1. Understand digital marketing technologies.
2. Get knowledge in the areas of digital marketing communications
3. Learn methodologies, tools and technologies involved in digital marketing.

Upon completion of the course, the student will be able to understand:

CO1: Understand the importance of the digital marketing for marketing success
CO2: Manage customer relationships across all digital channels and build better customer relationships.
CO3: Create a digital marketing plan, starting from the SWOT analysis and defining a target group.
CO4: Identify digital channels, their advantages and limitations.
CO5: Identify perceive ways of integration of various digital channels taking into consideration the available budget.

Scheme

Course Title: **Digital Marketing**										
Semester	VII	Teaching Scheme				Evaluation Scheme				
						Theory			Practical	
Term	ODD	Th	Tu	Pr	Credits	TAE	CAE	ESE	INT	EXT
Course Category	PEC4	4	-	-	4	10	15	50	-	-
Course Code	23BTITL442									
Teaching Mode	Offline	4 Hrs			Total	75			-	
Duration of ESE	3 Hrs					75				

Syllabus

Unit	Contents	Hours
I	Introduction to Digital Marketing - Digital marketing defination, Difference between traditional marketing & digital, Ecommerce, new trends and current scenario of the world, Digital marketing a boon or a Bane, Digital marketing a tool of success for companies, Analysis of recent info graphics released by companies about digital marketing, Digital marketing channels, role of digital marketing for marketing small companies and business, Diagnosis of the present website and business, SWOT analysis of business, present website and media or promotion plan, Setting up vision, mission and goals of digital marketing. Understanding a website: What is a website, Levels of websites, Diff b/w Blog, Portal and Website, Difference between static and dynamic websites.	9
II	Search Engine Optimization (SEO) –SEO: SEO audit and features of SEO, on-page optimization techniques, off-page Optimization techniques, Reports, writing SEO content, SEO Data Monitoring Tools, Jobs in SEO	7
III	Social Media Optimization (SMO)– SMO: Introduction to Social Media Marketing, Advanced Facebook Marketing, visual identity of the Facebook page, Optimization of Instagram profile, Word Press blog creation, Twitter marketing, LinkedIn Marketing, Creating a campaign on LinkedIn, Google plus marketing, Social Media Analytical Tools, Web Analytics level, Creating business accounts on YouTube. Social Media Monitoring Tools	9
IV	Search Engine Marketing & Digital Marketing Budgeting –Introduction to Search Engine Marketing, Tools used for Search engine Marketing, Display advertising techniques, Report generation, Email marketing, Email marketing plan, Email marketing campaign analysis. Marketing Automation & Email Monitoring	8
V	Digital Marketing Budgeting: Resource planning, cost estimating, cost budgeting, cost control. Recent trends in Digital Marketing.	7

Department of Information Technology

Unit: I

LECTURE - 1

INTRODUCTION

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

Digital marketing is the promotion of products, services, or brands using digital technologies and online platforms such as websites, search engines, social media, email, and mobile applications to reach and engage customers.

DIGITAL MARKETING Communication is bidirectional in Digital Marketing as businesses can communicate with customers and customers can ask queries or make suggestions to businesses as well. Medium of communication is more powerful and involves social media websites, chats, apps and Email.

Digital marketing campaigns can be developed quite rapidly and with digital tools, channelizing Digital Marketing campaigns is easier. It is very effective for reaching global audiences.

Example of Digital Marketing

- Website Marketing
- Pay-Per-Click (PPC) Advertising
- Content Marketing
- Email Marketing
- Social Media Marketing
- Affiliate Marketing
- Video Marketing
- SMS Messaging

Two Types of marketing

- Traditional Marketing
- Digital marketing

Traditional Marketing Vs. Digital Marketing

Sr.	Traditional Marketing	Digital Marketing
1	The promotion of products and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship, etc.	The promotion of products and services through digital media or electronic mediums like SEO, sem, PPC, etc.
2	Traditional Marketing is not cost-effective.	Digital Marketing is more cost effective-promoting.
3	It is not so good for Brand building.	It is efficient and fast for brand building.
4	Traditional Marketing is difficult to Measure.	Digital Marketing is easy to Measure with the help of analytics tools.
5	It is difficult to quantify the return on investment in traditional marketing	It is simple to calculate in the case of digital marketing.
6	After the posting of the advertisement, it cannot be altered.	Even after the posting of an advertisement, it can be amended.

LECTURE - 2

Vision, Mission And Goals Of Digital Marketing

1. Vision: The Long-Term Aspiration

- The vision of digital marketing is to redefine how a business exists, grows, and interacts within the digital space. It is a future-oriented ambition.
- Dominance & Innovation: To be a leading brand in the digital space, leveraging the latest technologies (AI, automation) to shape the industry's future.
- Global Reach & Connectivity: To break geographical barriers and establish a worldwide, sustainable presence that fosters customer loyalty and engagement.
- Customer-Centric Growth: To create meaningful, personalized digital experiences that build trust and long-term relationships.

Vision, Mission And Goals Of Digital Marketing

2. Mission: The Core Purpose

The mission defines the daily, tactical actions taken to achieve the vision.

- **Engaging Experiences:** To provide, engaging, and personalized content to target audiences.
- **Digital Transformation**: To shift from traditional to digital-first strategies, optimizing online presence through SEO, social media, and content marketing.
- **Data-Driven Decision Making**: To analyze, monitor, and adapt to consumer behavior in real-time, ensuring efficient marketing spend.
- **Partnership & Trust:** To build transparent, collaborative relationships that align marketing efforts with core business objectives.

Vision, Mission And Goals Of Digital Marketing

3. Goals: Actionable Objectives (SMART)

Digital marketing goals are specific, measurable, and tailored to drive growth.

- **Increase Brand Visibility/Awareness**: Using SEO and digital ads to ensure the brand is found by potential customers.
- **Generate High-Quality Leads:** Attracting qualified visitors through content marketing and social media to fill the sales pipeline.
- **Improve Conversion Rates:** Turning leads into customers through optimized user experiences (UX) and targeted marketing.
- **Enhance Customer Retention:** Utilizing email, loyalty programs, and social media engagement to drive repeat business and increase customer lifetime value (LTV).
- **Maximize ROI:** Optimizing marketing spend based on analytics to ensure cost-effectiveness.

LECTURE - 3

Ecommerce

• It is a general concept covering any form of business transaction or information exchange executed using information and communication technologies (ICT‘s)

• It includes electronic trading of goods, services and electronic material.

• It takes place between companies, between companies and their customers, or between companies and public administrations.

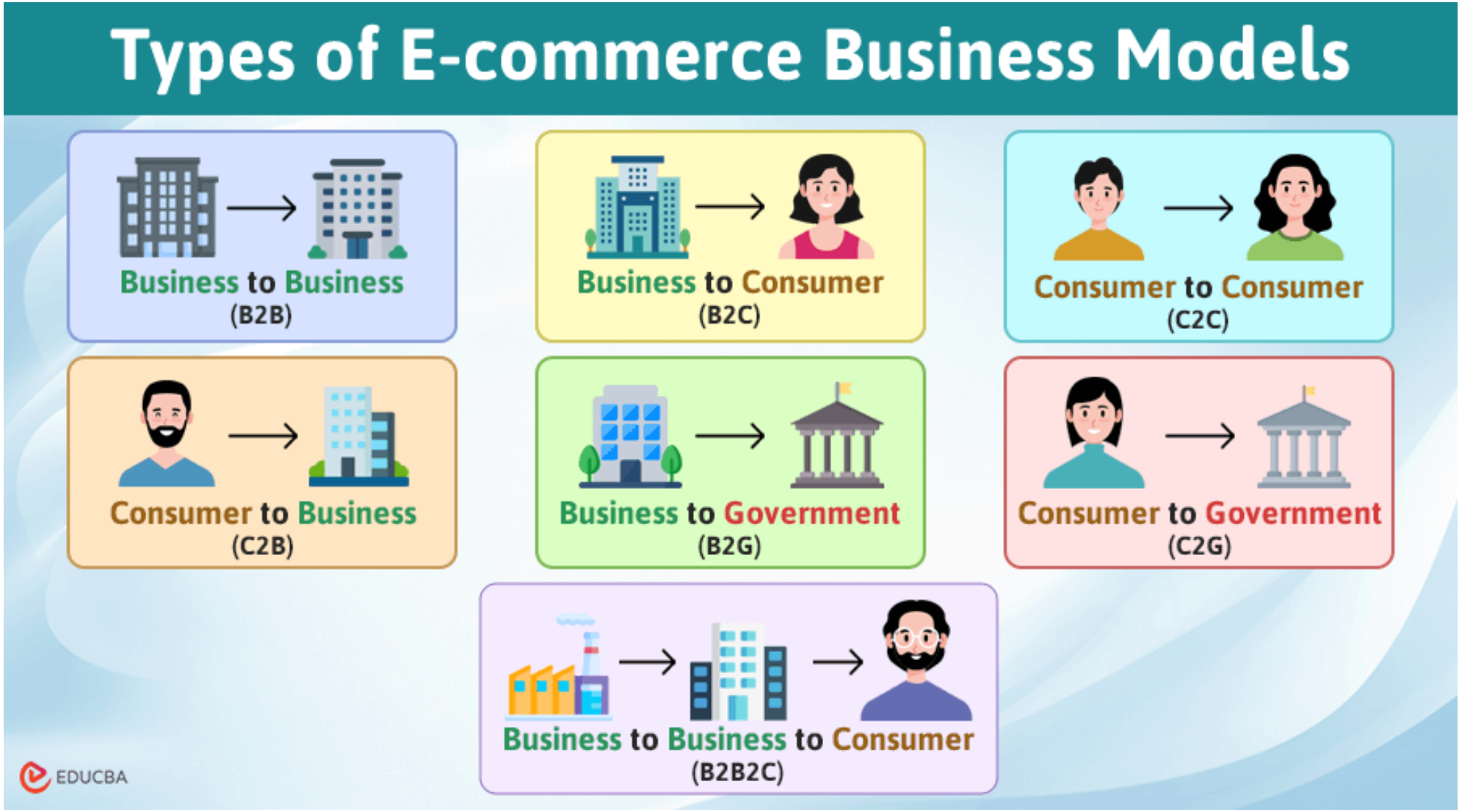
• Commerce is the activity of buying and selling goods and services. It involves three main participants:

- **Buyers – People who purchase goods or services.**
- **Sellers – People or businesses that sell goods or services.**
- **Producers – People or companies that manufacture or create goods and services.**

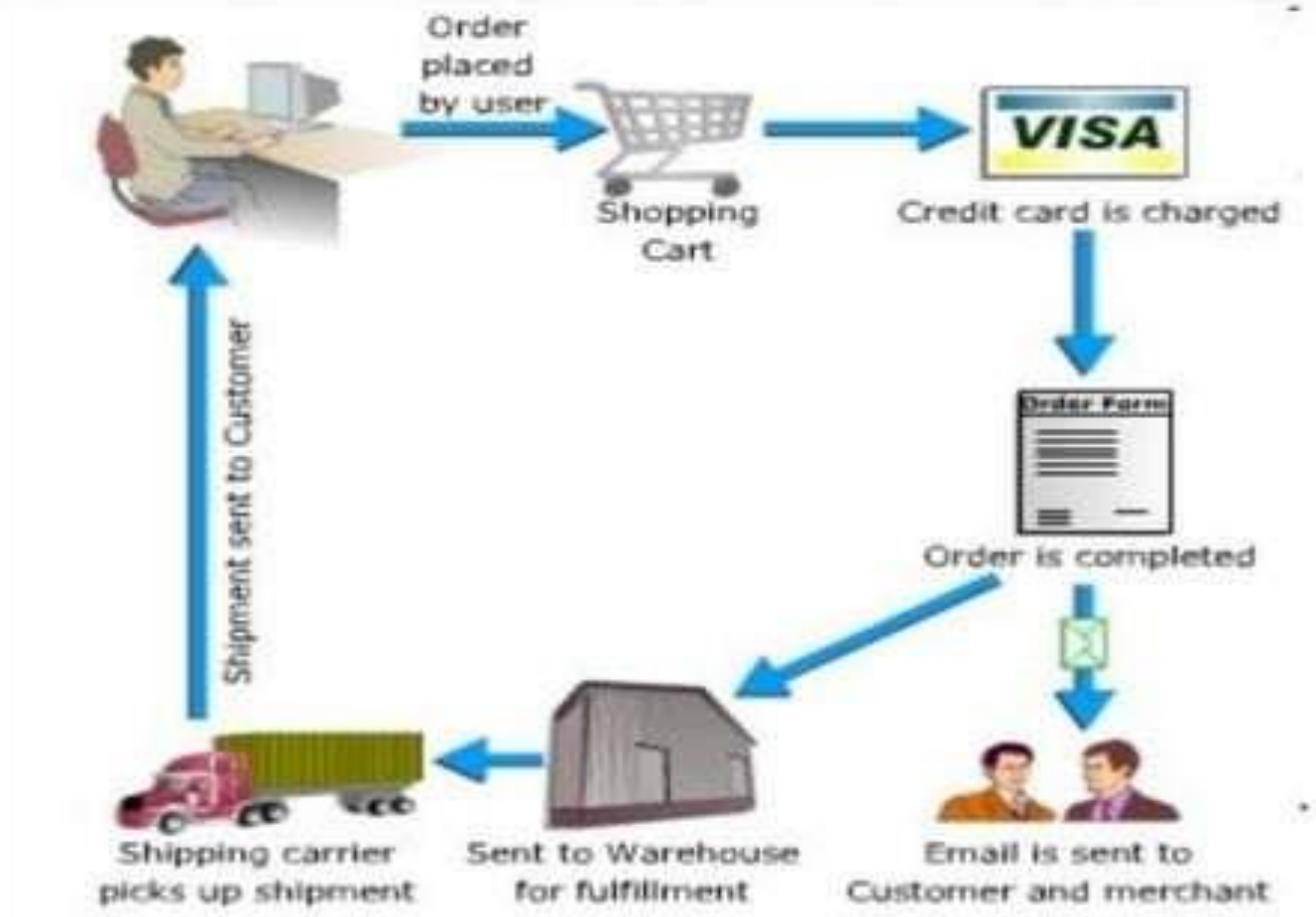
Types of Ecommerce

- **Business-to-Consumer (B2C):** Businesses sell directly to the end-user. This is the most common model, such as purchasing clothing from an online retailer like Amazon or Nike's website.
- **Business-to-Business (B2B):** Companies sell products or services to other businesses, such as a manufacturer selling to a wholesaler or a software-as-a-service (SaaS) company selling tools to another business.
- **Consumer-to-Consumer (C2C):** Individuals sell to other consumers, usually through third-party platforms like eBay, Craigslist, or Etsy.
- **Consumer-to-Business (C2B):** Individuals sell products or services to businesses, such as freelancers on Upwork, influencers promoting brands, or photographers selling stock photos.
- **Direct-to-Consumer (D2C):** Brands sell directly to their end customer without relying on retailers, distributors, or wholesalers, often via social media platforms.
- **Business-to-Administration (B2A/B2G):** Businesses provide goods, services, or information to government agencies, typically involving online bidding or tender submissions.
- **Consumer-to-Administration (C2A/C2G):** Individuals provide services or sell goods to government administration, such as paying for public services or taxes online.

Types of Ecommerce



THE PROCESS OF E-COMMERCE



The Process of Ecommerce Continue…..

There are three phases of the order fulfillment cycle.

- **Order received / Order Accepted**

The first step is to accept order. On your eCommerce website or ecommerce platform, when you make a purchase, the seller receives and confirms the order.

- **Order processed**

Once the confirmation is there, following that, the payment is processed, the sale is recorded, and the order is completed. Payment gateways are used to process payment transactions.

- **Order Shipped**

Here once the order is ready, it will be ready to get shipped in your desired locations within the estimated days.

1. User Entry on Ecommerce Websites:

- A consumer uses Web browser to connect to the home page of a merchant's Web site on the Internet.

2. Search for Specific Product and add Finalize Product in cart:

- The consumer browses the catalog of products featured on the site and selects items to purchase. The selected items are placed in the electronic equivalent of a shopping cart.

3. Start the Checkout Process:

- When the consumer is ready to complete the purchase of selected items, she provides a bill-to and ship-to address for purchase and delivery
- When the merchant's Web server receives this information, it computes the total cost of the order--including tax, shipping, and handling charges--and then displays the total to the customer.

4. Add Payment Details

- The customer can now provide payment information, such as a credit card number, and then submit the order.

5. Order Fulfillment

- When the credit card number is validated and the order is completed at the Commerce Server site, the merchant's site displays a receipt confirming the customer's purchase.
- The Commerce Server site then forwards the order to a Processing Network for payment processing and fulfillment.

Benefits of E-Commerce

- Benefits to organizations
- Benefits to consumers



Benefits to organizations

- Global reach
- Cost reduction
- Extended hours: 24/7/365
- Customization
- Improved customer relations

NOTE: Explain each point in detail in exam

Benefits to consumers

- More products and services
- Cheaper products and services
- Instant delivery
- Information availability

NOTE: Explain each point in detail in exam

Pro's

- No checkout queues
- Reduce prices
- You can shop anywhere in the world
- Easy access 24 hours a day
- Wide selection to cater for all consumers

Con's

- Unable to examine products personally
- Not everyone is connected to the Internet
- There is the possibility of credit card number theft
- On average only 1/9th of stock is available on the net

Business applications

- Email
- Instant messaging
- Online shopping and order tracking
- Online banking
- Shopping cart software
- Teleconferencing
- Electronic tickets

Electronic Payment Systems (continued)

- **Electronic wallet:** a computerized stored value that holds credit card information, electronic cash, owner identification, and address information
- Credit card
- Debit card
- Smart card
- Online banking and Cash On Delivery.

New Trends and Current Scenario of the World

Digital marketing is currently driven by AI agents, Generative Engine Optimization (GEO), and social commerce. Brands are pivoting away from generic strategies, utilizing automation for hyper-personalization, and adapting to a landscape where consumers use AI and social media for discovery rather than traditional search engines

- AI and Automation in Marketing
- Social Media Dominance
- SEO Evolution
- Personalization & Immersive Experience
- Growth of E-commerce & Digital Payments
- Content Marketing, Voice Marketing & Video Marketing
- Data Privacy, Trust & Ethical Marketing

The following core trends define the current scenario:

New Trends Continue….

1. AI and Automation in Marketing

•**AI Agents & Automation:** Marketers are transitioning from simple AI automation to "AI elevation". Autonomous AI agents now handle customer service, data analysis, and cross-channel coordination without human intervention.

•**Generative Engine Optimization (GEO):** With users relying on AI summaries, traditional SEO is expanding. Content must be tailored to be referenced and cited by AI tools and conversational search interfaces (like ChatGPT or Gemini) rather than just ranking on standard search engines.

2. Social Media Dominances

•**Social Search & Discovery:** Younger demographics are increasingly using platforms like TikTok and Instagram as their primary search engines to find local services and products.

•**Influencer Marketing:** There is a massive shift toward **micro and nano-creators**. Audiences favor authentic, community-led growth and user-generated content over traditional celebrity endorsements.

•**Social Commerce:** Closing the gap between discovery and purchase, social media platforms allow users to buy products directly within the app, bypassing brand websites entirely.

3. Personalization & Immersive Experiences

•**Personalization at Scale:** Consumers expect tailored interactions. AI and machine learning analyze browsing behaviors to deliver highly customized email campaigns, landing pages, and product offers in real time.

•**AR/VR Integration:** Augmented and virtual reality are bridging the gap between digital and physical. Technologies like virtual fitting rooms and 3D product visualizations (e.g., visualizing furniture in a room) are heavily influencing buying decisions.

4. Data Privacy, Trust & Ethical Marketing

•**First-Party Data:** Stricter privacy regulations have changed the data landscape. Marketers are focusing on collecting transparent, **first-party data** directly from users (via interactive surveys, email sign-ups, etc.) rather than relying on third-party cookies.

•**Purpose-Driven Marketing:** Modern consumers care deeply about brand values. Transparency, sustainability, and ethical practices heavily impact brand loyalty and consumer purchasing decisions.

- **Content Marketing, Voice Marketing & Video Marketing**

E-commerce marketing relies on a powerful mix of video, content, and voice strategies to drive sales. Together, these three channels seamlessly guide consumers from initial product discovery to the final digital checkout.

Video marketing brings products to life by showcasing real-time demonstrations, unboxings, and shoppable streams that build instant buyer trust and increase conversion rates.

Content marketing acts as the foundation for traffic growth, using SEO-optimized blogs, buying guides, and user reviews to educate shoppers and rank higher on search engines.

V**oice marketing** prepares brands for the future by optimizing product listings for natural, hands-free conversational queries on smart speakers and AI assistants.

- **SEO Evolution**

Ecommerce SEO has evolved from basic keyword stuffing and link-building into **AI Optimization (AIO)** and **conversational discovery**. The focus has shifted from simply driving search traffic to surviving scrutiny, with AI assistants now evaluating in-depth product data before recommending products to shoppers. SEO Evolution involves **Shift to AI and Agentic Discovery, spatial & visual search etc.**

Digital Marketing: A Boon or a Bane?

Digital Marketing as a Boon:

- Global Reach
- Cost-Effective
- Targeted Marketing
- Measurable Results
- Better Customer Engagement

Digital Marketing as a Bane:

- Privacy Concerns
- Fake Ads & Scams
- Addiction & Distraction
- High Competition

Digital Marketing: A Tool of Success for Companies

- Global Reach
- Cost-Effective Marketing
- Targeted Advertising
- Measurable Results
- Customer Engagement & Relationship
- Boost in Sales & Brand Awareness
- Adaptability & Innovation

LECTURE - 4

Infographics in Digital Marketing

- Infographics is a term derived from the blend of two words: information and graphics.
- Information refers to processed data that is used to transmit expressions, emotions, knowledge, and voice.
- Graphics represent visual images that are used to convey messages more effectively.
- Therefore, infographics are defined as a visual form that reveals patterns in data or general elements in data, and are also employed as methods for displaying data and enhancing the human capacity to see patter
- In digital marketing, the release of infographics significantly impacts companies by transforming complex data into a highly shareable, visually engaging format that drives measurable business results.
- Infographics are projected to be core strategic communication tools rather than just decorative assets, helping brands cut through information overload to build immediate trust and authority. ns and trends.

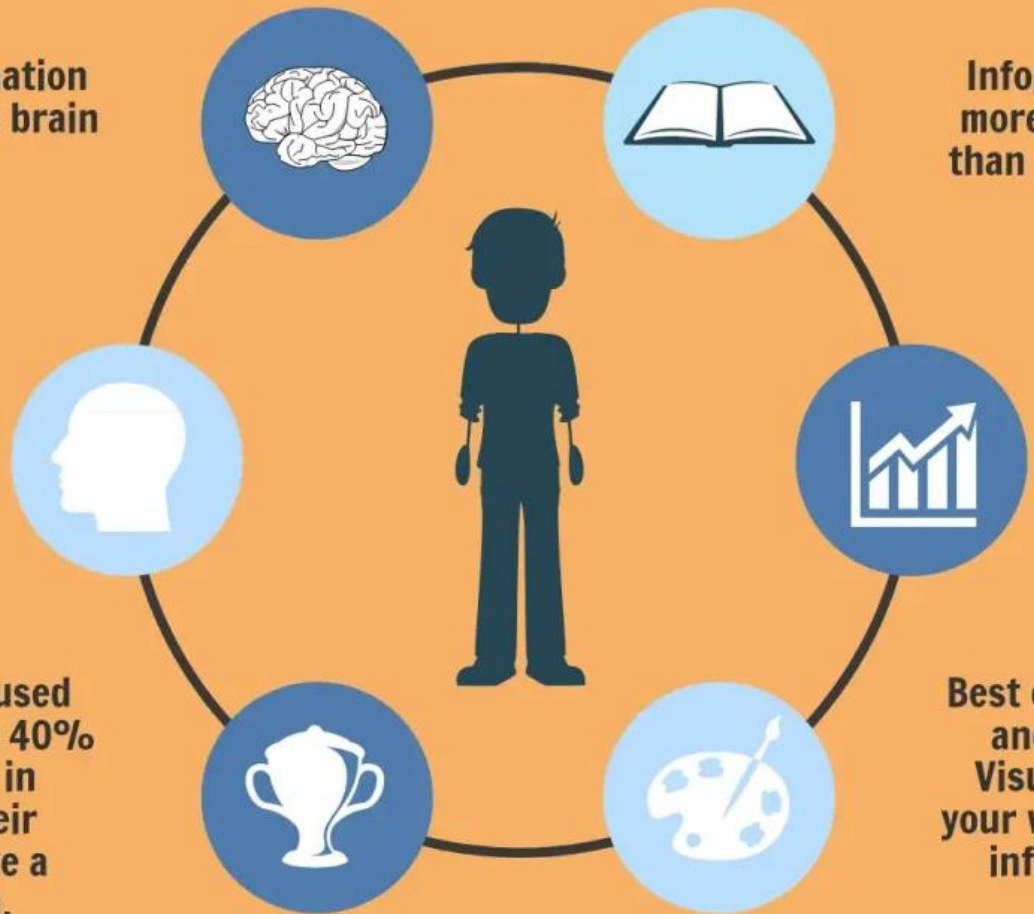
Benefits of Using Infographics

- **Improved engagement:** Infographics are more likely to be shared and remembered than text-based content, as they appeal to people's visual preferences and make the information more accessible.
- **Increased reach:** Infographics are highly shareable on social media and other platforms, which can help increase the content's reach and attract new audiences.
- **Improved SEO:** Infographics can improve the search engine optimization (SEO) of a website or blog, as they can attract links from other websites and help increase the time people spend on the site.
- **Enhanced credibility:** Infographics can help to build trust and credibility with the audience, as they demonstrate the business's expertise and authority on a subject.

Why Use Infographics?

90% of all information transmitted to the brain is visual.

Infographics are 30x more likely to be read than standard articles.



Text leads to short-term memories whereas images form long-term memories.

Infographics are the best way to convey complex data and statistics in a simple and understandable manner.

Presenters who used infographics were 40% more effective in influencing their audience to take a certain action.

Best of all, they're easy and fun to create! Visualize your ideas your way by creating an infographic today.

Source: http://www.billiondollargraphics.com

StoryboardThat

Create your own at Storyboard That

LECTURE - 10

Do’s of using infographics

- **Make sure the infographic is relevant and valuable to the target audience:** The content of the infographic should be relevant and valuable to the target audience and should provide them with new information or insights. This will help to increase the engagement and effectiveness of the infographic.
- **Include relevant data and statistics:** Infographics should be based on solid data and evidence. Include relevant data and statistics to support your points and add credibility to your infographic.
- **Use clear and concise text:** Infographics should use clear and concise text, with headings and bullet points to break up the content and make it easier to read and scan. It is also important to use simple language and avoid jargon or technical terms that may not be familiar to the audience.
- **Use high-quality images and graphics:** The images and graphics used in the infographic should be high-quality and relevant to the content. This will help to make the infographic more visually appealing and enhance the overall impact of the content.

Do’s of using infographics

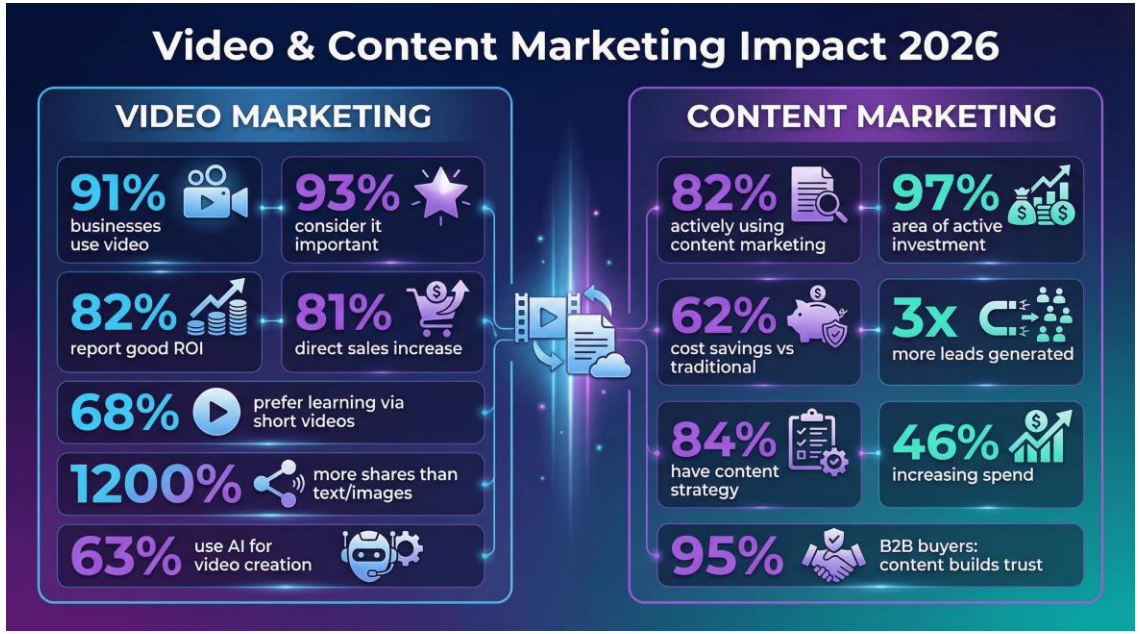
- **Use a consistent color scheme and design elements:** The color scheme and design elements used in the infographic should be consistent with the branding of the business. This will help to create a cohesive visual brand and make the infographic more memorable.
- **Include a clear and prominent call-to-action:** The infographic should include a clear and prominent call-to-action (CTA) that encourages the audience to take a specific action, such as visiting the business’s website or signing up for a newsletter. The CTA should be relevant and valuable to the audience and should be placed in a prominent location within the infographic.

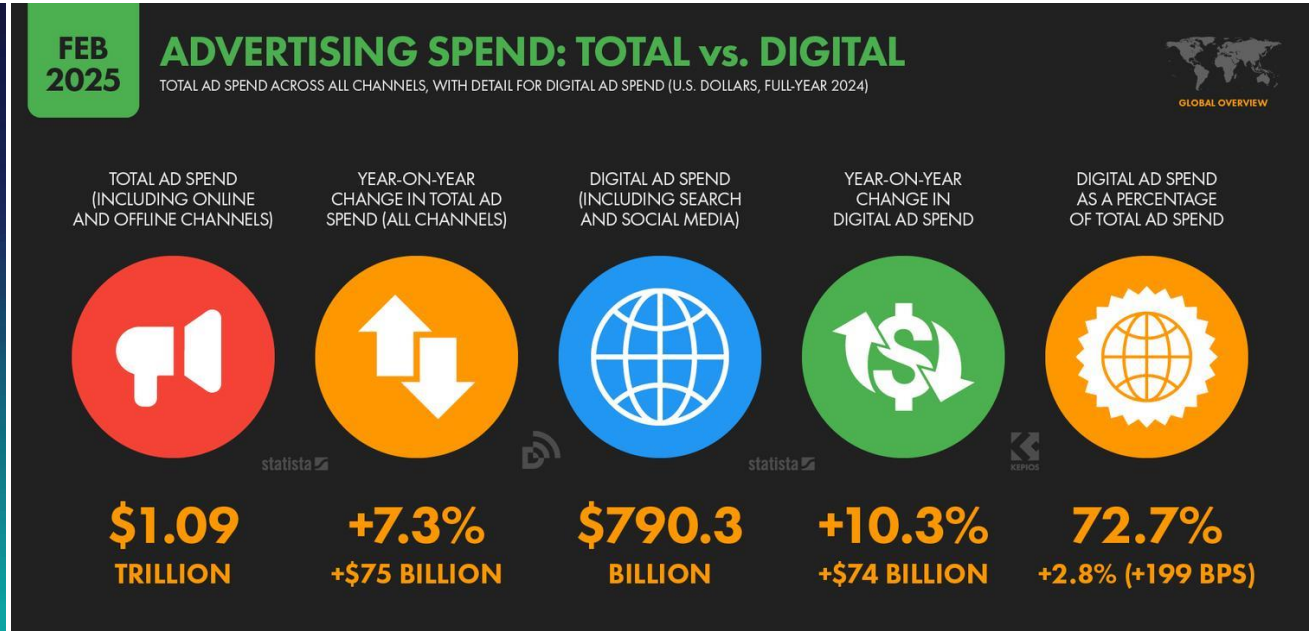
Don’ts of using infographics

- **Don’t use too much text or try to cram too much information into the infographic:** Infographics should be visually appealing and easy to understand, so it is important to avoid using too much text or trying to fit too much information into the infographic. This can make the infographic cluttered and overwhelming, and can also make it more difficult for the audience to comprehend the content.
- **Don’t use low-quality or irrelevant images:** Using low-quality or irrelevant images in an infographic can distract from the content and undermine the credibility of the business. It is important to use high-quality, relevant images that support and enhance the content of the infographic.
- **Don’t use confusing or cluttered design elements:** To be effective, infographics should have a clear and cohesive design. Avoid using too many design elements or using elements that are confusing or cluttered, as this can make the infographic difficult to read and understand.
- **Don’t use spammy or irrelevant call-to-actions:** The call-to-action in an infographic should be relevant and valuable to the audience and should not be spammy or irrelevant. This will help to increase the engagement and effectiveness of the infographic and maintain the trust of the audience.

Analysis of Recent Infographics in Digital Marketing

Example of Digital Marketing Infographics





Analysis of Recent Infographics in Digital Marketing

1. Focus on Data-Driven Insights

- Recent infographics by companies highlight strong **statistical data and analytics**:
- Around **5.56 billion people use the internet globally**
- Infographics improve engagement—**45% users click content with infographics**

2. Dominance of AI and Automation

- Infographics emphasize **AI-driven marketing strategies**
- AI helps in personalization, ad targeting, and content creation

3. Growth of Social Media & Influencer Marketing

- Social media ads are growing rapidly (around **12% growth**)
- **76% users are influenced by social media content**

4. Rise of Video Content

Short-form video is the most used format (**~60% marketers use it**)

5. Personalization & Customer Experience

Infographics highlight **customized ads and user experience**

Data analytics helps companies target users effectively

6. Shift in SEO & Search Behavior

- Infographics show a shift from traditional SEO to **voice search and AI-based search**
- Conversational search and AI answers are becoming important

Digital Marketing Channels

1. Search Engine Optimization (SEO):

- search Engine Optimization (SEO) is the process of improving a website to increase its visibility in organic (unpaid) search results on search engines like Google, Bing, and Yahoo.
- Optimizing website content to rank higher in organic search results (e.g., Google), driving free, targeted traffic.

2. Search Engine Marketing (SEM/PPC):

- Search Engine Marketing (SEM) is a digital marketing strategy used to increase a website's visibility on search engine results pages (SERPs) primarily through paid/SPONSORED advertising
- Paying for ads (pay-per-click) to appear at the top of search results, offering immediate visibility.

3. Social Media Marketing (SMM):

- Utilizing platforms like Facebook, Instagram, LinkedIn, and TikTok to build brand awareness, engage users, and drive traffic, as detailed on Coursera.

4. Content Marketing: Creating valuable, relevant content (blogs, videos, infographics) to attract and retain a defined audience.

Digital Marketing Channels

5. Email Marketing: Sending personalized, targeted messages to a subscriber list to nurture leads and maintain customer loyalty, as described in this Springboard article.

6. Affiliate Marketing: A performance-based channel where individuals or companies earn commissions for promoting another company's products but the company only pays when your promotion directly results in a sale or a specific action. (pay per sale)

7. Display Advertising: Display Advertising is a digital marketing strategy that involves promoting products, services, or brands through visual advertisements like banners, images, videos, or rich media across a vast network of websites, applications, and streaming platforms.

8. Influencer Marketing: Partnering with individuals who have a dedicated social media following to endorse products.

9. Mobile Marketing: Leveraging SMS, MMS, and app notifications to reach consumers on their smartphones.

Diagnosis of the Present Website and Business

Diagnosis means analyzing the current condition of a website and business to identify **strengths, weaknesses, and areas for improvement**. It helps in making better digital marketing decisions.

1. Website Diagnosis

a) Website Performance Analysis
b) Mobile Friendliness
c) SEO (Search Engine Optimization)
d) User Experience (UX/UI)
e) Security Analysis

2. Business Diagnosis

a) Market Position
b) Target Audience Analysis
c) Sales & Revenue Analysis
d) Marketing Strategy Evaluation
e) Customer Feedback & Satisfaction

Tools for Diagnosis

Google Analytics – traffic and user behavior

SEMrush – SEO and competitor analysis

Ahrefs – backlinks and keyword research

LECTURE - 5

SWOT ANALYSIS

What is SWOT analysis

- A technique that enables a group or individual to move from everyday problems and traditional strategies to a fresh perspective.

- SWOT analysis looks at your strengths and weaknesses, and the opportunities and threats your business faces.

- The SWOT Analysis framework is a very important and useful tool to use in marketing Management and other business applications. As a basic tool its mastery is a fundamental requirement for the marketer, entrepreneur or businessperson. A clear understanding of SWOT is required for business majors.

SWOT ANALYSIS

- A SWOT analysis is a strategic planning tool used to evaluate a business's internal **S**trengths and **W**eaknesses, along with external **O**pportunities and **T**hreats.
- It helps organizations identify competitive advantages, fix operational inefficiencies, and prepare for market changes. This framework enables data-driven decision-making for growth and risk management.

The SWOT framework is divided into internal factors (controllable) and external factors (uncontrollable):

Internal Factors (Strengths & Weaknesses):

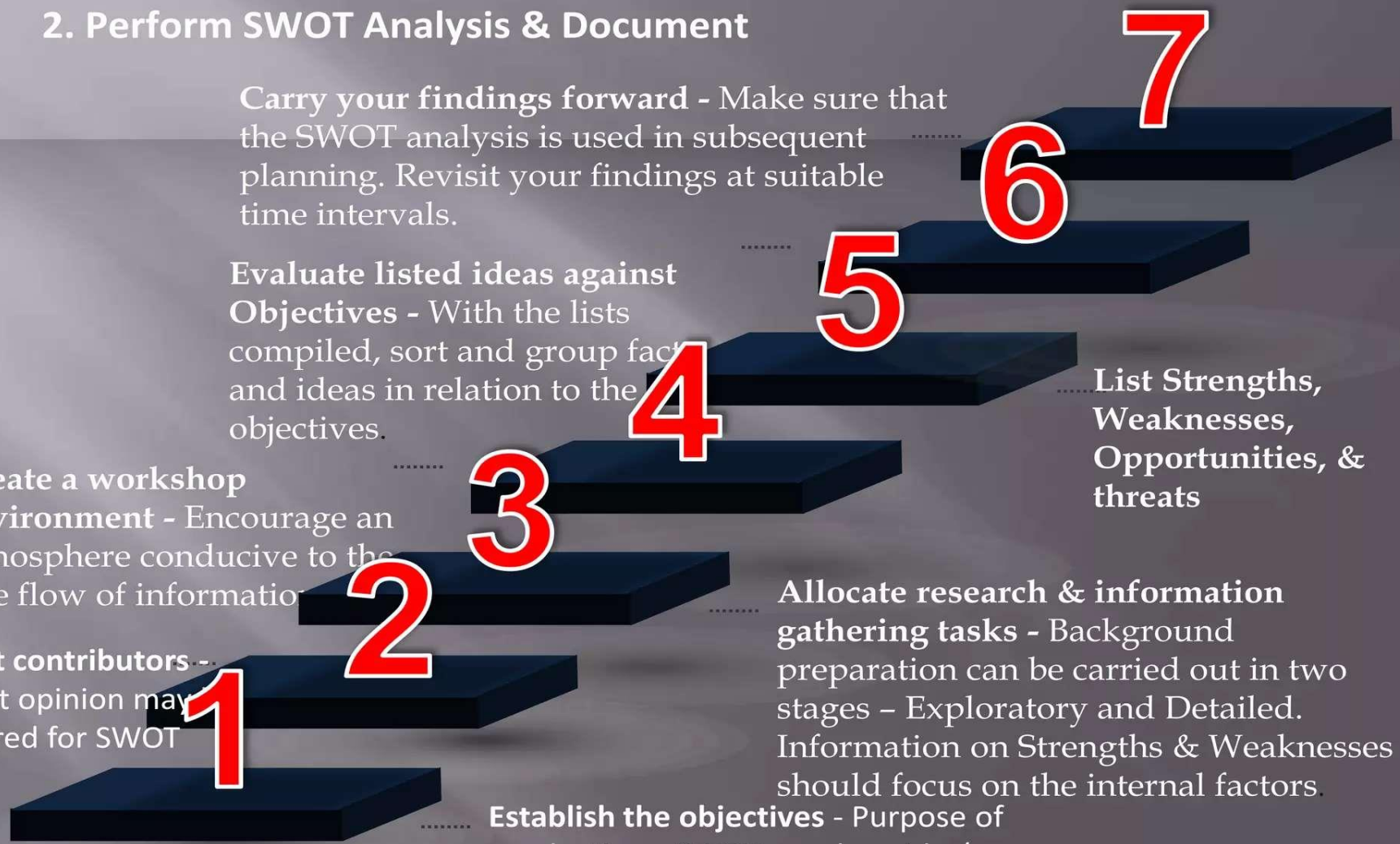
- **Strengths**: Internal, positive attributes that give a competitive advantage, such as a strong brand, loyal customers, unique technology, or skilled employees.
- **Weaknesses:** Internal factors that limit performance, such as high debt, inefficient processes, poor reputation, or lack of capital.

External Factors (Opportunities & Threats):

- **Opportunities:** External factors that a company can capitalize on to grow, such as market trends, changing regulations, or new technology.
- **Threats:** External factors that could cause trouble for the business, such as new competitors, economic downturns, or supply chain issues.

How to conduct SWOT Analysis?

2. Perform SWOT Analysis & Document



Establish the objectives - Purpose of conducting a SWOT may be wide / narrow, general / specific.

Select contributors - Expert opinion may be required for SWOT

Create a workshop environment - Encourage an atmosphere conducive to the free flow of information

Allocate research & information gathering tasks - Background preparation can be carried out in two stages – Exploratory and Detailed. Information on Strengths & Weaknesses should focus on the internal factors.

Evaluate listed ideas against Objectives - With the lists compiled, sort and group facts and ideas in relation to the objectives.

List Strengths, Weaknesses, Opportunities, & threats

Carry your findings forward - Make sure that the SWOT analysis is used in subsequent planning. Revisit your findings at suitable time intervals.

How Digital Marketing Helps Small Companies

- **Cost-Effectiveness:** Digital platforms offer lower-cost advertising compared to traditional methods like TV or print, allowing companies to run campaigns with small budgets. For example, Facebook ads can reach targeted customers for a fraction of the cost of print media.
- **Targeted Marketing:** Small businesses can specifically target audiences based on demographics, interests, and behaviors, ensuring marketing efforts are efficient and cost-effective.
- **Higher ROI and Measurable Results:** Tools like Google Analytics enable tracking of ROI, enabling businesses to understand which campaigns drive results and refine strategies in real-time.
- **Global and Local Reach:** Digital marketing allows local businesses to break geographical barriers and reach a broader, even global audience.
- **Improved Brand Visibility and Recognition:** A strong online presence helps consumers find small businesses; 76% of consumers look for a company online before visiting

LECTURE - 6

What is WEBSITE?

- A website is a collection of interconnected web pages hosted on a web server and accessed via the internet using a specific domain name. Think of it as a digital book or storefront where each page is a separate section.

- **How it Works**

➢ Domain Name: The unique web address used to locate the site (e.g., google.com).

➢ Web Server: A powerful computer connected to the internet that stores all the website's files (images, text, and code) and delivers them to your device.

➢ Web Browser: An application like Chrome, Safari, or Firefox that you use to access and view the website.

- **It consists of**

➢ **Home Page:** The main landing page that acts as the starting point or table of contents for the site.

➢ **Hyperlinks:** Clickable text or images that allow you to easily jump from one web page to another.

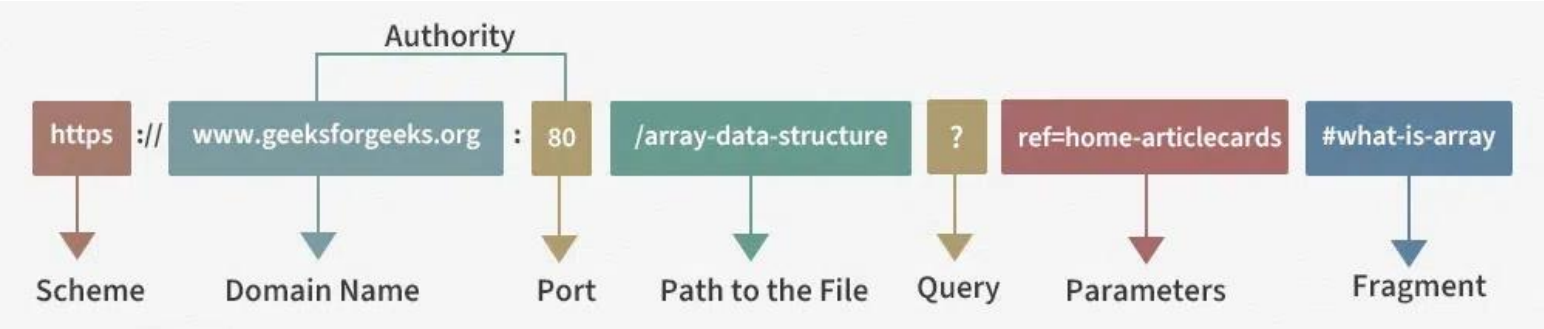
➢ **Web Pages:** Individual documents that make up the website, typically built using coding languages like HTML, CSS, and JavaScript.

What is WEBSITE?

- A URL or Uniform Resource Locator is a Unique identifier that is contained by all the resources available on the internet. It can help to locate a particular resource due to its uniqueness. It is also known as the web address.

- **Structure of a URL**

1. Protocol
2. Domain or Host Name
3. Port Name
4. Path:
5. Query
6. Parameters
7. Fragments



Levels of WEBSITE

In digital marketing, websites are developed in different levels depending on their purpose, complexity, and functionality.

- **Informational websites**. These websites provide only essential information such as company details, services, and contact information. They are usually static and do not allow much user interaction. The main goal of this level is to create an online presence and help customers find basic information about the business.
- **Interactive websites**, which allow users to engage with the website. These websites have features like contact forms, login systems, comment sections, and chat options. They help businesses communicate with customers and collect useful data, improving customer relationships and engagement.
- **E-commerce websites**, where products or services are sold directly online. These websites include features like product listings, shopping carts, and online payment options through apps like Google Pay. This level helps businesses generate revenue and reach a wider audience.

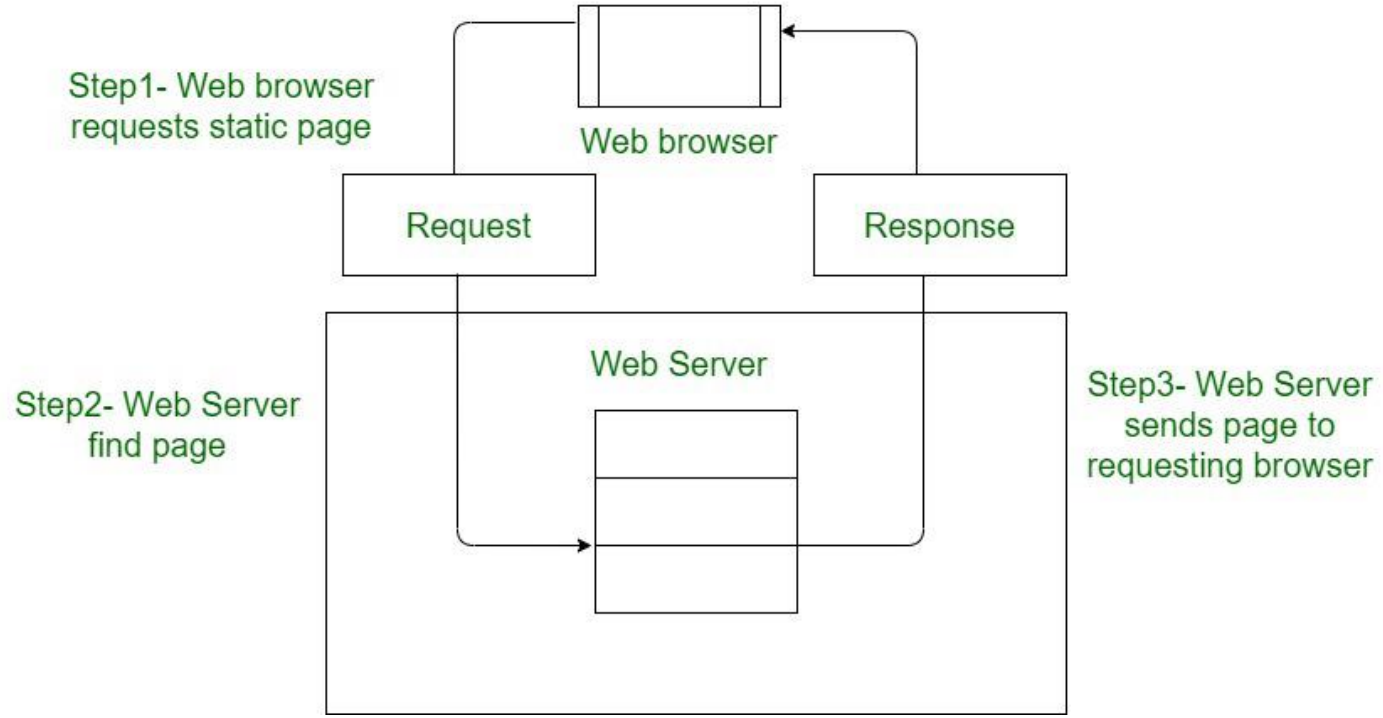
Levels of WEBSITE

- **Lead generation websites**, which focus on attracting potential customers and collecting their information. These websites use landing pages, forms, and strong call-to-action buttons to capture leads such as email addresses or phone numbers. The collected data is then used for marketing campaigns and converting leads into customers.
- **Advanced or smart websites**. These websites use modern technologies like artificial intelligence, automation, and data analytics to provide personalized experiences to users. Features such as chatbots, recommendation systems, and user tracking help businesses understand customer behavior and improve their marketing strategies.

LECTURE - 7

Static And Dynamic Websites

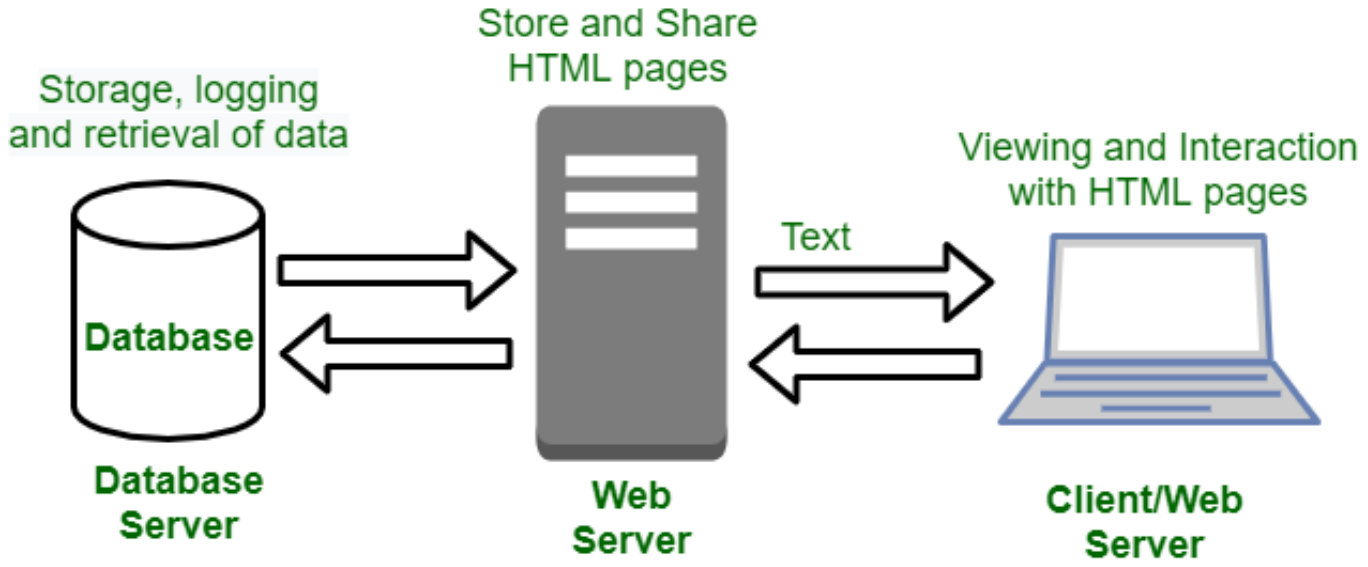
- **Static Website:** In Static Websites, Web pages are returned by the server which are prebuilt source code files built using simple languages such as HTML, CSS, or JavaScript. There is no processing of content on the server (according to the user) in Static Websites. Web pages are returned by the server with no change therefore, static Websites are fast. There is no interaction with databases. Also, they are less costly as the host does not need to support server-side processing with different languages.



Static And Dynamic Websites

- **Dynamic Website:** In Dynamic Websites, Web pages are returned by the server which are processed during runtime means they are not prebuilt web pages but they are built during runtime according to the user's demand with the help of server-side scripting languages such as PHP, Node.js, ASP.NET and many more supported by the server. So, they are slower than static websites but updates and interaction with databases are possible.

Dynamic Websites are used over Static Websites as updates can be done very easily as compared to static websites (Where altering in every page is required) but in Dynamic Websites, it is possible to do a common change once and it will reflect in all the web pages.



Static And Dynamic Websites

- **EXAMPLES:**
- **Dynamic Website:**

  E-commerce stores, social networks, news portals, and streaming platforms..

  Netflix. When you log in, the website checks your viewing history in its database and instantly builds a unique home page filled with personalized recommendations just for you.

- **Static Website:**

  Portfolio sites, resume pages, company profile pages, or digital restaurant menus.

  A local law firm's website that only lists their services, office address, and contact number

Static VS. Dynamic Websites

Static Website	Dynamic Website
Content of Web pages can not be change at runtime.	Content of Web pages can be changed.
No interaction with database possible.	Interaction with database is possible
It is faster to load as compared to dynamic website.	It is slower than static website.
Cheaper Development costs.	More Development costs.
No feature of Content Management.	Feature of Content Management System.
HTML, CSS, Javascript is used for developing the website.	Server side languages such as PHP, Node.js are used.
Same content is delivered everytime the page is loaded.	Content may change everytime the page is loaded.

Diagnostic Of Your Website And Business

Performing a diagnostic of your website and business notes involves analyzing your current operational, financial, and digital performance to uncover bottlenecks.

This process aligns your business goals with your online presence, pinpointing areas where you can improve revenue, efficiency, and search visibility.

A comprehensive health check is typically divided into three primary diagnostic areas:

1. **Digital & Website Audit**
2. **Business Notes & Operations Audit**
3. **Local & Organic Presence**

Diagnostic Of Your Website And Business

It is typically divided into three primary diagnostic areas

1. **Digital & Website Audit**

- **Speed & Performance:** Test your load times. If a site takes over 3 seconds to load, bounce rates skyrocket. **Action:** Run your URL through Google Page Speed Insights to check your metrics.

- **Mobile Responsiveness:** Because most traffic is mobile, your site must display and function perfectly on smartphones. **Action:** Pull up your site on your phone and click through every single page.

- **Technical SEO & Analytics:** Ensure search engines can easily find, crawl, and rank your site. **Action:** Set up and monitor your website through Google Search Console to see your exact search queries.

Diagnostic Of Your Website And Business

2. Business Notes & Operations Audit

- **Financial Health:** Assess your profit margins, cash flow, and where money might be overspent.
- **Organizational Alignment:** Evaluate if your team's roles are clear, or if communication is breaking down.
- **Strategic Clarity:** Ensure your long-term vision is documented and well-understood by everyone on your team.

3. Local & Organic Presence

- **Online Listings (NAP Consistency):** Ensure your business's **N**ame, **A**ddress, and **P**hone number are perfectly consistent across the web. **Action:** Check your standing on Google Business Profile.
- **User Engagement:** Identify why users leave or stay. **Action:** Use tools like Microsoft Clarity to see visual heatmaps and user session recordings. **(Tool for VISUALIZATION of site)**

LECTURE - 8

Diff b/w Blog, Portal and Website

Sr.	Aspects	Web Portal	Website
1	Purpose	The purpose of a web portal is to provide a single point of access to various resources, services, and information from different sources.	The purpose of a website is to provide a digital platform for sharing content, information, or services with an online audience.
2	User Authentication	Web portal content provides authorized access only and has strong user authentication mechanisms to control access data to different services. Moreover, web portals ensure that users are granted appropriate permissions based on their roles within the portal. For example your bank portal login.	Websites incorporate user authentication for features like memberships or commenting, but the authentication complexity is generally lower than in portals. Websites are more often publicly accessible without user authentication. For example Wikipedia.
3	Integration Capabilities	Portals bring together information and tools from different sources, making them work together seamlessly. For instance, portals show your emails, news, and calendars in one place.	Websites include tools or services from third-party, but the connection and integration are usually simpler and don't involve complex data sharing.

Diff b/w Blog, Portal and Website

Sr.	Aspects	Web Portal	Website
4	Development Complexity	Portals tend to be more complex to develop due to the need for integrating diverse functionalities, databases, and user authentication systems.	Websites are generally simpler to create as they focus on specific content or services without the need for extensive integration.
5	Examples	Examples of web portals are:Yahoo, MSN, iGoogle, Stanford University	Examples of websites are: Wikipedia, Huffpost, The Weather Channel, Pinterest
6	Content Variety	Web portals serve as multifaceted platforms, encompassing news, email, and forums.	Websites generally focus on specific types of content or information, such as blogs, eCommerce websites, informational content and portfolios.
7	User Interaction	Portals facilitate interactive features like user authentication, personalized content, and role-based access, allowing users to customize their experience.	Websites also offer interactivity through forms, comments, and user accounts, but the level of customization and interaction is usually limited compared to portals.

Characteristics of Digital Marketing

- Get a Quality Company Website
- Social Media Presence
- Blogging and Forums
- List your business on the three biggest listing services
- Email Marketing
- A Dedicated Digital Marketing Expert

LECTURE - 9

Department of Information Technology

Unit: II

Lecture -11

Search Engine Optimization

- Search engine is a software program designed to search for information on the World Wide Web. It works by:

➢ Scanning documents (web pages, images, files) for specified keywords.
➢ Returning a list of results (often called SERPs—Search Engine Results Pages) where those keywords were found.

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

- Popular Search Engine:

➢ Google: The most widely used search engine globally.
➢ Microsoft Bing: Integrated into Windows and provides AI-powered search via Copilot.
➢ Baidu: The dominant search engine in China.
➢ Yahoo!: One of the oldest search engines, now powered partly by Bing.
➢ DuckDuckGo: Popular for users who prioritize privacy and data security.
➢ Ask.com: Originally "Ask Jeeves," it focuses on a question-and-answer format.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

How does a Search Engine Work?

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

- **Crawling -** Process of fetching all the web pages linked to a website.
- **Indexing -** Process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved.
- **Processing -** When a search request comes, the search engine processes it, i.e., it compares the search string in the search request with the indexed pages in the database.
- **Calculating Relevancy -** It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.
- **Retrieving Results -** The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser.

- **A crawler-based search engine** is a search engine that uses automated programs called crawlers (or spiders) to discover and index web pages across the internet.

- These crawlers follow links between pages, gathering information about the content and structure of websites, which is then stored in the search engine's index.

- **Human-powered directory** search engines rely on human editors to categorize and describe websites, providing a structured approach to finding information. Examples include the Yahoo Directory and the Open Directory Project. These directories differ from automated search engines which rely on web crawlers to index pages.
- Imagine a directory focused on local businesses in Nagpur. The categories might include "Restaurants," "Hotels," "Shopping," "Services," etc. Editors, perhaps with local knowledge, would review submissions and categorize businesses accordingly.

Indexing

- Indexed pages in search engines are web pages that a search engine has visited, analyzed, and stored in its database, making them eligible to appear in search results.

- This process, called indexing, involves search engine crawlers (also known as bots or spiders) discovering new content, analyzing it for relevance and quality, and then adding it to the search engine's index.

- Once a page is crawled, the search engine analyzes its content (text, images, videos, etc.).

- It determines the page's relevance to various search queries. If the page meets the search engine's quality and relevance criteria, it's added to the search engine's index.

Getting Pages Indexed:

•**Natural Discovery:** Search engines often discover pages through links from other indexed pages.

•**Sitemaps:** You can submit XML sitemaps to search engines to help them find and index your pages more quickly.

•**Google Search Console:** You can use Google Search Console to request indexing of specific URLs or submit your sitemap.

•**Speeding up the process:** If you have newly created or updated content, you can use tools like Google Search Console's URL Inspection tool to request indexing.

Lecture -12

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

SEO audit

An SEO audit is a complete analysis of your website's performance from a search engine point of view. It checks whether your website follows best SEO practices that help it rank better on Google and other search engines.

An SEO audit identifies issues related to:

- Website structure
- Page speed
- On-page SEO
- Content quality
- Technical SEO
- Mobile usability
- Search engine visibility

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Needs of an SEO Audit

1. To Improve Google Rankings: Search engines update their algorithms frequently. What worked six months ago may not work today. An SEO audit helps you align your website with the latest SEO guidelines, improving your chances of ranking higher.

2. To Fix Hidden Technical Issues: Broken links, crawl errors, slow pages, missing meta tags, and poor mobile optimization can silently harm your website. An audit uncovers these problems before they affect your traffic.

3. To Increase Organic Traffic: When your website is optimized properly, search engines understand it better. This leads to higher visibility, more impressions, and increased organic traffic without paid ads.

4. To Improve User Experience: SEO is not just about search engines; it's also about users. An SEO audit helps improve page speed, navigation, and content clarity, making your website easier and more enjoyable to use.

5. To Stay Ahead of Competitors: Your competitors are optimizing their websites regularly. Without an SEO audit, you risk falling behind. An audit helps you identify gaps and opportunities to outperform them.

On Page SEO

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

On page SEO

- On page SEO is very simple and can be done without much effort but if done correctly, can be very effective in securing a good position for our website in the search engines.
- On page SEO is defined as search engine optimization which occurs within a website. It is a critical step for obtaining a high search engine ranking for a web page.
- On Page Optimization is the most important and complex part of search engine optimization.
- This website helps our search engine ranking through their keywords need.
- On Page Optimization refers to factors that have an effect on our website or web page listing in natural search results.

•Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

On Page SEO Factors

- Title tag
- Domain & URL
- Meta Keyword
- Meta Description
- Unique Content
- Alt attribute for Image
- Sitemap
- H1, H2 tags

On Page SEO Factors

•**Title tagTitle :** tag is normally defined as <title> </title>.Using important keywords in the starting of Title tag will be of great help in getting good ranks. Use keywords related to our web page in the Title Tag. Always add a unique Title Tag for different pages. The maximum length of a title tag to be displayed is between 60–70 characters.

•**Domain & URL:** A clean, short URL containing the primary keyword tells both users and search engines what the page is about (e.g., ://example.com). Avoid long, numeric, or nonsensical URLs.

•**Meta Description:** A 120–158 character summary in the HTML code. While not a direct ranking factor, it appears in search results (SERP) and drives click-through rates (CTR).

•**Meta Keywords:** A historically used HTML tag (<meta name="keywords" content="...">). It is now considered obsolete by Google for ranking, but can still be used for internal site search.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

On Page SEO Factors

•**Unique Content:** Original, high-quality content that provides value. Google penalizes or ignores duplicate content, so original writing helps avoid penalties and increases ranking potential.

•**Alt Attribute for Image:** Descriptive text in HTML that explains an image. It improves accessibility for visually impaired users and helps search engines understand visual content, ranking images in image search.

•**Sitemap:** An XML file listing all valuable pages on a site. It acts as a map for search engine crawlers, ensuring all pages are found and indexed properly.

•**H1, H2 Tags:** HTML header tags used to structure content hierarchy. The is the main title (use only one per page). tags act as subheadings to break up sections, making content readable and keyword-optimized.

Lecture -13

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

External link and Internal link

1. **Internal Link :** Internal links are hyperlinks that direct the readers to a target page on your website. Internal link is a link from one page to another page on the same domain.

Advantages of good internal link are :

- Internal link improves usability through anchor text.
- Internal linking improves page rank and boots page views.
- Internal link decreases the bounce rate.
- Internal linking improves the indexing of your site.

2. **External Link :** External links are that which wants customers clicking on links that directs them away from your website. External links are sometimes called outbound links are an important part of search engine optimization.

Advantages of good external linking are :

- Good external link helps to improve the authority of your website.
- Linking to outside website will not hurt your page rank .
- External link is just like your giving some extra resources to read that.
- External links help in enhancing credibility.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Off Page SEO Factors

- Off-page SEO refers to actions taken outside your own website to impact your rankings within search engine results pages (SERPs).
- It builds site authority, trust, and reputation through techniques like link building, social media marketing, and brand mentions, signaling to search engines that your site is a credible resource.

Key Elements of Off-Page SEO

- **Backlinks:** Gain high-quality links from trusted sites to boost authority and rankings.
- **Social Media Marketing:** Engage and share valuable content to increase visibility.
- **Reputation Management:** Build trust by monitoring and managing brand perception.
- **Influencer Marketing:** Collaborate with influencers to expand reach and authority.
- **Brand Mentions:** Earn unlinked mentions on reputable sites for added credibility.
- **Guest Blogging:** Write for external sites to gain backlinks and exposure.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

On Page Vs. Off Page SEO

Feature	On-Page SEO	Off-Page SEO
Definition	Optimizing elements on your website.	Actions taken outside your website.
Primary Focus	Content quality, structure, and user experience.	Building authority, reputation, and trust.
Control	Full control; changes made directly on site.	Minimal control; depends on external sites.
Key Elements	Keyword research, title tags, meta descriptions, site speed, URL structure.	Backlinks, social media marketing, guest posting, brand mentions.
Purpose	To make content relevant and readable to search engines.	To improve credibility and ranking potential.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Writing SEO content

- SEO writing is the process of writing content designed to appear prominently in search engines and AI systems for relevant queries.

- Generally, SEO writing involves:
  - Optimizing your content for target keywords and prompts
  - Making your content helpful to readers
  - Helping search systems interpret what your content is about.

- SEO writing is important because it increases your chances of reaching more people who are actively looking for answers to questions that are relevant to you, which can drive business results.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Writing SEO content

1. Find Your Primary Keywords
2. Identify Content Gaps
3. Choose Your Secondary Keywords
4. Satisfy Search Intent
5. Create Quality Content
6. Use Keywords Naturally
7. Structure Content with Subheadings
8. Readability
9. Include Multimedia Elements in Your Content
10. Add Internal Links
11. Link to High-Quality External Resources
13. Create an Optimized Title Tag, Meta Description, URL, etc.
14. Promote Your Content

Lecture -14

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

SEO Data Monitoring Tools

SEO data monitoring tools track rankings, technical health, backlinks, and content performance to improve search visibility. Leading solutions include comprehensive analysis, technical crawling, and direct search data. These tools provide crucial alerts on, site changes, and competitor shifts.

Top SEO Data Monitoring Tools

- **Semrush:** An all-in-one platform for keyword tracking, site audits, and competitor analysis, ideal for identifying technical errors and tracking rank changes.
- **Ahrefs**: Known for robust backlink tracking and competitive research, with the free Ahrefs Webmaster Tools for on-site monitoring.
- **Screaming Frog SEO Spider:** A desktop crawler (free up to 500 URLs) that analyzes websites for technical SEO issues, broken links, and site architecture.
- **Google Search Console (GSC):** A free, indispensable tool for tracking keyword performance, indexing, and direct search metrics.
- **Sitechecker:** Monitors website health in real-time, offering notifications for code changes and SERP tracking.
- **SEOptimer:** A reporting tool and auditor for SEO, providing actionable insights for on-page SEO.
- **Seobility:** Focuses on continuous website crawling and rank tracking to detect technical issues early.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Core Elements of SEO Monitoring

- **Traffic & Performance:** Total Organic Traffic (sessions) and Conversion Rates from organic search to measure ROI.
- **Rankings & Visibility:** Tracking Keyword Positions and overall SERP visibility, including impressions and click-through rates (CTR).
- **Technical Health (Crawlability/Indexability):** Monitoring robots.txt, noindex tags, sitemaps, HTTP status codes, and HTTPS/SSL security.
- **On-Page & Content:** Tracking changes in meta descriptions, title tags, header tags, schema markup, and content quality.
- **User Experience (UX):** Bounce rate, dwell time, mobile responsiveness, and Core Web Vitals (loading speed, interactivity).
- **Off-Page/Backlinks:** Domain authority and new/lost referring domains.

SEO Monitoring Dashboard



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Lecture -15

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Jobs in SEO

Top SEO Job Titles & Roles

- SEO Executive / Specialist: Performs keyword research, on-page, and off-page optimization.
- SEO Manager: Develops overall strategy, analyzes data, and manages team members.
- Technical SEO Specialist: Focuses on website audit, speed, crawlability, and schema markup.
- SEO Intern / Trainee: Learns SEO basics and assists with link building and content.
- Digital Marketing Executive/Manager: Handles SEO, SEM, PPC, and social media analytics.

Key Skills Required

- Tools: Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz.
- Technical: Basic understanding of HTML, CSS, and CMS systems like WordPress.
- Analytical: Ability to interpret data and adjust strategies.

Department of Information Technology

Unit: III

Lecture -16

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Introduction to Social Media Marketing

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

Key objectives include:

- Increasing Brand Awareness:
- Driving Website Traffic
- Generating Leads and Sales
- Building Community and Engagement
- Enhancing Brand Reputation
- Customer Service and Insights

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Facebook Marketing

- Facebook is undoubtedly the most popular social media platform available with many advantages associated with it.
- It is primarily a social networking site, however it can be used as a handy tool for promoting and advertising a business.
- We can use Facebook to promote a brand, market a company, or create awareness about a service or a product. Success with this form of marketing requires more than a fan page and a few friends.
- When used effectively, Facebook marketing can provide a business with exciting benefits and results. Facebook marketing can enable businessmen to greatly improve their brand awareness and reach out to a wider audience.

Facebook's most popular demographics include:

- Women users (89%)
- 18-29 year olds (88%)
- Urban- and rural-located users (81% each)
- Those earning less than $30,000 (84%)
- Users with some college experience (82%)

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Facebook Marketing

Grow Your Business with Facebook

- Facebook can provide your business with a branding outpost on the web where customers, employees, and even the media can find information about your company, products, and services.
- Facebook connects you and your staff directly to your customers and fans. Facebook can generate new leads for your business by drawing users' attention towards what you are offering.
- Facebook helps in sharing links, images, and posts on a customizable page to project a better sense of your business.
- Facebook runs tactics like contests, sweepstakes, etc., that can increase fans and brand awareness of your business.

Latest Facebook Trends

- Using the cover photo for marketing, different types of Facebook posts, more pictures, etc.

Lecture -17

Increase Facebook Likes for a Fan Page

➢ Create a Facebook fan page with an instantly appealing image, as it will help in attracting more attention.

➢ Keep the Facebook fan page up to date by writing suitable description and posting interesting and friendly page titles.

➢ If you are running a contest on your page, then ask your visitors to like your fan page.

➢ If you are running a business, then you should promote your fan page by using ads in the Facebook, as it is the easiest way to increase the visibility of your brand and reach out to a highly targeted audience.

➢ Promote your page on your official website because it helps you to get likes from new visitors on your site. Having a 'like' button on your website is an easy way to drive new likes over time.

➢ Synchronize your Facebook page with your other profiles on other social networking sites like Twitter, dig, etc

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Facebook Apps

- Facebook apps are basically software programs that can be added to users' Facebook profiles.
- These interactive software applications are developed to utilize the core technologies of the Facebook platform.
- Applications for Facebook have gained massive popularity in the last few years due to its uniqueness and the ease of creating them.
- Facebook apps integrate Facebook newsfeeds, notifications, various social channels, and other features to generate awareness and interest in the app by the Facebook users.
- Apps and games are normally developed to enhance your experience on Facebook.

Facebook Apps –Advantages

✓ Increased exposure to potential customers.
✓ Easily create new product or service campaigns online.
✓ Lower marketing expenses.
✓ Reach a targeted customer.
✓ Build brand loyalty.
✓ Provide multiple marketing platforms.
✓ Budget-friendly ads.
✓ Marketing strategy is low cost.
✓ Allows business to communicate with existing and prospective clients.
✓ Can easily update everyone at once about your business.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Facebook Visual Identity

Key elements of the Facebook app brand visual identity include:

- **Logo & Monogram:** The primary monogram is a white "f" on a blue background (or blue on white), embodying a simple,, recognizable, and "everlasting" design.
- **Color Palette:** The brand revolves around a bold "Facebook Blue,", updated in 2019 to be more electric.
- **Typography:** The customized typeface, "Facebook Sans," is designed for clarity and modern, digital-first communication.
- **Usage Guidelines**: Logos must be used without alterations, ensuring they are never recolored or used with effects like drop shadows.
- **Page vs. Profile**: A Facebook page's visual identity must look professional, often using high-resolution cover photos and profile images, serving as a distinct entity from personal profiles to represent businesses or brands.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Optimization of Instagram profile

Optimize your Instagram profile by creating a clear, searchable username, adding a keyword-rich bio within 150 characters, and using a recognizable profile picture. A professional, converted business account with a compelling Call-to-Action (CTA) and organized highlights is key to maximizing engagement, increasing discoverability, and driving conversions.

- Switch to a business profile
- Choose Recognizable and Searchable @Username
- Choose a recognizable and memorable profile photo
- Optimize your bio
- Include a call-to-action
- Use your one CTA link wisely
- Add granularity in your Instagram business category
- Use story highlights to showcase specific products and services

Lecture -18

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Create a WordPress Blog

- Before we dive into how to create a WordPress blog, we should mention a few important things you'll need to get started:
- **Domain Name:** This is your blog's unique address on the internet, like *yourwebsite.com*. **Choose something** memorable that is relevant to your content and brand.
- **WordPress Hosting Plan:** Think of web hosting as your blog's home on the internet. It stores all of your website files and makes them accessible to visitors. There are different types of **WordPress hosting** available, but don't worry, we'll discuss those in a later step.
- **WordPress Theme:** Think of this as your website's outfit or *look*. It's the design visitors will see when they land on your website. WordPress has thousands of free **themes** on the **WordPress repository**, and there are plenty more available for purchase through third-party vendors, such as **Elegant Themes**.
- **WordPress Plugins:** **Plugins** add extra features and functionality to your blog. There are plugins for almost anything you can imagine, including contact forms, **social media**, SEO, and security.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Create a WordPress Blog

- **Content Creation Tools (optional):** In addition to WordPress plugins, some creators may prefer to solicit help from other tools. These could include **AI writing tools**, such as **Rytr** or **Jasper**, or an **AI art generator**, such as **Adobe Firefly** or **Jasper Art**.

Lecture -19

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Steps to Create a WordPress Blog

Step 1: Choose your DOMAIN NAME

Step 2: Select a Web Hosting Service

Step 3: Install WordPress

Step 4: Write Your First Blog Post

Step 5: Optimize for SEO

Step 6: Add Pages to Your Blog

Step 7: Set Up Social Media Sharing

Step 8: Promote Your Blog

Lecture -20


Twitter
Marketing

TWITTER

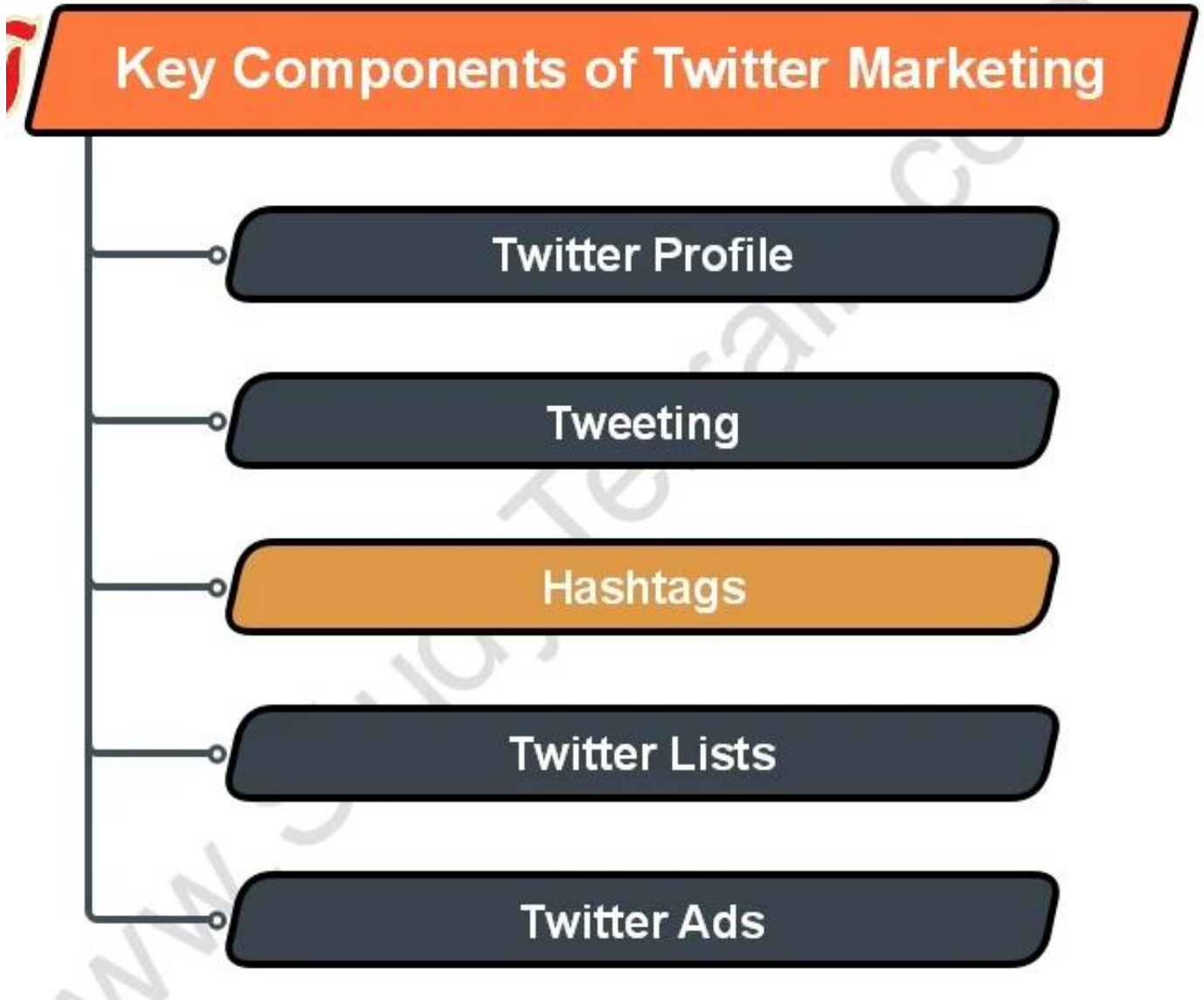
- Twitter is another social networking platform that allows registered users to read and write 140character messages called 'tweets'. It is available across all devices such as cell phones, desktops, laptops, and tablets.

- **History of Twitter**

Jack Dorsey, an undergraduate student at New York University, introduced the idea of an individual using a message service to communicate with a small group. Twitter was launched as an SMS-based communication platform. Initially it was known as "twttr". On March 21, 2006, Jack Dorsey sent the first ever tweet: "just setting up my twttr".

Twitter's most popular demographics include:

- Women users (25%) o 18-29 year olds (36%)
- Urban-located users (26%)
- Those earning $50,000-$74,999 (28%)
- Users with college experience or more (29%)


Key Components of Twitter Marketing
Twitter Profile
Tweeting
Hashtags
Twitter Lists
Twitter Ads

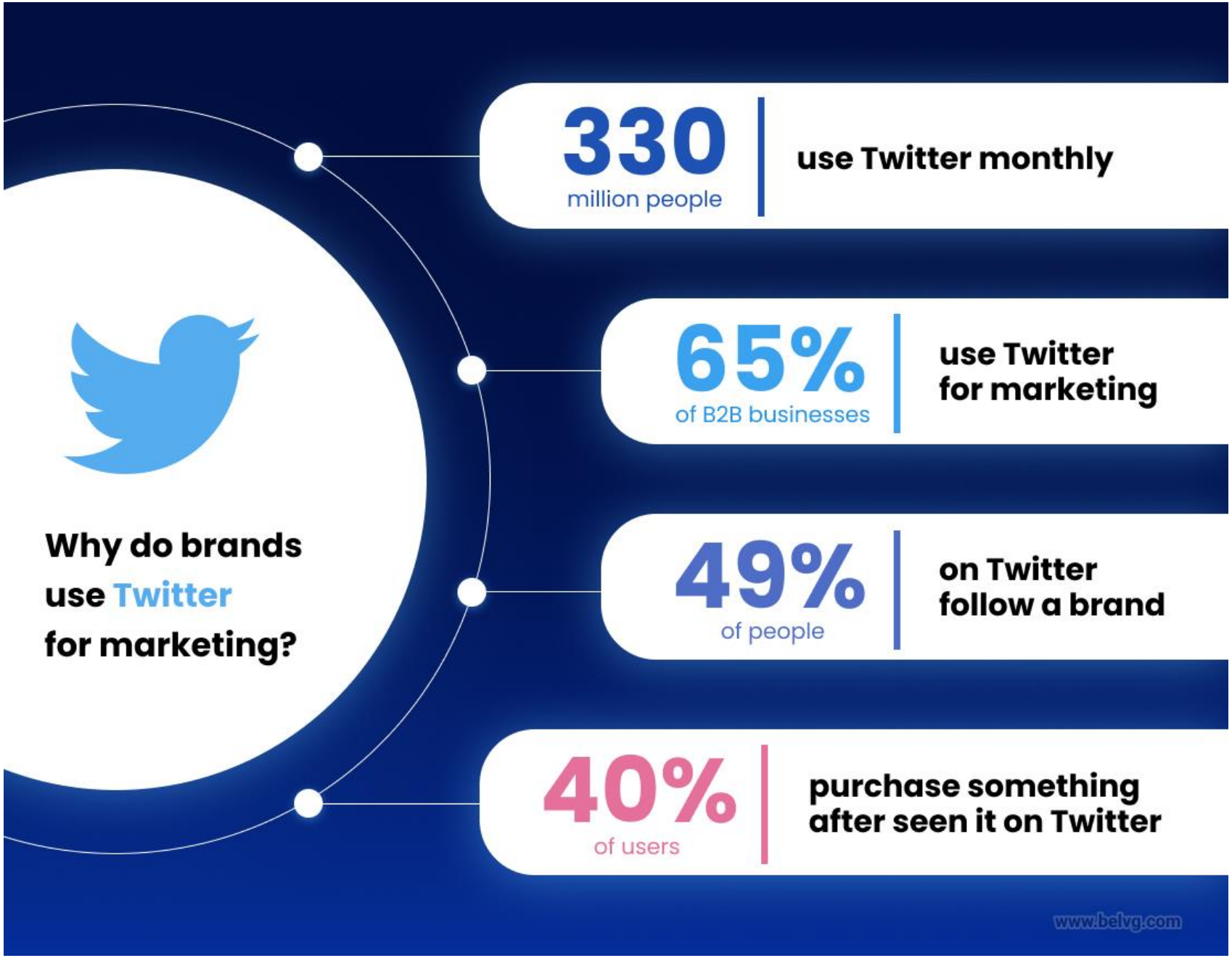
What is Twitter Marketing?

- Twitter marketing is a powerful tool for companies of every size and structure to reach out to new customers, promote their brand, and connect with the rest of the companies.

- Twitter marketing is the process of promoting your brand, products, or services through tweets, conversations, and interactions through the Twitter platform.

- It involves developing an effective **social media marketing strategy**, where you post relevant tweets at the right time to connect with your target audience.

- Different from marketing on platforms like LinkedIn and Facebook:
    1. **Real-time engagement**
    2. **Direct access to influencers (**leaders, influencers, celebrities, verified, blue tick))
    3. **Hashtag power (**receive twice as much engagement and are **55%** more likely to be retweeted)
    4. **Younger audience (**Twitter's audience skews younger, with **34.2%** of users in the 18-24 age group, compared to **24.5%** on LinkedIn and **23%** on Facebook.)


Why do brands use Twitter for marketing?
330
million people
use Twitter monthly
65%
of B2B businesses
use Twitter for marketing
49%
of people
on Twitter follow a brand
40%
of users
purchase something after seen it on Twitter
www.belvg.com

Lecture -21

Twitter features perfect for marketing

1. Twitter trends: Twitter trends highlight the most trending topics and hashtags at any given moment. You can find trending topics in the “For You” and “Trending” sections of the Explore tab on Twitter’s mobile app or in the "What’s Happening" sidebar on desktop.

2. Twitter Communities: **Twitter Communities** are groups of users who share common interests, like tech, sports or fashion. By joining and contributing to these communities, brands can engage with a focused audience and share valuable content.

3. Twitter Lists: **Twitter Lists** let you organize specific accounts into groups, like influencers, competitors or customers.

4. Twitter Spaces: **Twitter Spaces** are live audio chat rooms where users can host interactive discussions, Q&A sessions or product launches.

5. Twitter Polls: **Twitter Polls** allow users to create and share polls with their followers. Marketers can leverage these polls for **social media market research**, gauge customer preferences or gather insights.

Twitter features perfect for marketing continue…

6. Twitter Ads : Twitter Ads enable marketers to promote tweets, profiles or **social media trends** to a targeted audience. Brands can amplify their reach, drive website traffic, increase app installations, and generate leads on social media through **sponsored posts**.

7. Twitter Analytics : Twitter Analytics is a built-in feature that provides comprehensive insights into tweet performance, audience demographics and **customer engagement metrics**. Marketers can track impressions, engagements, follower growth and link clicks to validate their **content marketing strategies** and refine content.

8. Twitter Grok : Grok is an AI-powered tool available to Premium and Premium+ subscribers that enhances user interaction on Twitter. It offers two modes — regular and fun — allowing users to engage with content in different ways.

HASHTAG

The symbol hash tag (#) is used to mark keywords in a tweet. It was originally created by Twitter users. This symbol helps them to categorize the tweets and show them easily when people search for them. Hash tags can occur anywhere in a tweet – middle, end, or at the beginning. If you tweet with a hash tag on a public account, anyone who does a search for that hash tag will find you. A hash tag is a way for people to search for tweets having a common topic.

Sponsored Tweets and Hash Tags

Sponsored tweets are advertising platforms that connect companies with tweeters. Sponsored tweets allow brands to tap into a Twitter user's followers to reach out to new customers. By giving companies access to your twitter stream, tweeters are compensated for each advertisement they accept. The only thing tweeters need to do is to write a tweet based on some simple guidelines provided by the advertiser. Sponsored Hash Tags place the tag of a customer's choice among the list of trending topics that users see when they access the social network through the web.

Benefits of Twitter marketing

1. Builds brand image
2. Targets Gen Z and Millennials
3. Enhances customer relationships
4. Drives web traffic and conversions

How to create an effective Twitter marketing strategy

1. Audit your Twitter account
2. Analyze the competition
3. Set engagement goals
4. Create a content calendar & make future promotion

Lecture -22

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

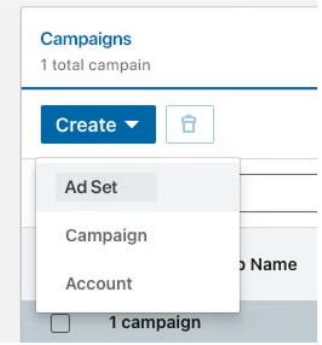
Steps Creating a campaign on LinkedIn

Creating a LinkedIn ad campaign involves setting up a Campaign Manager account, defining an objective (e.g., brand awareness, website visits, lead generation), targeting a specific professional audience, setting a budget/schedule, and creating ads (such as sponsored content or image ads) to launch.

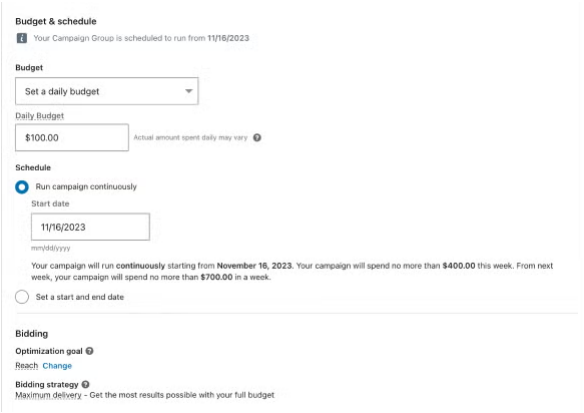
Steps to Create a Campaign:

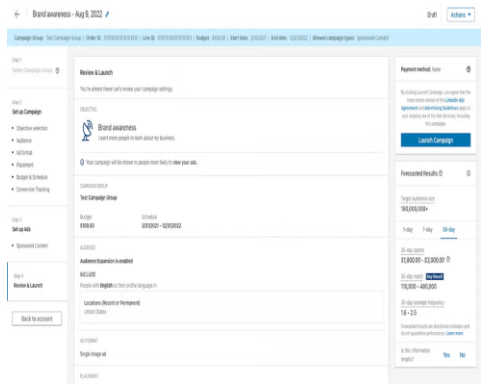
- **Access Campaign Manager:** Go to the LinkedIn Campaign Manager and click "Create" to start a new campaign group or campaign.
- **Select Objective:** Choose from Awareness, Consideration (website visits, engagement), or Conversion (lead generation) goals.
- **Define Target Audience:** Use LinkedIn's targeting options, including company industry, size, job title, seniority, or skills.
- **Select Ad Format:** Choose from formats like Single Image Ad, Video Ad, Carousel Ad, or Message Ad.
- **Set Budget and Schedule:** Determine your daily/lifetime budget and set dates for the campaign to run.
- **Launch:** After setting up and reviewing, turn the campaign status to "Active".

Creating a campaign on LinkedIn

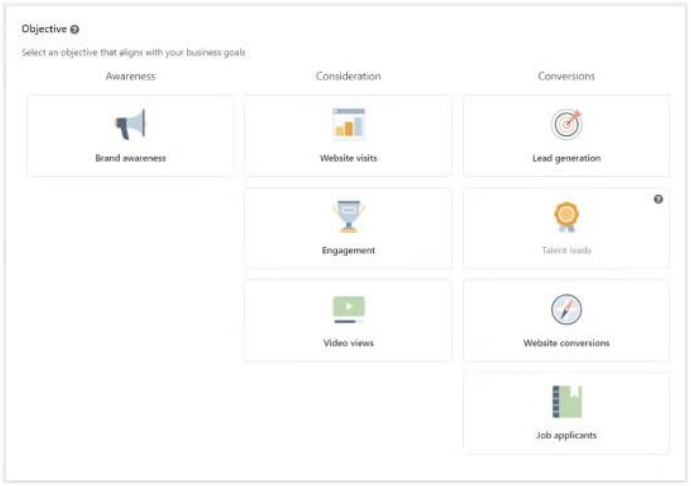


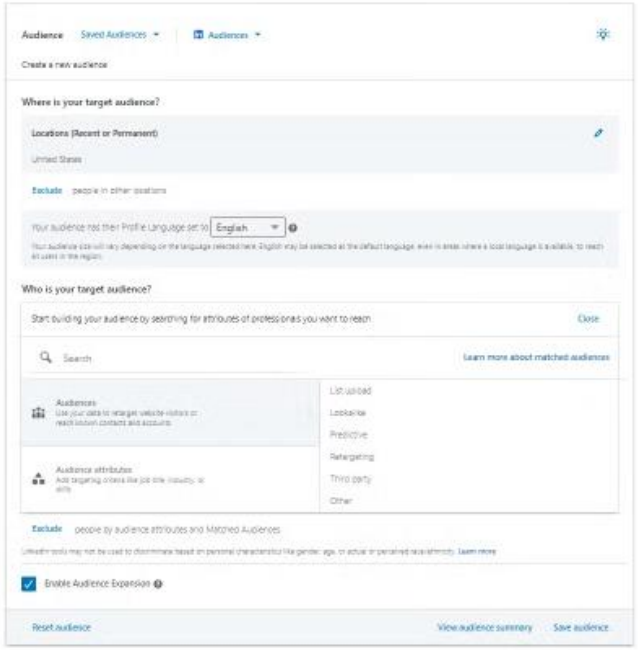


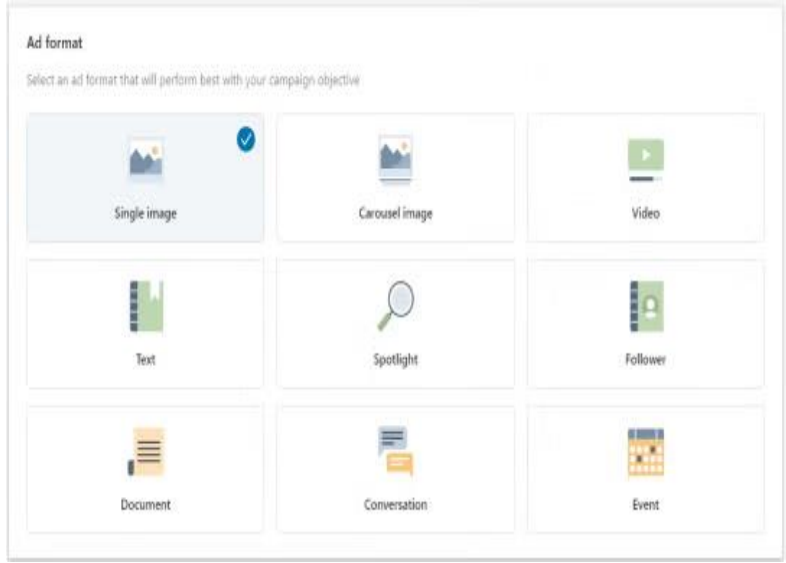




Sign in to Campaign Manager







Lecture -23

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Marketing on Google Plus

- Every time a person creates a Gmail account, a new Google Plus account is created. That means there are over two billion users on Google Plus.
- Google Plus was created with businesses and individuals in mind, unlike other social media platforms that focus on individual users, so corporate and business profiles are more user-friendly.

There are many ways to engage in Google Plus marketing. They include:

- Creating a profile for users to learn more about the business
- Using circles and the community function to communicate directly with certain groups
- Creating and joining hangouts to get to know customers and clients
- Sharing quality content and news
- Using and posting ads the same way AdWords is used
- Using social signals on websites to enhance content and online offers

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Advantages of Google+

- **Branding** – Google will fetch data from Google+ for brand-named keywords. Your presence on Google+ marks up high on SERP.
- **Improved Search Rankings** – Shares (+1) are like social recommendations that affect your search rankings.
- **Link Building** – One link on Google+ acts as one backlink for your website. Your link gets submitted to Googles index straightaway.
- **Quality Reviews** – Google flashes the ratings and the reviews you have received, making your business more compelling.
- **Appear in Local Carousal** – You can mark the presence of your business on Google+ to be more visible.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Google+ Tools

- **DoShare** − It is a Google Chrome extension that lets you write and schedule your updates on Google+ Page.
- **SproutSocial** − It is a management tool that lets you manage social networking sites like Twitter, Facebook, Google+, etc. for your website.
- **Buffer** − You can schedule your updates in a buffer calendar to set up and organize your posts.
- **Hootsuite** − It is a social media dashboard that allows you to schedule, create, and keep track of your content. You can manage multiple streams in one place.
- **Rival IQ** − It is a competitor research tool that lets you monitor your flow on Google+ so as to let you make the most of Google+.
- **Circle Count** − It helps you explore circles and communities for your brand. It allows you to measure the effectiveness of your content.
- **Circloscope** − It helps to filter, remove, and un-circle inactive users. It is available in paid and free versions.

Lecture -24

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Social Media Analytical Tools

- Hootsuite: Known for comprehensive, multi-channel performance reporting, including Pinterest, YouTube, and Threads.
- Sprout Social: Widely used by brands for deep analytics, competitor benchmarking, and listening tools.
- Buffer: A user-friendly tool focused on content performance and publishing analytics.
- Keyhole: Specializes in real-time tracking of hashtags, influencers, and competitor analysis.
- Rival IQ: Focuses heavily on competitive analysis and tracking competitor social media profiles.
- Metricool: Known as a strong, all-in-one tool for analytics and reporting.
- Social Status: Automates reporting for agencies, including paid/organic breakdowns.
- Iconosquare: Specialized analytics for visual platforms like Instagram.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Social Media Analytical Tools Benefits

Key benefits of using social media analytics tools include:

- **Improved Content Strategy:** By tracking engagement metrics (likes, shares, comments), companies can understand what content resonates with their audience, allowing them to refine their content strategy to align with audience preferences.
- **Data-Driven Decision Making:** These tools turn raw data into actionable insights, providing objective evidence for marketing decisions rather than relying on guesswork.
- **Improved Customer Understanding**: Tools enable deep insights into audience demographics, behaviors, and interests, allowing for better audience segmentation and more personalized content.
- **Real-time Performance Monitoring:** Businesses can stay updated on trends and campaign impact in real time, allowing for immediate adjustments to improve results.
- **Competitor Analysis:** Analytics tools help monitor competitor actions, providing insights into their performance and strategies, which can be used to identify gaps in the market.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Social Media Analytical Tools Benefits

Key benefits of using social media analytics tools include:

- **Measuring ROI:** By tracking key performance indicators (KPIs) like conversion rates and engagement levels, companies can calculate the actual return on investment (ROI) for their social media efforts.
- **Improved Customer Experience (CX):** By monitoring social media sentiment and responding to questions or issues immediately, companies can improve customer satisfaction and brand loyalty.
- **Automated Reporting:** These tools streamline workflows by automatically gathering data from multiple platforms, saving time on manual data collection and reporting.
- **Crisis Management:** Real-time tracking of brand mentions allows companies to identify and address negative sentiment or potential crises immediately, protecting their reputation.

Lecture -25

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Web Analytics

- Web analytics is the process of collecting and analysing data from websites to monitor performance, understand user behaviour and make decisions that enhance users' online experiences.
- Web analytics helps enterprises understand how users interact with their website, where they drop off and what drives conversions and revenue.
- Industries from retail and finance to media, healthcare and logistics use web analytics to optimise user journeys, improve conversions and reduce friction.

Core Functions of Web Analytics

- **Traffic Analysis**
- **User Behaviour**
- **Conversion Tracking**
- **Audience Segmentation**
- **Performance Monitoring**

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Types of Web Analytics

On-site vs Off-site Analytics

On-site Web Analytics

- Tracks everything that happens within your own website: page views, user journeys, session duration, conversion events and technical performance
- Gives your team direct control over data collection and the ability to connect behaviour to specific business outcomes on your owned digital properties

Off-site Web Analytics

- Measures your website's presence and performance in the broader digital landscape including search visibility, backlink profiles and social mentions
- Tracks how your brand appears in search engine results pages before a user ever reaches your website
- Provides competitive benchmarking data that shows how your digital presence compares to competitors across organic and paid channels

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Types of Web Analytics

Quantitative vs Qualitative Analytics

Quantitative Analytics

- Measures what users do in numerical terms: page views, sessions, bounce rates and conversion rates
- Tells you the scale and frequency of user behaviour across your website
- Answers what happened and how often without explaining the reason behind the behaviour

Qualitative Analytics

- Captures why users behave the way they do through heatmaps, session recordings and on-site surveys
- Shows what users were doing on a specific page before they left rather than just recording that they left
- Adds the human context that quantitative data alone cannot provide making it essential for user experience optimisation

Lecture -26

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Steps & Process of Web Analytics

Step 1: Data Collection: A tracking code or tag is placed on the website. Every time a user visits a page, clicks a button or completes an action the tag fires and sends data to the analytics platform.

Step 2: Data Processing: Raw data is cleaned, structured and organised. Sessions are identified, traffic sources are attributed and goals are matched to the events that triggered them.

Step 3: Data Storage: Processed data is stored in the analytics platform or exported to a data warehouse for longer-term retention and cross-platform analysis.

Step 4: Analysis: Analysts apply segmentation, funnel analysis, cohort analysis and statistical methods to the stored data to answer specific business questions.

Step 5: Reporting and Action: Findings are presented through dashboards, reports and visualisations that make insights accessible to the teams who need to act on them. The value of web analytics is only realised when the insights it produces reach the people making decisions about the website, the product or the marketing strategy.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Web Analytics Levels

Levels of web analytics define the depth of insights, ranging from basic traffic counting to strategic ROI analysis.

Key levels include:

1) Audience (who is visiting),
2) Repercussion (behavior/interaction),
3) Respect/Admiration (brand perception), and
4) Return on Investment (financial value).

These help optimize user experience, content performance, and marketing ROI.

Lecture -27

Creating business accounts on YouTube

Creating a YouTube business account allows you to establish a Brand Account. A Brand Account allows multiple managers, uses a custom business name rather than your personal name, and enables a professional online presence.

Step-by-Step Instructions

- **Sign In/Create Google Account:** Go to YouTube and sign in with your business email. If you don't have one, create a new Google Account, preferably selecting "for work or my business".
- **Navigate to Settings:** Click your profile picture in the top-right corner, select Settings.
- **Create Channel:** Click Add or manage channel(s), then click Create a channel.
- **Set Up Brand Name:** Type in your business name and customize your handle (unique identifier).
- **Customize Channel:** Add your business logo, channel banner, and description in YouTube Studio.
- **Verify Account:** Go to Settings -> Channel -> Feature Eligibility to verify your phone number to unlock advanced features like custom thumbnails.

Returning a **list of results** (often called SERPs—Search Engine Results Pages) where those keywords were found.

Social Media Monitoring Tools

Social media monitoring tools track brand mentions, keywords, and competitor activity across social platforms in real-time, enabling reputation management and sentiment analysis.

Social media monitoring tools

- Hootsuite**:** A widely used platform for posting, tracking, and managing competitor activity with over 100 integrations.
- Sprout Social**:** Known for its "Smart Inbox," which gathers all messages from various platforms into one stream for quick response times.
- Sprinklr Social**:** Excellent for enterprise businesses, offering advanced AI to analyze unstructured data across 30+ digital channels.
- **Agorapulse:** Considered best for managing social inboxes and monitoring conversations.
- Awario**:** Crawls the web to track brand mentions, offering both real-time data and Boolean searches for high precision.
- Mention**:** A solid choice for real-time monitoring and tracking brand mentions across the web.
- **Brandwatch:** Excellent for deep consumer insights, market research, and trend analysis.
- Talkwalker**:** Offers a free alerts system for tracking digital footprints and a comprehensive social search tool.

Department of Information Technology

Unit: IV

Lecture -28

SEARCH ENGINE MARKETING

- Search Engine Marketing (also known as Search Marketing) is the process of getting traffic from search engines either organically or paid.
- **Search marketing has two main types:**
  - SEO (Search Engine Optimization)
  - PSA (Paid Search Advertising).
- SEO is the way to get free traffic from search engines by achieving high rankings in the SERPs
- Paid search ads are the process of paying for your ads to appear on search engine results pages.
- Search engine marketing is important because it’s the process to follow to optimize your website or ads so that they appear in the top positions.
- Your goal is not just to have a presence in search engines but to show up in one of the top 5 positions for the search terms (keywords).
- Statistics show that the majority of users click on one of the top ads or one of the first five organic results.

SEARCH ENGINE MARKETING TOOLS

1. All-in-One SEM Suites

These "powerhouse" tools handle everything from keyword research and competitor analysis to tracking your paid and organic performance.

Semrush: The industry gold standard for 2026. It features an **AI Visibility Toolkit** to monitor how often your brand appears in AI Overviews (SGE) and ChatGPT. It’s excellent for managing both PPC campaigns and deep technical SEO.

Ahrefs: Best-in-class for backlink analysis and understanding competitor traffic. Its 2026 updates include a "Share of Voice" tracker for AI search surfaces.

SE Ranking: A more budget-friendly alternative to Semrush that still offers robust keyword tracking and site auditing, making it ideal for small-to-mid-sized businesses.

SEARCH ENGINE MARKETING TOOLS

2. Paid Search (PPC) & Ad Management

If you are specifically looking to manage "Search Engine Marketing" in the colloquial sense (paid ads), these are the go-to tools:

Google Keyword Planner: The foundational free tool for discovering what people are searching for and estimating how much those clicks will cost.

SpyFu: A specialist tool for competitive intelligence. It allows you to see every keyword your competitors have ever bought on Google Ads and which ad copies performed best for them.

Optmyzr: Designed for power users managing large-scale PPC. It uses AI to automate bid management and suggest campaign optimizations to maximize ROI.

WordStream: Known for its "20-Minute Work Week" alerts, it helps smaller teams manage Google and Bing ads without needing a full-time specialist.

SEARCH ENGINE MARKETING TOOLS

3. Generative Engine Optimization (GEO)
A new category for 2026, these tools help you rank inside AI-generated answers:

Profound: Tracks brand citations and visibility specifically inside LLMs like Gemini and ChatGPT.

Search Atlas: An AI-first platform that audits your content to see if it's "LLM-friendly" and provides a "Citation Score.“

ZipTie: Helps identify which specific sections of your website are being quoted by Google's AI Overviews.

Lecture -29

Display Advertising

- Display Advertising refers to displaying graphical, visual, or multimedia advertisements on websites, applications, or social media platforms.

- These advertisements might be banners, photos, movies, or interactive features, among other formats. Display advertising, as opposed to text-based ones, tries to draw viewers in with eye-catching images and graphics.

- Advertisers can efficiently target certain audiences by using data like demographics, interests, and browsing activity.

- Display advertising is important because it helps companies create visually appealing material that increases brand awareness, drives traffic to their websites, and eventually generates leads or sales.

Display Advertising

Types of Display Ads

Banner Ads



Native Ads



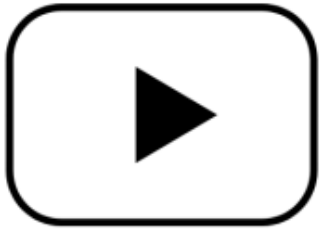
Interactive Ads



GIF Ads



Video Ads



Interstitial Ads



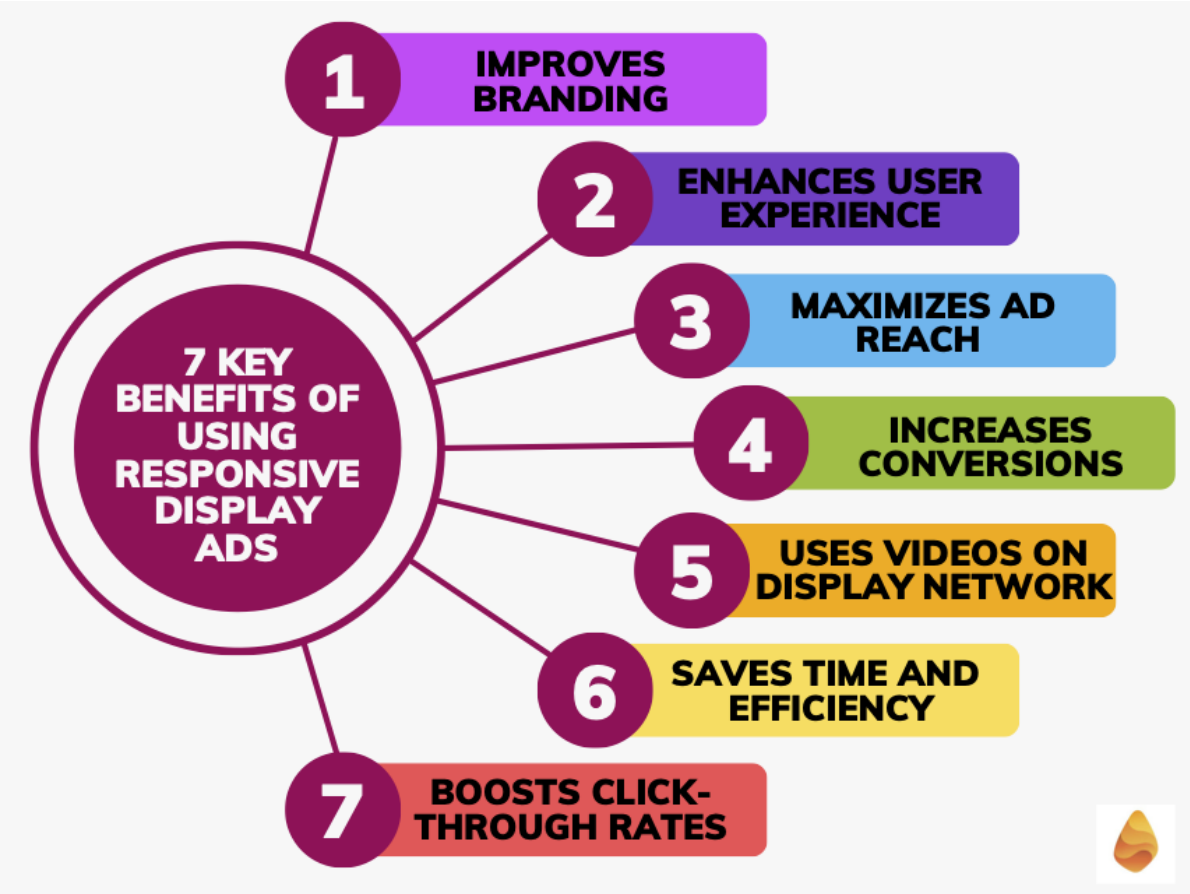
Expandable Ads



Shoppable Ads



Importance of Display Advertising



Pros & Cons

Pros

- Increased Brand Visibility
- Targeted Advertising
- Visual Appeal
- Versatility in Ad Formats

Cons

- Ad Blockers
- Banner Blindness
- High Competition
- Limited Message Conveyance

Lecture -30

Report Generation In Digital Marketing

- Digital marketing report generation is the structured process of gathering, analyzing, and visualizing data to track campaign performance against goals.
- Effective reports highlight actionable insights, ROI, and KPIs (e.g., CPA, traffic, conversion rate) using visual aids to guide strategy decisions, usually comparing performance across weekly or monthly periods to demonstrate ROI.

Key Components of a Digital Marketing Report

- **Executive Summary:** A high-level overview of results and crucial takeaways.
- **Goals & Objectives:** Clear, SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound).
- **Marketing Analysis/KPIs:** Relevant metrics such as conversion rate, Click-through Rate (CTR), CPA (cost per acquisition), ROI, and traffic sources.
- **Comparison Metrics:** Contextual analysis comparing current performance with past periods (e.g., month-on-month or year-on-year).
- **Completed Actions & Next Steps:** A summary of initiatives undertaken and recommendations for future strategy.
- **Visuals:** Charts, graphs, and dashboards to simplify data interpretation.

Tools for Report Generation

- **Looker Studio (Free):** Excellent for creating custom, interactive reports by connecting various Google and third-party data sources.
- **Supermetrics:** A robust connector that pulls data from multiple marketing platforms into dashboards, spreadsheets, or data warehouses.
- **Whatagraph:** Known for its visual, easy-to-understand reports that are ideal for social media and marketing analytics.
- **AgencyAnalytics:** Tailored for marketing agencies, providing SEO tools and white-label reporting.
- **DashThis:** An automated tool designed for simplicity, allowing users to clone templates for quick report generation.
- **Reportei:** Specializes in quick, client-friendly reports for social media and advertising, providing insights without complex manual work.
- **Power BI & Tableau:** Advanced enterprise-level tools suitable for handling massive, complex data sets for in-depth visualization.
- **Metrics Watch:** Focuses on convenience by sending automated reports directly into the client's email

Lecture -31

Email Marketing

- Email marketing is still one of the most effective digital marketing channels.
- Many people confuse email marketing with spam email messages, but that's not what email marketing is all about.
- This type of marketing allows companies to get in touch with potential customers and anyone interested in their brands.
- Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.
- **How online businesses use e-mail to engage customers:** Email is utilized throughout the sales funnel and is a key revenue driver for many online retailers.
- **Common emails include:** • Newsletters: Engage users with information about the industry, company news, and • Promotions: Often sent to existing customers, promotional emails alert users to new products and sales. • Abandoned Cart Notifications: Indecision, nontransparent shipping charges, and a variety of other reasons cause customers to leave a cart before purchase.
- These notifications remind them and can boost conversion by 15% or more.

Email Marketing Metrics

- Email Open rate
- Click-through rate (CTR)
- Conversion rate
- Bounce rate
- Number of unsubscribes
- List growth rate
- Spam complaints
- Forwarding rate/email sharing
- Engagement over time
- Overall ROI
- Email sharing rate
- Mobile open rate
- Mobile click rate
- Domain open rate
- Domain click rate
- Revenue per email
- Revenue per subscriber

Lecture -32

Email marketing plan



Email Marketing Campaign Analysis

- Email marketing campaign analysis involves tracking key performance indicators (KPIs) like open rates, click-through rates (CTR), conversion rates, and bounce rates to measure success and ROI.
- By utilizing tools for data-driven insights on subscriber behavior, marketers can optimize subject lines, content, and segmentation to improve future engagement and revenue.

Steps to Perform Campaign Analysis

- **Define Goals:** Establish clear objectives for every campaign (e.g., product awareness, sales).
- **Review Campaign Data:** Analyze how many emails were sent, delivered, opened, and clicked.
- **Check Website/Conversion Data:** Analyze user behavior post-click using website analytics.
- **Segment and Personalize:** Evaluate how different audience segments responded to customized content.
- **A/B Testing:** Test different subject lines, images, or CTA buttons to refine strategy.

Top Email Marketing & Analysis Tools

- **HubSpot Marketing Hub:** Best for B2B and CRM-driven analysis. It ties email engagement directly to revenue and specific leads in your CRM.
- **Klaviyo:** Best for E-commerce. It offers advanced predictive analytics, such as churn risk and "next best purchase" timing, along with precise revenue attribution per email.
- **ActiveCampaign:** Best for Automation & Site Tracking. Beyond standard opens and clicks, it tracks what users do on your website after clicking, allowing you to trigger new automations based on real-time behavior.
- **Mailchimp:** Best for Beginners. It provides a user-friendly "Audience Dashboard" and click maps that visually show where subscribers are clicking most.
- **Campaign Monitor:** Best for Visual Engagement. It features detailed "link-click heatmaps" and geographic engagement tracking to see where in the world your audience is most active.

Lecture -33

Marketing Automation

- Marketing automation is software that automates repetitive marketing tasks. In this comprehensive guide, learn how marketing automation works, which tasks to automate first, and how HubSpot's platform can transform your marketing efficiency while improving ROI.
- Marketing automation operates on a simple principle: trigger-based workflows. When someone takes an action (like downloading an ebook), it triggers a series of automated responses (like a thank you email, followed by educational content). Think of it like setting up dominos that fall in perfect sequence.
- **Basic process:**

  ➢Trigger Event: A contact takes an action (form submission, email click, page visit)

  ➢Workflow Activation: The system recognizes the trigger and starts the automated sequence

  ➢Personalized Actions: Based on contact data, the system delivers relevant content

  ➢Continuous Optimization: Analytics show what's working, allowing refinement over time

Manual Marketing Vs. Marketing Automation

Manual Marketing	Marketing Automation
Send individual emails one by one	Set up workflows that send thousands of personalized emails
Post to social media in real-time	Schedule weeks of content across multiple platforms
Manually track lead interactions	Automatically score and prioritize leads based on behavior
Guess the best time to reach contacts	Use data to optimize send times for each individual
Spend hours on repetitive tasks	Focus on strategy while software handles execution

Lecture -34

Email Monitoring

- Email monitoring involves systematically analyzing incoming/outgoing company emails for security, compliance, and productivity, often using tools to track content, attachments, and user activity. It helps prevent data breaches, ensures regulatory compliance, and improves workflow by measuring communication volumes. Common practices include real-time alerts, email archiving, and auditing. Key Aspects of Email Monitoring:

Importance of Monitoring:

- **Security & Compliance:** Protects sensitive information by detecting unauthorized data movement and ensuring compliance with industry standards.
- **Productivity & Efficiency:** Identifies communication bottlenecks, optimizes workflow, and aids in employee management.
- **Key Metrics & Features:** Tracks email volume, delivery speed, open rates (for marketing), and attachments to prevent data leakage.
- **Methods:** Includes real-time monitoring, archiving, and using email audit APIs, such as those provided by Google to track sent/received items.

Email Monitoring

- Email monitoring tools track, analyze, and secure email communication, covering security, deliverability, and engagement.

- Top tools include PowerDMARC and Proofpoint for security, EmailAnalytics and Mailtrack for productivity, ZeroBounce and Mailtrap for deliverability, and SolarWinds for infrastructure.

- These tools monitor metrics like opens, clicks, inbox placement, and DMARC compliance.

Department of Information Technology

Unit: V

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Digital Marketing Budgeting

- Effective digital marketing requires careful budgeting and resource planning. Without a structured budget, it's easy to overspend on channels that don't yield results, or underinvest in high-performing tactics.

- A well-managed digital marketing budget ensures that every dollar is used efficiently to drive measurable business outcomes.

- An overview of the key components involved in digital marketing budgeting:

1. resource planning,
2. cost estimating,
3. cost budgeting, and
4. cost control.

Factors to Consider in Digital Marketing Budget

1. Goals and Objectives
2. Marketing Metrics
3. Target Audiences
4. Attribution

Steps to Create a Digital Marketing Budget

- Evaluate Performance: Analyze past data for ROI.
- Define Goals: Set clear goals (e.g., website traffic, leads, sales).
- Analyze Competitors: Use tools like SEMrush to estimate competitor spend.
- Prioritize Channels: Focus on channels that work (e.g., SEO, paid social).
- Calculate Costs: Include media spend, tools, and content creation (e.g., photos, ads).
- Regular Adjustment: Review and adjust to keep up with industry trends.

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Resource Planning

- Resource planning is the foundation of any successful digital marketing strategy.
- It involves identifying and allocating the necessary resources—financial, human, and technological—required to achieve marketing goals.
- Effective resource planning ensures that marketing initiatives are supported by the right tools and teams, preventing overspending or under-resourcing.

1. **Human Resources:** This includes the marketing team, external consultants, agencies, or freelancers. It's crucial to identify the number and skill sets of individuals needed for tasks such as content creation, social media management, SEO, data analysis, and paid advertising.
2. **Technology & Tools:** Marketing tools (e.g., CRM systems, analytics platforms, SEO tools, email marketing software, and social media management platforms) are essential for executing campaigns and tracking performance. Allocating part of your budget for tools that increase efficiency and provide insights is critical.

Resource Planning

3. Time Allocation: Time is a valuable resource, especially in digital marketing, where campaigns can change rapidly. Ensure that enough time is allocated for strategy development, content creation, optimization, and campaign management.

4. Outsourcing: In some cases, it may make sense to outsource tasks like graphic design, video production, or specific technical tasks. Budgeting for outsourcing can help fill gaps in your team's expertise and free up internal resources for more strategic activities.

Cost Estimating

- Cost estimating involves predicting the financial resources required for a digital marketing campaign or initiative.
- This is a vital step in developing a realistic and effective marketing budget.
- The goal is to outline all potential costs and allocate resources based on the expected return on investment (ROI).

1. **Advertising Costs:** Paid campaigns on platforms like Google Ads, Facebook, and LinkedIn are a significant cost for many digital marketers. These costs typically depend on factors like target audience, competition, campaign goals (e.g., lead generation or brand awareness), and bidding strategies. Estimating ad spend should consider factors like:
    - Cost-per-click (CPC) or cost-per-impression (CPM)
    - Average conversion rate
    - Expected ROI based on past performance data

2. Content Production: Content is central to most digital marketing strategies. Depending on the type of content you're creating, costs can vary widely.

For example: Blog posts, Video, Infographics and visuals

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Cost Budgeting

Once you've estimated costs, the next step is to create a detailed budget that aligns with your overall business objectives. Cost budgeting ensures that resources are allocated strategically across various marketing channels and initiatives.

1. **Align With Business Goals:** Your digital marketing budget should be directly aligned with the overarching business goals. If your goal is to generate more leads, you may allocate more to paid search and lead generation tools. If your goal is brand awareness, you may invest in content creation, social media campaigns, and influencer marketing.

2. Set Allocation Percentages: A common approach is to break down the budget into percentages based on priorities. For example:

- Paid advertising: 40-50% of the budget
- Content marketing (blog posts, video, etc.): 20-30%
- SEO and SEM: 10-20%
- Social media and email marketing: 10-20%
- Analytics and tools: 5-10%

Adjust the percentages according to the specific needs of your campaigns and historical data.

Cost Budgeting

3. Campaign Phases: Digital marketing often involves multiple stages (e.g., awareness, consideration, conversion). Allocate your budget according to each stage's specific needs. For example, during the awareness phase, you might prioritize social media advertising or influencer partnerships, while during the conversion phase, you might allocate more to retargeting or email marketing.

4. Flexibility: It's essential to remain flexible in your budgeting. If one campaign is outperforming another, you might reallocate budget resources to maximize the opportunity.

Cost Control

Once the budget is set and campaigns are running, cost control measures ensure that you're spending efficiently and staying within budget limits. This step involves monitoring expenditures, optimizing campaigns, and making necessary adjustments to avoid overspending.

1. Tracking and Monitoring: Use analytics tools (e.g., Google Analytics, Facebook Ads Manager, etc.) to continuously track the performance of your campaigns. Monitor key performance indicators (KPIs) like:

- Cost-per-click (CPC) and cost-per-conversion (CPC) to assess the efficiency of paid ads
- Return on ad spend (ROAS) to measure revenue generated from each marketing dollar
- Customer acquisition cost (CAC) to track how much it costs to acquire a new customer

If the campaign is not performing well, pause or adjust it to avoid wasting budget.

2. Regular Reporting: Set up regular reporting and review cycles (weekly, bi-weekly, or monthly) to assess whether spending is in line with expectations. This will help identify any discrepancies and allow for corrective action.

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Cost Control

3.A/B Testing: Continuously run A/B tests on your campaigns to find the most cost-effective strategies. Test variables such as ad copy, imagery, targeting, and bidding strategies to ensure that each dollar spent contributes to your marketing goals.

4. Optimizing Campaigns: Cost control is about optimizing your campaigns in real-time. For example, if a paid search ad isn't converting well, tweak the targeting, ad copy, or landing page to improve performance without increasing costs.

5. Forecasting and Predicting: Digital marketing trends can change quickly. Forecast future costs based on historical data, market conditions, and planned changes to your strategy. If you anticipate a higher demand for resources in a specific period, plan for it in advance to avoid surprises.

Cost Control

- **AI and Automation:** Artificial intelligence is used for predictive analytics, creating chatbots, and automating ad buying via programmatic advertising. AI agents are increasingly used to handle customer support and upselling.
- **Video Dominance:** Short-form video content remains critical, but longer-form content is regaining popularity for deeper engagement. Live streaming is gaining traction for direct-to-consumer sales.
- **Social Commerce and Influencers:** Social platforms are becoming directly shoppable, allowing users to buy without leaving the app. Micro-influencers with smaller, highly engaged audiences are prioritized for authentic marketing.
- **Privacy-First Marketing:** With the decline of third-party cookies, companies are focusing on collecting and using first-party data in a compliant and ethical manner.
- **Immersive Technologies:** AR and VR are increasingly used for virtual fitting rooms and interactive experiences.
- **Voice and Visual Search:** Optimization for voice commands and visual search—where algorithms identify products in images—is rising.
- **Content Evolution:** While short video dominates, audiences seek depth in content through blogs, podcasts, and longer, more substantial material

Digital Marketing Budgeting Tools

- **AI marketing strategists** and analysts to determine where to deploy AI tools and help the organization interpret the insights those tools generate.

- **Data scientists and machine learning engineers** design and refine the algorithms that power AI systems. These are technical roles, but the best hires understand marketing objectives well enough to build solutions that help companies reach the right audience and convert them into customers.

- **Marketing automation specialists** set up and oversee the platforms that execute AI-driven strategies at scale. They create workflows, handle integration with existing systems and make sure that automated systems run smoothly across email, social media, advertising and other channels.

- **Content personalization and SEO experts** use AI to create helpful content for readers that performs in both traditional search engines and within generative AI platforms.

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CRM

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

Importance of CRM in Digital Marketing.

1. Digital Marketing Strategies Connected to CRM.

One of the biggest digital marketing strategies is to collect simple data on customers when they are browsing the web and looking for particular items. Then using that information about the person and the item they were interested in and letting sales ads about those items pop up when the person is on Facebook or Twitter. The sales ad would remind the person of the item they were looking at, and drive customers back to the sites where the item was for sale.

2. CRM Personalizes the Digital Marketing Campaign.

Using CRM to gather data about customers' likes and dislikes allows you to target specific customers with specific items that they are likely to have an interest in. CRM provides you with the statistical data concerning what the customer has purchased in the past, what they browse for when they are online, and other factors like their age sets, their gender, and the areas where they live. All of this personal data can be used in your digital campaign. Instead of doing just one broad-based campaign and hoping that the people who will be interested in the advertising will see it, you can make sure that the people who are going to be interested in something are the ones that see that particular item.

Importance of CRM in Digital Marketing.

3. Digital Connections

- When you use CRM strategies to create data sheets concerning the customers you have, and the leads you have on other customers, you can then approach those customers in a one-to-one digital campaign.
- You can connect with them by using their preferences to make suggestions on their social networking sites so they see the advertisements and are reminded of the things they want or like.
- You can send emails that personally suggest certain products and services, based on a previous purchase the customer has made.

4. Satisfaction Guaranteed..

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

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AI in Digital Marketing

AI in digital marketing refers to technology that can analyze data, learn patterns and make decisions or predictions on its own.

It differs from traditional marketing automation, which executes rules set by humans. AI adapts its behavior based on what it learns from data and adjusts accordingly.

Benefits of Using AI in Marketing

- Improved decision-making and campaign performance
- Real-time customer engagement and retention
- Cost savings through automation

AI Team for Digital Marketing

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Thank you !