

# DIGITAL MARKETING GUIDE

BUILT FOR  
BEGINNERS

An abstract graphic composed of overlapping, semi-transparent light blue polygons and lines, creating a complex, crystalline structure that resembles a network or a digital landscape. It is positioned in the lower half of the page, partially overlapping the title and the bottom text.

CREATED BY  
SNHU DIGITAL MARKETING  
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## CHAPTER 1

# INTRO TO DIGITAL MARKETING

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## INTRODUCTION

Digital Marketing is a type of marketing that deals with the online side of marketing. Companies all around the world use the internet and online digital technologies to promote products for their business. Companies value digital marketing in many ways because it allows them to advertise and promote products in a different form other than the traditional approach that is commonly used. There are many various aspects of digital marketing; some include website, content, search engine optimization [SEO], search engine marketing [SEM], email marketing, social media marketing, and Google AdWords. The different aspects of digital marketing are all the ways that keep the marketing style alive and running.

## WHAT IS DIGITAL MARKETING

Digital Marketing is as simple as marketing that is done digitally. It can be done through the internet, tv, or radio (Patel, 2017). It can also be done offline. An example of offline digital marketing would be a billboard. There are four big categories of digital offline marketing. The categories are enhanced offline marketing, radio marketing, television marketing, and phone marketing. Some online marketing factors are important such as email marketing, website design, and social media marketing.

## TELEVISION MARKETING

Television marketing is the ads that are seen while watching TV. These advertisements have been around forever. TV commercials are all over the place, however there is not a specific theme for them. You can be watching an ad on

Oreos and the next commercial can be a car dealership. Super Bowl commercials are the highest viewed commercials. The Super Bowl commercials are entertaining, funny, and sometimes even have meaning to them.

## PHONE MARKETING

Phone marketing is the fastest growing form of offline marketing. Mobile advertisements are taking over the industry as consumers are using cellphones more and more over desktops. Consumers can pull up coupons, directions, and facts about anything whenever they need to, and companies are using that to their advantage. Companies are also able to remind consumers of when an appointment or a special deal is going on ([Patel, 2017](#)).

## EMAIL MARKETING

Email is one of the primary forms of communication ([Optinmonster, 2019](#)). Have an appealing subject line that allows consumers to want to open your email. MailChimp is beneficial for businesses that are starting with email marketing. It is also essential to have the right timing with your emails. It is vital to figure out a specific time of day to send your email so consumers open it.

## WEBSITE DESIGN

Website design is very useful for digital marketing. It is vital to have a professional website that is easy to use ([Cummings, 2020](#)). You also need to make sure that it loads fast; that way, consumers do not get frustrated while using it. Have videos and images on your website; that way, it is visually appealing to those using your site.

## SOCIAL MEDIA MARKETING

Social Media is now viral in today's world. It is important for your business to have a Social Media page so you can keep your customers up to date as to what is happening within your business ([Blas, 2019](#)). Choose a social media platform that

you are comfortable with using. Live streaming is another way to engage with your customers. It's a way for them to see your business almost like a person. Lastly, share the spotlight. Try to reach new audiences when using social media by collaborating with other businesses.

## PAID MEDIA

When you think of Paid media, it is what it sounds like. It is one method an organization/business can use to promote specific content through sponsored social media posts, display ads, paid search results, video ads, pop-ups, and other promoted multimedia. You see Paid media on almost all social media platforms from Twitter, Facebook, and to YouTube video ads and LinkedIn. Other forms include Pay Per Click, also known as PPC and Display Ads, which pop up on almost all webpages. All of these can result in an increase of clicks to your page. It will expand your reach along with increasing traffic ([Big Commerce, 2020](#)). Paid media is an essential component for businesses to grow and develop their brand to a broader audience. When creating a company or brand, the number one goal is getting your product out to the biggest audience so you can have the highest profit. Paid media is the quickest way to drive traffic to your website and the best way of reaching audiences that might not come across your business otherwise ([Meyer, 2019](#)).

## ANALYTICS

The first thing that comes to mind when hearing the word analytics is stats. Ok, with that said, what is analytics? That is a great question, thanks for asking, according to an article by Elissa Hudson from Hubspot, digital marketing analytics [DMA] is the translation of customer behavior into actionable business data. In layman terms, analytics draw the line between opinion and fact ([Hudson, 2019](#)). To get a good understanding of the DMA, we must get our feet wet first. An understanding of what DMAs in addition to what digital marketing metrics [DMM] are, is a must. ([Hudson, 2019](#)).

Now that we know by definition what DMAs are, let's learn what DMMs are. They are statistical measures that marketers use to determine the success of various marketing efforts as they relate to their overall campaign goals and industry standards (Hudson, 2019). So, what it comes down to is DMMs are gathering stats specific to the activity of your website, being referred to as web analytics. There is a comprehensive list of metrics you should know and understand can be found in the article to know what DMAs are and how they work. DMAs collect specific statistics not only from your website but from your social media, organic searches in addition to your email, et. (Hudson, 2019). In the big scheme of things DMAs help, you see if your marketing strategies and tactics need adjusting.

## TOOLS TO USE

Digital Marketing is a lot more in-depth than regular old marketing, and there are many aspects of it, as stated earlier. All the different aspects of digital marketing cause it to be more advanced, but it also makes it more effective at the same time. Digital marketing is a very effective way to market a product in today's world. There are many tools to use when marketing digitally. Some digital marketing tools consist of regular old social media, paid social media, email marketing, video hosting and website analytics, according to sproutsocial.com.



Analytics Report Example (Microsoft Macaw, 2019).

## CASE STUDY LINKEDIN

A case study on a business named Wild Apricot, which specializes in member management and website development software for nonprofits and businesses since the year 2000 ([LinkedIn, 2012](#)). Although, only 30 employees working for Wild Apricot they have grown their customer base to over 4,000. One of their employees, Jay Moonah, breaks down what the business stands for and says, we build software for member-driven organizations that do not have the resources to set up a big website or an online payment system. Moonah shows the company's primary goal, along with why there is a need for a business-like Wild Apricot. One of the challenges this business faced was making their company known for other small companies that might need the tools that a website can offer even if they can not make one themselves. Years later, they created a LinkedIn account to receive credibility and recommendations from past customers. Over a few weeks, they were able to gather 25 recommendations and get real reviews to show potential customers. Fast forward two more years, they have over 50 recommendations from the connections built on LinkedIn. This was the solution they needed to build the credibility of the company.

## KEY TAKEAWAYS

- Four big categories in digital marketing are enhanced offline marketing, radio marketing, television marketing, and phone marketing. Businesses are reaching consumers the most through these categories of digital marketing. The phone marketing industry is taking over the digital marketing field.
- Digital Marketing Analytics will allow you to succeed as they afford you the opportunity to make adjustments to strategies and tactics of your marketing plan.

## CHAPTER 2

# FINDING YOUR AUDIENCE

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## INTRODUCTION

Target audience is a crucial factor in driving success within a business.

Understanding your target audience is extremely important for the future of a business. A target audience is the particular group or demographic in which your business's efforts coincide. Every company will seek one primary target audience, but yet still address many other demographics. Understanding what and who your target audience is will help to drive your business into the future.

Furthermore, within your target audience(s) or critical demographic(s), customer relationship management, CRM, is another vital factor driving success within a business. Managing your relationships with current and potential customers is essential to success. CRM systems use data to analyze customers' habits and connections to help improve marketing while maintaining customer retention and, in the end, driving the growth of sales. Below is a diagram of potential ways to manage CRM.



Various Functions of CRM (Perfectview, 2019).

Target audience is the specific customer group you intend to reach. A Target audience is vital because if you do not know who you want to reach, your advertisements will not be sufficient. Creating a good or service that is highly demanded by a specific group of people will allow your business to succeed. Customer Relationship Management or "CRM" is the technology managing all of your company's relationships and interactions with current and potential future customers.

Focusing on customer relationships is extremely important because it improves business and maintains proper relationships with customers. CRM can be used by anyone involved within the company with an advantage from customer service, sales, business development, and various more sections that operate within a business.



Understanding Your Audience Diagram (Vantage Circle, 2019).

## FINDING YOUR TARGET AUDIENCE

Locating your target audience can be tough work, but it is an essential step in the marketing process. If your message is reaching the wrong market, then your message could be falling on deaf ears. You work hard on your campaign, so take the step and research your target audience.

You may already have a jump start on finding your target market if you already have a collection of customers' email addresses; if not, you should consider building a contact list. Platforms such as MailChimp will help you create a signup form to gather email addresses.

## PAYING TO REACH YOUR AUDIENCE

It is imperative to utilize paid advertising to reach your target audience. You spend good money on advertising, so make sure you are spending your money on reaching the correct audience. Several channels can be used to enter your target market, and selecting the right one(s) is never an easy task. The proper channel can often be found by analyzing the demographics and psychographics of your target market. Social media continues to dominate advertising, particularly among the millennials and younger generations. One trend that has emerged in the smartphone and social media era is the use of social media influencers.



Paid Advertising Services (Webpark, 2019).

Social media influencers are paid to advocate a product, person, company, location, or service on their social media channel(s), which are viewed by their followers. An influencer with a large group of your target market in their followers can be used to reach your potential customers with the endorsement of someone they know, like, and trust. Influencers share content with their followers daily, informing them about the products they use, the destinations that they travel to, and other snapshots of their daily lives.

Finding an influencer that matches your brand well can develop a mutually beneficial relationship. It is essential to research the influencer(s) that you plan on using to promote your brand to ensure that you are reaching the right audience with the influencer's content. The influencer(s) will also be representing your brand, so carefully selecting an influencer is essential. A brand that does not match well with the influencer's brand can come across as inorganic and deter customers from purchasing your product.

Paying for ads on search engines is another popular option for funding to reach your target audience. Use pay-per-click search engine sites like Google Ads to build and display your ads on specific search results. Google also makes it easy to research and bid on keywords. Choosing the right keywords is essential so that you reach the right target market and make the most out of your marketing efforts

## CRM PLATFORMS/TOOLS

There are several tools your business can use for managing the target audience and CRM. There are many benefits of using a CRM tool to manage your customers. Some benefits include increasing your relationship between customers, CRM is extremely efficient, and it reduces cost and manual efforts. Some of the essential tools that are currently being used for CRM are [HubSpot](#), [Zoho](#), [Salesforce](#), and [Creatio](#). These applications keep track of how well your company is maintaining customer relations.

CRM is for anyone to use who is in business and trying to manage their customers efficiently. It is for business individuals who are in sales, customer service, marketing, helping business development, and recruiting. It allows all information to be put into one location, and it is easy to manage. CRM is essential because if you want your business to last, you will need to prepare for the future. With a useful CRM tool, you can utilize the information to make a strategy for the future so your business can flourish. This tool allows business owners to store customer contact information, seek sales opportunities, record service issues with individuals, and manage potential marketing campaigns all in one location within the software.

As mentioned before, sites like [MailChimp](#) can help you build a list of potential customers. Using sites like [Census.gov](#) will help you find demographic info for locations and demographic segments. Research the geographic locations that you are marketing to so you can learn about the customers in that area, such as their age, sex, and income. Knowing your audience's demographic info and geographic location will help you market your campaign more successfully.

## CASE STUDY

How do widely successful companies such as Apple define their target market? Apple has a unique process of dividing groups of potential customers into segments based on specific features. These segments contain geographic and demographic information as well as psychographic and behavioral information. Once the segment groups have been made, marketers can begin targeting these specific segments with individualized market mixes. Apple's wide-range of products allows them to target multiple customer segments simultaneously.

Apple's range of products and services has created a device or a service for every type of user and consumer segment. Some methods work well for the everyday user or more advanced models for those who need increased photo-taking

abilities. There are services such as Apple Music for those who enjoy listening to music or Garage Band if you enjoy making music. Whatever you use your device for, Apple wants to make a product or service that meets this demand and satisfies all consumer markets ([Dudovskiy, 2019](#)).

## CONCLUSION

So to reiterate, understanding your target marketing and what CRM can do for your company or business is vital to your future in the digital world and the broad scheme of business in today's society. The secret to success lies within the data that can be given from your target market/audience and CRM. Managing relationships with potential, current, and even former customers is vital to success with today's customer orientated society. Using CRM systems to use data and analyze customers' relationships, habits, and other actions will help your company improve business and hold more reliable customer retention and improve relationships.

At the end of all things, knowing your target audience and how they work, and managing your audience will be the key to success in business. A low-cost, quick crash course on target audiences and customer relationships can be found [HERE](#). It is recommended to take as one will learn the ideal audience for the business, set up target traffic campaigns, make more compelling content, and overall save time while increasing sales and conversations/relationships.

## CHAPTER 3

# BUILDING YOUR BRAND

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### INTRODUCTION

In 2020 building the brand for your small business is no longer just creating a unique logo or catching name for your business. Building your brand is now all about encompassing brand identity in every facet of key messaging, visual representation, and the deployment of your brand. For a small business, this stage in development is a priceless investment in your company. Establishing a strong brand sets the stage for how your business will dominate competitors in both brand recognition and customer interaction.

According to e-commerce platform Shopify, branding not only "helps your customers understand what you offer and how you're different," but it is also "the combination of all the ways you communicate what you [your business] stands for." Therefore, in this chapter, you will learn about the four Ds of building your brand (defining, designing, deploying, and dissecting) to help guide you through this insightful process. By the end of this chapter, you will learn how to build a solid definition for your brand, create a stunning visual representation, as well as tactically executing the deployment and evaluation of your brand.

### DEFINING YOUR BRAND

Based on 2019 market research, 77% of consumers make purchasing decisions based on a business's brand identity ([Dobrilova, 2019](#)). Now just for a minute, imagine the immense impact defining your brand will have on generating more sales. By taking this time to visualize the possibilities your business's future can bring, you can now gain personal insight into what will define the brand.

In this essential first of building your brand, defining your brand will help develop consistent key messaging that represents the passions, goals, and values driving your business. While defining your brand, it is crucial to keep in mind your defined target audience as this will influence your key messaging. However, to define your brand, you will have to start by setting goals, determine your parameters, and crafting your pitch.

## STEP 1 (SETTING GOALS)

The basis of defining brand identity begins with setting goals. When doing so, it is vital to consider how this brand identity will engage and reach your target market. In the early stages of your business, start by setting 2-3 goals that are manageable and not impossible to achieve. To set these strong goals, implement the SMART goals framework.

"S" stands for specifying and determining what accomplishments and actions will be taken.

"M" stands measurable and determines what data will measure the goal.

"A" stands for achievable and asks whether the goal is doable and if you have the necessary skills and resources.

"R" stands for relevance and determines why the result is significant and how the goal aligns with broader goals.

"T" stands for time-bound and sets the time frame for accomplishing the goal.

An example of a SMART goal for brand identity may be "To reach my target audience on Twitter, I will create two tweets a day with targeted key messaging. Resulting in a total of 70 retweets within three months." This goal fits the framework as it is specific, measurable, achievable, relevant to an overarching goal and time-bound. To learn more and establishing a template for SMART Goals, visit [HubSpot](#) for free resources.

## STEP 2 (DETERMINING PARAMETERS)

The second step in defining your brand is to determine parameters that tie into your goals. By establishing brand identity, you are completing the essential task of defining what your brand means to your target market. When setting these parameters, you want to look at multiple facets, go your brand to create consistency in key messaging. According to Karla Cook from HubSpot marketing, when building a memorable brand, identity consistency is key (Cook, 2020).

The first parameter to set is defining your business's mission vision and values. Through this parameter, you are establishing what your brand stands for, and ensuring future content strives towards the same mission. A crucial part of these parameters is also determining your brand's voice. Developing a brand voice is essential to creating content and reaching your audience as it is the personality that interacts with customers and communicates brand identity.

To determine your brand's voice, you want to evaluate what type of personality can best communicate your company's mission, vision, and values. To gain further insight into this evaluation, you can also leverage your current customer base through surveys as well as auditing any existing social media interactions. Through customer surveys, you will be able to gauge how your audience views your brand and whether or not they say inconsistencies in brand identity.

Once you know your audiences' perception and the future direction brand voice, outline the traits, descriptions, as well as the do's and don't of your brand voice. According to Nathan Ellering from CoSchedule Marketing, creating a brand voice chart for this outline can help tailor the process (Ellering, 2019). An example of this brand voice chart can be found on the next page.

By creating this brand voice chart, you now have a tool to ensure your brand's voice is consistent and unchanging in all business communications. According to Ellering, the only inconsistency in brand voice can be the tone in messaging as it may vary depending on what is suitable for a specific situation (Ellering, 2019).

Finally, in determining your parameters, it is crucial to decide on what type of content will be suitable, and representative of your brand's key messaging and voice.

Brand Voice Chart			
Voice Characteristic	Description	Do	Don't
<b>Passionate</b>	We're passionate about changing the way the world works.	<ul style="list-style-type: none"> <li>Use strong verbs</li> <li>Be champions for (industry)</li> <li>Be cheerleaders</li> </ul>	<ul style="list-style-type: none"> <li>Be lukewarm, wishy-washy</li> <li>Use passive voice</li> </ul>
<b>Quirky</b>	We're not afraid to challenge the status quo and be ourselves.	<ul style="list-style-type: none"> <li>Use unexpected examples</li> <li>Take the contrarian view</li> <li>Express yourself</li> </ul>	<ul style="list-style-type: none"> <li>Use too much slang or obscure references</li> <li>Use overplayed examples</li> <li>Lose sight of the audience and core message</li> </ul>
<b>Irreverent</b>	We take our product seriously; we don't take ourselves seriously.	<ul style="list-style-type: none"> <li>Be playful</li> <li>Use colorful illustrations or examples</li> </ul>	<ul style="list-style-type: none"> <li>Be too casual</li> <li>Use too many obscure pop-culture examples</li> </ul>
<b>Authentic</b>	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product.	<ul style="list-style-type: none"> <li>Be honest and direct</li> <li>Stick to your word</li> <li>Own any issues or mistakes, and show how you will address them</li> </ul>	<ul style="list-style-type: none"> <li>Use marketing jargon</li> <li>Over promise</li> <li>Over sell the product's capabilities</li> </ul>

Source: Content Marketing Institute

 CoSchedule

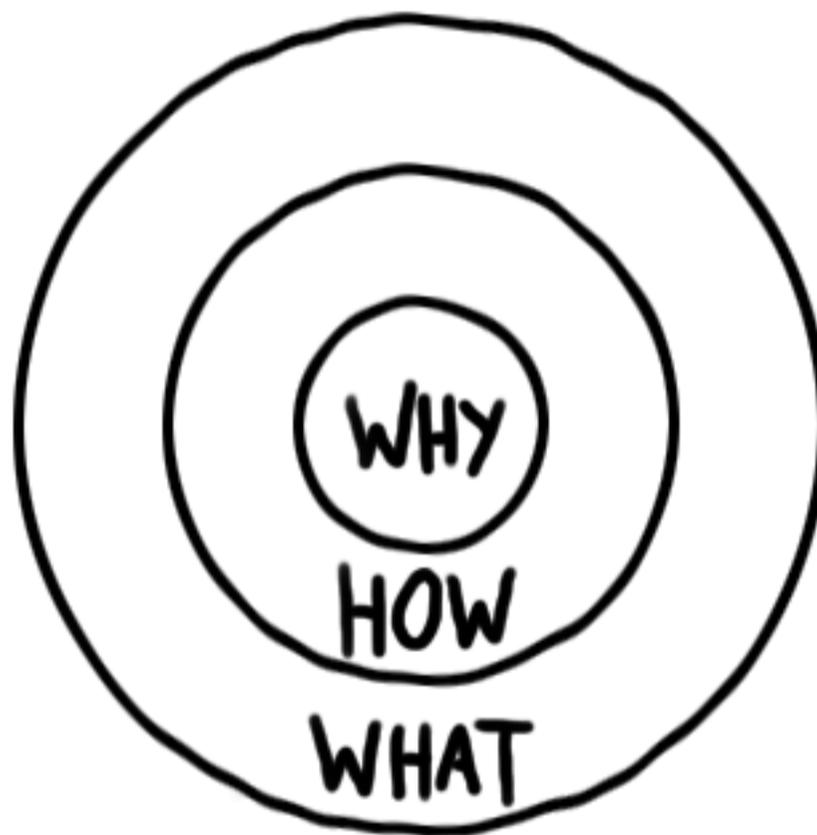
Brand Voice Chart (Price, 2019).

### STEP 3 (CRAFTING YOUR PITCH)

The third step in defining your brand is crafting your pitch. By crafting your pitching, you are leveraging brand messaging and voice to pitch you what's sets the business apart from competitors. Based on 2019 market research, 91% of

consumers prefer to buy products and services from authentic brands (McCready, 2019). Therefore, when crafting your pitch, remembering to stay authentic to yourself and what makes your business unique.

In crafting your pitch, setting yourself apart from competitors can seem daunting. That is why remaining authentic and understanding the passions driving your business can serve as a framework for this process. A useful tool in this process is the Golden Circle, developed by philosopher Simon Sinek. This Golden Circle tool is based on Sinek's philosophy that "people don't buy what you do, they buy why you do it," (Gardner, 2017).



Golden Circle Tool (Gardner, 2017).

Utilizing the Golden Circle can help you craft your "why, how, and what?" message. It is important to remember that all these question circle back to each other. Though the Golden Circle will not provide attention-grabbing saying for business, as "we make great computers, they're user-friendly, and beautifully designed," is not a slogan.

However, crafting your messaging this way established connections between your audience and your products/services authentically. As just through the question of "why," you are communicating emotion and evoking genuine responses from your audience. These emotional connections help build trust, credibility, and start the conversation around your brand .

Lastly, when crafting your pitch, be sure your messaging caters to varied content across all forms of print and digital media. In the deploying phase, which will be later discussed in this chapter, consistent messaging, reaching your audience, and creating a community around your business all stems from defining brand identity.

## DESIGNING YOUR BRAND

Amongst all facets of building brand identity for your business, the most vital component is designing your brand's visual appearance. The visual appearance of your brand is the primary way you connect, communicate with, and become recognized by customers in both physical and digital realms. Whether it is the logo, business card, branded social media content, promotional materials, or merchandise, each contributes to establishing your brand's visual identity.

When designing your brand, it is crucial to take into consideration how you defined your brand. In these early stages understanding the passion, motivations, and goals driving your business can positively influence how you represent your brand visually. It is imperative to recognize that the visual representation of a brand is more than just aesthetics; it also the genuine communication of meaning. Your brand's visual appearance is truly a picture describing your business in a thousand words. So before delving into the design process, ask yourself, "what does my business mean to me?"

## DESIGNING YOUR LOGO AND LOGOTYPE

### STEP 1

Once you know the meaning of driving this process, the first step in creating a

logo and logotype is to find design inspiration. By leveraging the capabilities of Google, Pinterest, and design sharing platform Dribbble, explore current designs of logos and branded materials from similar businesses. Additionally, examining the visual brand identities of related and competing companies can help you determine how you can curtail your design to be higher quality, unique, and concurrent with new design trends.

## STEP 2 (INSPIRATION & IDEAS)

Once you have inspiration and a specific design language is speaking to you, the second step is to begin sketching ideas. Consider symbols, shapes, objects, and forms that communicate your brand's identity. This process of logo creation is crucial to understanding how each form interacts at the most basic level of structure. Even if you end up choosing to have solely a logotype, which is your brand name stylized in typography, these sketches can later become useful as iconography for branded materials.

## STEP 3 (REFINING IDEAS)

The third step is to begin refining the ideas produced in rough sketches. When choosing ideas to communicate your brand identity, a general rule to follow is that often the more straightforward design, the better. Additionally, in this step, you should begin conducting exploratory sketches of logotype ideas. Consider how the placement of your brand name could be either justified, unjustified, centered, or stacked. By the end of these sketches, use a black fine-liner, sharpie, or marker to refine the lines.

## STEP 4 (VECTORIZE THE DESIGN)

The fourth step is to take these refined sketches and digitize them into vector designs. Using either a scanner or scanner application for a mobile device, capture the drawings and transfer them to your computer. Using vector-based design software such as [Adobe Illustrator](#) or [Affinity Designer](#) is not only needed

to design your logo but create all well-constructed brand materials. Although this software does cost between \$20-\$30 per month, proper vector-based design software maintains graphic quality, customization, and scalability above the abilities of less expensive tools such as [Canva](#) and [Figma](#). To learn more and how to use these design programs, visit the [Adobe Help Center](#) or [Affinity Learn](#) websites for free tutorials.

## STEP 5 (FINALIZE THE DESIGN)

The fifth step is to finalize the design of your logo and logotype. Begin by ensuring all lines, edges, and filled forms are not conflicting when the design is flattened. Test the design in its current black and white version of how well it can scale or be manipulated when testing consider all the use cases of the logo in terms of branded materials in both physical and digital mediums. For the logotype, find a font that matches your final sketches and the style you are looking to achieve. For the logotype, manipulate character format settings such as cap height, character spacing, and line-height. Manipulating the character format settings will help in specializing in the appearance of the logotype. It is vital to find fonts that come included with free commercial use license, recommended font resources include [Adobe Fonts](#) and [Font Fabric](#).

## STEP 6 (COLORIZING THE DESIGN)

Once you finalize the logo and logotype, you can now determine the colors you will use in the logo. In this sixth step, it is essential to consider all the use cases of your logo design, as this will determine the limitations of colors. For example, if you know your logo will become embroidered, you have to limit yourself to three colors maximum or have a 1-color line version of the logo. Additionally, when using Adobe Illustrator or Affinity Designer, always choose your colors via the digital Pantone color libraries. Pantone colors are part of the standardized color reproduction system known as [Pantone Matching System PMS](#). Using the wide variety of standardized colors in the PMS ensures that the colors you choose are

reproducible across all digital and physical mediums.

In addition to these principles of universal and "good design," color plays a significant role in the p of brand identity. In a study conducted by psychologist Paul A. Bottomley, the interactive effects of colors establish relationships between brands and the "perceived appropriateness" of the color. From Bottomley's study, the researcher concluded that the "improper" use of color in association with a brand could affect the consumer perception of the brand. Therefore, when choosing colors use color theory resources such as [Canva Color Meanings](#), as all color has an innate emotional effect on human response.

## DESIGNING BRAND STYLE GUIDE & BUSINESS CARDS

With the logo and logotype established for your brand, it is now time to create your first brand style guide. In these initial stages of building your small business, having a simple brand style guide will help you visualize and practice consistency in future designs. In this initial brand style guide, you should include both your logo and logotype in all variations. The variations of the logo and logotype should consist of the full color, monochromatic version for each brand color, as well as a black/white version.

This brand style guide should also list the logotype font in each available weight, as well as any complementary font that you may use in branded materials.

Additionally, you should include swatches of each brand color and label them with their correlating Pantone Matching System number. Once you have this initial style guide, your next design task should include creating business cards. Before designing, it is helpful first to find some design inspiration using [Pinterest](#), [Google](#), and [Dribbble](#). Also, you should research the format, material, and printing source of the business cards as these factors will influence the design.

Excellent resources to have business cards and other branded materials printed include Vistaprint, 48 Hour Print, and Moo Print. Each website offers competitive pricing/discounts, detailed product specifications, downloadable templates, as

well as design proof generators. Once you have decided on a particular format and material, download the template files for the printer's website. These templates can either be in Adobe Illustrator (AI) files or Encapsulated PostScript (EPS) files. From these templates, begin designing the front and back of your business card, using your brand style guide and online design inspirations, develop the business card to be unique and cohesive with your brand identity.

## DEPLOYING YOUR BRAND

With your brand now defined and built out with impressive visual representation, it is now time to deploy all your hard work. Implementing your brand requires a significant amount of time, energy, and resources to launch your brand identity to the public. However, in the process of deployment, make sure to remind yourself that this is a valuable investment in your company and that there is no need to rush. The worst mistake you can make in deploying your brand is forgetting the importance of brand identity and not ensuring all materials are prepared to represent your business accurately. By not jumping the gun and having all facets of your brand identity aligned, you will ensure brand reveal will be all which you hoped it would be.

## LAUNCH STORY

Before evaluating the deployment schedule and what resources you will need, consider what the story of your business is. It is vital to establish this story as it will become the overarching theme that will build meaningful brand representation. To increase that value of this story, tailor it to fit brand messaging and market insights.

## COMMUNICATIONS PLAN

When deploying a brand, you first want to develop a communications plan to determine the best media forms to reach your audience. Whether you decide to use email marketing, social media marketing, video marketing, web advertising,

or a combination of all of them, you want to develop a plan. Establishing this plan will help you identify how your brand will be used in regards to messaging and visual representation in each form of communication.



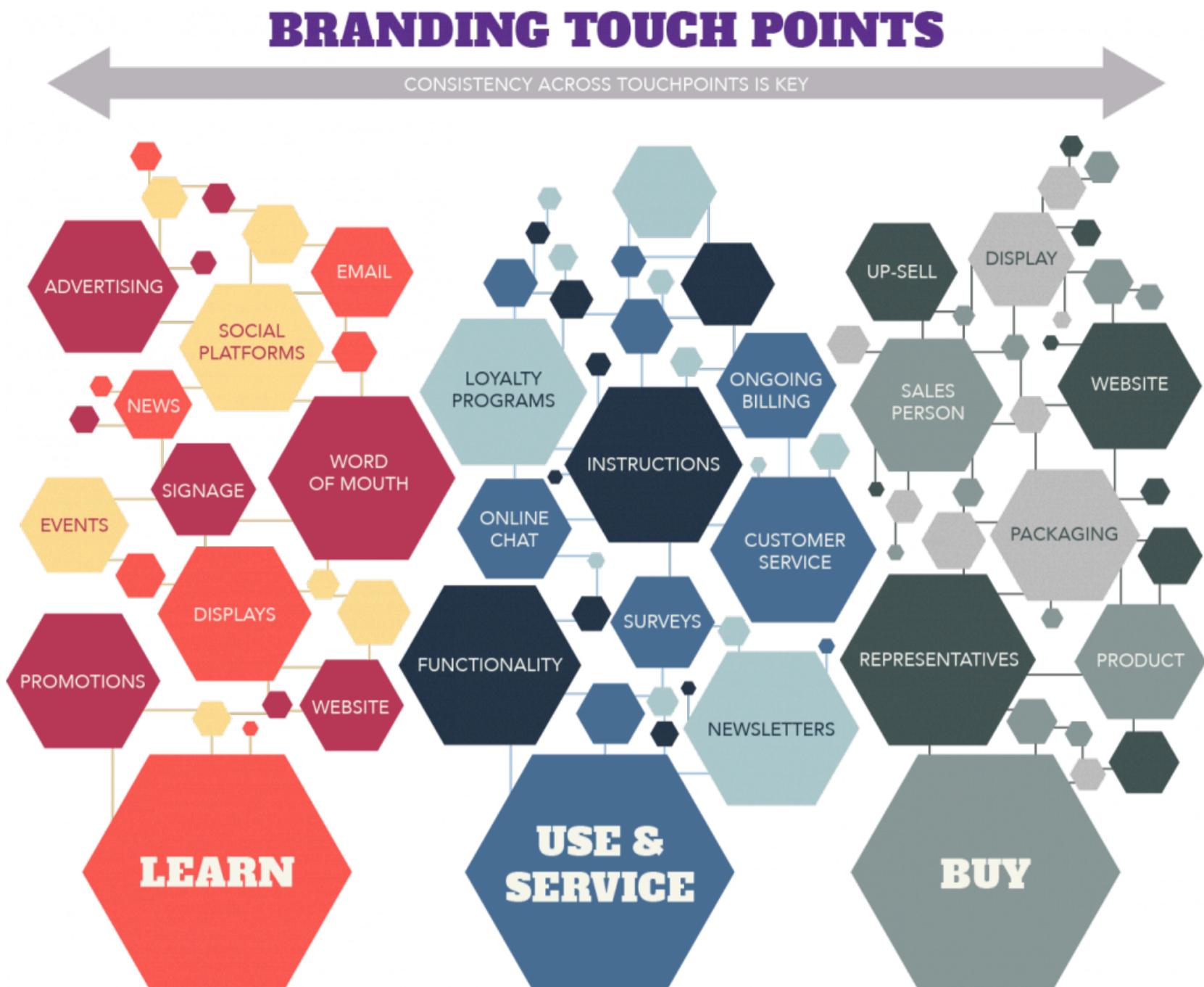
Communication Infographic (Clark, 2019).

## BRAND TOUCH-POINTS

When considering brand deployment in all forms of print and digital media, it is vital to preset brand touch-points. Brand touch-points are all forms of connections between your business and customers. Examples of these touch-points include; advertisements, business cards, social media sites, websites, customer support systems, product packaging, as well as virtual and physical retail environments.

This process is crucial due to the direct connections that are developed between your business and your customers. Before launching your brand, ensure all these touch-points align with your brand identity. Remember to reference your established brand messaging your brand style guide to synchronize the experiences. According to the brand templating platform Lucid-press, 45% of customers expect consistent design across marketing and branded materials

(Hagee, 2019). Therefore, establishing consistent first impressions with the brand make or break a small business.



Brand touch points infographic (Perez, 2019).

## DEPLOYMENT SCHEDULE

With the forms of communications chosen and brand touch-points aligned, you now need to create a deployment schedule. This schedule should include all the actions you plan to take in sending out communications and rolling out the brand. Although it is essential to stage out the deployment, you want to make sure you reach set goals. For small businesses with limited resources, deployment schedules can ensure consistency and follow-through.

## LEVERAGING CONNECTIONS

With all the touch-points aligned, communications set, and the deployment schedule created, it is now time to deploy your brand. During this crucial stage, you can leverage the power of your established internal and external audiences to push brand connections. When leveraging your audience, first connect with community leaders. These community leaders can help establish brand credibility and trust within your direct local market as a small business. As a small business, you can connect with community leaders participating in your regional Chamber of Commerce as well as any small business community partnerships.

Within your business itself, connect with your employees and leverage them as brand ambassadors. Each time a customer interacts with your employees, whether in-store or through online customer service, they are representing the brand. Therefore, train your employees to follow brand messaging in customer interactions. This connection is also an excellent opportunity to use branded materials such as apparel, accessories, and business cards to encompass your employees as brand ambassadors fully.

Additionally, you should establish connections with all the vendors which your business relies upon. Either by creating purchasing plans or building relationships with vendors, you can ensure your business receives products on time as well as open opportunities for the future.

## DISSECTING YOUR BRAND

With your brand deployed, the next stage is to dissect the response to your brand initiatives. With the digital age of media, this process can be efficiently conducted using modern data-driven tools. For small businesses, it is essential to maximize your limited resources; therefore, using tools that can provide detailed feedback with minimal work is beneficial. Some recommended data-driven tools include; [Sprout Social](#), [Buffer Analyze](#), and [Hootsuite Insights](#). All of these tools allow you to connect social media and digital marketing platforms into a single data analytics.

Each tool offers the ability to measure sentiment around your brand, what messaging drives engagement, and the reach your brand has with its audience. From the metrics provided using these tools, you can evaluate the performance of your brand initiatives and determine what future actions you will need to take. However, these tools cost between \$30 to \$100 per month, depending on your business's level of needs. These tools are worth their cost as it substitutes potential time and opportunity loss.

## CASE STUDY

Looking at a case study of Layton Preparatory School, we are brought through the 4 Ds of branding. Layton Preparatory School is located in Lagos, Nigeria, where the educational sector is very competitive. Because of this, the school needed a branding strategy to differentiate their offerings from competitors. While bringing emphasis on their unique positioning in their niche market as a creche and pre-school, their branding needed to appeal to their target audience of parents and children [Define Your Brand]. With the integration of Layton Preparatory School's brand promise, value proposition, and shared values, the Ellae Creative team created a new brand strategy. Through this, they created and refined primary and secondary language, a color palette, and typography. [Design Your Brand] Below are some examples from the strategy are shown on the following page.

They then deployed their new branding through a graphic and digital application with stationary editorial materials, signature style, vehicles, promotional elements, and the school's website [Deploy Your Brand]. This work all lead to an overwhelming number of admission inquires for Layton Preparatory School as they were able to differentiate themselves from the competition and received positive feedback from clients stakeholders, and the public [Dissecting Your Brand].

#### 04. Introduction

Layton Prep is a friendly and family oriented nursery and primary school for children ages 3 months to 5 years.

A strong brand is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently so anyone dealing with Layton prep knows who we are and what we stand for. Everyone has a part to play in doing this and bringing our brand to life. These guidelines are here to help you represent our brand consistently.



#### 05. Our Positioning

At the heart of any brand is a big idea. Simple. Memorable. True.

For Layton Preparatory School, this big idea is

"Growing and Learning"

This simple but powerful expression is based on the fact that our programs are specifically designed to nurture and engage children throughout their development. It is also called our tagline.



#### 15. Our Applications



Layton Preparatory School Branded Materials (Ekezie, 2013).

## FREE COURSEWARE

If you'd like to expand your knowledge on branding, Coursera, Hubspot, and Canva are some of the many organizations that offer free courses.

Coursera offers a "[The Creative Journey, Brand Identity and Strategy](#)," course. This course dives into developing a value proposition for your brand, producing engaging content, creating a pitch, and evaluating branding activities from the perspective of a consumer. Skills that you will build from this course include creativity, branding, communication, leadership, management, ect. Finally, the course ends with a capstone project, designed to put everything you learned into practice.

HubSpot offers a course called "[Measuring Brand Engagement and Emotional Connection](#)". This course focuses on teaching the importance of engagement in your audience. It will teach you how to measure, quantify and grow that crucial engagement. It will also give you the knowledge to identify the important metrics you should be looking out for as well as keeping the attention of your consumers.

This is a great course that is available for everyone, it will help you build crucial skills on how to build, and maintain your companies brand.

Canva, a basic graphics design platform, offers a "[Branding Your Business](#)," course. The key learnings of this course include defining what it means to talk about branding, why branding matters, and how to deliver on the promise of your brand. The course is divided into twelve video lessons with transcripts to learn from.

## CONCLUSION

We hope this chapter on building your brand has improved your knowledge and prepared your business for branding success. In 2020 building your brand is no small feat therefore, we wanted to share with you the best practices for integrating your brand identity across all facets of your key messaging, visual representation, and the deployment of your brand. We believe for every small business this stage in developing your digital marketing strategy is a crucial investment in your company. Through these four Ds of building your brand (defining, designing, deploying, and dissecting) you will be able to set the stage for your business to dominate competitors in both brand recognition and customer interaction.

## CHAPTER 4

# DESIGNING YOUR WEBSITE

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## INTRODUCTION

Web Design is a web development process for creating a website that focuses on artistic factors. It includes several different characteristics, including web page layout, content production, and graphic design. A good website design is crucial to keep visitors interested and active on a site. Websites are created using markup languages like HTML (Hypertext Markup Language). Web designers build webpages using HTML tags that outline the content and [metadata](#) of each page.

## PROGRAMMING LANGUAGES

Programming languages are used to control the activities of a machine. With these languages, if properly drafted it can be communicated to a computer system. There are thousands of programming languages and more are being created every year.



Top Coding Languages Infographic (Kamaruzzaman, 2020).

A programming language is usually split into two components, which are [semantics](#) and syntax. Syntax is the form or type; the semantics are the meaning of that type or form. Every programming language is different from the next. Some might be marked by specification documents, there might be others that have dominant implementation or a reference.

## COMMON LANGUAGES

JavaScript is the most popular programming language used for creating and developing websites. With JavaScript you're able to achieve several things including controlling the browser, editing content on a document, allowing client-side scripts to communicate with users and also asynchronous communication. JavaScript is used mainly and efficiently for creating desktop applications as well as for developing games.

Java is another popular, commonly used language that can be used for web development. Java was developed in the 1990's and acts as a standard platform for enterprises several mobile games developers nationwide. Java was designed in such a way that it works across several types of platforms. Meaning if the program is written on a Mac Operating system then it can also run on Windows.

CSS (Cascading Style Sheets) is a markup language. When it's paired with HTML, CSS allows a developer to choose how a web page will look in the end or how it will appear to the visitors of the platform. CSS has an impact on font size, font style, the overall layout, colors and many other design elements. CSS is the go to platform to opt for if someone needs help to create visually attractive web pages.

Web design uses a variety of programs and tools to achieve the intended look. These include Adobe Dreamweaver, Adobe Photoshop and many others.

## COST OF TOOLS

To build a website it can be free or cost from \$100 to \$500, depending on the features you want. However, if the website is custom and requires many features it can cost up to \$30,000. Sites like Weebly, WordPress, and Wix allow users to create a free website, with limited features. Websites with ads, [landing pages](#), call to action links, and purchasing power will come with a cost.

## ADVERTISEMENTS

Before getting started with your website you will need to consider how the site will be marketable. Search engine advertising is a great way to get noticed by your customers. Tools like [Google AdWords](#) and Facebook ads will help grow your business. Google offers a mastery course on how to enhance keywords that will lead to your webpage. Facebook shows you how effective your ads can be by targeting certain audiences and using the proper ad techniques.

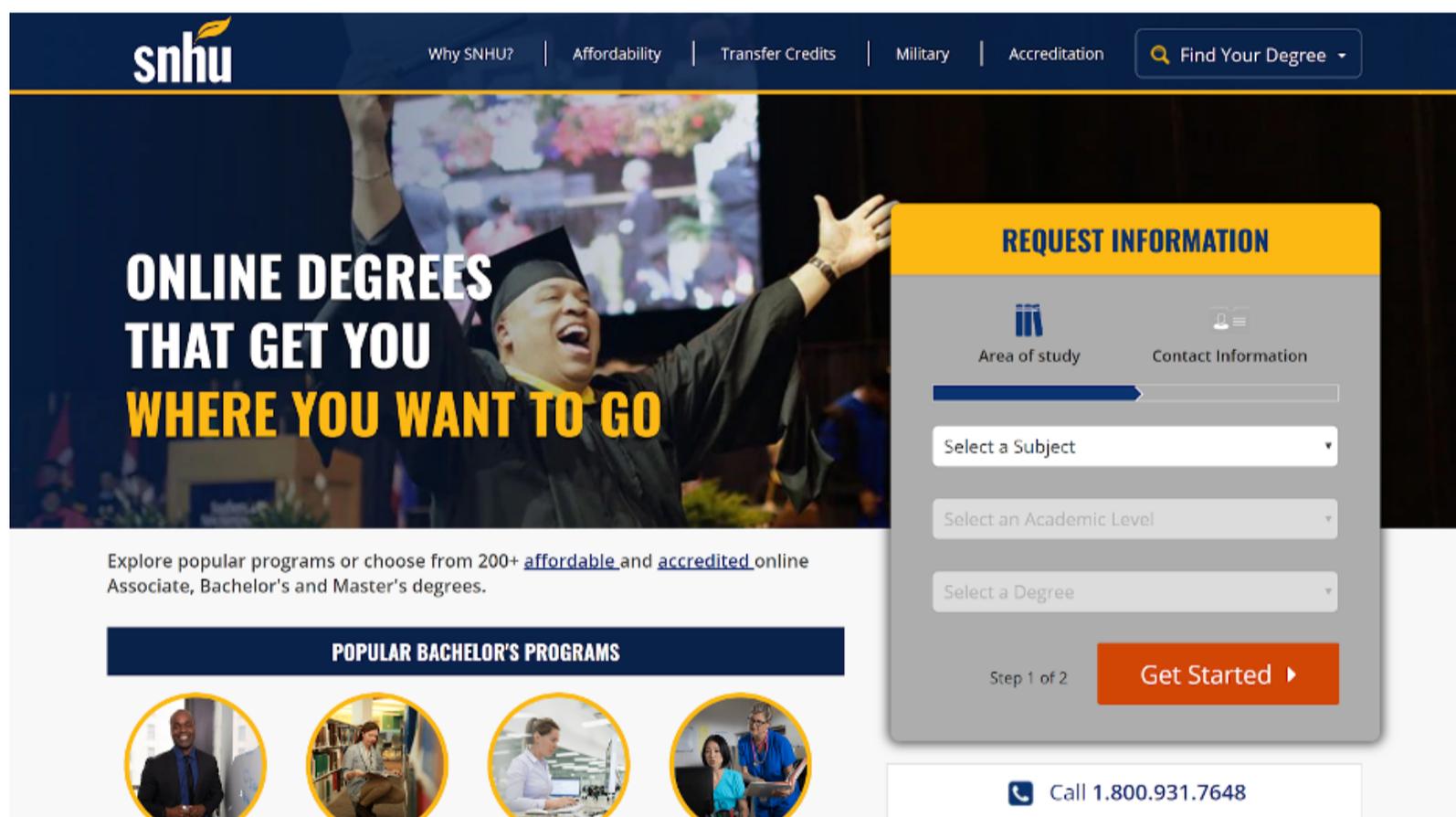
Third party advertising is where a business can get unique, leading customers to their page. Third party advertising tracks your cookies, so when a user is searching or clicking an advertisement from your company it will show up on certain sites, especially social media. The hope is to grab a user's attention and get them to a landing page.

## LANDING PAGES

A landing page is the page a user is brought to on a website after clicking on an ad. The purpose is to sell a customer on the products a company is offering and get them to navigate through the site. A click through rate tracks how many times a user clicks through certain links on the website and tracks what pages they visit. Landing pages need to be created for every business, because they are one of the best forms of advertisement. It should include the products from the third-party advertisement, sale products, or the most popular.

## CALL TO ACTION LINKS

Every home web page includes an eye-catching tab or link that is meant to get the user to click or type. It is the most important aspect of the site and the user can accomplish the most by clicking on it. Southern New Hampshire University's home page provides a call to action under "request information" to "get started." Someone that is trying to apply to college wants to know if they have their program and want to start the process. Southern New Hampshire University includes both of those in their call to action. It is important to make your call to action bold and direct. A confusing or unavailable call to action can make it difficult for users and decrease the click through rate.



Southern New Hampshire Landing Page (SNHU, 2020).

## ANALYTICS

Whether you are looking to revamp your old website design, or want to gain insight as to how your newly made page is performing, analytics are your best friend! Utilizing analytics is a way to gain an edge over your competitors and provide insight into where problems may lay in your existing design. Today, tracking analytics is extremely accessible through both free and paid platforms;

even through mobile apps! Analytics help to answer questions such as who your visitors are and what they are doing there; thus, helping to provide direction in creating, maintaining, and improving web design for your business. When setting goals analytics also provide forms of measurement and are key tools to checking your progress towards achieving them. While the plethora of measurements provided by various apps and tools give us an abundance of useful information, it can make one's head spin trying to find meaning in each one. It is helpful to identify the key analytics to watch to modify a web page for success.

## BOUNCE RATE

Bounce rate refers to all the visitors who arrive on a web page and then immediately leave without interacting with it. This can be an indication of a fault with the current website design. If users are not interacting with the page before leaving this could be because of an over cluttered page; is the call to action, clear? Perhaps there is not enough white space; too many icons and options can be overwhelming to a casual viewer. When noticing a high bounce rate, these are potential design flaws to be aware of.

## EXIT RATE

The exit rate, often compared to bounce rate, is the amount of people exiting a webpage after reaching it. While bounce rate tracks users who have not interacted with a web page, exitrate includes site interactions and those who may be navigating within the website, and leaving after reaching a certain page. A high exit rate is not necessarily indicative of a bad design; for example, a high exit rate may be present on the page where the call to action lies. If most visitors are following the page to reach the call to action, they may be exiting at that point.

## CONVERSION RATE

The conversion rate goes hand in hand with the call to action. What is the purpose, or call to action on your website? How many people achieve that

purpose is measured through the conversion rate. If there is a low conversion rate it should be considered if the call to action is clear to the visitor. This is where other measurements can be useful; are visitors reaching the correct page to get to the call to action? Or is a bounce rate showing that they leave before reaching it? Conversion rate is a key indication of success as this is often the overall goal.

## ENGAGEMENT AND CLICK-THROUGH-RATE

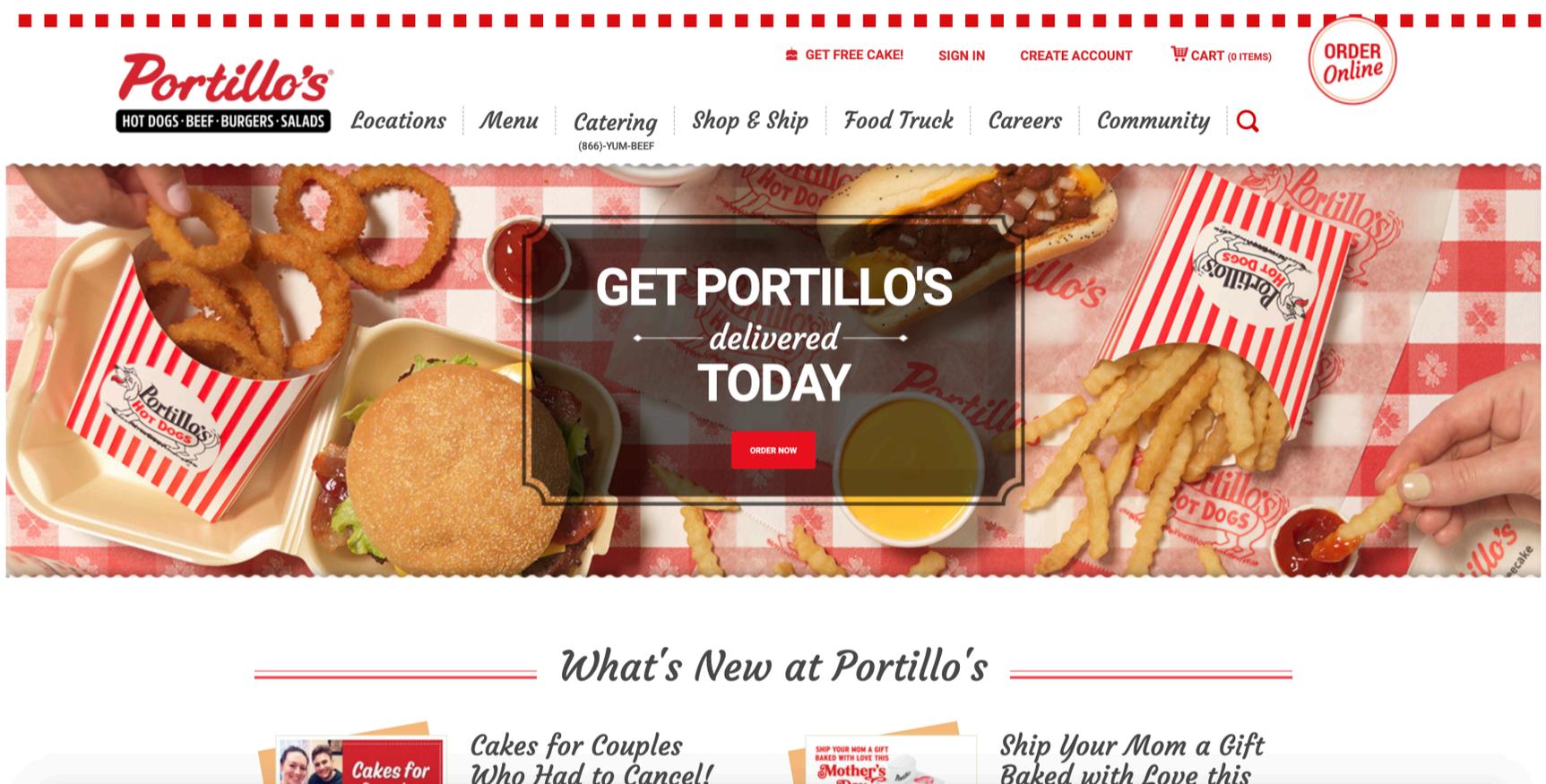
Engagement measures the time a visitor is interacting with a page. We want people to interact with our websites, why else would we make them? However, a high time period of engagement could be indicative of a confusion of call to action, or it could just be the nature of your website. A common measure of engagement, apart from time, is click through rate. Click through rate or CTR tracks how many clicks people make before leaving your website. It is the ratio of users who click versus the ones who visit the page. This stems off of advertisement, emails, and common visits. The more clicks you have the better. Utilizing Google AdWords or other advertising techniques will increase CTR and a company can track that through graphs. If your company is trending with clicks, it should be doing well, if not you may want to consider different advertising techniques. CTR can be precisely broken down into individual pages, too. Seeing what your business is doing the most effectively, CTR is a great tool to utilize on your website.

## SITE SPEED

People want what they want, and they want it now. Site speed is critical for improving engagement and overall performance. If a website is slow to load, it is likely to end up with a high bounce rate, and overall low engagement as individuals who encounter a slow site are much more likely to leave than wait around. Through seeing what devices or browsers visitors are using it can also be identified if there is a speed weakness for mobile users or various browsers.

## CASE STUDY

American Eagle is an industry leader in professional website design, strategy, development, and hosting. Companies use this resource to ensure the best possible success for their website. Portillo's Restaurant Group, known to be one of Chicago's most famous restaurants, partnered with Americaneagle.com in early 2001 and have since maintained a site that has a responsive design and quality.



Portillo's Website Homepage (American Eagle, 2019).

Goal: Portillo's came to Americaneagle.com with the goal to enhance their website by making the purchase process as simple as possible for the end user, while keeping the design as close to the branding of the overarching Portillo name as possible.

**Summary:** "Americaneagle.com partnership with the Portillo Group to produce a new quality design that complemented the branding of the overarching Portillo Brand in addition to each of their concept restaurants. The website now presents a presence that appeals to customers and strengthens brand identity. For e-commerce functionality, Americaneagle.com worked with the Portillo Group to

make purchasing through the website as easy as possible. The Portillo Group also maintains full control of all elements of their site utilizing the idev® Content Management System.”

Results: Portillo’s website redesign has improved site performance. With a new website design and stronger brand, 72% of website traffic include new sessions, with a very strong percentage of first time website visitors. This indicates new customers can find and search the Portillo’s website with ease. Portillo’s website is also experiencing 52% of referral traffic, meaning it is ranked highly on search engines such as Google and Bing.

## COURSEWARE

[Khan Academy](#): An extremely useful learning site that covers all manner of subject, and the computer programming section in particular cannot be overlooked. It features a variety of self-guided tutorials, generally with experts providing audio and/or video guidance on the topic while interactive on-screen windows show the code and output the results during narration.

[Coursera](#): This course is designed to start you on a path toward future studies in web development and design, no matter how little experience or technical knowledge you currently have.

[GoDaddy](#): GoDaddy Inc. is a technology provider to small businesses, Web design professionals and individuals. The Company delivers cloud-based products and personalized customer care. It operates a domain marketplace, where its customers can find the digital real estate that matches their idea.

## CHAPTER 5

# SOCIAL MEDIA MARKETING

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## INTRODUCTION

It's a misconception that social media is quick and easy. Anyone can set up a Facebook page and post about anything they want. Social media is much more than that especially when talking about trying to gain exposure to your brand and campaign for a business. It is no easy task to try and create a successful one without guidance and understanding the differences of each social media outlet. That's why we're here to help to try and give you the most useful tips, tools, and resources to help you create your successful social media campaign.



Social Media infographic (Montgomery, 2019).

## WHAT IS SOCIAL MEDIA?

Typically when talking about Social Media, it concerns websites online that enable users to create and share information through communities and networks. They are designed to allow people to share content through these networks quickly, efficiently, and in real-time. Social Media can be used in many different ways, such as keeping in touch with friends and family, keeping up with the latest trends, and engaging in conversations.

One of the best ways that businesses, small and large, market their products and services is the use of Social Media. It is one of the easiest and most effective ways to build your brand, increase sales, and build up media presence. Each outlet in Social Media caters towards a specific market with different techniques to engage with that audience. Lastly, one of the best reasons to start a social media page is because of the low costs it takes to start one and run it.

## SOCIAL MEDIA PLATFORMS

**Instagram:** A photo-sharing platform that lets you share photos, videos, and instant videos to your audience

**Facebook:** The premiere platform with broad multi-media functionalities and integrations. The world's largest social media platform.

**Snapchat:** Helps build brand awareness with promotions made with short 10-second videos.

**Twitter:** Best engagement used to draw in new customers.

## CREATING YOUR SOCIAL MEDIA CAMPAIGN

Thinking about SMART Goals: When creating your social media campaign, find out what your goals and objectives are is key to your success. SMART stands for specific, measurable, attainable, relevance, and time-bound.



Smart Goals in Marketing (Villa, 2020).

**Specific:** Creates the question of what you want to get out of your campaign.

**Measurable:** Measuring the progress of your campaign. Finding out indicators of the progress you've made within a certain amount of time.

**Attainable:** With the resources you currently have, do you think you can achieve your goal. Look at similar competition to what you have and see if it was successful.

**Relevance:** It is within reach, a realistic goal that fits within your purpose in your campaign.

**Timely:** It is time-bound with a start and finish. Having time constraints, when will your campaign be achieved?

Being able to measure the success of the posts you make on social media is critically important to identify trends, what's working successfully, and what can be improved. Without looking at and being able to understand analytics, all the data

that is being collected as far as results from your marketing campaigns would be going to waste. Let's take a look further into what analytics is, why they can be essential to understand, and some examples of analytical data.

## WHAT IS ANALYTICS?

When first looking at analytics, the amount of data may be overwhelming at first, but let's break it down into some of the different types of measurements you may be looking to analyze. Social Media Auditing: It is used as a tool to see if your campaign can retain a high ROI (Return on Investment) through advertisements on your social media pages.

Optimizing your different accounts: Each account of your social media campaign should have many ads to fit your audience. For example, Facebook is more geared towards an older audience, so the content should be suited to what they find best suited to them.

Likes and comments: These are a great way to get a basic understanding of how your posts are performing. When receiving more likes, you are posting what the people want to see, and likewise, if you see a lack of likes, you know you can work on improving the content you're making. Comments as well are a great way to engage with users and ask questions for anyone to interact with the page.

Impressions: Impressions are the total amount of people that have viewed your post. When looking at trying to expand your reach and grow an account, you can see how many people are seeing your posts and can learn if you need to try and make more engaging content for them to interact with the post rather than scrolling by.

Clicks: Measuring clicks is super helpful if you need to try and increase overall conversions on your page. For example, trying to make sales through your ad, you want more people to be engaged by the content and click on it to advance to your landing page.

Engagement: A tool used to try and entice users to click on their brand through connections. These connections can be personal. Being able to execute this can strengthen brand loyalty and give more customer awareness.

Engagement Rate: How successful is your social media marketing campaign? How many people are talking about your brand? Here's the breakdown of how the engagement rate is calculated.

$$\text{Engagement Rate (\%)} = \left( \frac{\text{Likes + Comments + Shares}}{\text{Total Followers}} \right) \times 100$$

Engagement Rate Calculation (SEO Powa, 2019).

This rate can be determined through all of your social media channels. Which channel has the most engagement? This also determines which channel to put the most advertisements on and what types of posts and ads work best. When starting, experimenting which types of ads to post can give an estimated rate on how engaged people are.

## WHY IS ANALYTICS IMPORTANT?

Analytics are super helpful when it comes to the world of advertising and trying to grow a brand or business, as you can see from all the different measurements to keep track. Being able to look at and understand analytics is vital when trying to look for growth strategies. When looking at all the measures, you can use these to create and find a plan that will work best for how you are looking to grow your brand.

Figuring out what you want to increase on is the first step to determining a measurement to keep track of and allows you to stay up to date on how people

are responding to the content. If you want to be increasing overall awareness, for example, you may want to keep track of impressions and reach and say if looking to increase conversion, you should try to keep track of clicks to see how many people are clicking on the ad. All of this helps identify new areas for growth in the ever-changing social media and marketing environment ([Driver, 2018](#)).

## FREE ANALYTICS

Most social media platforms nowadays give you the option to create a business account and measure certain sets of analytics through the platform itself. Instagram, Twitter, and Facebook all offer decent insights to be able to get an understanding of measurements on your account. However, if you want a more in-depth look and professionally monitored accounts, there are paid versions available, or you have the option of hiring someone to go through and track your analytical data.

## PAID ANALYTICS

A form of marketing where on search engines such as Google and Bing, the user puts advertisements on the search engine results. They can be seen using Google Analytics to show how much traffic the ad has seen and how many clicks it gets. Social media, on average, uses 10-20% of your total ad budget. On average, social media marketing costs \$1k-\$20k per month, depending on business size. Launching a new Twitter account page can cost \$2k-\$4k per month, and restructuring a current twitter account can cost anywhere from \$1k-\$2.5k per month. Facebook management pricing costs \$2.5k-\$5k per month to launch a new Facebook page. The reason it costs this much is because of the working staff required to maintain and support these different pages. They have the best understanding of what advertisements work best for each social media channel.

## SOCIAL MEDIA TOOLS

When starting to think about how to create your social media campaign, there are useful tools that can help get you started. Online, there are hundreds of different tools that can help with building your social media presence. These are some popular ones that many businesses use and have been highly recommended by many:

**Hootsuite:** It enables you to keep track of and manage your social media channels. It can enable you to monitor what people are saying about your brand and help you respond instantly. It has a 30-day free trial.

**Hubspot:** Helps companies attract visitors, convert leads, and close customers. It's all-in-one that includes marketing, sales, and service software that helps your business grow without compromise. Best of all, it's free!

**Bitly:** Not only is it a popular URL link shortener but it processes billions of clicks of web links every month. It can be used as a powerful online marketing tool used to track clicks, see site referrals and get an idea of which geographical locations most clicks are coming from. It's Free to use.

**Social Blade:** A statistics website that allows you to track your statistics and measure growth across multiple social media platforms. It has a 2-month free membership trial.

**Keyhole:** A real-time conversation tracker that provides keyword, hashtag, and social media analytics across different social media platforms. The First 1,000 posts are free.

## CASE STUDY

One great example of a successful social media marketing campaign is a 2013 campaign that Mercedes Benz rolled out. In 2013 Mercedes Benz set a social media marketing objective to reach out to a younger audience. To accomplish this

objective, Mercedes decided to hire five top Instagram photographers to each take the wheel of a new Mercedes CLA (Popsop, 2013). Then the company created a competition between the photographers in which whoever got the most likes was able to keep the car at the end of the campaign. This social media marketing campaign proved to be hugely successful for Mercedes. By the end of the campaign, the results were impressive. The campaign generated 87,000,000 organic Instagram impressions, 2,000,000 Instagram likes, and 150 new photos that Mercedes could use as marketing assets (Popsop, 2013).

## ADDITIONAL CASE STUDIES

- OST Marketing case studies
- Digital Marketing Institute case studies
- Single Grain case studies
- HubSpot case studies

## CONCLUSION

Social media marketing has revolutionized how businesses big and small operate their brand awareness. The internet is being used more than ever to engage their audience. It's essential to make sure that gaining customer loyalty and receiving brand awareness isn't going to happen overnight. These things take time and patience. Be careful with what you start to post to not drive business away. Don't be afraid to ask for help with your social media pages with the tools provided in this eBook because we don't want you to fail. These services will give you step by step instructions to get your campaign off the ground and hopefully become successful in no time.

## CHAPTER 6

# SEARCH ENGINE OPTIMIZATION

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## INTRODUCTION

The majority of online traffic is driven by search engines. Search Engine Optimization, also known as SEO, is important to make your website more visible and once your website is more visible it will gain more website traffic which ultimately will lead to more customers or followers ([Wilhelme, 2019](#)). Search Engine Optimization aims to increase the visibility of your website or brand in a search engine. Throughout this chapter you will learn about SEO and how it works. Important SEO vocabulary will be defined and there will be a case study looked at to show how SEO works and can be a key factor for your brand or business.

## DEFINING SEO

SEO stands for Search Engine Optimization. This is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website to users of a web search engine. SEO helps establish credibility and it is less costly over time for businesses compared to other options. SEO increases the amount of website visitors by getting the site to appear high on results returned by a search engine, like google, yahoo, or Bing ([Wilhelme, 2019](#)).

Unlike other ways to increase website traffic, SEO gains traffic from free, organic, and editorial or natural search results. Search Engine Optimization does take a lot of time to start generating results but these results are long lasting and increase greatly over time. SEO is 10x more effective than social media. It is responsible for 51% of website traffic, and generates 40% of revenue ([Brandall, 2019](#)).

Implementing SEO strategy into your digital marketing plan will guarantee an increase in views, rankings, clicks, and page traffic.

## KEYWORDS

This part of this chapter will define the keywords that are most important when learning about SEO. This is a short list of a few of the most important [SEO vocabulary](#).

[Technical SEO](#): Process of optimizing website for the crawling & indexing phase. With this you ensure that search engines can crawl; and index your website without any problems

[On-Site SEO](#): Rules that can apply on individual pages and content so they are optimized for specific keywords (ex: need to have optimized titles, good descriptions, well-formatted URLs, optimized heading, alt text for images & more.

[Off-Site SEO](#): Process of getting references (backlinks) from other websites for the purpose of increasing your websites trust in the eyes of search engines. Like a ranking system- website with the most references has highest ranking. References are links coming from other websites to your site.

[SERPS](#): Search Engine Results Page.

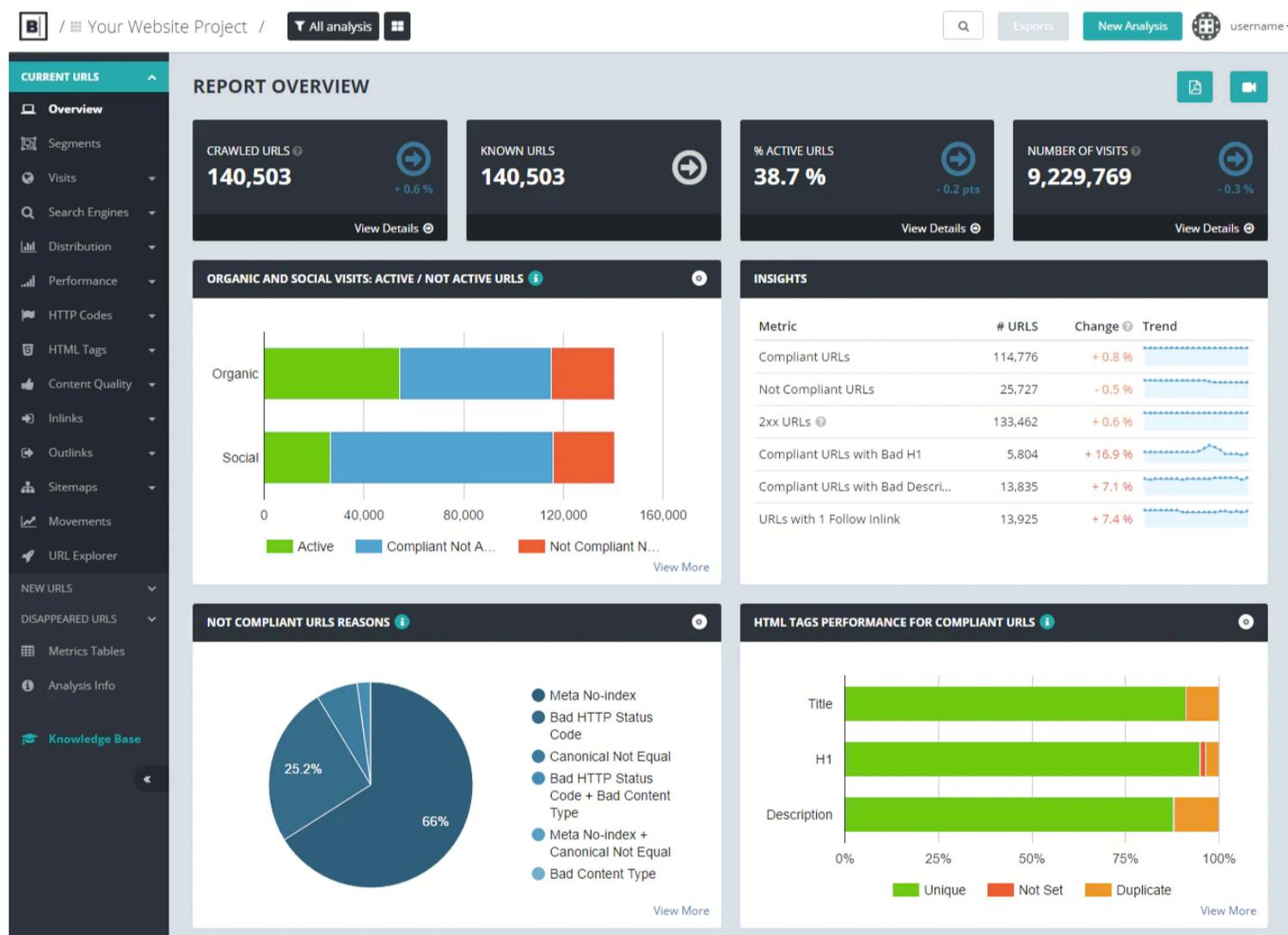
[PPC](#): Pay Per Click. PPC is almost instant, it allows you to target potential buyers through relevant ad copy and keywords that match their search results. It gives your business the opportunity to increase the visibility of its pages (web pages, landing pages, blog articles).

[Click-through rate](#): The ratio of impressions to clicks on your URLs.

[Conversion Rate](#): The ratio of visits to conversions. This is how many of the people who visit your site actually fill out the form, call, sign up for emails, etc.

## SEO TOOLS

SEO has many tools that can help with keyword research, link building, content optimization, and more (Dean, 2020). This chapter will be talking about a few of the tools that help with websites and pages. The first one is Botify. Botify provides info on site loading speed, HTML errors, and click depth. Below is a picture of Botify. The second is called Clusteric which helps in being organized and helps with site audits, competitor analysis, and search visibility. Clusteric has analytic modes and combine modes that help you improve your ranking on search engines like google.



Botify Dashboard (Botify, 2020).

## ANALYTICS

### DOES GOOGLE ANALYTICS HELP SEO?

Google analytics does help SEO. Google analytics contains valuable data that can help you monitor SEO performance. The first topic that will be discussed in this

part is *creating SEO related goals*. Jonathan from growth hackers says that “When measuring SEO using Google Analytics, you don’t just want to track your organic traffic. What you want to do is measure the quality of your organic visitors” (Dopson, 2019).



Critical Metrics to Watch With Google Analytics (Litwin, 2016).

The second topic discussed will be about using the *organic visitor segment*. Vis Spall from Browser media talks about using segments and filters to remove spam traffic. There are two main types of spam traffic that will ruin your reports – crawlers and fake referrers, and ghost spam.

Comparing your organic visitors to your non-organic visitors is also very important. Successful SEO will show an increase in organic traffic. By excluding the organic traffic, you will be able to pick out poor user design that can be improved. It is also important to find your top performing content (Dopson, 2019). *Best Company's* Alice Stevens says “It’s also a great tool for tracking the effectiveness of specific pages. You can track page views, dwell time, and see which internal links get the most clicks. These measures can help you understand how effective your content is, find pain points, and make changes to improve your content.”

# PAID SEARCH ENGINE OPTIMIZATION

## WHAT IS SEM?

SEM stands for Search Engine Marketing. This is the process of gaining website traffic by purchasing ads on search engines. Through paid marketing, businesses can promote websites by increasing their visibility in search engines (Chris, 2019). SEM would be used over SEO in situations where you need immediate results. For example, when you are first launching your website and need immediate visibility you would use Search Engine Marketing instead of Search Engine Optimization. The goal of SEM is to increase the visibility of your site in search engines by getting paid traffic through PPC advertising (Chris, 2019). PPC advertising stands for Pay-Per-Click which allows you to target a certain audience through relevant keywords that match their search results. For SEM, once the paid campaigns are stopped, the traffic disappears.

## GOOGLE ADS

The most well-known agency for paid search advertising is Google Ads. Google Ads is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users. They get your ads to appear in the google search results and you only pay for the clicks on your ads. Google Ads works with you in a series of steps. You tell them your goal, decide where to advertise, create your message, set your budget cap, and then go live with your ads. Google Ads will help you gain more customers through SEM. With SEM, you are basically paying for your ads to appear at the top of a google search based on keywords that users type into google or the search engine they are using.

## CASE STUDY

We have decided to use a SEO case study analysis that was conducted on Siege Media and how they were able to increase web traffic and visibility to rebuild a website from zero visitors to 100,000 and share takeaways that maybe you can apply to your own strategy. The outline of the strategy includes ([Dennis, 2017](#)):

1. Starting slow and taking advantage of “easy wins”
2. Focusing on securing a handful of strategic links to important pages
3. Establish passive link acquisitions channels to build momentum
4. Be intentional about content creation and its impact on search
5. Level up over time, and target higher value opportunities

## STARTING SLOW WITH A NEW SITE

Starting off with a new website can be very difficult and have so many limitations. At the beginning you want to focus on opportunities with low competition and decent traffic value. Different SEO tools can help you determine the amount of traffic and competition like [SEMrush](#) or [Google Analytics](#). In the search engine results we looked for results with:

- Bad exact-match domains
- A lack of big-name brands
- Low quality or outdated content
- Pages with low link counts

Finding results with these types of pages would give you confidence that you could easily build something searchers would prefer. Once potential opportunities were identified different content was made to separate content from others. The terms that were used were:

- Custom built graphics
- Clear concise, compelling copy
- Original photography
- Optimal formatting- font size, column width, scannable text etc.

By building content that would best answer searchers intent and need you have to set up pages to be successful in SEO (Dennis, 2017).

## SECURING LINKS TO IMPORTANT PAGES

Pages need certain links to rank in search. The number of links need to be competitive and depends on the page, site, niche, type of query and so on. Search engines have become more sophisticated focusing on quality rather than numbers. What was learned from this analysis is that the bottom of the funnel pages only needed a handful of quality links to rank really well. After that positive engagement would take on after that and validate the page as an authority in the eyes of a search engine. Securing the bottom of the funnel pages are extremely hard because they are not very link worthy but the purpose for these pages is to drive conversions. This strategy isn't sustainable for long term, large scale campaign but we learned in the analysis that you only need to execute on a select handful of opportunities to be successful with bottom of the pot funnel pages (Dennis, 2017).

## ESTABLISH PASSIVE LINK ACQUISITION CHANNELS

Link building is really hard and is a manual process that is ongoing forever. Because securing links is so difficult establishing passive link acquisition to amplify all link building efforts. Part of the content strategy was to use high quality; original photography and it provides a perfect opportunity to attract passive links (Dennis, 2017). Rather than using copyright photos or watermarking photos using

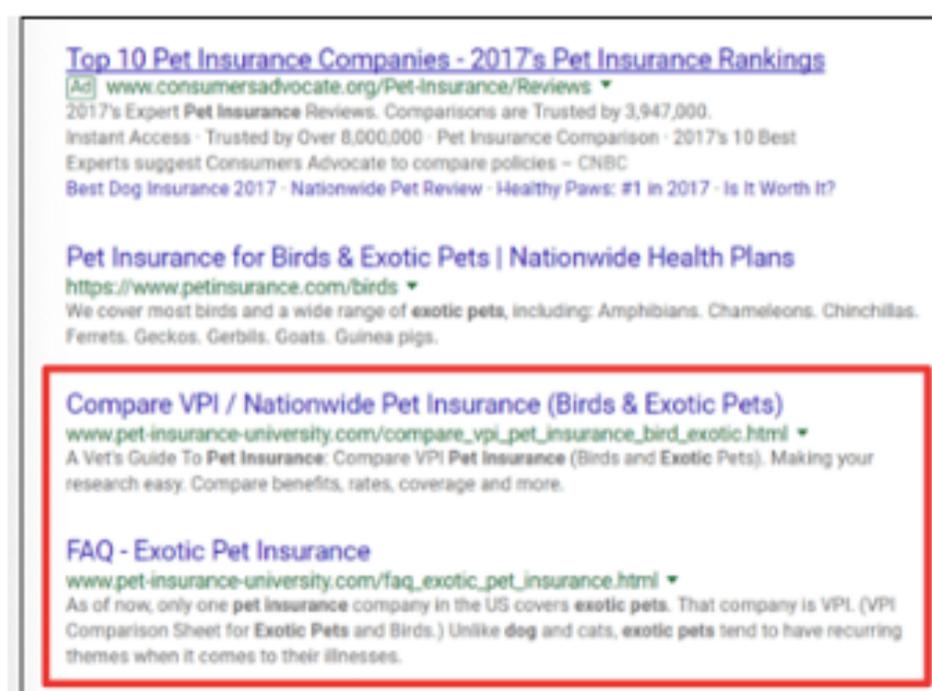
high quality pictures and content can help boost passive links. Along with having your images cited other potential ways to earn links include:

- Sponsorships and community involvement
- Compiling original data or research
- Being interviewed or quoted
- Building a unique tool.

The main key is to create something original and make it easy for others to cite you as the original source.

## STRATEGIC CONTENT CREATION

Strong content is what drives SEO to success. It's possible to secure a few links at the bottom of the funnel but you need middle and top of the funnel content to sustain capture attention and links. Creating useful content for your audience is always sound strategy, but you can take it a step further by being intentional and strategic about the content being posted. For example, in this case study we used the example of "pet insurance."



The image shows a screenshot of search engine results for pet insurance. The results are listed in a vertical column. The first result is titled "Top 10 Pet Insurance Companies - 2017's Pet Insurance Rankings" and includes a link to [www.consumersadvocate.org/Pet-Insurance/Reviews](http://www.consumersadvocate.org/Pet-Insurance/Reviews). Below this is another result titled "Pet Insurance for Birds & Exotic Pets | Nationwide Health Plans" with a link to <https://www.petinsurance.com/birds>. The third result is titled "Compare VPI / Nationwide Pet Insurance (Birds & Exotic Pets)" and includes a link to [www.pet-insurance-university.com/compare\\_vpi\\_pet\\_insurance\\_bird\\_exotic.html](http://www.pet-insurance-university.com/compare_vpi_pet_insurance_bird_exotic.html). This result is highlighted with a red rectangular border. Below it is a result titled "FAQ - Exotic Pet Insurance" with a link to [www.pet-insurance-university.com/faq\\_exotic\\_pet\\_insurance.html](http://www.pet-insurance-university.com/faq_exotic_pet_insurance.html).

SEO Case Study By Search Engine Land (Dennis, 2017).

But it also looks like the competition is very high and to find something less competitive we can include "exotic pet insurance. Nationwide ranks as number one and has. Traffic value of 2.9k.

We looked further into the study and found that there are pages with bad exact match domains. This represents an opportunity to create better content and give it a great chance to rank. It is a perfect way of finding out how you can find perfect opportunities for content creation and putting your link out there.

## LEVELING UP OVER TIME

Momentum is the key of SEO. As you build traction with your campaign SEO tends to have a multiplying effect where your results will build exponentially. With the more visibility you begin to attract more and more visitors and if you satisfy those visitors your traffic will keep increasing, endorsing your website and sharing how great it is with others for example on social media, blog, podcast etc.

(Dennis, 2017). When your website starts building that momentum you start to raise the expectations and target more competitive spaces and since you have built a strong foundation you will be successful.

By establishing a solid baseline of authority, trust, and being able to compete for higher value terms you will see even more returns and begin to take bigger bets with the content created. Another strategy that can be used with this momentum is just updating and improving old content. Whether it is updating that copy or adding video to your website this will help with content freshness and will increase click through rate.

## CONCLUSION

In conclusion SEO makes a big difference in helping small business and medium business develop and make a great form of digital marketing and being able to see how you can get your website, and your brand out there on the web at the best rate and the most exposure. It is one of the main components to digital

marketing and a tool everybody should be using. For more information on this topic of Search Engine Optimization take a look at these resources:

- [Mozilla](#)
- [Hubspot](#)
- [Neil Patel SEO Made Simple](#)

## CHAPTER 7

# VIDEO + TV MARKETING

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### WHAT IS VIDEO + TV MARKETING?

Marketing is something that can be seen all around, especially now during the digital age. With the internet and the age of digital media, it has become inherently easier to place ads in front of an audience. TV and video marketing can be defined as using TV and video as a means to market and promote a company's brand, product, or service ([Video Marketing, 2017](#)). Using television commercials or YouTube ads helps get the brand in front of their targets. Using video marketing can mean using a variety of different platforms to promote the brand. Digital media has become a crucial aspect of marketing that can be used to the advantage of different businesses.

### DEFINING VIDEO + TV MARKETING

When it comes to TV and video marketing, it is all about using these outlets as tools to market and promote a brand, products, or services ([Video Marketing, 2017](#)). This can be essential when beginning an ad campaign with customer testimonial videos, video from life events, how-to demonstrations, training videos, and even having influencers promote the brand through videos ([Video Marketing, 2017](#)). In regards to TV marketing, one perfect example would be the Super Bowl itself. Companies pay thousands of dollars to air commercials during the breaks of the highly anticipated games. A popular point of this marketing strategy, is that millions of Americans are gathered together to watch the game and witness the funny or interesting commercials that can be shown ([Wagner, 2016](#)).

## VIDEO MARKETING

Video marketing is a highly useful tool in this day and age when it comes to promoting a brand. YouTube has become a sensation that not only turns people into overnight celebrities, but garners millions of viewers for the videos on their platform. It all starts by having a goal in place of what the business what like to achieve during the ad campaign. This may mean announcing a new product to a target market or increasing sales during a certain time frame (Wagner, 2016).

Once establishing a campaign goal and target market, strategies can then be planned accordingly to achieve such goals. The message is brainstormed and the content is then planned. The budget is a logistical aspect that is to be considered when planning out the campaign strategy (Infozium, 2019). When the logistics and content of the video is finalized, multiple platforms can be explored as to where the video can be displayed.



Video Marketing Graphic (Art Hill Advertising, 2019).

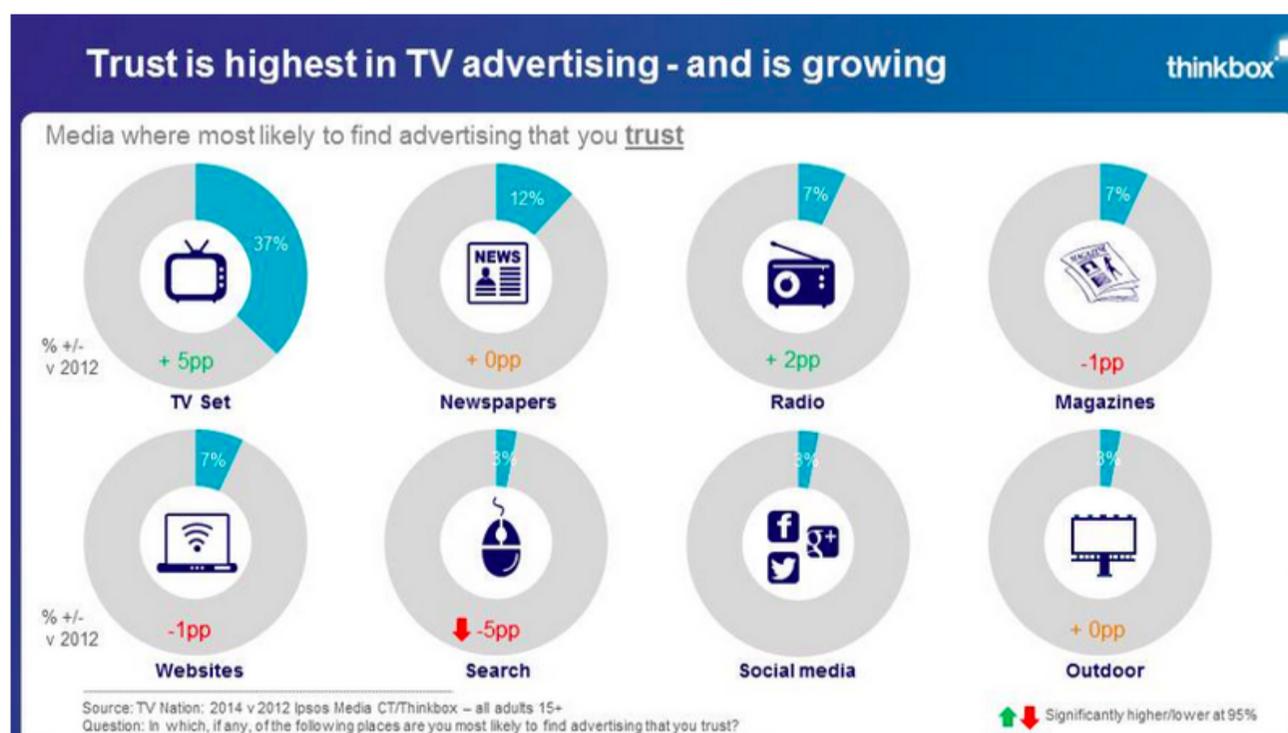
Video marketing can have multiple benefits when a firm ad campaign is established. It can increase click-through rates, search engine ranking, open rates, and conversions (Video Marketing, 2017). YouTube is considered to be the second largest search engine, after Google, which is actually owned by the company

(Video Marketing, 2017). When it comes to conversion rates, studies have shown that 57% of online consumers were more likely to buy a product after watching a video demonstration (Video Marketing, 2017).

Another benefit of video marketing, is the fact it is easily accessible and can be viewed anywhere. With the growing increase of smartphones and tablets, anybody can see a video outlet from anywhere. No longer does it simply have to be in front of a television screen. Not only that, but video marketing can add an emotional connection to the target audience. Whether it is a consumer connecting to the music being played, or the message of a certain scene can create a human connection (Video Marketing, 2017). A human connection can be established through humor, sentiment, or even a catchy song.

## TV MARKETING

As previously mentioned, television advertisements can still prove to be effective. A tried and true strategy, commercials are vastly played every minute that goes by. It is not always a costly endeavor, unless the commercial is something set to play during the Super Bowl. The process for an TV advertisement campaign would be similar to that of a video marketing campaign process. A goal has to be set what the purpose of the campaign is meant to achieve.

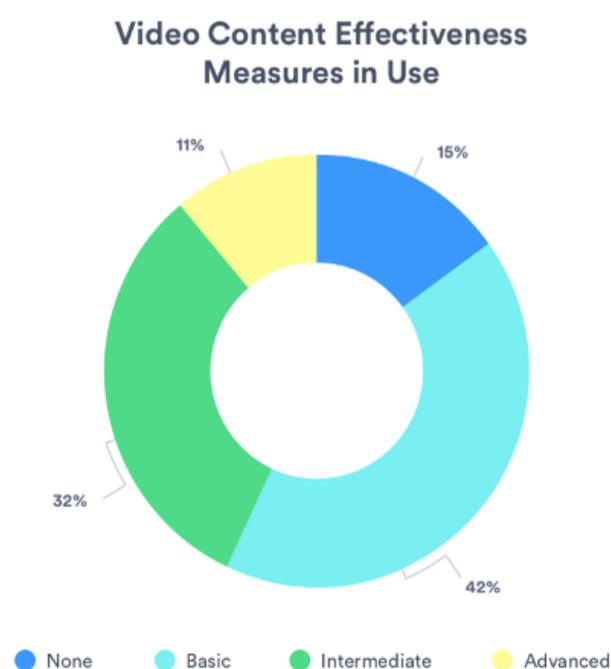


TV Marketing Infographic (Delmercado, 2020).

Whether it be increasing customer awareness about new products, or expanding the target audience to a wider range (Wagner, 2016). Following that, strategies and logistics can be created in order to establish and achieve said goal. When producing the advertisements, a good fifteen to thirty seconds could be utilized to list the features and benefits of the product and/or brand. After that, a strong call to action is created in order to encourage viewers to interact with the brand. This can be displaying a phone number to call, website to visit, or social media to follow (Wagner, 2016). TV advertisement, as displayed by the figure above, has proven to be a media advertising outlet that consumers will most likely trust in comparison to the various other outlets.

## ANALYTICS

Analytics help provide the context needed to know what's working and what is not within the ad campaign. It also shows what changes can be made to improve things like engagement or conversions, and what return on investment (ROI) the organization is getting from the videos. In 2018 roughly 85% of companies reported use of some form of video analytics (Vidyard, 2018).



Video Content Effectiveness Graph (Matthews, 2020).

This suggests that more businesses have recognized the value of deeper analytics to the success of their larger marketing strategies and are investing in the tools and training needed to leverage that insight. Advanced analytics results in higher levels of overall satisfaction with video marketing. All of this data suggests that marketers need to make these measurement tools a standard part of the production process to get the most value possible out of video marketing.

## TOOLS

In the age of social media, the Internet and Television demand for the use of TV and video marketing is more important than ever. The top tools to having successful TV and video marketing strategies is to use one of these two platforms of TV and video marketing.

### INSTAGRAM TV [IGTV]

IGTV allows the users of any Instagram accounts to create their own video content. This platform is an essential tool in TV and video marketing. IGTV helps expand the marketing strategy of any company through these three tools (Weber, 2019).

### REACH NEW AUDIENCE WITH PREVIOUS CONTENT

The first tool on IGTV is the ability to reach a new audience with previously posted video content. Reaching a new audience becomes easy with IGTV by reusing popular content from Facebook, Twitter, blogs, or anything related to your brand or image. This allows the content to be used on different platforms reaching completely new audiences and increasing the total reach received on the video (Weber, 2019).

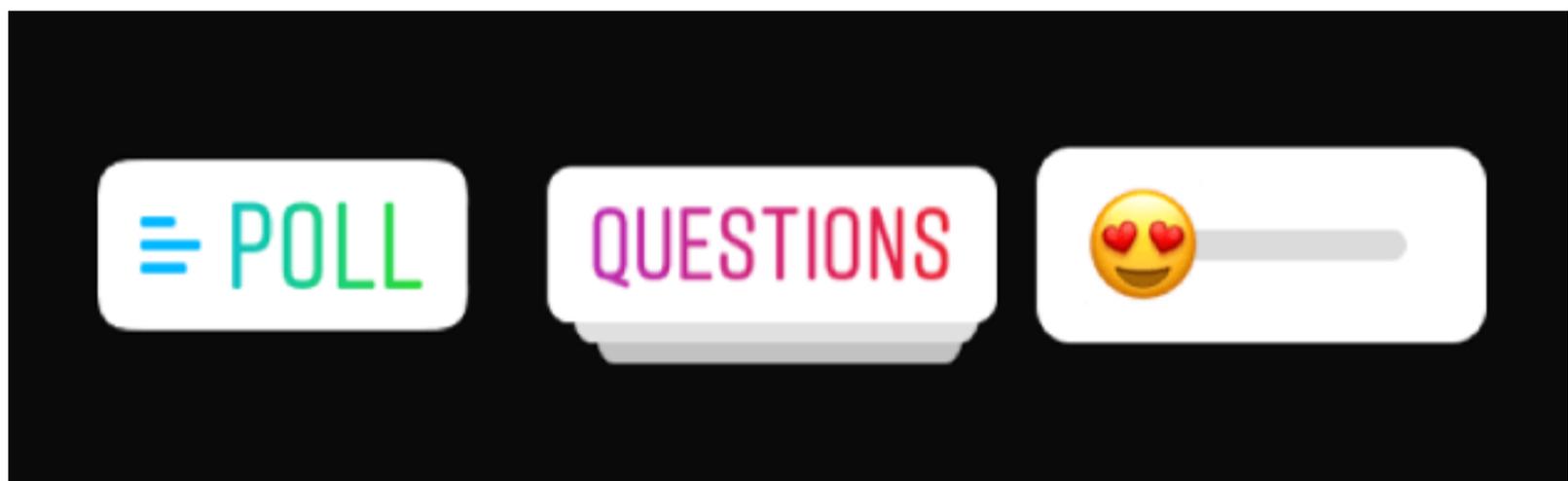
### CREATE COMMUNITY

The ability to create a community through a recurring show is the second tool that IGTV has. In society nowadays our social media is a form of TV. If you post a video

on IGTV on a weekly or monthly basis then it will draw in a consumer base because people love predictability. An example of this is Whistle Sports using IGTV to post their No Days Off series (Weber, 2019).

## HOST Q&A TO ENGAGE DIRECTLY WITH CUSTOMERS

The last tool IGTV has for TV and video marketing is holding Q&A sessions to engage directly with customers. The use of Q&A sessions allows their channel followers to feel engaged with the account and you are able to help inform them with useful information. Following the scheduling platform for the Q&A post will allow you to also target a specific market. A valuable way to collect questions for the Q&A is to use your Instagram story.



Instagram Story Features (Weber, 2019).

Creating an Instagram story using the questions stickers in Instagram Stories allows you to collect the best questions developed from the people that replied to the story and involve them in the next Q&A post they have planned on their IGTV channel (Weber, 2019).

## FACEBOOK LIVE STREAM

The tools that come with using Facebook Live Stream as part of their TV and video marketing then they should focus on analyzing the audience created by the posts they create on their Facebook Live Streams. After you get into the flow of consistent posting you can read your stats for your videos and assess what your

target market is for specific products or just specific video content (Facebook, 2019).

If there is a specific audience that is more engaged in certain videos or any stats that stand out helps determine what content you should post moving forward in the process. This will lead to increased views and the ability to target more specific audiences (Facebook, 2019).

## ENGAGE DIRECTLY WITH CUSTOMERS

Similarly to IGTV, a tool of Facebook Live Stream is to engage with your customer. Posting videos to Facebook Live Stream allows you to comment on the live streams which lets the customers feel connected with the account and also allows them to conduct Q&A's as stated before. This is known because Facebook stats has said that accounts receive ten times more comments on live videos than non-live videos (Facebook, 2019).

## MAKING IT LOOK GOOD

The final tool of Facebook Live Stream is making it look good. If you are starting as a smaller brand or just do not have many followers then you need to be able to make a page look good to draw in your audience. If we were to assume that each Facebook Live Stream video was viewed for a total of 3 seconds, then there would be around three thousand years' worth of video content created each day (Facebook, 2019). It is essential to make your posts fit the image of your brand or company to get brand loyalty from their viewer. This will also lead to not losing any of their viewer base. A simple way to think about your Facebook Live strategy is to center all of your video content around your core questions or values of the Facebook page (Facebook, 2019).

## CASE STUDY

Kristen Shipley and Ashley Wiers released a case study in 2019 on how brands are marketing their products by using influencers, specifically YouTube video creators. In their article, *How to Build a Full-Funnel Influencer Marketing Campaign*, they discuss different examples of brands and the type of influencers they use.

Marketing through videos on a platform such as YouTube would typically include the “Youtuber” talking about the product, using the product, and/or providing discount codes for the product. One of their arguments for video marketing was, “When people come to platforms like YouTube, they often do so in discovery mode — they’re open to hearing about new trends, creators, and even brands. For example, 90% of shoppers say they discover new products or brands on YouTube.” This statistic shows how effective marketing products through YouTube videos really is.

Paid promotions were also discussed in this case study, where they mention brands creating 6 or 15 second video advertisements to show during segments or before a YouTube video. Just like a company partnering with an influencer who would work well with their product, companies pay to have their ads show during videos from creators that have the same target market as them. Focusing on two brands, Schick Intuition and Bulldog, they noted that for both brands the combination of branded and paid content proved to be successful.

When working with video marketing, it is necessary to make it easy for the consumer to find the product to ensure more purchases. For the example of marketing through influencers’ videos, most companies include a product feed under the video making it easier for customers to click on the feed and purchase the item. This case study focuses on specific examples that show the benefit of video marketing and how using YouTube influencers has a great impact on sales.

## CONCLUSION

TV and video marketing have inherent benefits when used in an effective and strategic way. It can promote and market said business, while garnering new business in this digital age. Everything is mobile, and can be placed in front of millions of consumers simultaneously. The optics demonstrate how successful video advertisements can be when done correctly. It is good to establish a message and a human connection with that target audience. It can be harder to forget an advertisement once that human element is created. Influencers can also be utilized, since more of them have been able to reach their audience by promoting different brands. This can increase sales and establish a new realm of an audience. Call to actions are also another important element of video marketing, since they will influence the consumer to make that connection or interaction with said brand. Overall, TV and video marketing are key strategies in any successful advertisement campaign in this new digital age.

## CHAPTER 8

# ETHICAL ISSUES + CHALLENGES

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## INTRODUCTION

When it comes to social issues and ethics regarding digital marketing, it can get very complicated. Depending on what your organization is trying to do, there are a lot of ethical, social, and cultural issues to consider when you are marketing to a specific group without excluding or offending others.

These days the world is more connected than ever. People who have different backgrounds, ethnicities, religious beliefs, and lifestyles are exposed to more and more different types of digital marketing every day. Because of this exposure, people will most likely see something that they don't like or something they find very offensive. This makes it very challenging for companies who are trying to build a brand. No matter what you do, someone is going to be offended, so companies need to recognize the challenges that come with digital marketing. This chapter will discuss the ethical implications of digital marketing and how the decisions a company makes can have a significant impact on the brand itself.

## WHAT IS PRIVACY/ETHICS?

Marketing is more complicated now than ever before. The internet has made it easier now to access consumers virtually anywhere. Although it has become easier, it has also become more competitive. Marketers are under constant stress to follow trends and make their brand as popular as possible against competitors. This kind of pressure can lead to unethical behavior that may permanently damage a brand's reputation. As a marketer, it is important to understand the ethics of digital marketing and the issues that may be faced.

The American Marketing Association (AMA) is responsible for setting a professional standard for marketers in America. Their ethical norms are do not harm, foster trust in the marketing system, and embrace ethical values ([Code of Ethics, 2020](#)). As marketers, it is important to avoid harmful emissions and adhere to all laws in place. It is important to build a relationship with the consumers in order to create trust and a confident relationship. This is especially important when it comes to protecting consumers, employees, and vendors' information.

The first step to becoming an ethical company in the modern age is to understand the difference between a legal and ethical decision. Ethical decisions are made when legal laws cannot provide an outline on how to make a judgment ([Saucier, 2008](#)). The ethical decisions that are made must be based on the individual/company's moral standards that involve using their principled judgment. To make the most ethical decision as possible, it is valuable to create discussion between employees, management, stakeholders, and even consumers to make an effective outcome.

The issue of puffery is prevalent in marketing. According to the Federal Trade Commission (FTC), puffery is 'term frequently used to denote the exaggerations reasonably to be expected of a seller as to the degree of quality of his product, the truth or falsity of which cannot be precisely determined' ([Fetscherin & Toncar, 2009](#)). There are two types of puffery: visual and verbal.

Verbal puffery focuses on using words to persuade consumers while visual puffery is more about using pictures and symbols. It is important to note that there is a fine line between puffery and deception. For example, a pizza shop saying they make the best pizza is puffery. But that same pizza shop claiming they make better pizza than a certain competitor is deception. Deliberately misleading consumers is illegal.

The subject of puffery is complex and must be researched extensively before participating in this act. Puffery is subjective, while deception consists of objective

statements ([Waters, 2017](#)). It is crucial to avoid deception in advertising. It consists of using factual information and twisting it to become false information. The pizza may be good and could be better than the competitors, but the pizza shop has no proof. Comparative advertising can easily lead to deception and should be avoided.

Another issue that is predominant in marketing is privacy. Brands and companies regularly track what a customer purchases (sometimes without their knowledge) so they can effectively target the right audience with the right products. The old method of putting an advertisement in front of many different people is becoming less effective now. Everyone's experience is different. Customizing their experience with an advertisement leads to sales. It's common for small private businesses to not be too tech-savvy and unconcerned with third parties tagging their website ([Jumpsix, 2019](#)). By tagging the website, they can then sell the data. It is important to consult a professional on how to prevent this from happening and how to protect consumer information.

It is crucial to stay up to date with all the trends and changes in digital marketing. Something that may be viewed as ethical now may be unethical next week. Staying educated and consulting a professional about ethics and privacy can protect a brand's image. The full scope of ethics is close to impossible to understand. It is difficult to always act ethically but trying to be as moral as possible is the key to becoming a great brand/company.

## ISSUES WITH PAID

Sometimes it's hard to see a company's objectives as unethical. Especially when they hide those objectives from the general public and the media. Collecting consumer data is a booming business right now. It is a very important part of effective digital marketing. Being able to find the right target market, at the perfect time, and with the most relevant advertising is a key component of great marketing. The way advertising used to be done, and often still today, is ads

would be thrown out to the public like a fishnet into the water with hopes of catching as much attention as possible. That method doesn't work as much nowadays because everyone's virtual experience is becoming much more personalized and more targeted, and so are the advertisements.

A Wall Street Journal study found that travel site Orbitz was steering customers that used a Mac toward higher-priced options, a practice that many consumers found objectionable ([Dwoskin, 2014](#)). Social media can be more easily tailored to personal preference than ever before, and this helps companies personalize advertising as well. This is where the consumer data comes in. Tracking the way people use social media means collecting their data, and the general public is finally becoming more aware of this.

Many companies are paying to get personal user data on other sites to use for their own marketing needs. A great example of this happening is the Cambridge Analytica. In early 2018, the New York Times obtained documents from Cambridge Analytica where evidence was found that they were building voting profiles based on data they had collected from Facebook ([Confessore, 2018](#)). The public spotlight of this scandal was turned on Facebook CEO Mark Zuckerberg. For years Facebook allowed third-party applications to access user data and their unwitting friends, and Zuckerberg gave away all that information.

Cambridge Analytica purchased Facebook's data that covered millions and millions of Americans without them ever finding out. Following this scandal, Facebook's stock dropped significantly and boycotts started. Mark Zuckerberg was made to testify before Congress and the whole world about the privacy rights of internet users. A year after the scandal broke out, none of the questions about privacy has had any easy answers for companies who want the internet to stay convenient and free while also wanting complete control over information. Thankfully this scandal has forced this discussion and the topic into the public mind.

## ANALYTICS

Analytics can be a key factor in digital marketing and extremely useful when making decisions on many aspects of a business's marketing strategy. However, companies can hit many obstacles when collecting data. Analytics is the systematic analysis of data. There is so much data that comes with digital marketing. A large portion of this data includes personal information of individuals that will be turned into analytics. Social media is full of personal information. Due to modern technology, it is easier than ever to collect data. Analytical tools can help businesses create a target market, gain information on competitors, or see what is working for a particular brand. There is an ethical issue rooted in the privacy of personal data online.

During 2018, Facebook gave personal data from up to 87 million Americans to Cambridge Analytica, who had access to this data when nobody permitted them. Cambridge Analytica used a personality quiz that was posted through Facebook and used a personality model called OCEAN. This personality model built a psychographic profile on each of the individuals that were claimed to be used for political use. These campaigns included Trump's 2016 presidential campaign. However, these claims were denied by Cambridge Analytica.

An investigation was opened by the Federal Trade Commission. In an interview with Aaron Levie, the founder, and CEO of a cloud company called The Box, he spoke on the ethical issue of social media analytics saying, "There are so many examples where we don't have modern ways of either regulating, controlling, or putting the right protections in place in the internet age. And this is a fundamental issue that we are going to have to grapple with as an industry for the next decade." (Sanders, 2019). Privacy is a huge ethical concern in Digital Marketing. There is an ethical way to collect data that is not being used by everyone.

The case involving Facebook and Cambridge Analytica brought up many questions on what is the boundary that can be crossed when it comes to the personal information shared through social media. In the spring of 2018, when Mark Zuckerberg, the founder of Facebook, was speaking to Congress about the scandal, Senator Ed Markey of Massachusetts and Richard Blumenthal of Connecticut introduced the CONSENT Act. This stood for Customer Online Notification for Stopping Edge-provider Network Transgressions. This made so users of social media platforms must be notified of the use of their personal data.

This new bill gave basic protection to the privacy of American citizens. Another part of the bill makes it necessary to notify users when any of their data has a breach. These were all results from the Facebook scandal. The bill is still under review by the Committee of Commerce, Science, and Transportation ([Loftsgordon, 2019](#)). Although there is no National Privacy Law yet, Illinois and California have state laws that protect the privacy of their citizens. Digital Marketing Analytics is full of useful information that can be extremely beneficial, but organizations must respect the privacy of people.

## CASE STUDY

There are a lot of challenges and ethical issues that come along with digital marketing, as with anything, and it requires the right knowledge and tools to overcome these challenges. To prevent these challenges and ethical issues, you need to first ensure you have structured processes and documentation for each task. As you engage in digital marketing, it is key to ensure you develop documentation and processes around your workflow to be sure you are staying on top of things. A great example of this is making sure you have the correct documentation for how to run a social media campaign ([Single Grain, 2020](#)).

In order to avoid challenges, you also need to ensure you are using the right tools with your digital marketing. Marketing campaigns require a lot of tools throughout the whole process. The more effective your tools are, the more time you will need

to spend training individuals to use them which makes your business run more efficiently and effectively.

Consistency and quality are key with just about anything in life. In order to be successful in digital marketing, your audience is looking for consistency and quality. Whether this is with posting statuses, blog posts, etc. You need to be sure you are posting consistently to keep your target audience engaged as well as providing them with quality posts that spark their interests. Once you figure out your target market you are marketing to, it will be easier to gear your posts to things that they are interested in to increase your overall engagement and reach.

Looking at a case study specifically involving the privacy and ethical issues in database/interactive marketing, it is clear that privacy is one of the biggest issues that affect consumers and marketers. Since the internet has become a huge tool for marketing and the world of e-commerce, privacy, and ethical issues are becoming even more prevalent which is relatively unregulated for the most part (Milne, 2000). This is why it is so important for marketers to stay on top of and follow ethical behavior and protect consumer privacy to stay in the safe zone.

The Federal Trade Commission (FTC) has always relied on fair information principles to guide privacy regulation and industry practice in the U.S. Some of these principles include choice/consent, notice/awareness, access/participation, redress/enforcement, and security/integrity. Although these practices and rules are put in place, it does not mean that marketers are following these practices. A study surveyed 365 organizations belonging to the Direct Marketing Association to see if they were following these fair processes.

The results show that 38% of the organizations notify customers about the gathering of personal information, 33% indicate the use of the information, and 26% ask for permission to use the information. Looking at these percentages, we can see that less than half of the organizations surveyed practice the fair information principles of notice and choice (Milne, 2000). This is a huge issue

when it comes to digital marketing because some consumers may not want marketers to know/use their personal information- it is a lack of privacy.

Other privacy issues do exist in the digital marketing world as well. The internet has made it possible for organizations to gather information without the immediate knowledge of consumers. Cookies are a perfect example of this! By using cookies and tracking software, organizations are then able to gather new types of information about consumers including click and viewing patterns in which consumers are not aware they opted in to (Milne, 2000). We live in an opt-out society where organizations leave it up to us to opt-out of software such as cookies which allows them to gather new types of information about us.

A privacy policy is an issue that is being decided upon as technology emerges and new markets develop (Milne, 2000). It is important for consumers to have control over what online organizations know about them and what information they can find. Most consumers are not aware that they are being tracked and their personal information is being used and documented.

## CONCLUSION

As you can tell after reading the chapter, things can get very complicated when it comes to social issues and ethics regarding digital marketing. There are a variety of ethical, social, and cultural issues that you should consider when you are marketing to a specific group to ensure you are not excluding or offending others, as well as to ensure you are avoiding the challenges and ethical issues that come along with digital marketing.

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