

Written by Spring '21 MKT-225 Class  
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# THE ART OF DIGITAL MARKETING

Learn the Basics With  
Our Beginners Guide  
to Digital Marketing

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# 1 What is Digital Marketing?

For many decades the fundamentals of marketing were untouchable and followed the same set plan in hopes to gain recognition and attract consumers to a product or service. Newspapers, magazines, flyers, and mail marketing material were primary resources in achieving this goal. However, at the turn of the digital age, new forms of media became widely available and businesses began utilizing a new form of marketing to achieve their goals.

The days of physical advertisements are far from the norm and today we witness a new strand of engaging content in the form of digital content. This digital content is key to the success of many



Discover the digital marketing plan that will help you succeed. (2021, January 28). Retrieved April 19, 2021, from <https://www.mdirector.com/en/digital-marketing/discover-the-digital-marketing-plan.html>

companies in a world that is lived through social media and mobile phones. Marketing, just like every other aspect of the business world was forced to adapt to the continuous changes in the world and soon would launch into the new era of marketing. **Digital marketing** consists of any online marketing efforts whether it be social media, email, video content, blogs, podcast, etc. Long story short, anything can truly be made digital and that is why digital marketing is so

## Digital Marketing

Consists of any online marketing efforts whether it be social media, email, video content, blogs, podcast, etc.

important to understand, especially for young marketers (Andrus, 2020).

It has never been easier for marketers to manage, track and perform marketing activities and the consumers who engage with their content. Marketing has changed and has allowed marketers to gain more power in the overall battle to grow a company and expand their reach.

## Understanding the Components

The quickest way to fail in today's world of marketing is to not adapt to the new ways of marketing. The old style of mailing advertisements, billboards, and newspaper ads is far beyond us. Some larger brands continue to do so as a way to stay in touch with an older demographic of their customer base. However, it all depends on who your **target audience** is. The good thing is that most target audiences can be found online in some way or another. This is why digital marketing has become so popular. Not only is it most often cheaper and less time-consuming, but it allows marketers to reach a larger audience more efficiently.

Sounds easy enough right? Well, it is not that simple. You see digital marketing can be a wonderful tool that allows for companies and brands to grow at a rapid rate compared to the traditional methods, but it is a skill that takes time to understand and master. The main element that is needed to be successful is content. Not just any content but content that is interesting and will drive consumers to be asking for more. This content can be in the forms of written content (i.e.. blogs, email blasts, testimonials, product descriptions, eBooks, etc.), video content (podcast, video ads, product demos, etc.), images (infographics, product shots, logos, etc.) and even your website (Andrus, 2020). The list is endless when it comes to digital marketing content.

With the content laid out, it is time to choose a platform. With more and more platforms being created each day there is no shortage of platforms that marketers can use to get their product or service into the eyes of the consumers. The most popular and used platforms consist of the social media giants. This includes Facebook, Instagram, Twitter, YouTube, Tik Tok, and Snapchat. These platforms have huge audiences and each provides its unique abilities to marketers. Other platforms that can be used to advertise and promote your brand include forums such as Pinterest, Linked In, online news outlets, blogs, podcasts, and your website. There are also paid advertisements that can be featured on platforms such as websites and mobile apps. Overall, there is no shortage of ways to reach your audience.

### Target Audience

Allows marketers to reach a larger audience more efficiently.



Yaeger, A. (n.d.). Right place, right time: How your peers are using digital marketing in 2019. Retrieved April 19, 2021, from <https://www.business2community.com/digital-marketing/right-place-right-time-how-your-peers-are-using-digital-marketing-in-2019-02194639>

## Planning and Implementing

The most important part of planning a digital marketing strategy is finding who your audience is, how much they are willing to spend, and how you can generate traffic into the company. Before starting anything, you need to determine how much your audience is willing to spend on a product before creating goals on how much of the product you want to sell in a given time. Without knowing how much your audience is willing to spend, you could risk spending way more money than you need to and end up losing money rather than making money. After determining how much your audience will spend, this will allow you to determine a budget for how much to invest and properly plan accordingly so that in the end, it is profitable (Wren Interactive, 2019).

Finding who your target audience plays a key role in a business because they are the people you want to attract and who you want to convince as to why they should buy your product. There are a few strategies you can implement to figure out who your customers are but some strategies are more effective than others. The easiest way to determine this is if you have a website, determine the groups of people who are looking at which products or topics your audience is looking at and accordingly adjust so the company or website is more effective to its audience (Wren Interactive, 2019).

If you are at the early stages of developing a product or anything that involves customer reliant services, the best way to determine your target audience is by going on popular forums, articles, or product pages and see what people are looking for or wanting to know and see what people are talking about and see if there is anything your website, product, or service can improve on so that you have a higher chance on outperforming your competition.

## Quality Content

In today's day and age, social media and online platforms control everything. Everything needs to be leveraged and used to its full potential to reach its maximum potential. When making content this must be content that resonates with the audience because if the content is lacking the audience won't react the way it is targeted to do so. The goal of making content is to make it good enough that it hits the audience on a personal level, not just a base level. Solid content creation is a valuable aspect of any company's marketing strategy (Grin, 2020).

When it comes to content creation the content must be planned and thought out because time and effort are easily definable in pieces of work. Planning out content is much more important than people think, it allows for full flexibility, backup plans, and time to reflect/change pieces. Planning content helps in the long run when it comes to making the best decision for a business's social media presence.

Understanding what customers want is far more important than people may think. Some companies do not care about their customers' opinions unless they align with their views.. companies should always consider their customers' views since they are the ones that make the company run. Customers know what they want and they are the ones with the money in their hands, so companies must listen to them because time and time again people come and go whenever they feel their money is better spent in one place or another (Tringali, 2020).

## Communicate your Mission

The **Mission statement** of a company is usually made up of about 2-3 sentences explaining what the company values. It also explains what the overall goal of the company is with time. When crafting a mission statement, a company would look to take into account what their core values are and how they implement their core values into the way that they operate (Nelson, 2020).

Mission statements matter because it guides the workforce of the company towards the ideologies of the management team. It also speaks to possible investors and customers about a company providing a strong first impression.

### **Mission Statement**

Explains the company values. What their core values are and how they implement their core values to operations.

## Create a Culture

Creating a **culture** in digital marketing is a strong way to stick out in the marketing world. With almost constant digital transformation it is vital to create a culture and a stream of success based on reputation. Being empowered to cultivate culture is an advantage in this competitive market. Culture in digital marketing is essentially an amplification of your brand and values. It helps to showcase the aspects that create uniqueness within your brand (Digital Marketing, 2018).

Building a culture in digital marketing requires transparency, collaboration, purpose, and values. The belief system of those in a business directly influences and shapes the culture of the business and the brand. The purpose, mission, and values directly correspond with the culture and stimulate the building and growth of the culture. Embracing transparency through communication to help build a culture. We, as humans are now so embedded in technology and it is a great tool for transparency as it allows for open and frequent communication (Digital Marketing, 2018).

To grow the culture in digital marketing the mission and goals must be evident to all involved. In any content created the culture needs to be seen, heard, and felt. Building a larger embrace of this will help to grow the culture. Understanding and interpreting differences can also aid in growing culture (Digital Marketing, 2018).

### Culture

An amplification of your brand and values, and helps showcase the aspects that create uniqueness within your brand.

# 2 How to Generate Leads and New Customers

## What is Lead Generation?

A lead can be defined as someone that demonstrates interest in your product, service, or brand (What is SEO, n.d.). Interest can be shown in multiple digital ways including following social media accounts, liking or subscribing to something, or even completing a contact form. Usually a business will hear from a lead, rather than the opposite. There are four different types of leads including marketing qualified lead, sales qualified lead, product qualified lead, and service qualified lead.

The marketing qualified lead can be used early in the funnel stage. This typically connects with the marketing strategies but is not ready to connect with sales (What is SEO, n.d.).

The sales qualified lead can be shown for immediate interest with products or services. Usually this connects with the sales team and this is lower in the funnel stage (What is SEO, n.d.).

The product qualified lead is also for interest in products or services but usually through the example of a free trial. Most commonly they will take action after testing the products and will involve the sales team (What is SEO, n.d.).

The service qualified lead is when interest is shown after already using or paying for the products. The sales team is also involved through setting up a sort of plan.

This can be done while using both inbound and outbound marketing strategies (What is SEO, n.d.). There are a couple different examples of this including email marketing, or online advertisements. Lead generation is essential to both business to consumer and business to business companies. "Lead generations can also support healthy business growth, attract qualified leads, and offer the natural and organic customer transition" (What is SEO, n.d.).

## How to Find Your Target Audience

A target audience is a group of consumers characterized by

behavior and specific demographics (Carmicheal, 2020). Target audiences are what determine a business's buyer persona, which is a representation of a business' ideal customer, drawn from data that makes up the target audience (Carmicheal, 2020). Some of these demographics include age, gender, income, location, employment, and several other categories. Making sure that you have the right target audience is important because it will allow your campaigns and marketing efforts to reach the right people, and create content that your audience and customers want to see.

Customers online behavior is extremely important in targeting the preferences and interests of an individual. In order to determine the target audience that is right for your business, there are six steps that you need to go through.

## 1. Learn more about your customers

The first step is to find your target audience and figure out who your current customers are. There are different ways to define different types of audiences. Purchase attention, which are groups of people looking for a specific product and are looking for more information (Carmicheal, 2020). Interests, which includes people's hobbies and what kinds of things they are interested in (Carmicheal, 2020). And lastly subculture, which are people who identify with a shared experience (Carmicheal, 2020). You can use tools such as google analytics to find the demographics of your customers, and what their interests are. By using a tool like google analytics, you can see all the different demographics of your customers, such as age, gender, etc.

## 2. Create a reader persona

With the information you have collected, you can then create a reader persona for your audience and create a customer profile using demographics and psychographics. You want to identify the kinds of challenges your reader persona might face. This information will help you identify the challenges of your customers and create content to solve those problems (Carmicheal, 2020).

## 3. Look at your social media analytics

What posts engage your audience most? Understanding what kind of content your audience is most interested in is very important, because it tells you what is working, and what is not working in terms of your content, and what your customers want to see. (Carmicheal, 2020).

## 4. Use insights

If you have a Facebook page, this is a golden ticket to seeing who your audience is. These insights give you important demographics such as where in the world your audience is from, and their lifestyle. These kinds of analytics can help you past just finding the right target audience, so checking in on this data is very important. You can also use the insights tool on other platforms such as Instagram to get some information about what types of content and posts your customers/followers like to see most (Carmicheal, 2020).

## 5. Check on website performance

Your website a lot of the time is an introduction to your brand for a lot of your target audience, so making sure your website is up to date with content focused on who this target audience is, is key. You should always be monitoring the best and worst performing content areas on your site (Carmicheal, 2020). By looking at what posts or landing pages are getting people's attention, you can then strategize how to create content that will optimize your landing page and attract more customers.

## 6. Engage

The last and maybe most important step is engaging with your audience. You should always be interacting with the audience because these are the people that are part of your buyer persona, and who you need to get information from. These are the people that you want to understand what they want to see from your business and understand how they react to your content. Engagement, either positive or negative, can influence how you attract more people into your audience (Carmicheal, 2020).

Overall, finding the right target audience for your business provides a clear focus on who your business' customers are and what they are looking for from you. This is key for understanding how to effectively develop an effective marketing strategy and target that information to the people that are interested in your product/service.

## Qualifying Leads (Quality vs. Quantity)

Fine tuning leads is an important aspect of generating quality leads and engaging with customers. Understanding what a quality social media "lead" is part of the process. This type of social media lead is any information a user shares which allows you to follow up

with them (Shel, 2020). It can be in many different forms such as an email address, age, or really any social demographic information that you can use. This is important when using the data of your target audience to guide these leads.

## 1. Web 2.0 to Web 3.0

The shift of the Internet from Web 2.0 to Web 3.0 is important to understand (Cruziner, 2020). Web 2.0 focused mainly on development of content and pushing it to viewers. This new era of 3.0 is based on the understanding that context matters. Getting the attention of new customers requires more than just showing up in the feed. To do this companies need to personalize offers and tailor ads to individuals that hit home. Something to keep in mind is the constant evolving nature of software, it never stops.

## 2. Ease of Access: Optimize Profile

This point cannot be overstated. The more your profile seems cluttered with words and visually confusing the more difficult it will be to get quality leads. Utilize call to action features inside of Facebook, Instagram, Twitter, and other platforms profile settings to make it easy for users to click on valuable links relating to your brand (Shel, 2020). In addition, your bio should have an email contact and website link so that users can reach out to you with questions. Engaging with leads in this way is important.

Be cognizant to not solely focus on the number of impressions you are receiving on Twitter or Instagram. It is important, but more impressions do not always equal higher quality leads. This goes for mass email services like MailChimp as well. It sounds great to have 1,500 emails on a weekly promotional chain, but if only 2% of those leads purchase a product then your “leads” are not that compelling. Quality engagement requires the brand to be personable for customers to take the next steps. This leads into creating a sales funnel which is an important follow up action once quality leads are formed.

## Create a Sales Funnel

Creating a sales funnel is a critical concept in marketing. It is a series of steps that someone takes in order to become your customer. By understanding each stage of your sales funnel, you can use tactics to improve the number of people that go from one step to the next (Chapa, 2020). For example, if you double the number of people at 2 steps of your sales funnel, you will double leads and

number of closed customers (Chapa, 2020). So what does the sales funnel look like for you? To begin, there are four most common terms to explain how each stage works: visitor, prospect, lead, and buyer. Take a footwear retail website for example. A visitor lands on the website through a Google search or social link. The visitor might check out a few blog posts or browse footwear product listings. At this point in the funnel, they are now a prospect. After searching around, the website may offer for the prospect to sign up to a newsletter. Once the prospect signs up, they are now a lead. You can now market to the lead outside of the website, such as via email, phone, or text. Leads tend to come back to the website once they are contacted with promotions and offers (Chapa, 2020). See Figure 1 for a visual example of the sales funnel:



(Chapa, 2020)

The sales funnel narrows as visitors move through it, this is because you'll have more prospects at the top of the funnel than the buyers at the bottom, and also because your messaging will become increasingly targeted (Chapa, 2020). The sales funnel is an effective way to track people coming to your website or platform and converting them into quality leads. Keep reading to see how you can use email marketing and social media to your advantage in retaining leads and growing your digital marketing strategy.



(Mucira, 2018)

## Using Email Marketing and Social Media

In order to convey marketing messages to a broad audience, businesses must utilize a communication medium that is commonly used by internet users. Despite the popularity of social networks, email is still the most widely used form of internet communication to date. One statistic from [theamericangenius.com](http://theamericangenius.com) shows that there were roughly 2.5 billion email users throughout the world in 2019. In the same year, another statistic showed that 25% of email accounts are owned by businesses and are estimated to rise (Alton, 2019). It is no wonder that throughout the numerous changes that digital marketing has undergone, the use of email remains steadfast with no end in sight. In this section, you will learn how to effectively use email marketing strategies to help your company gain an edge over competitors. Social media's key role in digital marketing will also be explained, ranging from its prominence on the internet to how any business can appropriately set their presence on the numerous trending sites which fall under this category. Both social media and email can work in unison together in order to establish a strong communication network throughout the internet

### 1. Email Response Rate and Generating Awareness

Emails allow a business to communicate with their target audience in the hopes that it will result in monetary gain or increased brand awareness. The ultimate goal is for the recipient to immediately

make a purchase, share the message with others, or experience a positive feeling about the brand, which will potentially influence a future buying decision. According to an excerpt from snov.io, the average email response range is between 10%-30% of all recipients. Those who are just beginning to utilize email marketing should strive for a 10% response as their goal. More experienced marketers who have a long list of subscribers should target for 20% or higher (Sydorenko, 2021). When consumers view an advertisement of a brand's offerings, they are much more likely to try them. Email advertisements and promotions must be able to grab the attention of a viewer before they click to view the next message in their inbox.

## 2. Feedback via Email

Listening to feedback is also essential for the success of a company, as the audience's opinions will impact their future purchasing decisions. Therefore, every criticism, praise, and question must be taken very seriously. According to an article titled, "5 Feedback Tips That Will Boost Email Campaign Performance," it advises how a marketer can gain the most out of a feedback survey from their customers. These consist of asking questions that meet a specific company goal, keeping your surveys short, and asking at least one or two open-ended questions. It is also advisable to utilize feedback in which you know can be acted upon, as well as keeping the respondents aware of what you plan to do with their feedback ("5 Feedback Tips," N.d.). In order to maintain the trust of your customers, it must be evident that you value their views above all else. Whether this be through reply emails, a public announcement of a change being made to your business, or through another remedial strategy, ensure that the audience feels that you listen to them.



(Bredava, 2020)

### 3. Social Media and It's Powerful Reach

The ability to connect with one's target audience greatly increases the chances of success on the highly competitive market. Being able to establish a foothold on a site or application which allows consumers to interact with your brand, as well as each other, gives a personalized touch to the company-consumer relationship. Essentially, social media is a networking tool which allows news to be shared among a large viewing audience. According to an excerpt from an article on [blog.constantcontact.com](http://blog.constantcontact.com), it is a means to provide exposure for your business and the opportunity to grow relationships with your target audience. Those who have positive sentiments about your business will likely tell their friends about you. Maintaining these good connections and welcoming new ones will result in more business and good reviews on social media (Collier, 2021). Social media is a powerful marketing tool and should not be underestimated. The spread of information will yield in higher chances for a business to succeed on the market.

Another positive attribute of using this powerful communication tool is the ability to connect with essentially any demographic and be accessible to anyone. Once again referencing [blog.constantcontact.com](http://blog.constantcontact.com), "A Pew Research Center study found that 69 percent of US adults are using social networks. While the majority of that percentage are aged 18-29, a substantial amount is attributed to other ages that use social media as well, including 34% of Americans 65 and older. So, no matter how young or old your target audience may be, chances are most of them are already logging on and waiting for you to get started...Most major social networks, including Facebook, Twitter, Pinterest, and Instagram, offer free mobile apps that let business owners manage their presence on-the-go" (Collier, 2021). Being able to communicate with anyone in any geographical location allows businesses to be creative with their technique. They can segment their target audience when needed or talk to everyone altogether. Since there is no restriction on when or where a post can be made, a business only needs to worry about how to connect with their audience through creative, interactive, and publicity-invoking posts to gain more followers.

### 4. How Email Marketing and Social Media Can Work Together

Since both of these marketing strategies have the opportunity to yield promising results, a new technique will be described in regard to how a business can use both at the same time. Digital marketing allows several methods to work synchronously, which can allow a business to reap benefits on several levels at once. For example,

email promotions could include links to the company's social media page. This invites subscribers to check out their sites and follow their latest posts. The goal is to entice consumers into learning more about the brand and seeing what it has to offer. Depending on a company's needs, other variations can be used to increase the connection between both communication platforms (Carmicheal, n.d.). Every company must utilize a unique technique that helps them to expand their reach for the future. There are countless possibilities to connect with a target audience, but the key is to make yourself so convincing that others will want to share your services and products with others.

Although email marketing and SMM are different, they have the potential to work together and help unify a company's online connection with its clientele. The central goal of digital marketing is to increase the exposure of a brand through creative and popular means. Using the two most commonly used forms of communication throughout the world will surely increase your company's ability to connect with its target audience and forge a strong relationship with its followers.

## Directly Engaging With Leads

Digital marketing leads are the requests you receive from your website's visitors i.e., a potential customer (DePino, 2020). The purpose of digital marketing leads is to channel your target audience while simultaneously researching their consumer needs and behavior. With the right lead engagement techniques, you will be able to reach out to leads with the information they want and need at the right time. The results of this process are increased revenue and reduced costs as leads convert to buyers more readily (Lieberman, 2018).

Here are the three most effective lead engagement techniques that should be implemented into any marketing strategy.

### 1. Personalizing Content for Buyer Personas

Personalizing content for buyer personas is an important tactic in marketing strategies because the business gets to know their target audience's interests and what platforms they are the most active on. Personalizing content for buyers is important because it will make the buyer more likely to engage with your content and hopefully end up purchasing your product. Creating buyer personas is not a simple task and requires a lot of research, but the information that is gained from these personas is very valuable to the company. Being able to access this information will allow you to pinpoint your customers

and deliver personalized content to them (Lieberman, 2018).

## 2. Using Multiple Channels of Engagement

Using multiple channels of engagement is another important factor of any marketing strategy because consumers research many different brands and products before they come to any conclusions on what product they are going to purchase. In order to gather the attention of valuable leads, it is a smart idea to have a presence on different platforms. If your brand is active among major platforms such as Instagram, Facebook, Snapchat, Twitter and their own website, there is a greater chance that customers will be attracted to your brand and engage with your content (Lieberman, 2018).

## 3. Scoring Your Leads

Once you're regularly engaging and converting leads, you'll want to start scoring your leads to ensure you're reaching out to the right people. This will improve the chances of closing the sale (Lieberman, 2018). Using key metrics like probability of purchase and purchase time frame, you'll assign numbers to the leads you're engaging. These numbers will help you prioritize your most important sales leads so you can spend more time on the most promising leads that are more likely to attract buyers (Lieberman, 2018).

Once you combine all three of these lead engagement strategies, you will be able to communicate with your audience more effectively and be able to cater to a more personalized buying experience. Customers want to know who they are purchasing from and will appreciate an experience with professional brands that know what the customers want and need.

# Case Study

The reason companies use the sales funnel strategy is to turn leads into customers. A sales funnel's main purpose is to communicate between a business and its audience while managing the abundance of information that comes with free sales traffic (Ferguson C. 2017).

An example of a company with a successful sales funnel strategy is CrazyEgg. CrazyEgg's services provide a heat map tool to let businesses see and learn how customers use their website. According to Single Grain's article on successful case studies, Crazyegg's strategy consists of four steps of the sales funnel: Awareness, interest, decision, and sale (Haran R. 2018).

## 1. Awareness

Creating awareness is the first step of the sales funnel strategy. In a sales process, the target must first understand what is being sold before coming to a decision to make a purchase. Developing awareness allows a company to pitch itself as well as its product or service to peak customers' interest in the brand. In order to do so, companies often use paid traffic and SEO optimization.

CrazyEgg used Facebook ads to build brand awareness as well as blog content. The company's blog posts were promoted on the first page of Google search engine results (Haran R. 2018).

## 2. Interest

Once awareness of the company has been built, CrazyEgg's funnel works to direct the target's interest to the homepage of the website. Here, prospects are able to enter their websites URL in a heatmap analysis of their website's visitors. This allows a better opportunity for developing further interest in the business (Haran R. 2018).

## 3. Decision

Crazyegg's interaction with visitors' requests access to further information such as their Google Analytics account. This step leads into delivering multiple pricing plans that best fit the target. If a decision is not yet made, Crazyegg uses an autoresponder tool to update leads on what the company has to offer (Haran R. 2018). This strategy of email marketing allows CrazyEgg to build relationships with its audience.

## 4. Sale

The last step of CrazyEgg's sales funnel is moving the target to the final purchase. From the website's pricing page, viewers are directed to fill out their billing information once they have expressed interest. This page is not only used to secure the buyers information but to give further information on Crazyegg's successes by disclosing popular brands they have worked with in the past and answering customers common questions (Haran R. 2018).

CrazyEgg's sales funnel is successful because they provide customers "real value" with each step (Haran R. 2018). Examples of this include the company's landing page structure, 30-day free trial period offer, and setting cookies on viewers browsers to save history of past visits (Haran R. 2018). Crazyegg's sales funnel efficiently measures what works for their target while maintaining clear communication to gain the trust needed to close a sale.

# 3 Organic Traffic: Everything You Need to Know

## Introduction to Organic Traffic

Organic traffic is the results generated by a search query and is not affected by paid advertisers. The organic results are strictly based on the search engine's algorithm. Organic traffic is vital to a businesses' success online as paid advertisements cannot compete with organic search results, thus, allowing a business the ability to appear on the SERP (Search Engine Result Page) without paying for any sort of monetary value (Mailchimp, n.d.) When an individual enters a phrase or word within a search query and hits "enter" the SERP (Search Engine Result Page) shows up. Usually, the organic search results will display in the center of the page, often below some paid advertisements. The search engine deciphers what shows up based on the phrase in the search query. For example, if someone searches "best pizza in Manchester", pizza places located in Manchester will be a part of the organic search result. Therefore, a pizza place can have free organic traffic to their website. Getting a business to show up in the organic results involves a great deal of SEO work. The image below, made by us, demonstrates what organic results are.



Figure 1.

## SEO

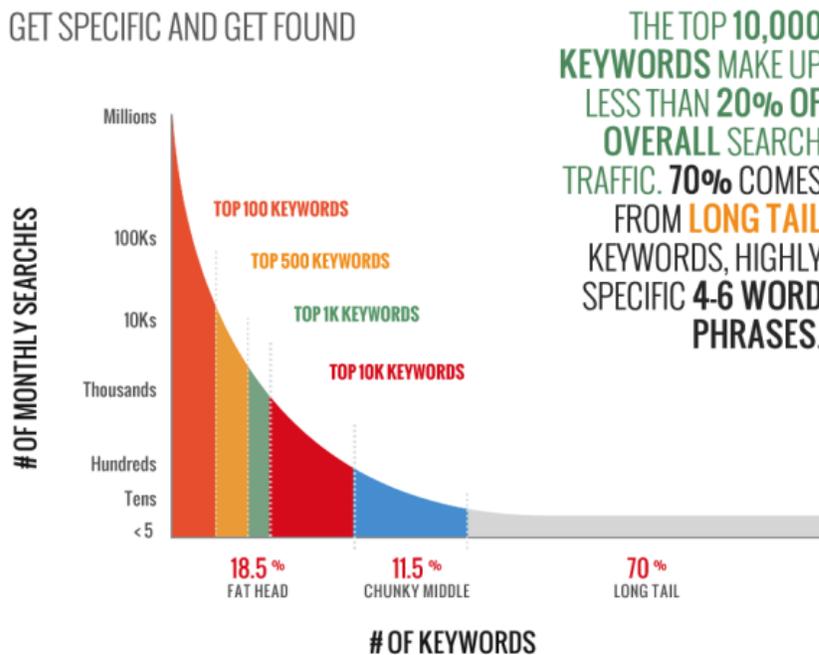
SEO stands for Search Engine Optimization. SEO is the practice of providing the best possible target for search engines (Arnold et al., 2012). SEO has long term focus, in which it requires lots of work and patience, as well as, a consistent strategy. A lot of little details combine to make a campaign a success. It is important to understand how search engines work and how to separate tricks from solid strategies. Search engines do not like to be fooled, therefore if you use tricks then the programmers behind the search engines will remove you from their rankings. Search engines use relevance meaning that visitors click on the search results that the search engine found for them. Visitors want to find the site that they are looking for and use search engines to find websites for them. When a visitor finds what they are looking for through a search engine they are more likely to use it again. When this happens the search engine traffic rises and the search engine company's stock increases (Arnold et al., 2012). For SEO courses you can take, you can visit Coursera, Moz, and Hubspot.

## Keywords

Long-tail keywords are specific keyword phrases, typically longer than three words, that visitors are more likely to use when they are close to making a purchase or when they are utilizing voice search. They may seem counterintuitive at first, but they can be exceptionally helpful and practical if you figure out how to use them to your advantage. To explain with an example, for a company that sells classic furniture, the chances that your company's page appears near the top of an organic search for "furniture" will be little to none because there is too much competition, especially if this is a smaller company or a startup. However, if this company specialized in, for example, contemporary art-deco furniture, then keywords such as "contemporary Art Deco-influenced semi-circle lounge" are much more likely to attract consumers looking for that exact product. Opposite to these terms, short tail keywords are search terms that consist of less than three words. Short tail keywords are more for very broad topics, such as "running shoes", rather than specific ones such as "running shoes for winter" (Sheridan, 2021).

Managing long-tail keywords is a matter of improving lines of communication between your business and the customers who are on the internet shopping for what your company provides (Wordstream, n.d.a). If a graph were created to show the popularity of web-wide keywords, most words or popular small phrases would accumulate a vast number of searches. However, those broad keyword search terms, sometimes referred to as the "head term", in reality account for only ten to twenty percent of all searches,

depending on how you measure. Normal keyword phrases typically take up another ten to twenty percent of searches, which mean that approximately seventy percent of page views directly come from long-tailed keywords. Think of the graph as a Chinese Dragon with a long tail that continues on and on.



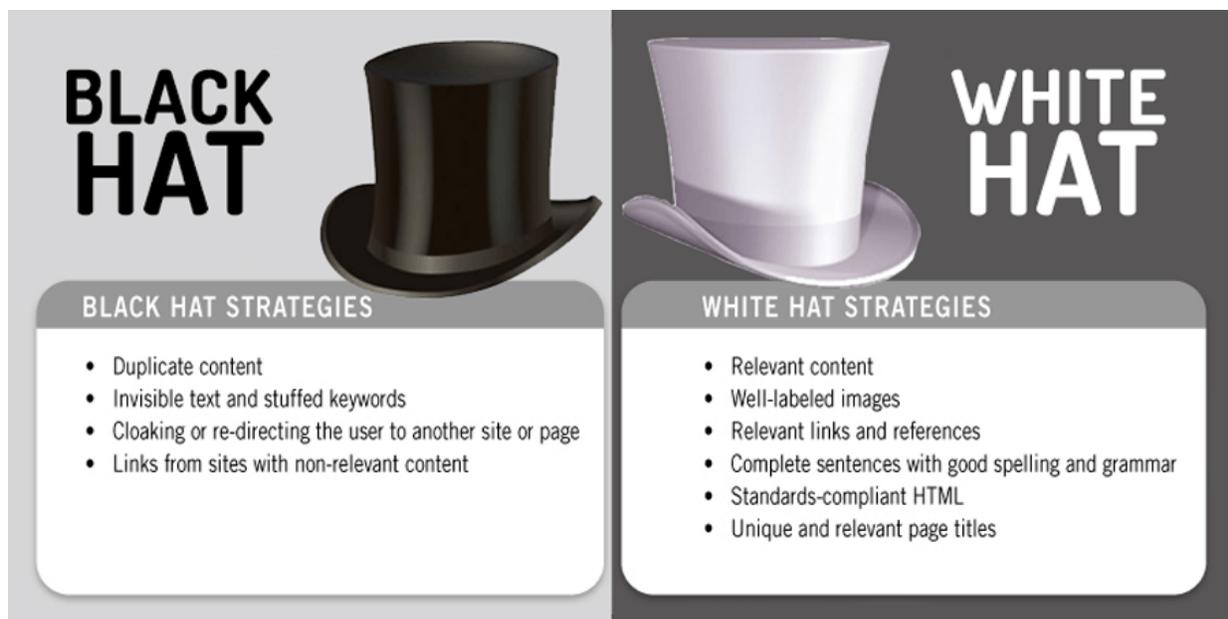
Source: Raven

Conducting keyword research to find long-tail keywords around a specific niche can be a productive marketing tactic, specifically in search engine optimization and other advertising efforts. Long-tail keywords are designed to be more specific so that searchers are more likely to know exactly what they are looking for and therefore are more likely to buy something (Raven, 2018). Obviously, it is more likely that using long-tail keywords is going to draw less traffic than if short-tail keywords are used, but the traffic that is drawn will be more focused, more committed, and more desirous of the services attempted to be sold. Long-tail keywords are very useful for businesses who want their content to rank in organic searches, but they're potentially even more valuable for advertisers running paid search marketing campaigns because when you bid on long-tailed keywords, the cost per click is inevitably lower, since there's less competition. It is important for keywords to be consistent throughout channels because the inconsistency of those keywords could lead to an inconsistency of results. Keeping keywords, long-tail or short-, consistent, relevant, and updated to suit the marketing efforts will make all the difference in how those keywords optimize search engine results.

## White Hat SEO & Black Hat SEO

White hat SEO uses tactics to make a website as acceptable as possible to both visitors and search engines, without attempting to manipulate the search engines (Arnold et al., 2012). White hat SEO tactics rely on an expected connection development, with a little help here and there rather than tricks. It focuses on the practice of improving the search rankings on a search engine results page (SERP), while preserving the reliability of your website and remaining inside the search (Wordstream, n.d.b). Examples of white hat techniques are relevant contents, well-labeled images, relevant links and references between others (Patel, 2020).

Black hat SEO uses tactics specifically designed to improve search rankings and fool the search engines into providing a higher ranking than a website should actually receive according to a search engine's algorithms (Arnold et al., 2012). Black hat SEO specialists try to find gaps and crafty ways to fool search engines into delivering an advanced status than a site might actually merit within that search engine ranking system. Black hat SEO is very risky, but it can deliver vast benefits, it nearly assures you will get caught at some point (Arnold et al., 2012). Examples of black hat techniques are cloaking which is a trap technique since what the search engine sees is not the same as the users see (Antevenio, 2019). Keyword stuffing consists of repeatedly using a single word (Antevenio, 2019). Another example is spinning which consists of creating new articles based on original ones (Antevenio, 2019). Strategies of black hat SEO and white hat SEO are depicted in the image below.



Source: Antevenio

# Brand Recognition

## Importance of Colors

Colors are an important part of branding as color choice can impact how your brand is viewed. Is your favorite color blue? Well, blue suggests honesty, trustworthiness, calming, and loyalty which may be the best color choice for some websites and businesses while not being as strong as others. Black represents authority, sophistication, power, elegance, as well as technical prowess while white displays youth, peace, and purity. Red suggests passion, energy, and excitement (Arnold et al, 2012, p. 56-57). It can also represent desire and love (Pomroy, 2019). Pink represents innocence, softness as well as sweetness. Maybe your favorite color is green which represents feelings of nature, growth and regeneration while dark green symbolizes wealth and conservatism. Yellow is optimism and cheerfulness while purple suggests wealth, sophistication, and mystical tones. Brown symbolizes genuinity and orange symbolizes happiness, freedom, creativity, playfulness, and confidence. Gold suggests expensive taste and prestige. Silver represents prestige, but is scientific and cold while gray is corporate, somber, and practical appeal (Arnold et al, 2012, p. 56-57). These are the main colors that are used in branding, and especially for websites. For more detailed descriptions of the colors and more emotions that each color represents, you can visit The Art Career Project. Below is a visual of the most important colors with examples of brand logos.



Source: Color Psychology

For a list of web safe colors to use, you can visit Visibone. For an extensive infographic on the psychology of colors, click here. A good example of how to use colors in an effective way is Secure Financial Group as it uses a black and gold outline mixture to represent trust as well as a palette of grays for the navigation bar. This is to separate the company in the precious metals business from the gold buying businesses that are everywhere (Arnold et al, 2012, p. 57). Colors can have an impact on what your customers and potential customers think about you and your business. This is especially important during the process of growing your web presence.

## Web Presence

When it comes to web presence, it is more important now than it has ever been. Think about your favorite businesses. Is one of them Amazon? Well, Amazon has one of the strongest web presences in the world. Now think about businesses in close proximity to your house. Do they all have web presences? If not, you may not know the business exists if you did not live close to it.

When looking to create a strong online presence, there are three main parts that must be looked at. These include the current website you or your business have (or how to build one if you do not have one yet), search engine optimization, and social media. Improving these will also improve your web presence. If the website is for a business, it should have all the fundamental information that customers would be looking for when they search for the business on a search engine. There are still too many websites of restaurants, for example, that do not have up to date menus and opening hours. All this is inexpensive to incorporate, but it can be extremely beneficial to get potential customers to become your customers for a business. Next is search engine optimization, or SEO, which has already been discussed in this chapter. SEO is an extremely important factor for a business to have strong web presence as 89% of consumers use search engines to do research on a product, service, or business before making a purchase decision (Godwin, 2020). Whether a website is for a business or for a different purpose, SEO is what will get visitors to be able to find your website through search engines. Improving the SEO of your website is something that you can do for free, which makes it similar to social media. Social media can be powerful as it is a free channel that you can connect with customers and potential customers while also building customer loyalty. Now, let's delve more into social media presence.

## Social Media Presence

Social media is one of the best tools for marketing. When it comes to using these different marketing tools, having a direct line to the target market/target audience for the criticism or praise for a new product/service or product line. This is a direct link that allows for the possible criticisms and praise to be heard and to either move forward with the product/service or if it truly was met with distaste from the targeted audience to change or discontinue the line of products or services. However, a company would first need to understand that they need to have a social media presence (Entrepreneur, 2008) and what that is exactly, as it is the way a company or organization portrays itself to their consumer base through social media. This helps create the overall brand (Holt, 2016) of a company, that is the image that a consumer base sees and associates with the company/organization.

Take, for example, Wendy's (Cheng, 2018) with their use of joky fun tweets that creates an interaction based on interest with their consumers. This is mainly to market their product or to create some form of interest in their social media page. They have a roast day where different followers of Wendy's Twitter page send in images of themselves or their pets to get roasted. Roasting is a form of joky satirical comments that is aimed to cut but also be funny. Though the tweets may come across as just fun, they get consumers talking and when they are talking they are spreading information.

## Blog Posts/Contents

An older form of social media content but still relevant, is blog posts which have multiple different parts today, people and organizations of all walks of life manage blogs to share analyses, instruction, criticisms, product information, industry findings, and more. There are many popular blog formats but, here are six of the most common: The "How-To" Post, The List-Based Post, The "What Is" Post, The Pillar Page Post, The Newsjacking Post, The Infographic Post (HubSpot, 2021). However, it is important to know their target audience before deciding to post because this can dictate which of the different types of posts. This can also dictate which host they choose to have the blog posts on, for example, a popular one is Blogger, or creating a website to post another blog on is also an option. Then there is the option to customize the blog which can entice different consumers to follow the posting of the blog. Then, consistency in blogging, keeping a set day and time for consumers to come back and see new posts on the blog. One such blog could be a fashion blog, where every Monday and Friday the creator of the blog posts new content and then interacts with the followers of the blog to keep higher interest.

# Amazon's Use of Organic Traffic

We all know that Amazon is a multi-billion dollar multinational ecommerce corporation, and this means that the organization can afford to run a lot of paid ads. However, many people don't realize how strong Amazon's organic marketing is. One of the examples you may be aware of without ever actually knowing what Amazon was doing is their product descriptions. If you were to search "front door camera with phone app outdoor" in Amazon (A relatively long-tailed keyword) the site shows you over 1000 results from it's massive product database (Amazon, 2021). Now, notice how long the titles of each product are in the images pulled from that exact query below

We notice that every single product includes a ton of information that is helpful to consumers that typically you may have to dive deeper into product details to find, such as video quality, the storage devices used and whether or not audio is included. How are these extremely long product titles? Let's look specifically at the last camera "Wireless Home Security Camera, 1080P Video Rechargeable Battery Powered WiFi Surveillance Camera with PIR Motion Detection, Night Vision, 2-Way Audio, Weatherproof for Outdoor Indoor".

The screenshot displays a list of search results for the query "front door camera with phone app outdoor". Each result includes a product image, a sponsored label, a detailed title, a star rating, a price, and a Prime delivery status. The products shown are:

- Brinno TLC130 Time Lapse Camera**: 11-Day Battery Life, WiFi/BLE Video Editing App, Step Video, Photo, HD 1080p, IPX4 Water Resistant, Versatile Accessories, Drive Lapse/Outdoor Travel/Vloggi... (4.5 stars, \$199.99)
- WUUK Smart Doorbell**: (Battery-Powered) Wireless Video Security Camera No Monthly Fee, Human Detection, 2-Way Audio, Simple Self-Installation (WUUK Smart Doorbell) (4.5 stars, \$89.99)
- Outdoor Camera**: 1080P WiFi Outdoor Security Camera, FHD Night Vision, A.I. Motion Detection, Instant Alert via Phone, 2-Way Audio, Live Video Zooms Function, Cloud Storage/Micro SD Card (4.5 stars, \$39.99)
- Wireless Home Security Camera**: 1080P Video Rechargeable Battery Powered WiFi Surveillance Camera with PIR Motion Detection, Night Vision, 2-Way Audio, Weatherproof for Outdoor Indoor (4.5 stars, \$49.99)
- eufy by Anker, BoostIQ RoboVac 115 (Slim)**: Robot Vacuum Cleaner, Super-Thin, 1300Pa... (4.5 stars, \$219.99)
- Arlo Ultra - 4K UHD Wire-Free Security 2 Camera System**: Indoor/Outdoor with... (4.5 stars, \$299.99)
- Foscam HT2 1080p Outdoor 2.4g/5gHz WiFi PTZ IP Camera**: 4X Optical Zoom Pan Tilt... (4.5 stars, \$139.99)
- Smart Door Sensors**: 1/4 Mile World's Longest Range Wireless Window Door Sensor Works... (4.5 stars, \$64.99)
- Foscam Security Camera WiFi IP Home Camera**: R2C 1080P HD Baby Monitor Wireless... (4.5 stars, \$44.99)
- Anpviz SMP H.265 IR Dome IP Camera**: PoE with Microphone, Audio, IP Security Camera... (4.5 stars, \$54.99)
- KOOTION 5 X 32GB Micro SD Card**: Class 10 Micro SDHC Card 32GB TF Card High-Speed... (4.5 stars, \$24.99)

Source: Amazon

This title tells the consumer the base product: a wireless home security camera, the quality: 1080p Video, some specialty features: Rechargeable Battery Powered, WiFi compatible, Motion Detection, Night Vision, 2-Way Audio, and Weatherproof for Outdoor or Indoor use. Having so many separate descriptions in one title makes it useful to a wide variety of consumers. In this particular search we used the base product and the special feature outdoor use. In addition, this camera would likely pop up in any of the following searches.

- Front Door Camera with Night Vision
- Surveillance Camera with Audio
- Wireless Outdoor Camera
- Motion Detection Camera for Apartment

Amazon's organic marketing team does an incredible job using long tail keywords, extended product titles, and strong background keywords to ensure searchers find the products that will be helpful to them. In fact, the company generates 57% of its sales from queries outside of the "popular search terms" meaning that when people are entering long tailed queries into their search engine, Amazon is the site that comes up first (Bailey, 2005). If we google the original query "front door camera with phone app outdoor" the first 4 organic options are all from Amazon (as of February 8, 2021). They ensure that multiple pages for similar products all include these popular yet specific keywords. The organic marketing team at Amazon does a tremendous job at making sure their companies pages stay at the top of your SERPs without always having to use paid ads.

# 4 Social Media Marketing

## Intro to Social Media Marketing

Social media marketing (SMM) is the use of social media websites and social networks to market a company's products or services (Henderson, 2020). In order for SMM to be successful, a company needs to go through a process of creating tailored content for each social media platform. Each social media platform acts and performs differently from one another so, by differentiating each platform this will ensure engagement and business promotion. A big part of SMM is building relationships and connecting with your audience. Answering questions, replying to tweets or comments will help them feel heard and will help them understand your brand better.



Source: Google Images

Why is SMM useful in today's world? Everyone is using it! The first thing consumers are doing when they want to know more about a company is going straight to the internet to look at their social media pages. If a company doesn't have a social media presence, they are less likely to create sales and won't leave an impression on the

consumer. When looking at statistics from Oberlo, 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family. Oberlo also shows that 90.4% of Millennials, 77.5% of Generation X, and 48.2% of Baby Boomers are active social media users and that Facebook alone has over 2.7 billion users on a monthly basis (Oberlo, 2021).

Not only is SMM a great way to market a company's product or services, it can also be a great tool to market yourself. One thing that many employers do before hiring a candidate is to look at their social media pages. The pictures, comments, posts and shares you share to your social media page can indicate who you are as a person, so it is important to keep it professional. Alex Ekong from Insight explains that that we should all be creative, take pride and interact within our posts but most importantly - live your life. Ekong shares "Surprisingly, this is something a lot of people forget to do. It's too tempting to use you social media channels to pimp out everything that you've ever worked on, but you've gotta use it to live your life too" (Ekong, 2018).

## Types of Social Media

The first thing many people think of when they think of social media are popular sites such as Facebook, Instagram, or Snapchat. While these are some of the most popular sites, there are many more to learn about and explore. Hootsuite explains 10 types of social media and how they can be used (Foreman, 2017):

1. **Social networks** – Connect with people
2. **Media sharing networks** – Share photos, videos, and other media
3. **Discussion forums** – Share news and ideas
4. **Bookmarking and content curation networks** – Discover, save, and share new content
5. **Consumer review networks** – Find and review businesses
6. **Blogging and publishing networks** – Publish content online
7. **Interest-based networks** – Share interests and hobbies
8. **Social shopping networks** – Shop online
9. **Sharing economy networks** – Trade goods and services
10. **Anonymous social networks** – Communicate anonymously

Knowing these different categories and how they are used can help a business owner, a company, or even an individual grow their social media presence. So, let's break it down a little more!

Social networks are used as a way to connect with people. These might be sites like Facebook, LinkedIn, or Twitter. These sites are a good way to connect with an audience and build brand awareness



(Lumen, n.d.)

Media sharing networks is where you can go to find videos and share photos. These might include networks like Instagram, Snapchat, or YouTube. These are great sites to show unique and personal content.

Discussion forums are websites you can go to find, discuss, and share news, information, and opinions. These networks can be a great resource for market research and advertising.

Bookmarking and content curation networks, such as Pinterest or Flipboard, allow you to discover, save, share, and discuss new and trending content and media. These networks can be highly effective for driving brand awareness, customer engagement, and website traffic.

Consumer review networks include sites like Yelp, Zomato, or TripAdvisor. They allow you to find, review, and share information about brands, products, services, restaurants, travel destinations and more.

Blogging and publishing networks like WordPress, Tumblr, and Medium allow you to publish, discover and comment on content online and is a good way to connect with your audience and generate leads.

Social shopping networks like Polyvore, Etsy, and Fancy allow you to spot trends, follow brands, and make purchases. These sites can allow you to sell your products through new channels.

Interest-based networks allow people to connect with others around a shared interest or hobby. Examples of these networks would be Goodreads, Houzz, and Last.fm.

'Sharing economy' networks allow you to advertise, find, share, buy, sell and trade products and services between two or more parties. These networks include Airbnb, Uber, and Taskrabbit.

Anonymous social networks like Whisper, Ask.fm, and After School are anonymous online gossip sites that usually lead to bullying. These networks are not recommended for business use. (Foreman, 2017)

## Different Types of Posts

When using social media there are multiple ways to post and draw attention to your posts. Businesses that market products or want customer engagement can use various methods to attract new consumers. Some tactics include the use of questions in a post or incorporating videos for consumers to watch. There are different platforms on social media. Sites like Facebook and Twitter incorporate more written text for users to read and see. While sites like Instagram are all photos and videos with captions. The use of different types of posts on different platforms are crucial to getting the consumer engagement that a company seeks. (Smarty, 2020)

The use of questions in a post gains a consumer's attention right away. It causes the consumer to ponder the question for a second and think about an answer. By using questions, companies keep their consumers looking at their post for a longer amount of time. Potentially encouraging a consumer to visit their page and research what the company is promoting. (Smarty, 2020)

When companies post videos on their social media platforms, they are attracting attention from their consumers for a longer amount of time. Videos are a great way to gain more consumer engagement.

According to Agorapulse it is imperative to keep subtitles in videos posted, and ensure that the first five seconds are attention grabbing (Smarty, 2020). When posting a video to a social media account, ensure that the video is informative and gets the point the company is trying to prove across to the viewer.

Creating a competition is a great way to get customer engagement. Be sure to create a competition designed for your target audience. Making sure that the reward for the competition is something that someone who is taking part in the competition would value. Companies often make the mistake of offering something in a competition that does not relate to what the company sells. This causes consumers to take part in the competition but not explore more about the company when they finish a competition (Smarty, 2020).

## Social Media Analytics

A traffic report is a list of numbers and information about how people are using your site and is the foundation of analytics. Analytics establish a report of the positive and negative reports on your sites and platforms to show what changes worked for a company and what changes did not work for the company. The basics of traffic reports show the company how many people have visited the page, what part of the page is most popular and how much time that visitor stays on your site/page. Newer social media analytic tools are either built into the platform itself or are a third party like Google Analytics. (Crawford, 2021).

Tracking what is working for a company is critical for growth. Without measuring and analyzing the company's content, there is no way to improve on what is not working and grow on what is working. With traffic reporting tools, a company can find out what platform is the best source of traffic, what pages get the most and least amount of attention, and which pay-per-click (PPC) generates the best return on investment (ROI). Social media marketers use a data-driven procedure that shows them how to continue to grow. (Crawford, 2021).

Companies can track this through specific key areas that are crucial for a positive social media campaign. These key areas consist of important information to track. These key trackers are:

- Audience analytics.
- Performance analytics.
- Competitive analytics.
- Influencer analytics.

- Paid (boosted) analytics. (Crawford, 2021).

According to Christopher Crawford, Copywriter at Social bakers, there are four essential reasons why social media analytics are essential. Social Media Analytics are used to:

- Measure and improve ROI.
- Make better strategic and business decisions.
- Compare social media performance against competitors.
- Track the marketing teams' efficiency.
- All four of these components allow the company to see what key areas are strong and can continue to grow and which key areas are lacking and need improvement.

Analytics are a great tool to use to fix and grow company pages on social media to generate more traffic on that company's home site. There are many things that analytics do but here are some of the things they cannot do and should not do. Analytics cannot tell you someone's identity, cannot show you where someone lives, or deliver 100% accuracy. For example, if someone visited a company's page to buy something, it shows the owner or marketing team that someone came to the store and looked around.

Social media analytics are critical to SMM. The measurement and analysis enables a company to prove its impact, improve its performance, and creates a strategy to improve a company's campaign (Crawford, 2021).

## Social Media Tools

After getting familiar with social media, marketers will soon realize the importance of monitoring, analyzing, and organizing their social media platforms to create and enhance their virtual footprint and marketing plans. Social media tools are a great way to measure different metrics of the company. There are three areas that we want to focus on: Social Media Management tool, Social Media Content tool, and Social Media Analytics tool.

**The social media management tool** helps brands/ marketers to organize their social media activities across their platforms. There are five websites that are great for scheduling, creating content, and analyzing performance, etc.: Hootsuite, Canva, Sendible, SharedCount, Edgar. Hootsuite is recommended for scheduling messages via different social media platforms, tracking conversations, managing multiple profiles. Brands can have control over their all social media through a single dashboard. Canva is the

best tool to manage the visuals for social media. It can be used for designing any visual content for brand aesthetics. Brands are using Canva for the brand consistency visual theme. Sendible is specifically used for agencies who need to manage social media for multiple clients. It is well-known for its special feature of sharing existing content across the web and shares it to get more eyes on the profile. SharedCount primary helps brands track the number of shares for a specific post on their website. After all, the main purpose of using social media is to drive more traffic and therefore improve conversion. Therefore, ShareCount is very helpful for understanding your campaign success rate by checking the number of shares on your domain. Edgar is different compared to others, it helps schedule contents by adding those in different categories and then adding a publish time to each category. This helps brands to target a certain niche at a set time and you can set that up here.

**The social media content tool** helps brands find a range of content ideas for social media such as finding the right keywords and hashtags and relevant content for posting. Websites such as right relevance, etc. The right relevance website lets you discover highly relevant content quickly and simply. It lets you know the current trending keywords.

**The social media analytic tool** helps brands analyze and compare their social media performance to others. This is a good resource for brands to see if their SMM plan is working or not. Websites such as FollowerWonk, AgoraPulse, CrowdBooster, etc. FollowerWonk is only available for Twitter, it allows you to analyze and optimize your Twitter audience by suggesting people follow you. AgoraPulse allows you to run contests, quizzes, and promotions, and even allows you to see how your SMM campaign performs compared to competitors. CrowdBooster delivers real-time data that you can access quickly. You can easily create reports measuring your key performance metrics here.

## Building Your Branding

Now that you're beginning to look into creating some social media sites for yourself or your business, it's important to know that building a visual identity is key to your brand standing out above the rest on these social media platforms.

## Creating Your Brand

Before you create any accounts on social media for your business, you're going to want to create your brand. When talking about branding in digital marketing, we're talking about you or your

company's image and personality, and how those things are being perceived by customers. You would be surprised by how much just your logo can impact what a potential customer thinks about your company and its services.

**Developing a branded logo** is one of the first steps in creating your brand. A logo will act as the face of your company and will be what people think of visually when discussing your brand. While this step is sometimes overlooked by some marketers, it is vital that you take the time and money to develop a meaningful and impactful logo. Doing so will:

1. Differentiate you from everyone else
2. Make your company memorable
3. Foster brand loyalty

In the end, you want your logo to tell potential clients who you are, what you do, and how that benefits them. It communicates to people with no prior knowledge or experience with your business that you do great work (Krause, 2020).

There are a lot of different ways to create a logo. If you have the means to do so, you could create your own logo with your own personal resources for free. However, not everyone has the skills or tools necessary, so here are some options to consider:

	<b>\$10-\$50</b>	<b>\$300-\$800</b>	<b>\$800-\$2,500</b>	<b>\$2,500+</b>
<b>Logo design options</b>	Logo maker	Freelance designer or design contest (starting at \$299)	Freelance designer or design contest	Design agency
<b>Quality</b>	Basic and generic logos built with a selection of stock icons and fonts. Very quick turnaround time.	Designers with promise but limited experience or a smaller portfolio.	Experienced designers and professional service and advice.	Guaranteed high-quality designs from a full-service team of creative strategists.
<b>Who should use it</b>	Extremely budget- & time-conscious businesses that are OK with a generic design	Businesses that have a good understanding of the design process and would rather spend time than money	Businesses that want quality on a mid-range budget	Well-resourced businesses that want a complete, top-to-bottom branding package

A chart of different logo design options. (Kipp, 2017)

**Picking appropriate colors** for your brand is something else that holds more meaning than one might think. Here is a brief summary of each color and what customers usually associate with them (Chapman, 2010):

1. **Red:** Passion, Love, Anger
2. **Orange:** Energy, Happiness, Vitality
3. **Yellow:** Happiness, Hope, Deceit
4. **Green:** New Beginnings, Abundance, Nature
5. **Blue:** Calm, Responsible, Sadness
6. **Purple:** Creativity, Royalty, Wealth
7. **Black:** Mystery, Elegance, Evil
8. **Gray:** Moody, Conservative, Formality
9. **White:** Purity, Cleanliness, Virtue
10. **Brown:** Nature, Wholesomeness, Dependability
11. **Tan or Beige:** Conservative, Piety, Dull
12. **Cream or Ivory:** Calm, Elegant, Purity

When creating posts on social media, think about your brand colors and try to implement them into your imagery and videos. While the details for creating appropriate photos and videos will be talked about in a later section, know that adding your brand colors will add a sense of cohesion to your content, especially on social media platforms that are photo-heavy like Instagram.

Finally, finding a voice and personality for your brand is going to be key on social media in providing a consistent user experience for your customers. If a customer looks at one of your posts without seeing your logo, will they be able to recognize the post as yours? And across different platforms, will users be able to tell that the accounts are truly run by one company based on the voice alone?

These are the questions that need to be asked when developing your brand voice. It's not necessarily about making your brand sound human. Instead, "it's about being consistent with the voice you are creating – positioning yourself as an easily identified and authoritative source for your area of expertise" (Heald, 2015).

When you begin to develop your brand voice, try going through the following process (Heald, 2015):

1. **Gather samples of relevant work.** If you have already started creating content for your brand, whether through social media,

on your website, or anywhere else, compile a wide range of this work. Whittle down all your examples until you're left with content that sounds unique and embodies your brand.

2. **Describe your ideal brand voice in three words.** If your brand was a person, how would you describe them? Also think about describing your competitors. Once you have three words, define them further.
3. **Create a brand voice chart.** Create a chart with your three ideal works and their descriptions from step 2 and add do's and don'ts

Make sure you're revisiting your brand voice chart overtime as your company changes. Just make sure you aren't drastically changing it over a short amount of time. This could lead to some confusion from your customers and turn people away.

## Images and Video in Social Media

Over the years, the attention span of most people has shortened dramatically due to the age of smart technology. "Photos, videos or infographics grab user attention much faster and more effectively than text. Image and video posts on social media receive more likes, shares, and engagement than text updates" (Tamble, 2019). Social media platforms like Instagram and Pinterest have utilized this information by providing an image-based social media option.

When creating images and other visual elements for your social media pages, take note of the following tips to ensure you're maintaining your brand through visual elements:

- **Create a mood/inspiration board.** All your photos need to feel like they belong together. Before you start taking or purchasing images for your social media channels, create a mood/inspiration board to work out what kind of images you want to convey your brand.
- **Share visuals across social media platforms correctly.** If you want to create a post across a couple of your social media accounts, you need to take into account the display dimensions of images and how they vary from site to site. If possible, always try to crop your image and adjust them depending on which platform they'll be posted on. Sprout Social provides an in-depth dimensions guide for images across multiple social media sites that's updated regularly.
- **Keep your brand in mind.** When creating image and video assets, always remember your brand and what it visually looks like. Especially in videos, it's smart to add your logo, specified

typography, and even your brand colors when needed. The same rule can be applied to images, but it still depends on the context. Always refer to your mood board and brand guidelines when creating these assets.

Always make sure you're observing copyright laws. "Sharing copyrighted images is always subject to infringement, even if done unknowingly and inadvertently" (Tamble, 2019). Infringing on these laws can be costly and could lead to legal troubles for you and your company. If possible, always create your own visual assets. If you can't do this, make sure to always credit the photographer or artist.

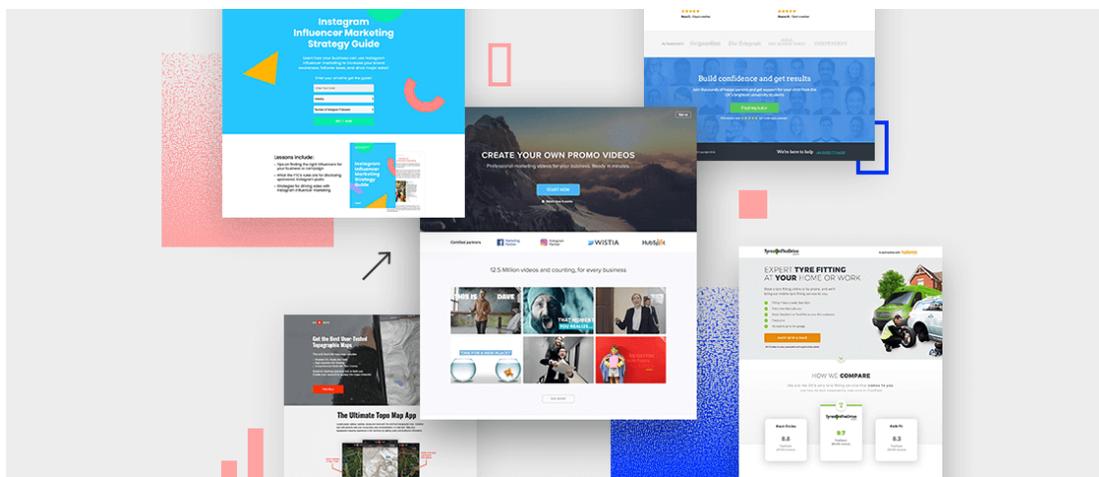
## Case Study

When people think of large companies and their social media accounts, they usually think of brands advertising their products or services, promoting new products, promoting sales/events and posting trending new ideas. Well, not when it comes to Wendy's. Wendy's is an American international fast food restaurant with locations heavily spread throughout the United States. When asked "How many approvals does the Wendy's social media team need before they post a tweet?" Kurt Kane, chief concept and marketing officer, replied "zero." After taking a look at Wendy's social media accounts, it is apparent that they differ from their competitors. They like to use humor as well as logic while making posts and replying to others (Cheng, 2018).

By making their SMM content humorous but at the same time helpful, they are appealing to their target audience of Generation Z and Millennials. They also have a wide variety of different types of social media such as media sharing (Snapchat and Instagram), social networks (Facebook and Twitter), and bookmarking network (Pinterest). Wendy's has been able to find their voice and personality through their social media channels which makes them stand out from competitors like McDonalds and Burger King.

# 5 Landing Pages That Convert

When it comes to being prepared in the digital age when launching a campaign of any sort, it is key to have space on your website for your consumers to go when looking to purchase a product or service. You can have a great product and a great campaign idea, but if the campaign doesn't drive consumers to the purchasing stage, then there is no hope for a successful result. That is why mastering the ability to create landing pages that convert is key in making sure that your digital campaigns not only intrigue consumers but gives them the direction needed to lead them to purchase (Hughes 2021).



Garrett Hughes on August 6th, 2. (2021, March 19). 15 high-converting landing pages (YOU'LL wish You Built). Retrieved April 19, 2021, from <https://unbounce.com/landing-page-examples/high-converting-landing-pages/>

## What Are They?

A **landing page** is a page that is solely designed for marketing or advertising campaigns of certain products. The landing page is the page that shows up after you click a link in an email or on social media for a product or service that you were interested in. The main goal for a landing page is to make it easy and clear to the consumer as to why they should buy a product or service and how they can sign up for further action or purchase (What is a Landing.. 2021). The difference between a landing page and a traditional webpage is that

### Landing Page

A page that is solely designed for marketing or advertising campaigns of certain products.

a regular webpage usually has multiple goals for the consumer. This means when you go to a website or homepage they have several links to several different products or links for more information about the company or service and how you can learn more. In a landing page, it is a very simple page after clicking a link on an email or social media about a specific product or service to make it easy for consumers to reach the final step which could be signing up for a service, a purchase, or registration with a company which is the final goal for a business. Landing pages are used to increase conversion rates for companies which further put their company out there and is used as a marketing tactic throughout all major online marketplaces that sell products/services (What is a Landing.. 2021).

## Why You Need Them

Landing pages are different from other pages on your website. They help you focus on short-term goals as they get you your results. They help you create conversions from that one click to the purchase. Your landing page must have that impression that will make the consumer purchase your product (Andrus 2019). There are few ways you could do to make sure that your landing page creates conversions:

1. **Show your credibility:** Show your customers that you have their best interests in mind. Publish testimonials that were posted by your past customers. (Andrus 2019)
2. **Brand Reputation:** When you have a customer land on your website, make sure you enforce your brand in the customer's mind. For instance, have a consistent tone, style, and website appearance. Even though they don't buy anything from your website, they will remember for the future about your brand. They might refer you to their friends.

All these things will help you make the best experience for your consumers which will land you your conversion.

## Campaigns They Are Used For

### 1. Paid search campaigns

A **Paid Search campaign** is when a company partner with search engines to get their advertisements on landing pages of search engines. There are a few ways that this can be done. One example is through pay-per-click setups where the company pays the search

engine a set amount each time their ad gets clicked. Another way is through a subscription-based to keep their ads on landing pages. (Sentance, 2018)

## 2. Paid social media advertising campaigns

A paid social media campaign is very similar to a paid search campaign except it is run on a social media page. When running these campaigns companies are targeting certain groups of people using algorithms that match up with viewers that would like their product. Oftentimes there are barstool social media campaigns that pop into college student algorithms. (Arens, 2020)

## 3. Retargeting campaigns

This campaign is targeted towards people who visit a website and do not purchase anything. Using cookies that each person consents to it allows the company to track their clicks and then target into their searches the items they were interested in. This is an attempt to bring the customer back to their website and try to get them to buy. (retargeter.com)

## 4. Email marketing campaigns

Email marketing campaigns often offer discounts and prep people for sales in a store. These campaigns are effective considering most times the consumer at one point or another has given up their email to the sender whether it be in-store or online. (Hall, 2020)

# Elements of an effective landing page

Having an effective landing page is key to generate the most sales possible. When it comes time to create a landing page you are looking for key components to make the process straightforward and easy to navigate.

## 1. The main headline and supporting headline

Upon entering your website's landing page from the link they clicked from the post they initially saw, consumers will be greeted by the main headline and supporting headline. This is your chance to briefly explain what the purpose of the page is and give the visitors a general idea of what they can expect moving forward with the page. (Laja, 2019)

## 2. What you are offering

This part of the landing page is key to showing your customers what you have to offer them and the key benefits they can expect with choosing your product or service. This is a great spot to describe why your product or service is superior and support your campaign. This allows you to go into more details than your headline.

## 3. Images or video showing the context of the use

Images and videos are a great way to get viewers of your landing page interested and informed. A great way to limit your landing page from being too clustered with copy is by including images or a video that explains your selling proposition and helps convince your consumers into buying your product. This aspect of the page allows for you to give a visual explanation of your proposition for those who might not be interested in reading all the text to understand it in full.

## 4. Social proof

A great way to build trust with the consumers is by including customer reviews or testimonials on the landing page of a campaign you may have. If you are launching a new product on your website and want visitors to your landing page to be comfortable with a potential purchase, customer reviews and other forms of social proof are a great way to do so. Social proof on a landing page is great if you feel that building trust is needed for selling your product, however, if you have built trust already and don't feel that it is necessary, not including it is fine as well. (Mullin, 2020)

## 5. A reinforcement statement

The reinforcement statement is another statement similar to the headline and supporting headline that is located about halfway down the page. The reinforcement statement is used to do exactly what it says...reinforce. The statement is used to once again remind consumers of the headline to make sure they remember their meaning for accessing the landing page in hope that they will make their way through the purchasing phase.

## 6. Final statement

The final statement is a wrap-up of the entire page and gives you the ability to give your final words to the consumers in hopes that you

did enough to persuade them into buying your product or service. This statement will mention your value proposition and will lead right into your final key element of a landing page, the call to action.

## 7. CTA (call to action)

The CTA is one of the most important features on a landing page. The content on the page can be engaging and get consumers interested in making a purchase, but if you don't include a CTA button or link somewhere on the site the consumers will be lost and leave. The CTA allows for consumers to have a clear sense of direction and understand where their next steps are if they choose to move forward with the process (McCaffrey).

The most common forms of a CTA are in the form of a button that mentions keywords such as sign up, register now, start the free trial, etc.

Landing pages are a great place on your website to drive traffic to a specific product or service through a campaign or promotion of some sort. They allow users to learn more information on the product or service while also being set up to want to move forward and given a direct link to the next steps whether it be signing up for a trial or service or buying a product (What is a Landing Page, 2020).

Overall, there are many different ways you can go about creating your landing page and different elements that may work better depending on your product or service. The best way to find out what works best is to conduct testing on different layouts and different copies on the page to see what resonates best with the consumers. An effective landing page will not only drive consumers to the page but also educate them and lead them to the purchasing phase.

## Case Study

TruckersReport is your run-of-the-mill truck forum that is designed to help truck drivers find new jobs and opportunities. The trucking industry can be heavily competitive at times and can sometimes be very difficult to find cost-efficient work. For that reason, TruckersReport was created to help truck drivers sort through jobs and make it easier to cipher through all the unwanted jobs and find better options. With this being said, you are probably wondering how a niche-specific forum utilized an updated landing page to increase their conversion rate by almost 7x (Laja 2020).

A forum that was seeing around 5 million page views a month was only turning out a 12% conversion rate from email opt-in (Laja 2020). This was an alarming result that TruckersReport noticed after

# TRUCKERS REPORT

the initial launch of their original landing page. Knowing that a change was needed, they decided to do a complete overhaul of the landing page and fix some key elements that they had not addressed originally that were hurting their conversion rate.

After multiple test runs, TruckersReport finally discovered what design and layout worked best for them. The new landing page featured the elements that are required to have a landing page that converts from an intriguing header and copy that resonates with viewers, as well as imagery and videos that are eye-catching. The original landing page featured a dull headline that did a poor job at attracting the viewers to stay around and look to see what the page was about. It is key to have a catchy headline that will make the viewers want to see more. Next, was the imagery. Boring and generic stock photos were featured on the page that made for little to no attractiveness in the eyes of the viewers. The new page features more appealing imagery that is relatable.

The page design as a whole got an entire rehaul that resulted in a new page that was easier to navigate and was appealing upon entry. The page was less crowded with text and therefore made it easier to read and find the information one who is visiting the site would need. Finally, the landing page was made mobile-friendly. A major component to consider when creating a landing page is who is your target audience and how will they access the page and from where. For TruckersReport, they realized that their audience is truck drivers who for the most part will be on the road when accessing the landing page and therefore will the majority be on their mobile devices. This means that a mobile-friendly landing page is a must-have to ensure that mobile users can navigate the site efficiently and without any layout or responsiveness issues

TruckersReport saw itself receive a conversion rate increase of over 67% from a weak 12.3% to 79.3% after the changes were made (Laja 2020). This is a great example of how proper elements and execution of a landing page can drive traffic to not only your site but also convert those visits into customers by appealing to their needs. However, it's important to note that achieving feats as such doesn't come without trial and error. For TruckersReport it took a total of 6 trial runs testing out different layouts and copy to finally find the one that worked the way they initially hoped for. However, when you can create a landing page as such, you will see your conversion increase.

# 6 Search Engine Optimization Made Simple

## SEO: A Quick Overview

When searching the web, numerous operations take place behind the scenes. Since the internet is so vast and consistently expanding, an effective organizational system was developed in order to categorize and sort through the countless websites. This process is based on picking out websites with distinct attributes in order to provide relevant search results for the user. Referring to what was covered in the previous chapter, **Search Engine Optimization (SEO)** is “the practice of increasing the quantity and quality of traffic to your website through organic search engine results” (“What is SEO,” n.d.). Understanding how to properly incorporate SEO into a website will greatly improve its chances of yielding better results for a brand or company. Utilizing this powerful technique will greatly increase the chances of achieving success through your online marketing efforts.

### Search Engine Optimization

Definition: The practice of increasing the quantity of quality of traffic to your website through organic search engine results.



(Sneider, 2017)

The practice of SEO typically consists of implementing numerous strategies on a website that will enable a search engine to make it appear in the top portion of a search results page when certain keywords are used by the user. However, some techniques can be implemented off-site as well. Taking the necessary steps will increase the likelihood of getting more views on your website

and spreading awareness about the products or services offered. According to an article from moz.com, there are a few search engine terms that should be well-understood before implementing SEO strategies. These will allow you to better understand the nature of a search engine and how SEO works:

- **Crawling:** The discovery process in which search engines send out a team of robots (known as crawlers or spiders) to find new and updated content. Content can vary – it could be a webpage, an image, a video, a PDF, etc. – but regardless of the format, content is discovered by links.
- **Indexing:** Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.
- **Ranking:** Provide the pieces of content that will best answer a searcher's query, which means that results are ordered by most relevant to least relevant ("How Search Engines Work," N.d.).



("Understanding Search Engines," n.d.)

Your website must have attributes that enable the spiders and robots to make a connection between a search and your site. Some strategies consist of having links to other sites and vice versa, including a blog, having good keywords, and including alternative text for images used. Search engines are an important variable in your website's success. If not given enough attention, it could prevent you from gaining any new business and ultimately rendering your website a waste of time and money.

The implementation of SEO is always changing, making it imperative to be well-versed in the newest updates and practices. According to an excerpt from simplilearn.com, one of the newest announcements is the “Page Experience Update,” which essentially confirms that user experience will become an SEO ranking signal at some point in 2021. The Page Experience Update is based on Core Web Vitals, which measure the speed and usability of a web page. The load speed time, responsiveness, interactivity, and page layout shifts after loading are the main metrics being observed (Sanders, 2021). Ensuring that your website is running at an appropriate speed and does not shift content when viewed through different platforms will increase its chances of being in the top portion of a search result. Running a website audit is also another strategy to make sure that you are following the best practices.

Another new strategy consists of the back-end creation of your website. During development, one must always keep in mind what a potential viewer will search in order to arrive at your site. According to an article from semrush.com, the author explains that there are nine main focal points for SEO that will be helpful for digital marketing in 2021:

1. Align your content with search intent
2. Write a compelling title tag and meta description
3. Optimize your images
4. Optimize your page speed
5. Use internal links
6. Improve the user experience on your website
7. Include keywords in your URL
8. Focus on getting more authoritative backlinks
9. Publish long-form content (Mallya, 2020).

Since there are digital marketers who pay to have their websites appear on the top portion of the search results page, following these strategies will enable you to both save money and gain more viewers. Conducting your own research will profit you in the near future, as these strategies might change.

Aside from SEO, advertisements play a large role in gaining views for websites. Much like traditional ads, they draw attention to a brand by displaying a product or service that is deemed as an improvement over the current competition. They are properly placed so that the appropriate audience will be able to see the ad and be compelled to act. This topic will be discussed later in the chapter.

## How to Choose Keywords for Ads

If you want to learn how to choose the correct keywords you must start by knowing what type of content uses keywords and how to apply them correctly. You can begin by using keywords in the title of your webpage, the meta description and links and social media updates.

In order to find the keywords right for specific advertisements, you have to know what terms are associated with the brand. This can be located through platforms such as Google Analytics via Acquisition > All Traffic > Channels. Simpler routes such as comment sections on social media, geographic locations and hashtags are good indicators of positive keywords. Don't underestimate the power of hashtags as well because related searches due to current location are also a factor. The latter mostly concerns restaurants and stores (Santora, 2017).

Be thinking of intent as well with ads. As simple as it sounds, different searches are looking for different answers. Examples include navigation where users are looking for a particular site or researching a certain product with the possibility of buying. This would include information, investigating, and a transaction all linked to different key words (Santora, 2017). Key phrases should encompass more than just ones directed at potential customers because people will go through multiple steps before going with one specific brand. An example of this is buying a new phone. Most of the time even if you already have a hunch to which brand you will buy there is still a process involved. Comparing prices between service providers and different models are all common searches during the investigation period. This process can happen over several days including multiple searches which gives you plenty of chances to capitalize with ads.

## Understanding Blended Search

Blended search was started by Google in 2007 when they released a new version of its search results called "universal search," which the SEO industry calls "blended search (Sullivan, 2007)." Blended search is a mix of relevant news, images, video, products and other types of content right into right on the search results page (Sullivan, 2007). It is designed to give you results that the engine thinks are relevant for you, and from multiple sources. In this section we will talk about what factors search engines use to rank different kinds of blended content.

## Optimizing Your Products:

- Submit a complete feed of all of the product's details, not just the basics like product name and price.
- Use existing categories: Each search engine provides a list of categories that it typically uses for product search directories. Use these categories.
- Submit individual products manually and one at a time to optimize product descriptions and other fields.
- Include images to help draw more clicks by being more visually appealing.
- Update your feed. Your products need to be up to date! You don't want out of date pricing, or to have incorrect information about your products on the Internet.
- Use custom fields. By adding custom fields, people who search random things such as famous people who wore your product, and it will help your website pop up.

## Optimizing News:

- Optimize your press release by including your target phrase throughout the press release.
- Avoid using sales language and make it more informative.
- Use a newswire.

## Optimizing Images:

- Use original images.
- Use high-quality images.
- Optimize your content around the image.
- Use the correct formats (JPG not GIF).
- Make images accessible.

## Optimizing Video:

- Make sure you place the video on your website and let your customers know that it's there.

- Consider putting all of your videos in an RSS feed, which can give a search engine hooks to find all your videos!
- Be organized by putting all of your videos in a single directory. Create a set of pages, one video per page that let's search engines find all your content.
- Give your videos a relevant file name and surround them with relevant content.

## Optimizing your Site for Local Search:

- Put your physical address on every page of your website.
- Put your metro area location in a few title tags on your website.
- Have a good contact page with direction.
- Considered Geo tagging your website.
- Use social media.
- Get links from other local sites.

Overall, the goal of blending these search results is to satisfy the customer/searcher and to engage them by making their search results more relevant, essentially making them happier with the search results. (Sullivan, 2007)

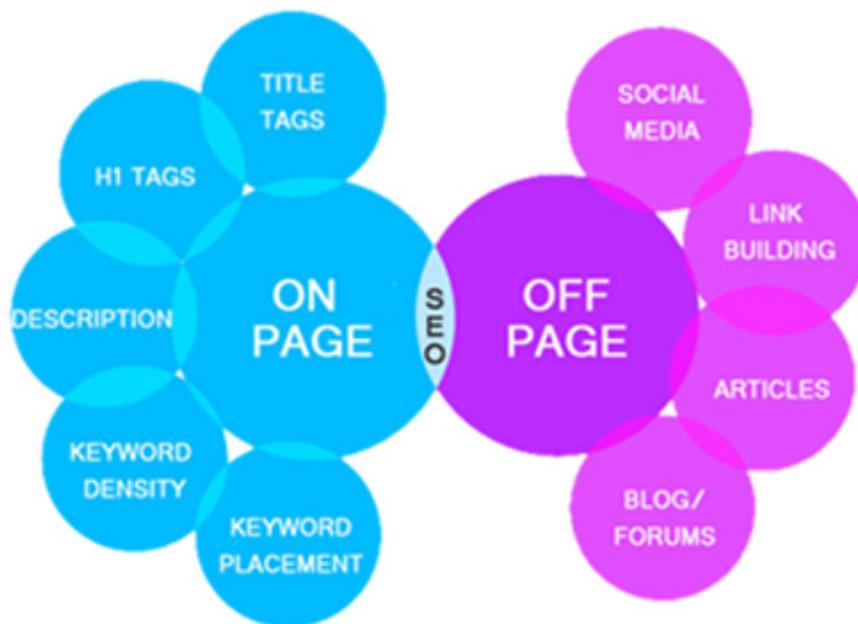
## On page & off page SEO

When it comes to understanding the search engine algorithm, it is important that users know the different factors that go into SEO. The two SEO strategies, on-page SEO and off-page SEO, can be used to craft the best strategy. The main difference between on-page SEO and off-page SEO is how one controls the components on a website while the other refers to components off of a website (Stanis, 2020).

On-page SEO is built from a few of the most essential aspects of SEO including using keywords, SERPS, HTML code and alt tags. The contents of on-page SEO are used within the website with the goal of improving its position in search rankings. It does this by making the page easy to interpret by not only the search engine itself, but the website's users receive a preview of the website through SERP.

Off-page SEO refers to factors that occur off of a website including backlinks. The number of sites linked to the websites content judges the amount of authority Google can grant the site and ultimately boost its ranking. This alone makes backlinking the

most important factor of off-page SEO. Off-page SEO also includes promotion methods and social media exposure using a pay-per-click campaign (PPC) (Stanis, 2020).



(E.M., 2017)

## Case Study

Although SEO has a high ROI and is full of opportunities, most businesses settle for social media and paid ads for promotion (Condrón, 2020). To jump on the SEO bandwagon, is it important to learn proven SEO strategies that have helped companies improve their traffic and organic visibility (Condrón, 2020).

In a case study with Matthew Woodward, he outlines three simple SEO tactics that he used to increase website traffic for a health brand (Condrón, 2020). He was able to increase their website traffic from 2K to over 38K visitors per month (Condrón, 2020)

### 1. Strengthen Your Technical SEO

Technical SEO is the “process of optimizing the crawling, indexing, and rendering phase of your website to achieve higher search rankings” (Mallya, 2021). It involves improving your website to help it earn higher rankings in search results (Mallya, 2021). To improve your technical SEO, you can: 1) ensure your website is mobile-friendly.

Use Google's Mobile-Friendly Test to determine your website meets Google's criteria for a mobile-optimized website (Mallya, 2021). 2) Speed up your website. If your site takes a long time to respond, Google will place a small penalty on your website (Mallya, 2021). Speed up your website by optimizing your site's image and reduce server response time (Mallya, 2021). Finally, 3) Optimize internal links. An internal link is "a hyperlink that points to another page on the same website" (Mallya, 2021). Use descriptive keywords to indicate keywords the source page is trying to target.

## 2. Create Great Content

Creating great content can come in many different ways. There are different ways that the content can be connected to keywords. By identifying some keywords and using them to the company's advantage they can manage to have better content. This can be described as looking for different types of keywords including short-tail, medium-tail, and long-tail. Both the short-tail and long-tail keywords can be the more competitive. Medium-tail keywords should be utilized more often because they have less competition and higher search volumes (Wong, 2021). Overall, by looking for primary keywords, and using them can help to create the content strategy (Woodward, 2021). Great content can be strategized by connecting keywords with content.

## 3. Leverage Link Building

Different links can affect websites in different ways. There are different backlinks that can increase traffic to a specific website by up to ten times (Woodward, 2021). Different sites can focus on both high quality, and relevant content which can be linked to valuable sites. The more the focus is on the quality, the more relevant the information, as well as being simple can all lead to link building.

It is important to remember that SEO is always changing. One of the biggest announcements about SEO changes to come out of Google this year is the Page Experience Update, which essentially confirms that user experience will become an SEO ranking signal at some point in 2021 (Sanders, 2021). The Page Experience Update is based on Core Web Vitals, which measure the speed and usability of a web page. Core Web Vitals look at metrics like page load speed, the responsiveness of the page, interactivity, and whether or not the content layout shifts as the page loads (Sanders, 2021).

# 7 Tracking Performance: Key Factors to Look For

## Introduction to Tracking Performance

Tracking the traffic to your website is critical to understanding the performance of your current marketing campaign. After all, developing SEO is a long-term operation that requires an extensive amount of time to blossom. There are five basic metrics that require understanding to accurately analyze and adapt your website's marketing campaign to be successful. The five basic metrics are: sessions, unique visitors, page views, time on site, and referrers. Some metrics indicate marketing success more than others. Each metric serves its own purpose and how you gauge the effectiveness of your marketing campaign.

## Tracking Traffic Volumes

When it comes to tracking traffic and user behavior, all fancy metrics are based on five basic metrics. Before we delve into those, let's make one point clear: you should steer clear of hits when tracking traffic and user behavior. A hit is any one file downloaded for your website at one point in time. The problem with this metric is that each page may contain one file or 1,000 files and examples of a file are each image, script, and stylesheet linked to a page. To put it simply, hits are not an accurate way to measure how successful a marketing campaign is and it is also not accurate for measuring audience. Hits can be a valuable measure when applying it to measure server load and page load times, though (Arnold et al, 2012, p. 287-288). Now to discuss the five basic traffic metrics, starting with sessions.

## Sessions

Tracking sessions is any one visit to your site. This can be thought of as foot traffic in a traditional retail store as people go into the store and these people also leave, but if the store is full then it is full. Sessions may be called sessions or visits on traffic-reporting tools. You should not use sessions to measure audience size or ad performance. You should use sessions to see site activity in the

broadest possible terms, conversion rate based on sessions, general interest in your site, and the peak times which can be based on the day, month or year (Arnold et al, 2012, p. 288-291). The next basic metric is unique visitors.

## Unique Visitors

First of all, a unique visitor is any one person visiting your website any number of times over a given period of time. Someone could visit your website 100 times a day, but it would still be one unique visitor. Unique visitors should not be used to measure per-visitor interest or overall site activity. It should be used to measure audience size, overall ad performance, changes over time, and comparison with sessions (Arnold et al, 2012, p. 288-292). The third basic metric to track is page views.

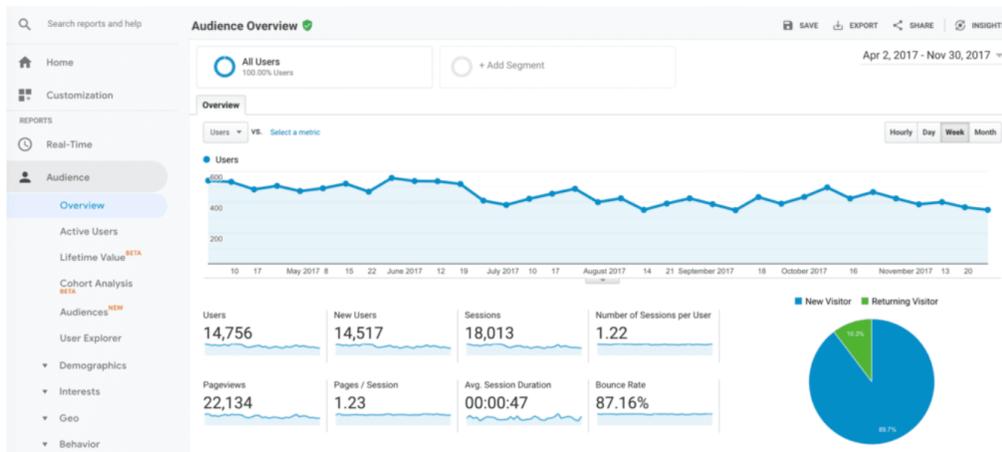
## Page Views

A page view is any one visitor viewing one page of your website once. The page itself has to have a unique address (its own URL). Page views can be looked at in different ways on traffic-reporting tools. It can be viewed as overall page view count for the entire site, but it can also be viewed on a page-to-page basis where pages get the attention. Page-to-page comparisons may be under a report titled Top Content or Top pages while the overall page view count should be found under a report on pageviews. Page views should be used to measure visitor interest, content performance, and ad performance (Arnold et al, 2012, p. 288-294). The next basic metric is time on site.

## Time on Site

This metric, time on site, can be defined as the total amount of time one visitor spends on your website in one single session. This specific metric is useful when combined with page views, visits, sessions, and average time. For example, page views combined with time on site can give the larger picture of a visitor. The visitor may look at 12 pages, but only stays on each for three seconds each, giving the visitor a total time of 36 seconds on your site. You may have thought this was a quality visitor, but it was not. Combining sessions and unique visitors with time on site may let you know that new visitors are less interested in your site if you are getting a lot of new visitors, but average time on site is dropping. If the opposite happens, then that is a strong boost of traffic (Arnold et al, 2012, p. 288-295). Below is an example that shows some of these metrics in Google Analytics, such as total page views, sessions, users (unique visitors), and average session duration. The rest of the metrics

discussed are accessed through the menu on the left in Google Analytics.



Source: The Daily Egg

## Referrers

A referrer is a web page that points directly to your website. When someone on that web page clicks the link to your website, that web page becomes a referrer. Referrers may be a traditional web page which may have a link to your site, a link in an email that someone is reading in a web-based email reader such as Gmail, or a search result on a search engine. Combining referrers with other metrics discussed previously can help you find out which referrers are generating quality traffic to your website (Arnold et al, 2012, p. 288-297). Another important aspect of tracking performance is tracking your email campaign results. More examples of metrics can be seen below.

Social Metrics Map					
BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPI'S	BUSINESS IMPACT
<b>AWARENESS</b>	Create awareness	Expose target audience to brand content	Posts, promotions (boosts)	Impressions, reach	SOV, Top of Mind Awareness
<b>CONSIDERATION</b>	Generate demand	Generate engagement of target audience with brand content	Posts, responses	# of engagements, types of engagements	Visitors/traffic (online or offline)
<b>DECISION</b>	Drive conversion	Drive target audience to brand offers	Posts, promotions	Link clicks	Conversions (purchases, lead submissions, app downloads)
<b>ADOPTION</b>	Delight customers	Drive engagement with brand product/services	Responses (i.e. social customer care)	(positive) earned mentions, customer care metrics (responses times & qty)	Sentiment and satisfaction
<b>ADVOCACY</b>	Inspire evangelism	Activate customer influencers	Posts, outreach to influencers, reshares	Earned impressions, earned reach, social UGC	Referrals, influencer activity, positive word of mouth, NPS

Source: Freshparks

## Tracking Your Email Campaign Results

One of the most useful and precious features of using e-mail to promote your business is using e-mail tracking reports. E-mail tracking reports are analytical summaries of the results given email campaign that tell you if an email bounced, why they bounced, who opened your emails, what link the person clicked, who unsubscribed from your emails, and who forwarded your emails or shared them on social media (Arnold et al., 2012, p. 544). Various of the Email Marketing Providers (EMPs) can track your emails and allow you to view results in an email tracking report (Arnold et al., 2012, p. 543). Provided below is an example of several EMPs providers which are MailChimp, Mailpoet, AWeber, GetResponse, and more.



Source: Tech Win IT Solutions

However, if you do not use an EMP (Fernandez, 2019) to calculate your bounce rate or are just curious as to what a bounce rate is, it is calculated by using the total number of bounced emails and dividing it by the total number of emails that were sent. This will give your Bounce rate (Campaign Monitor, 2019) which is the percentage of emails that were returned and are undeliverable (Arnold et al., 2012, p. 544). EMPs also track the non-bounce total which uses the total emails sent then subtracts the total of bounce emails to get the non-bounce total (Arnold et al., 2012, p. 545). Below is an image that illustrates the equation that is used when calculating the bounce rate.

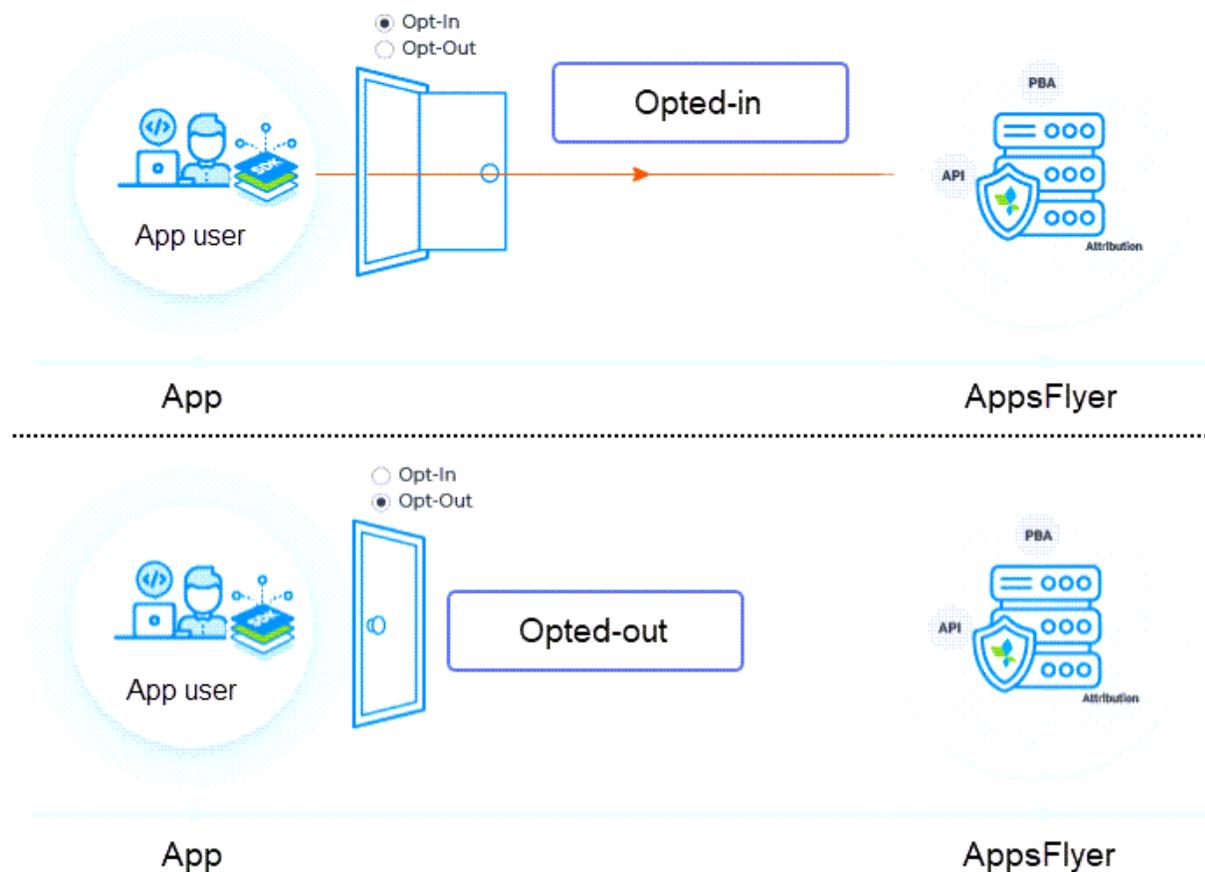
$$\text{Bounce Rate} = \frac{\text{\# of Bounces}^*}{\text{\# of Delivered Emails}} \times 100$$

\* Number of emails that were not successfully delivered

Source: Optinmonster

# Tracking Mobile Marketing Campaign

A mobile marketing campaign delivers targeted messages to an opt-in database, as well as being used to enhance customer care, generate loyalty, and mobile enhance other programs. It is important to track both opt-ins and the parameters of the opt-ins. Such as, what the customer agreed to receive. Opt-in refers to explicit consent, which is the permission a mobile subscriber gives you that allows you to interact with them. Opt-out is an explicit instruction from a mobile subscriber to stop contacting them (Arnold et al., 2012, p. 849). The mobile marketing application also takes immediate action upon request, such as adding or removing a subscriber, sending a confirmation request or a bill. Mobile marketing is used for communication and delivery, as well as exchange. Which is the sale of digital goods and services to be consumed on the mobile phone, physical goods and services (Arnold et al., 2012, p. 854). It is important to make sure that the mobile marketing application tracks each of the four following phrases of the purchase flow: purchase initiation, purchase confirmation, billing, and a receipt and/or confirmation message.



Source: Opt-On Opt-Out Diagram

## Case Study

Watchfinder is a company based out of the U.K. that sells pre-owned luxury watches. These luxury watches are not cheap, typically costing customers nearly \$5,000, since this is the case the purchase decision typically took multiple page visits and often weeks in total time to purchase a watch. The company struggled to keep in touch with customers who visited their website, and considering less than 1% of visitors purchased something on their first visit, this was a big deal. Until they began tracking those who visited their sites, spent a little time browsing and then left with google analytics. Watchfinder began using on site behavior to create segments of customers based on what stage in the buying process they were in. The segment that produced the highest percentage of conversions were the users who browsed for 10 or more minutes without actually purchasing anything. Watchfinder was able to remind them of their search and convince them to return and complete a purchase. This analysis allowed the company to deliver tailored messages to users that would be more relevant to their position in the buyer process and led to more sales. This analysis led to a 13% increase in order value, a 34% lower Cost Per Action, and overall a 1,300% ROI (Think with Google, 2014). There is no better proof that tracking performance and analysing KPIs such as bounce and conversion rate is effective than a dramatic return on Investment.

# 8 Email and SMS Marketing

## Email Marketing

### What is Email Marketing?

Email marketing is one of the most profitable marketing channels, with an average return of \$42 for every \$1 invested. Email marketing is when a business sends an email to their email subscribers to inform them of new sales, deals, or events taking place. They are used to inform, drive sales, and build a community around your brand. Email subscribers are customers who have signed up to receive email notifications from your company. Modern email marketing has moved away from the one-size-fits-all of mass emailing and now focuses on a more personalized email with specific deals for you.



(Spinx, 2021)

3 key objectives that email marketing can help you fulfil:

1. **Conversions** - you can send out an email detailing new discounts or special offers. This is also a good opportunity to send emails with birthdays/anniversaries, welcome emails, etc. Abandoned cart emails are triggered whenever a customer has items in a cart that they never purchased. Sending them a friendly reminder that those items are still in there can drive sales.
2. **Brand awareness** - showing up in someone's inbox will help you stay top of mind - as long as you are not sending too many.
3. **Customer loyalty** - if a customer is getting personalized emails, it will make them feel like they have a connection with the brand and will want to keep coming back for more (Fanning, 2020).

## Types of Email Marketing

There are several types of emails that we receive in our inbox every day that companies send out for a specific purpose - let's break them down a little!

1. **Newsletter emails** - these are the most popular type of email and are sent out on a consistent schedule. They normally contain information about a company's upcoming events, blog content, and any other updates about their company that would be of interest to a subscriber.
2. **Lead nurturing emails** - these emails try to convince a customer to buy through the email. They involve guiding your leads through a sales funnel and converting them into customers.
3. **Promotional emails** - these emails are quite common in email marketing and it is important to highlight products or services and add some valuable content about what your company is selling in this type of email.
4. **Milestone emails** - it is important to highlight milestones such as birthdays or anniversaries to show a personal touch.
5. **Survey emails** - a company can only get better if they know what they are doing wrong. Sending out survey emails can look for areas of improvement and keep track of what they are doing well (Campaign Monitor, 2021).

## How to Start Email Marketing

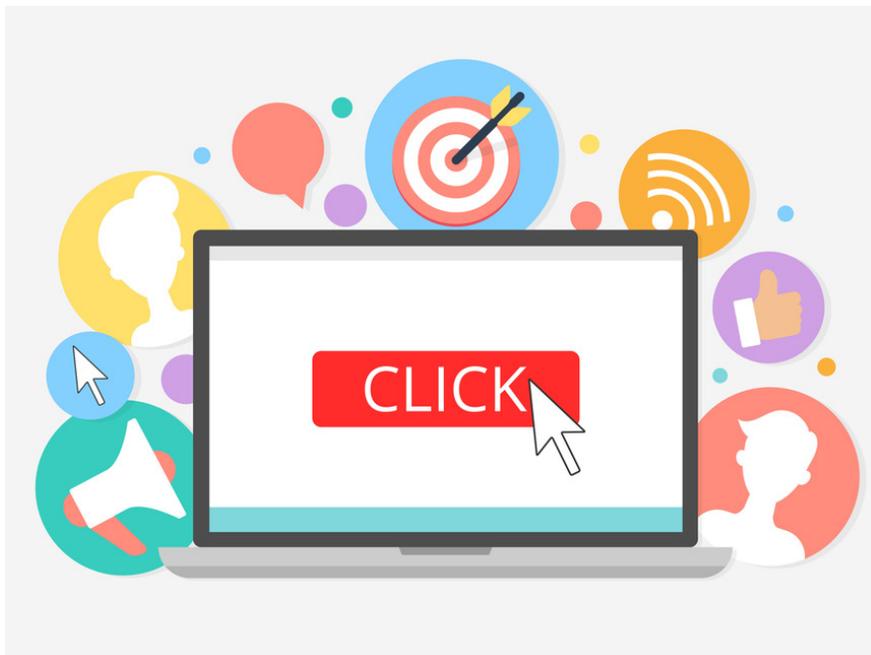
Email has the highest ROI among any marketing channels, and it is the best platform for business to use to push sales and revenue. Therefore, it is essential to set up a good email marketing system. In this part, we will discuss step by step on how to create good email marketing.

- **Step 1: Establish your brands goal** - The key to establishing the correct goals for your email marketing initiative is to align them with your company's marketing goals & KPIs. Ask yourself a question: Is the goal to drive new signups for your products? New leads for your sales team? More attendees for your event? More donation for your cause? From that, you can decide which directions you want to go for your email marketing.
- **Step 2: Build a strong email list with detailed segments** - You will need to build your email list by having people sign up their personal email accounts. However, sometimes, people don't like to give out their personal email, this is when lead magnet comes in handy. Lead magnets are something free that you can offer for your customers in exchange for an email. Lead magnet can be a pop-up coupon, PDF files, an article, etc.
- **Step 3: Create your first campaign, and schedule it well in advance** - Understanding your customer needs and deliver the right contents for them is important in Email Marketing. Therefore, in this step, you need to structure your campaign for easy reading (this is where content writers come in handy). You want to make a consistent brand image. After having all the contents line up, you will need to schedule them in a correct order. There is no better way of identifying a good timeframe to send email than A/B tests. It allows companies to test which timeframe has a better conversion rate or click through rate on the same email.
- **Step 4: Measure your results** - The way to measure your email marketing is through KPI (Key Performance Indicators). These metrics are number of unique opens, number of bounces, number of emails not opened, open rate, click-through rate, subscription rate, spam complaints, shares. KPIs help you get insight knowledge of how your customers are interacting with your campaign. (Campaign Monitor, 2021)

## Creating a Strong Call-to-Action

In Chapter 6, we briefly talked about CTA's, or call-to-actions, and how they are one of the most important features on a landing page. They are what encourages consumers to take action on your website, whether that's subscribing, purchasing an item or service, or anything that's in favor of your company's objectives.

All of the same information can be applied to email marketing, but it could be considered even more important in this scenario. Today, most people have a habit of scanning through their emails and deleting them, so it's vital in email marketing to include an eye-catching CTA.



(Vision, 2018)

When creating a CTA, use the following steps to make it strong, impactful and enticing to consumers:

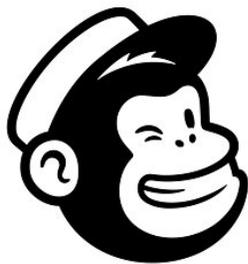
- **Combine your action word with subject of the action word**  
Order this item
- **Include the place where action is happening.**  
Order this item online
- **Add urgency to action.**  
Order this item online before Friday
- **Add an adjective to heighten the value of action**  
Order this hilarious item online before Friday

A CTA can work well as a hyperlink, but it always helps to design the CTA so it'll jump out to email recipients. When working on the design of your CTA, keep the following tips in mind (Campaign Monitor, 2020):

- **Use bright colors.** In order to create contrast, use a bright color for your CTA that aligns with your brand colors. If you don't have a color that contrasts with your brand colors, think of adding one to utilize in future emails.
- **Add white space.** You don't want to cram content around your CTA, or else you might risk it getting lost. Always make sure to leave a good amount of space around your CTA to let it breathe.
- **Keep it above the fold.** Consumers tend to skim through emails, so adding your CTA towards the top of the email will guarantee that, if opened, people will see it. This can lead to a higher click-through rate.

## Email Services - Mailchimp & Hubspot

Email Marketing is an effective way for organizations to promote themselves to gain new customers and retain existing ones. Marketing tools like HubSpot and Mailchimp allow businesses to send out bulk emails without having to stress internal marketing resources. What is Mailchimp? Mailchimp is a web-based email marketing tool that includes customer relationship management (CRM) features, to tagging and segmentation to predictive demographics. This platform also includes a form builder, websites and landing pages for new customer sign-ups or introducing new products (Mailchimp, 2021).



**mailchimp**

(Mailchimp, 2021)



Mailchimp is more than just an email marketing tool. Their success stems from their automation features which not only allows bulk emails to be sent but a company can also set up automation

for Google, Instagram, and Facebook ads, as well as postcards and coupons. One of Mailchimp's main benefits is their geotargeting for localized emails which allow businesses to target specific locations. This tool is a web-based tool that does not require a heavy download on a company's site. This allows numerous users to log in to change their marketing plans from any device. Mailchimp caters to mobile marketers that allow them to have a campaign go live while they are on the move (AnnexCore, 2021).

With all these benefits, Mailchimp also does automated insight reports that show whether the company's campaign is working. Mailchimp dissects the reports and compares it to any and all competitors.

How does this compare to HubSpot (one of Mailchimp's competitors)? The biggest difference between these two tools is their payment plans. HubSpot has two different plans, a \$50 per month plan that does not include the automated algorithms that Mailchimp has. HubSpot does have the automated services under their \$800 per month plan. Mailchimp advertises to smaller businesses with a free plan that can be upgraded for more features to their \$15 per month plan (Mailchimp, 2021).

## How to Write Successful Emails

Creating an effective email contains a well-designed and easy-to-read message. Emails should be easy to "scan." Consumers tend to read through an email quickly to find the most important things. Highlighting the most important parts of the message in the header of the email is crucial. The header of the email contains:

- **A "from" line** - text that tells the recipient who the email is from.
- **A "from" address** - is the email address associated with the sender.
- **A subject line** – text that tells the recipient what the email is about.
- **Messages and code inserted by email programs** – text, links, and images in the body of the email.

The most important part of an email is the subject line. The subject line tells the recipient why a company is reaching out. The subject line should be short between 20 to 50 characters. Email displays on most devices are between 30 to 50 but mobile devices have a shorter display window only showing up to 30 characters. The best subject lines create a sense of urgency (Allen, 2021). A good example for a subject line would be: "Claim your coupons now!" or "Sale ending, act fast."

Branding emails is important to keep consistency and a distinctive identity. Branding includes the brand's graphics and logos, company font, and colors. Branding helps the recipient recognize the business and its products.

Images in an email should be a file format that email browsers/programs can read easily. Formats like .jpg (.jpeg), .gif, and .png are the best options for emails. Keep image file sizes small, between 600px to 650px or about 1mb (Delivra, 2019). One of the main things to stay away from is embedding images in an email. Embedded images usually lead to those emails being filtered into junk or spam folders.

The message of the email should contain the most information that elaborates the subject line and images. The body of the email should contain:

- **Headlines** – draw attention to specific paragraphs of the email and help recipients take action.
- **Paragraphs** – the main portion of the email that contains the most information and explains the purpose of the email.
- **Links** – Links will lead the recipients to take action.

To differentiate these three, try to change or use different fonts for each section. Use a bigger font for headlines, a standard font for the paragraphs, and use color or underlines to have links stand out.

## Best Practices for Successful Email Marketing

Email marketing can be done successfully, but there's a high level of risk that you need to keep in mind when curating your email marketing campaigns. If not done correctly, your emails will mostly end up in consumers' trash or spam folders. Follow these top ten best practices from Hubspot (Vaughan, 2019). They will help you in creating successful email marketing campaigns:

1. **Avoid using 'No-Reply' in the sender's email address.** This is going to discourage people from reading your emails since it doesn't read as human enough. Try using a first name in your email address, since this will feel more personal and will encourage more people to open your email.
2. **Stick to fewer than three typefaces.** It should go without saying that you should stick with your corporate fonts and typefaces, but also make sure you aren't using more than three of them. If you're using more than three fonts, the design of your email is going to become too busy and inconsistent.
3. **Include an email signature.** Again, people are more likely to

read an email if it looks like it's from a real person rather than a corporate mass-email. Always try to include an individual's signature or include a brief list of people involved in the company that make sense.

4. **Clean your mailing list regularly.** Some people may forget to unsubscribe from your mailing list, and this can cause a dip in open rates. Make sure you're regularly updating and maintaining your mailing list to make sure your numbers are reflecting what's really going on.
5. **Keep the main logo/message/CTA above the fold.** Always put the most important information at the top of your email. You need to make sure you're catching the attention of your recipients, and they're not going to click on a CTA that lives at the bottom of your email if they have to scroll to get to it.
6. **Personalize to the recipient.** Using the first name of your recipient in the greeting of your email will catch their eye immediately. Personalization is a great way to increase incentive, so think about adding it in the greeting and even the subject line.
7. **Use incentives to increase open rates.** "When you include an incentive in your subject line, you can increase open rates by as much as 50%" (Vaughan, 2019). CTA's are a great way to do this, so make sure you review the section in this chapter titled "Creating a Strong Call-to-Action".
8. **Allow recipients to subscribe to your newsletter.** While the people who receive your emails should obviously be subscribed to your mailing list, those same people can always share and forward your email to their friends and family. Make sure you provide a way for people to subscribe to your mailing list from the email itself (like a hyperlink at the bottom of your email).
9. **Write compelling subject lines.** Much like the hook on a good news article, the subject line in an email is what will create intrigue to recipients. Make sure your subject line is between 30 and 50 characters, and make sure it also gives a sense of urgency to the email.
10. **Conduct a five-second test.** Try to send a copy of your email to a friend or co-worker to see if they can find your CTA within 5 seconds. If they can, the email is going well, but if they can't keep working on it.

If you'd like to learn more about email marketing from HubSpot, download their free beginner's guide on their website.

# SMS Marketing



(Whatcounts, 2018)

## What is SMS Marketing?

SMS marketing is a text message that is sent to people who have consented to receive a message from a business. These messages are personalized for marketing purposes, and they are only used to communicate time-sensitive offers, updates, and alerts to consumers. Unlike Email Marketing, SMS marketing is a more personal, and quicker approach. People check text messages almost immediately, instead of having a specific time during the day to check their message. Research shows that within 3 minutes, 90% of SMS marketing's are read. Also, if your business is planning to expand in an emerging market, where data and Wi-Fi is expensive, SMS marketing is a good channel for communication (SendinBlue, 2020). Not only is it inexpensive, but it also has a high chance of being both seen and read.

## Planning/Running a Mobile Communication Campaign

Planning a mobile communication campaign is a major step in running a successful mobile communication campaign. There are four steps to consider when creating a mobile communication campaign.

The first step is understanding the objective of the campaign. Ask yourself what the goal of this campaign is. Could it be to raise awareness, increase sales, or promote special offers. The next step

is establishing your target market. Know exactly who the campaign is targeting. Not only research who to target but where they are, what they need, or like, and how they consume media campaigns. According to global web index and mobileads.com the mobile internet users primary locations when they use their mobile devices are 33% at home, 27% in public places, 23% while traveling, and 17% at work (Alvin, 2021).

The third step to creating a successful mobile communication campaign is understanding your communication strategy. There are multiple types of communication methods so choosing the correct path will impact the success of your campaign. Some forms of communication strategies are video or animations, product or service promotions, or guerilla campaigns. Using a video or animation can entice your target audience, this method allows the campaign to convey their message in an interesting fashion. Promoting your product or service reaches the target audience in an attempt to show the consumer the benefits of your product or service and entices them to come into the store to learn more or buy. The use of guerilla campaigns is unconventional but is interactive and tries to get the audience to participate in your campaign. An example of this is if a company like Wendy's offers those who participate in their campaign a free frosty when they complete a survey.

The final step to creating a successful mobile communication campaign is knowing how long the campaign will run for. Will the campaign be a one-shot deal, or will there be multiple parts to the mobile campaign? Will there be different lengths to the campaign with different calls to action? Knowing how long the campaign will run will impact the design plans for the whole campaign.

## Display Advertising on Mobile Devices

Mobile devices and social media platforms are a great place for display advertising. Smartphone users typically spend hours on their phones daily. So, promoting on social media and other frequently visited sites is very beneficial. Using social media apps like Facebook, Instagram, or Twitter increase the amount of views your advertisement can get. Facebook alone has billions of users. So well placed display ads can be seen by millions in your target audience (Smith, 2020). A display advertisement or sponsored advertisements are everywhere on social media.

Companies will pay for their advertisements to be at the top of your feed. Promoting your product or service on social media sites through display advertising can be a very valuable form of advertising.

## Tracking Mobile Marketing Campaigns

When creating a mobile marketing campaign companies need a way of tracking how their advertisements and their campaigns are producing. Tracking your mobile marketing campaigns lets you know exactly what is working and what is not working. Understanding where consumers are going on your page and how many clicks you are receiving can be invaluable information that can help you change your page and gain more success. Using website analytics allows companies to know who is visiting their websites, where they are from and how long they are staying on certain pages. You can learn a lot from studying the analytics of your company's website. The most common analytical tool is Google Analytics (SMDIGITAL, 2018). This is what most website owners use to learn information about their websites. It is imperative to track your website and mobile marketing campaigns to create the most successful experience for your consumers and your company.

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