

# DIGITAL MARKETING STRATEGY



*"Written by college students for college students"*

SNHU  
DIGITAL MARKETING CLASS  
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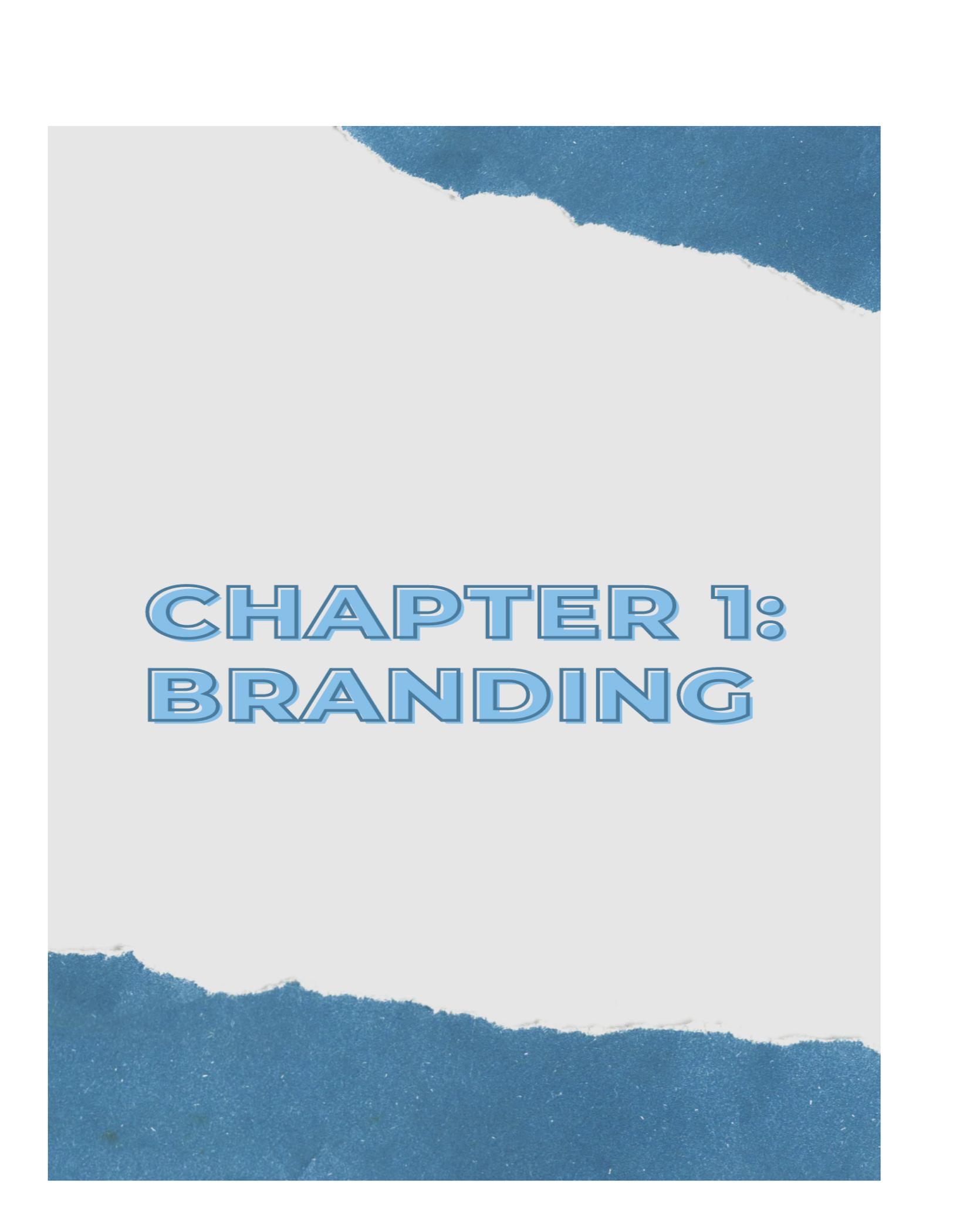
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# CHAPTER 1: BRANDING

## Introduction

Branding is the foundation in which a business builds their identity that can be recognizable by others. **Branding** is “the process of researching, developing, and applying a distinctive feature or set of features to your organization so that consumers can begin to associate your brand with your products or services” as said by HubSpot.<sup>1</sup> A brand refers to a business’s name, logo, a specific image or symbol, and product or services offered, that helps consumers identify a particular company.<sup>2</sup> Branding helps shape people’s perspectives on the company and the product or services they offer. Furthermore, a brand is the idea about a company or specific product or service that comes to mind, in both a physical and emotional sense. Every company does have a logo and other recognizable physical features that help create the overall brand, but brand identity also includes how a company or product makes consumers feel and what that company represents.

One of the most important aspects about branding that is crucial for any company’s success is **consistency**. There must be consistency across the board in a company and all that they do so that it aligns with their brand. There are many working parts that contribute to a company’s overall brand that will be explained further in this chapter. These include branding strategy, brand marketing, logos, design, identity, advertising, and analytics which are all topics that this chapter will be covering.

## Brand Marketing and Strategy

### **What is Brand Marketing?**

The process of developing and strengthening the relationship between a brand and its customers is called **brand marketing**.<sup>3</sup> The channels you can use for your brand marketing plan are the same channels that your business uses to market its products. A great trick is to combine multiple channels to create a media mix that can reach a large audience.<sup>3</sup>

### **Why does your company need to set up a brand strategy?**

With a **brand strategy**, you will construct the picture you want within the minds of your target group of onlookers when they think of your firm.<sup>3</sup> Brand account explains why you began your firm, how you need to be where you are nowadays, and the values and beliefs that your company follows too. It keeps individuals faithful to your commerce since they feel great almost supporting a company they recognize.<sup>3</sup>

## Steps in Creating a Brand Strategy

### **Examine your existing branding and marketing approach.**

Sometimes you will be able to plan your approach, by beginning with understanding where you are as of now.<sup>3</sup> The primary step in deciding your company's branding is to ask yourself, what is the reason for my business because your business and brand exists for a reason. Take note of how you have been interfacing with clients on social media and through other roads of help. Decide how your symbol will make people feel. Learn what your customers feel and think when they trade with you.

### **Create a buyer persona.**

A buyer persona may be a virtual profile of a potential shopper, reflecting on the **customer persona**. Their customer personas make it simple to form a brand methodology that effectively interfaces with genuine clients.<sup>3</sup> Here may be a rundown of the data you ought to have in your buyer profile. Making a buyer profile includes investigating client and competitor information and conducting advertisement inquiries such as the age, gender, location, income, habit, interest, consuming reason, motivation of purchasing, what relative between the products and the customer, buying routine of the customer and the reason they give up in buying the product

### **Determine your company's mission and vision.**

Your company's **mission** and **vision** portray what it is presently and what it aims to be. Your vision articulation clarifies your objectives to your buyers and makes a difference to decide whether they need to assist you fulfil them.<sup>3</sup> It ought to be a brave announcement of what your firm can get to be within the future. A vision explanation communicates your company's desires. This sentence serves as your company's mission articulation.<sup>3</sup> A mission statement portrays who your company is today, how it does business, and why it does it.<sup>3</sup> This formula is short-term because it tracks the steps a company takes to achieve its long-term goals. Describe what you are doing to achieve the objectives of your company's mission.

### **Be specific about your "why."**

You may have wondered why you started trading put options in the first place when you were promoting your product to your clients some time ago.<sup>3</sup> A company's "why" is the reason

for everything it takes 61% of shoppers should seek advocacy that the brand can accept.<sup>3</sup> If you want to change the world, it is not necessarily cruel. However, the reason for forming a company should reflect who you are and what you contribute.

### **Determine and evaluate your competition**

**Competitors** are other companies that can meet the needs of their target customers. The most extremely clear competitors are categorized as primary, secondary, and tertiary competitors.<sup>3</sup>

#### **Primary competitor**

Primary **competitors** are businesses who offer the same item as you.<sup>3</sup> These too are alluded to as coordinate competition given that whereas you each advance the break even with item, the larger part of your clients will least difficult select one of all your organizations to fulfill their needs.

#### **Secondary competitor**

Secondary **competitors** are frequently known as indirect competitions.<sup>3</sup> These organizations do presently not offer an equal product, nevertheless they do advance an item typically comparable and might meet the wants of your product. Pizza Hut, for illustration, competes at once with Domino's considering each offer fast-meals pizza. At the rise to time, it is distant a match to McDonald's and Taco Bell. This is often of the truth that each one of those organizations gives brief nourishment and suppers transport to their clients.

#### **Tertiary competitor**

Tertiary **competitors** are insignificant since they only sell things that are tangentially linked to your company.<sup>3</sup> Within the case of Pizza Hut, an auxiliary equal may well be DiGiorno solidified pizza, which serves pizza nevertheless does presently now not meet the break even with needs as Pizza Hut. After you identify these competitors, you need to **analyze** them. Through planning a symbol procedure, it is distant crucial to be beyond any doubt how competition portrays themselves to clients in aggressive. Pay attention to your main competitors and see what they are doing right and what they are not doing yet. Some companies currently have the best stones, so using these best stones can be an excellent choice for a long-term and successful branding process. Look at their advertisements, social media, and buyer benefits. This will give you some ideas for your brand and perhaps encourage you to do something of

your own. Look at how your competitors' clients respond to what they do. Look at the features circular that firm, their pay victory, and the way routinely they are discussed.<sup>3</sup>

### **Examine your present branding and marketing strategies**

It's fine to have in mind of wherein your employer proper now lies collectively together along with your customers and ability customers.<sup>3</sup> When it involves emblem situating, it is all approximately how your customers assume you will be able to find the underlying cause of their trouble's manner higher than the opposite manufacturers out there.<sup>3</sup> One of the number one matters to check on your modern emblem method is your emblem's consistency. The fine manner to develop emblem consistency is to pick out a trustworthy message to your employer's challenge and imaginative and prescient and middle all your branding endeavors round it. Using social tuning in, your employer can find out what people on social media say about your emblem.<sup>3</sup>

### **Create your brand's identity**

When individuals think of your brand a clear one-of-a-kind expression should quickly come to mind. This is often a message made together with your **brand** title, symbol, tone, trademark, and anything else you give to your target group of onlookers.<sup>3</sup> This personality sets the tone of the brand, and persistent effort to fortify the personality will only increase the brand's impact within the minds of the target gathering of people. You would like to make a brand personality that is solid sufficient so that when a gathering of people sees your brand they quickly think of your brand.<sup>3</sup> Therefore, you should construct your brand around what you need, your target gathering of people to think of as your brand.

### **Creating a website**

Store owners need more than ever to create a **website** that is attractive and user-friendly to their customers.<sup>4</sup> This can be since it boosts the number of coordinates buys you get from individuals who are exploring your products. Having a completely useful site that educates your target audience by gathering people around all you need them to know about your company is an advertisement in and of itself. To form a sublime branded site, be beyond any doubt the finest site honest. This incorporates utilizing high quality photos, keeping up a clean and basic site, and making your **site** mobile friendly.<sup>4</sup> Of course, to create a **website**, you must begin with having a website who will keep your site up for customers to view.

## Develop your business Name, Logo, and Tagline.

Many businesses do not need to alter their **names**, but if they are undertaking a merger or have a **name** that no longer fits their positioning, it may be necessary.<sup>4</sup> Even if you do not alter the name of your company, a new **logo** and **slogan** may be to better reflect your brand strategy.<sup>4</sup> Do not make the mistake of circulating the new **logo** internally to get consensus.



**Content marketing** creates branded content that audiences find useful and profitable. Each piece of substance you make should prompt your group of onlookers to require activity, which is to buy your item. Since 88% of buyers experiment an item or benefit online some time recently making a buy, putting out fabric works makes sense.<sup>3</sup> Other benefits of substance promoting incorporate lower costs, higher activity to your company's **site**, and made strides look motor rankings.<sup>3</sup> Of course, the sort of substance your firm makes ought to be decided by its substance

highlighting **strategy**. Case studies, for illustration, are valuable to substance fabric publicizing bunches due to the reality they inventively highlight their work. They get to display their target advertisement a story at the same time as concurrently highlighting and promoting their administrations. Make your substance content marketing so you will be able always revive the texture you submit on a typical premise. This is often related to the consistency required on your **symbol** to develop a tough symbol identity.

**Keep track of and manage your brand's strategy.**

After implementing your **brand strategy** and determining how it affects consumers' **purchasing decisions**, it is important to measure and track your **brand's** success.<sup>3</sup> You need to evaluate your audience's brand awareness and brand value and accessibility. You should also pay attention to how emotionally connected people are to your **brand** and how they differentiate your company from competitors. These characteristics make it easy to determine whether a brand strategy is working and whether changes are needed. Make beyond any doubt your showcasing approach conveys a strong **ROI (Return on investment)** so you will decide if the branding methodology you are utilizing is working. By collecting as much information about your



shoppers as conceivable, you will fine-tune your branding approach to best suit you.<sup>3</sup>

**Brand Identity Part 1**

**Identity** is very important when it comes to branding. It is made up of two main components. One being more of the actual physical brand of the company, including its name, logo, design, color pallet, etc. However, on a deeper level, brand identity also represents a brands personality and the

values they uphold and how that is conveyed to their customers. First, we will discuss the visual aspects of brand identity and how they work together to convey the brand to the world.

## Logo

A **logo** is a symbol made from text, shapes, and



images to identify the business. A logo that is designed properly can tell a business's story or values. The logo is what customers first interact with any business, as it's the first thing they see. It grabs the attention of the customers that can quickly express your business's niche. A large majority of people judge a business by its appearance and design. It also helps your business stand out when being compared to other businesses because the customer will associate your logo with your brand. For example, when you see two golden arches and red background the first thing that may come to your mind is McDonald's logo, seen in figure 1. Their logo is memorable due to the uniqueness and simplicity of the design.<sup>9</sup>

## Characteristics of Logo

The characteristics of your logo and **design** is how customers identify each different business. People tend to remember pictures, shapes, and symbols more than the name of the business or any sentences or words. The human brain has a strong sense of visual memory, so these visual symbols and memories are easily encoded, stored, and retrieved.<sup>5</sup> Making it essential to have a proper logo for your business. Your design of the logo should be simple and understandable. A complicated logo is less rememberable as there is too much to recall, or the customer may get confused. For example, the Nike

logo is a simple black swoosh with a white background, seen in figure 2. Their logo is well known across the world, just from the simple logo design. Another aspect to keep in mind is the uniqueness of the design. In fact, unique logos triggers visual memory cells in the brain so they are remembered easily.<sup>5</sup> Therefore, the logo should be unique as it holds a lot of power when identifying a business. You also need to keep in mind how the logo is relevant to the business. For example, the logo of the business Apple is an apple, seen in figure 3. Apple took the name of their business and turned into their logo, making it relevant to their name. A company's logo not only describes the company and its brand, but it also serves as a way for the name of the company to not even need to be used.<sup>6</sup> This is because the logo is established with customers so they automatically recognize the logo and can associate the brand name on their own. Lastly, the design of the logo should be appealing to the customer. Your logo should not be boring or dull as it will not stand out when compared to other businesses. The two keep components of a good logo is having color and some type of lettering, font, or symbol.<sup>8</sup>

## Design

### Why is design important?

The **design** of your brand is essential as the customer will visually associate this symbol with your business. "Design gives you the capability to tell a story, persuade customers, and create an identity for your company".<sup>8</sup> When designing a brand you must keep in mind all details to the color palette, compelling a story, personality, typography, and other additional little details.

The design of the brand must be aligned with the business's story. Such as the elements of the design should evoke some type of emotion from the customer. You do not want a





professional-orientated brand to have a fun colorful design, because it does not correspond properly. When designing the brand, you must consider what story you are trying to convey. In doing so, you must look at the current logo, website, or other branding locations to gather a foundation for your overall design. For example, a professional-orientated brand is trying to convey to the customers they are a professional business. Therefore, having a minimalistic neutral design is more associated with this type of brand, when compared to the fun colorful designs.

### **Color, Shape, Image**

Your brand's audience and potential customers have and make psychological ties to different colors, so using branding colors and logo colors strategically can have a serious impact on how your brand is perceived.<sup>7</sup> Please refer to figure 5 where you can see a variety of colors and the feelings that are associated with them. Red is associated with passion and excitement. By using this color your brand will seem loud, youthful, and exciting. Orange is another high-energy hue, that is associated with playfulness and friendliness. The next color is yellow, meaning sunshine and happiness. This color is cheerful making it the right choice to make the brand feel fun, affordable, or accessible. Green is a very versatile color; however, it is mostly used for either expressing a connection to nature or money. Including the feeling of healing and freshness, many people get from green. The most universal color is blue due to the feeling of trust. Blue represents a more stable and trustworthy brand. Purple is commonly known and used to represent royalty and luxury. Hallmark is seen as the more luxury option when buying greeting cards, gift wrap and other related products, seen in figure 4. Pink is a color that is most closely tied to femininity, such as Barbie or Pink Victoria Secret, seen in figure 4. Therefore, if your business is targeted towards female's pink is the color to keep in mind. The next color is brown, which the least used color. However, it could be used as an advantage because it will set you apart of most businesses. If you are going to use this color keep in mind that masculinity and

ruggedness is associated with brown. The color black is viewed as modern and sophisticated. Such as the company Chanel, who is known as having classic sophisticated products, seen in figure 4. The last color that will be discussed is white. White represents cleanliness, honesty, and innocence. Mr. Clean is a common household cleaning supply brand that uses a lot of white in their color pallet which is a great representation of cleanliness and purity.

### **Shapes & Forms**

Shapes and forms are another essential part of your design of the brand. The three main different shapes and forms are round shapes, straight edge shapes, and straight lines. Round shapes include circles, ovals, or ellipses that create a sense of a community and unity. Straight edge shapes include squares, rectangles, and triangles associated with efficiency and strength. Lastly, straight lines can be horizontal, representing tranquility or vertical, representing strength.

The website is another essential part of your design process. A website is one of the most representative parts for your business as it where customers find the most information. Especially now as a large majority of businesses are turning to online. Customers will be checking out your website before deciding to do business or not. Your website should be consistent with other design aspects, such as the logo, color scheme, and niche. The product packaging show reflex the overall design of your business. Such as if you sell some type of bottled product the label should stay consistent with the brand. The label should have your business logo. The overall design of your business should always remain consistent throughout your business, seen in figure 6. Creating a brand style/design guide will be helpful to maintain the consistency. The guide should include all the key elements of designing your business such as color scheme, font, symbols, images, the logo, and any other design elements.

### **Identity Part 2**

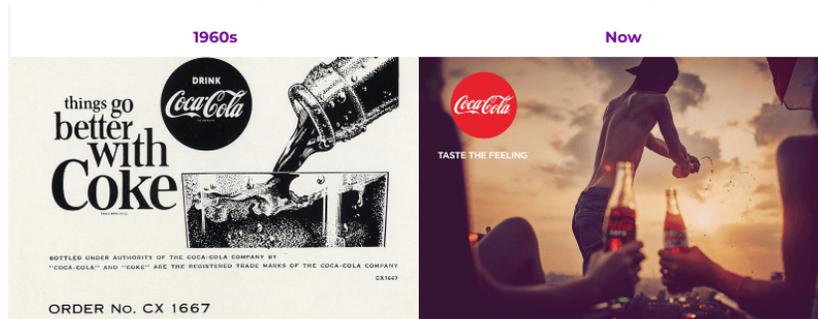
As expressed above, there are so many components that go into the visual aspects of what forms a brand's identity. However, it is equally as important to understand that a brand's identity goes deeper than its logo and design. The first way a brand identifies itself is through their brand name.

### **Brand Name**

The **brand name** must be memorable and identifiable, while being concise and unique. Short brand names are usually the strongest, according to Hinge Marketing. The brand name does not typically contain what the company does, but it is how the company is represented. The brand name will show up on businesses cards, establishments, the websites, logos, and more. The brand picks a name to differentiate themselves from other companies.

## Mission, Values & Purpose

A company uses branding to display their values and missions, which helps form their identity. They convey this to the world through their branding by using unique features to give their values an image and be recognizable. In branding, missions and values stand out to consumers, and from there consumers are drawn to the brand. They will stand by a brand that aligns with their own beliefs and

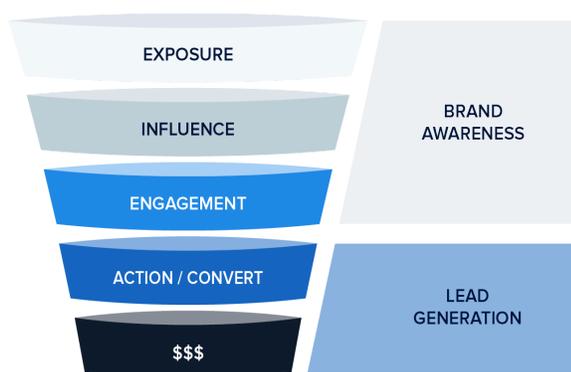


values. HubSpot Senior Brand Manager Callie Wilkinson says, "Don't be afraid to stand for something. Now more than ever, customers are drawn to brands that align with their values. Inject your mission and vision into everything you do and pursue meaningful partnerships with people and organizations that share those values"<sup>14</sup> This quote really points out the importance of making a brand with a purpose and mission. If a brand has these things, people with the same values will be drawn and the company will build a customer base and good customer and business relationships this way.

## Advertising

**Brand advertising** is a key part of branding, that helps develop brand recognition, brand awareness, customer loyalty, and builds relationships with consumers.<sup>11</sup> Brand advertising is meant to capture the attention of others and establish a positive association with the brand. Advertising also helps build a company and brand's credibility.<sup>11</sup> Overall, brand advertising brings value to the brand and when there is a *Figure 8 <https://smartyads.com/blog/what-is-brand-advertising/>* strong brand identity it has a positive effect on other parts of the business. For example, the image below is a great representation as to how brand awareness which stems from brand advertisement and \_\_\_\_\_ how that can increase engagement and eventually drives lead generation and sales.<sup>11</sup> The brand awareness stages include exposure, influence, and engagement.<sup>11</sup> This is when customers are getting exposure to the

brand through various types of marketing and advertising content such as media relations, **social media**, digital advertising, press advertising, direct mail, and **email marketing**.<sup>13</sup> The advertising content begins to resonate with customers and influence their perception of the brand and its products and drive their engagement. This stems to lead generation where customers are converted to using the brands product or services which in return leads to sales. There are many ways companies choose to advertise their brands, but even though the content might differ from company to company, the intent of the advertisement is consistent. Companies intentions behind these advertisements are not only to



build brand awareness and start to form that association, but to also connect with customers on an emotional or intellectual level to create a unique brand image that resonates with them.<sup>11</sup> A great example of strong brand advertising is by Coca Cola.<sup>10</sup> Coca Cola has a history of creating advertising content that evokes strong emotional associations with their products that are consistent across the board through the brand identity and recognition over the years. For example, refer to the image below.

Both advertisements shown are strategically created to not only sell their product and continue to build their brand/product association, but to create a strong brand identity through emotional connections.<sup>12</sup> One of Coca Cola's most common slogans is, "share a coke, share a feeling".<sup>12</sup> This is part of their brand advertising and is emotional branding. Coca Cola's ad portrays that no moment is full without Coca Cola.<sup>12</sup> These ads are also consistent with their branding design, colors, images, and slogans. As you can see below Coca Cola's ad from the 1960s has the main purpose of expressing that any experience is better with a coke remains consistent throughout the years to now.<sup>12</sup> These ads invoke a positive association with the brand and as said above this association and awareness can have a positive domino effect on customer conversion, loyalty, and sales rates.

### **Analytics**

## **What are analytics for?**

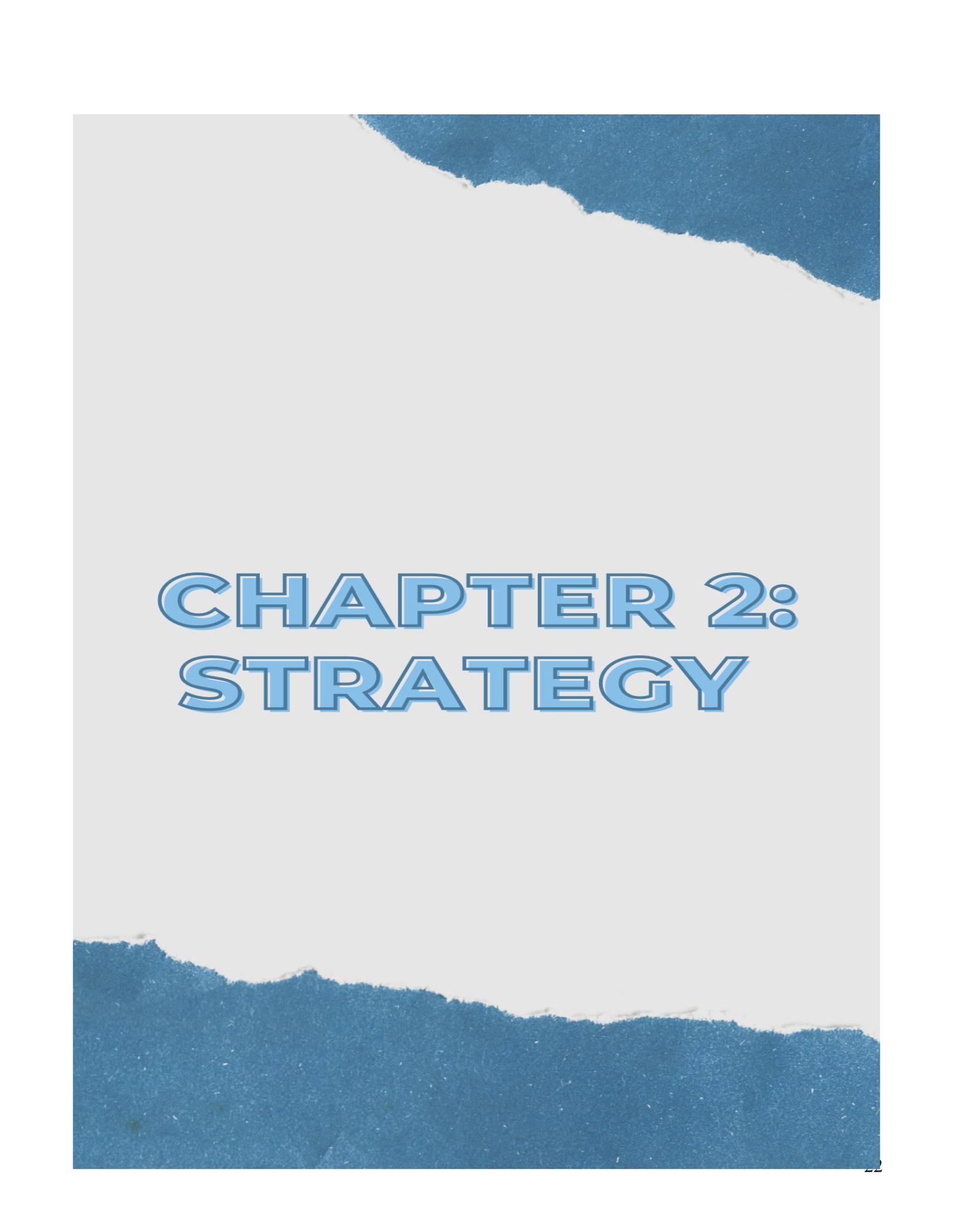
**Analytics** is a key component to understanding how a brand is performing and connecting with its audience. “Analytics is the process of discovering, interpreting, and communicating significant patterns in data” as explained by the company OCI (Oracle Cloud Infrastructure).<sup>15</sup> Analytics helps determine what is working and what is not through a variety of metrics, current trends, performance data and more. Analytics is a way for companies to have a better understanding to how they brand and marketing efforts is performing online or on social media.<sup>17</sup> This data can help businesses figure out what direction they need to go in, and what they can do to improve. In doing so, it gives the brand insight on their brand’s online presence.

It is important to understand analytics and what it means because it helps boost your brand and help marketers make informed marketing decisions. Often, analytics are directly linked to social media content that is being posted.<sup>16</sup> There are a variety of tools and resources that allow marketers to figure out and monitor these metrics.<sup>16</sup> These metrics then allow us to understand how their content is doing and connecting with their brand.<sup>16</sup> Based on these results, any necessary changes can be made.<sup>17</sup>

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# CHAPTER 2: STRATEGY

## Introduction

Marketing strategies are used by all members of society to help spread their ideas and reach a wider audience. The strategies used vary depending on the marketer's goals and their target market. Some of these strategies include focusing on customer experience, breaking each phase of their marketing plan down into stages, and setting S.M.A.R.T. goals. These strategies and many more are used by marketers daily to improve the quality and accessibility of their advertising. Companies are not the only ones that can implement marketing strategies, anyone looking to spread a message or market their personal brand can use strategies to grow their audience (1).

## Strategy

In marketing, **strategy** is a plan that combines multiple distinct methods and techniques to reach a specific marketing goal. According to HubSpot, there are three parts to any strategy:

- Diagnosis of challenge
- Guiding policy for dealing with challenge
- Set of targeted actions necessary to accomplish the policy

Everyone and every organization will have many challenges they are faced with that prevent them from accomplishing their goals. The first and most important step in developing and implementing a strategy is to discover what challenge is standing in the way of your objective. For example, you want to go out with your friends one night, so you go to your car. Upon walking to your car, you notice that one of your tires is low: you have already diagnosed the challenge that is preventing you from reaching your goal of going out. Once you begin the process of diagnosing the challenge, you may find that there are many other challenges that affect your ability to reach your goal. Those additional challenges can wait, for now, focus on the most immediate and dangerous challenge.

The next step in creating a strategy is to develop a set of guidelines or procedures that allow you to overcome that challenge. Returning to the car example, you know that you have an air pump in your car's trunk. You know that you can use the air pump to fill the tire, so you can go out. You have now created a policy for dealing with this challenge.

The final step in formulating a strategy is to set specific actions needed to fulfill the predetermined policy. Revisiting the car example, you know that to fill the low tire, you must unscrew the stopper in the tire, attach the air pump, and fill the tire. To solve the challenge (the low tire), you

develop a policy and use it (filling the tire with the air pump) to reach your goal of going out for a night with your friends.

Congratulations! You have successfully developed and implemented a strategy. Now, think about the everyday things you do and how you address those. You may be surprised how much you use strategies in your life. Now, you are ready to explore the wide field of digital marketing strategies.

**Digital marketing strategy** is a plan that combines digital and online techniques and methods to accomplish a defined digitally oriented marketing goal. There is a large number of digital marketing possibilities for anyone to discover. Whether you are looking for ways to increase your business's website retention-rate, trying to reach a new target market, or appearing more noticeable to employers; these all require digital marketing strategies to accomplish.

### S.M.A.R.T. Goals



Image source: Indeed Editorial Team. *SMART goals: definition and examples*. Indeed.com (2)

S.M.A.R.T. goals are a method used to create a plan to follow to reach a goal or complete an objective. The tool is an acronym that stands for five objectives:

- **Specific:** Clearly defined to ensure those who have knowledge of the project can understand it with ease (3).
- **Measurable:** The ability to gauge the progress of the project with reasonable metrics (3).
- **Attainable:** The organization can reasonably accomplish the goal (3).

- **Relevant:** The project is achievable within the parameters of the individual(s) or organization(s) working on it (3).
- **Time-specific:** There is a limited amount of time to complete the project and is reasonably set (3).

The use of SMART goals allows your organization to build a structured plan for projects that align with your overarching business objectives. However, it is best to not rely solely on SMART goals (3). Instead, when implementing SMART goals into your organization, take the time to become educated on the reasons that SMART goals are widely used by organizations. According to Bjerke and Renger, situations may arise within an organization that require a more in-depth approach to creating SMART objectives (4). This may occur when a goal is too complex to be completed using one SMART plan. In scenarios like these, applying SMART goals to multiple objectives within a larger goal can lead to a more successful outcome (4).



Image

source: Shivani. *What are the 5 PS of Marketing? an introductory guide. Invite Referral.com* (5)

One of the main strategies used to advertise a product are the Five P's of marketing. In order, these are product, placement, price, promotion, purpose. Each of these five categories determine how companies advertise their goods or services. There are several variations of the Five P's in the

marketing world. Some marketers use a model with four categories, others use models with 7 categories that include process and physical evidence. This section will address the P's model in its most recognized form, which are the Five P's (6).

The first category, **product**, is what advertisers look at when determining their target markets and key characteristics. This is when specialists use details of the product to examine who the most likely customers are. At this stage, advertisers begin to think about tailoring their marketing approach to stand out to their target audience or audiences.

The second stage of the Five P's marketing mix is **placement**. This stage is when marketing specialists begin to question where to advertise this product. Which advertising venue will reach the biggest audience? How does the placement of my ads affect a consumer's desire for the product? This stage helps advertisers determine where and how they should advertise.

The third stage is **price**. This directly relates to the price a consumer must pay to obtain the good or service. Marketers must make the choice to display or hide the price of the item they are promoting. Marketers must also consider the cost of their advertising methods they will use to market this product.

The fourth stage is **promotion**, this determines how advertisers market their product. This takes into account every usable method of advertising and leaves advertisers with their final advertising and promotional ideas. This is a broad, yet crucial category, as it is the stage where marketing specialists use their knowledge to make a final decision on how they will advertise the product.

The final stage of the Five P's marketing mix is **purpose**. This stage is the final stage because it takes into account the previous stages and asks the question of why the marketing specialist decided to advertise in the ways they chose. This stage serves as a final checkpoint for many advertisers before they make their ads public.

### **Target Market / Audience**

A target market is when a product or service is marketed to specific consumers who are more likely to purchase a product or service which can be done using market research to determine the target audience (7).

The target market can also be broken down through research using demographics, psychographics, and geographics for consumers.

- **Demographics:** use characteristics such as gender, age, race or ethnicity, income, occupation, and level of education (7).
- **Psychographics:** uses the study of personality, values, opinions, attitudes, interests, and lifestyles (7).
- **Geographics:** use the location of consumers where products or services are purchased, whether it is a city with warm weather or a suburb with colder weather (7).

The target market can also use the marketing mix with the 5 Ps discussed previously in the chapter such as price, place, product, promotion, and people.



Image source: trueNorth. *Target Audience: The Art & Science of Finding Your Ideal Buyers*,  
*ventureharbour.com* (8)

An example of a company's target market can be the NFL with children. Nowadays, the sport of football is becoming less popular for parents to allow their kids to play because of the physical risks and concussions caused by the sport. To solve the issue, they also address the safety of playing football. Therefore, the NFL is now using Nickelodeon to focus on the demographics of boys ages 6-11 years old with the psychographics of children that decide to watch Nickelodeon along with the Geographics of children in the United States (9).

## **Customer Experience & Experiential Marketing**

**Customer experience marketing** is a marketing strategy that is present at all points throughout the customer lifecycle journey (10). A customer's experience is made up of each interaction they have with your organization's brand. So, the first interaction a customer has with your organization is likely to determine how they feel about your brand and can impact their decision to continue engaging with you. To ensure a healthy and mutually beneficial relationship between your organization and your customer, developing a customer-centric business model is a proven strategy that can foster customer satisfaction, and, in turn, increase revenue.

While drawing in a customer by using **customer-centric strategies** is an important first step for any organization to take, the most important, and often overlooked, strategy is to continue these business behaviors once the customer has concluded their first interaction with your organization. By focusing on customer needs and wants and continued implementation of customer experience strategies for every interaction they have with your brand, not only will your customer retention rates increase, but satisfied customers will refer others to your organization, leading to an increase in new customers. In addition to customer experience strategies, experiential marketing is a proven method to increase your organization's new customers.

**Experiential marketing** is a marketing strategy that also focuses on the customer's experience but does so by allowing the customer to experience what your brand offers, your brand's mission, vision, and values. Take, for example, the popular drink company, Arizona Beverage Company. Arizona is well-known for its suite of iced tea drinks that can be found at many retail stores. However, in 2019, the beverage company partnered with the famous athletic apparel company, Adidas to create AriZona Iced Tea themed shoes (11). Arizona organized a pop-up store event in New York City, NY where Arizona products, such as iced tea, Arizona-themed apparel, and Arizona-themed shoes were sold (11). The shoes were sold for 99 cents in homage to the company's constant price of their iced tea beverages (11). Arizona Beverage Company developed an experiential marketing plan to give their current customers a brand interaction that aligned with their knowledge of the company's values and presented a once-in-a-lifetime experience for new customers to participate in. Since then, Arizona has launched a large line of apparel and other merchandise (11).

## **Business Model**

Image source: The Business Plan Shop. *Business Model vs. Business Plan*, [thebusinessplanshop.com](http://thebusinessplanshop.com) (12)

A business model is used by a company to determine the best way to make profit based on use of methods, capabilities and value proposition. This model allows the company to ask questions such as:

- “How will we make money?”
- “What capabilities will it take to have profitable operations?”



- “How will we generate sales and profits?”
- “How will we sustain revenue growth?”
- “How will we sustain income growth?”

(13).

A business model has three qualitative components: a value proposition, strategic resources, and dynamic processes.

- **Value proposition:** is the development of an idea that fills a gap in customer experiences or creates an important customer want (13).
- **Strategic resource:** is a strategic asset used to develop capabilities in the company’s value chain (13).
- **Dynamic process:** is the right mix of strategic resources used in a company’s operations that builds capability and competencies (13).

Once these three qualitative components are created the business model also needs to focus on the quantitative components which are revenue sources, cost structure, and profitability which creates the profit formula (13).

- **Revenue sources:** are based on subscriptions, transactions, and licensing fees (13).
- **Cost structure:** is based on assets, costs, if and how economies of scale impact costs (13).
- **Profitability:** are more sources of revenues, fewer costs, and more value to elaborate the profit margins (13).

### Social Media Management Tools



Image source: Sukhyani, *5 effective ways*, Social Pilot.com (14)

There are numerous social media management tools that are used by advertisers. Social media is the future of advertising and will continue to be for some time. That is why it is important for marketing specialists to understand and learn how to use social media to their advantage.

One of the best parts about advertising through social media is the easily accessible metrics and data. Third-party apps such as InstaInsight allow users to examine how their posts are interacted with, who the post reaches, who scrolled and who liked, and more. Users using business profiles on Instagram can also get an engagement report right through the app. These rules apply for almost all social media platforms.

Apps such as Linktree allow users to create a one-stop central hub that contains all their social media platforms in one place. For example, a famous YouTube personality will use Linktree to create links for their YouTube, Twitch, Instagram, and Twitter all on one organized page. These tool examples are just some of many tools advertisers can utilize to get the most out of advertising on social media. (15)

### CRM

There are many tools organizations have at their disposal that, if accompanied by sound business strategies, can drastically improve performance and customer satisfaction. **Customer Relationship Management (CRM)** is one of those tools. According to SalesForce, a CRM “is a technology for managing all your company’s relationships and interactions with customers and potential customers” (16). One of the most popular and widely used CRMs is HubSpot. HubSpot is a CRM that, like other CRMs, allows an organization to oversee all of their client relationships. HubSpot has many features that lend to its usefulness, such as email marketing, contextual marketing, and pipeline management.

While these features are simple to explain and use, if an organization wants to maximize their effectiveness, they must develop and implement strategies around them. For example, HubSpot’s email marketing feature is relatively simple to begin using, but if you flood your email list with copious amounts of emails, your recipients will unsubscribe from your emailing list before you know what happened. That is why developing strategies around CRM features is an important step in building your organization.

Revisiting the email marketing example, an organization could minimize the number of times an email is sent to their customers and prospective customers to once per week. Additionally, the email topic can differentiate each week. Perhaps one week it is an informative blog-style email that gives tips and tricks on marketing a small business. The next week, the email contains a discount code for specific services from the organization.

### Strategic Analytics

One of the cornerstones of any successful organization is their data and how that data is interpreted. To describe the use of data to inform business decisions, we call it **analytics**. In marketing, analytics “is the study of data to evaluate the performance of a marketing activity” (17). By analyzing the data that organizations receive from consumers using their digital applications, networks, websites, and many other digital tools, firms can make more informed business decisions that positively impact

metrics, such as ROI (return on investment), and customer satisfaction. The more data an organization has, the better positioned they are to attract and retain customers.

However, the step that many people and organizations overlook, is using the data they collected. You and many other people give your data to others every day. Every time you complete a form on a website, you have just provided another organization with your name, email, address, phone number, and many other types of information. Some organizations make the mistake of not utilizing all the data that is provided to them by their users. For example, when someone signs up to give blood at an American Red Cross blood drive, they must provide a large amount of personal information through a smartphone app. This information ranges from age and gender to ethnicity and medical conditions. Yet, the Red Cross does not use this large amount of compiled data to market to its target audience in the most effective way possible. It is the digital marketer's goal to not only attain large quantities of data but to analyze that data and develop sound digital marketing strategies to reach their goals.

### **Conclusion**

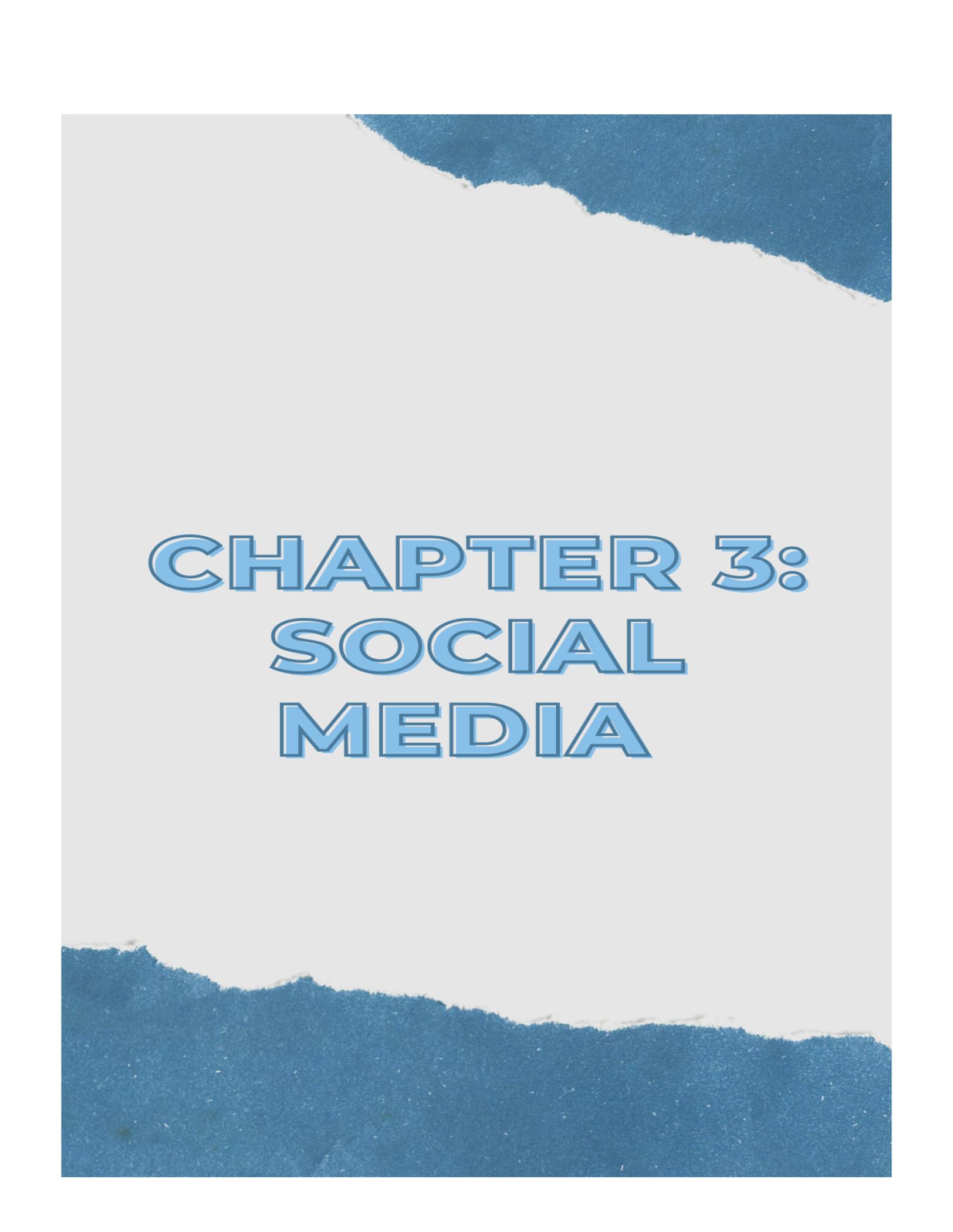
Digital marketing strategy penetrates all areas of the online world. As the worldwide web expands its ever-growing network, the need for digital marketing strategies will too. People will always demand products or services, and firms will always supply those products or services. Furthermore, firms will always want to have the product or service that people choose over competitors. Thus, these firms will always be looking for new ways to stand out from the crowd. Digital marketing strategies and strategists are and will continue to be in high demand.

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# CHAPTER 3: SOCIAL MEDIA

## What is Social Media Marketing

**Definition:** The term Social Media Marketing (SMM) refers to the use of social media and social networks to market a company's products and services. (1)

Social Media Marketing is a type of marketing that is solely for social media. Anything that is marketed like goods and services on Instagram, Facebook, Twitter, Tik Tok, Snapchat, etc, is considered social media marketing. In the past 20-30 years marketing products and services has changed a lot. Going from newspapers, random tv ads, billboards to seeing ads nowadays at your fingertips. Those other types of marketing still exist but you can reach a lot more people using social media marketing. It has never been easier to market products and services than now. With social media and technology it gets better and easier everyday. As of October 2021, 4.55 billion people are active on social media (2), which is more than half of the population of earth. This goes to show that marketing online is a huge opportunity. Another statistic states that millennials are logged on to social media for an average of two hours and 38 minutes daily, while Gen Z logs on for two hours and 55 minutes. (2) So younger age groups tend to be on social media longer per day than older generations but that doesn't mean that all generations don't look around on social media and buy things.

## Types of Social Media and Their Uses

There are many social media platforms a company can use to market their brand or company, and each platform does this differently. Social media is a tool that allows companies to have direct and immediate access to their customers and target market, but it also allows customers to have immediate and direct access to the company. The current most popular platforms to use to market your company are Instagram, Twitter, Facebook, YouTube, LinkedIn, and TikTok. Here is how you can use each platform to effectively market your company to your customers, starting with photo-sharing platforms, then moving to social networking platforms, and finally video sharing platforms:

- 1. Instagram** falls under the photo-sharing platform category and is a social media platform that allows accounts to post videos, photos, and stories. Companies use this platform to share photos and videos to keep customers updated on current events happening among their company and any new products or services their company might have added by captioning each post. Stories can be used for companies to post interactive polls or questions for customers to answer. This allows you to get immediate responses from customers and allows customers to feel more connected to the company.





2. **Twitter** is a social networking platform, and is classified as a microblog. Companies use Twitter to post company updates by using text only or also adding photos or videos. Twitter also allows companies to link URLs to important company information and retweet positive customer reviews. Customers can also interact with one another by responding to each other's tweets or using the same hashtags. Twitter creates a direct communication between the customer and company, which allows companies to solve problems for a customer immediately, should they arise.



3. **Facebook** is also a social networking platform that also allows companies to link important information about the company, products, and services and respond to customers' messages. Facebook is the most productive platform for companies to market an event they wish to advertise. Customers can also leave reviews about the company on their page. Facebook is also the platform to use if your target market is an older generation (millennials or older).



4. **LinkedIn** is another social networking platform, but it is a professional social networking platform. However, unlike the last two platforms, LinkedIn is a platform for companies to look for qualified candidates to fill open positions. A company's profile should include the company's mission statement, vision statement, accomplishments of the company, link to the website, and other social media platforms.



5. **YouTube** falls into the video-sharing platform category and allows companies to post longer videos discussing the accomplishments of the company and helps keep the company feeling relevant to its customers. YouTube has over 2 billion active monthly users and has better SEO compatibility compared to other video-sharing platforms. YouTube is also a great place for companies to purchase advertisements or use influencer advertising.



6. **TikTok** is also a video-sharing platform and is the newest popular platform to reach the younger generations (millennials and lower). These videos can be

anywhere from 3 seconds to 3 minutes long. Companies often use this platform to share uplifting and funny videos about their company to have customers feel connected. Companies are also using this platform to release multiple call to actions that usually ask their customers to use a hashtag on a video of them doing something specific relating to that company to increase brand awareness. Influencer advertising is also something that has gotten very popular on TikTok over the last two years.

All of these platforms are ways for companies to connect and have direct contact with their customers. Not on that, but these platforms are great resources for companies to get important information to their customers quickly. (3)

### **Building Your Social Media Brand**



Brand building is the activities associated with establishing and promoting a brand. Consumers are using wikis, blogs, and social networks to make an impact on brand building, publishing, and even product creation (4). It is very important when creating and continuing to run a successful company. Building your brand allows you to build relationships with your audience. This can eventually turn them into loyal customers. Creating a brand that people care about will put your company ahead of businesses that aren't using this to their advantage. Businesses that are branded well, stand out to consumers, and leave a lasting impression. Creating a strong image for your brand that is recognizable is key to brand building. A unique brand image will influence your current and prospective clients' response to your products and services. While building your brand it is essential to have a strong logo and theme that makes it easy to identify your products. This must align with the values of your brand

and be catered towards your target audience. Many elements of designs, colors, shapes, and patterns will evoke different emotions into different audiences. The power of emotion is very useful. Having a strong brand identity will help acquire customers, motivate employees, and build credibility!

### How to Build a Brand



There are many different strategies that can be used when trying to build a brand on social media. Standing out to your consumers is a top priority that will help increase brand awareness. Here are a few tips that can be used during brand building:

- 1. Target the right platforms.** Currently there are many different social media platforms, and it would be almost impossible for a company to successfully run an account on each one. Each specific social media platform has its own unique features. Companies should investigate the uses of each media and decide on which ones will support their brand image the best. There are also different audiences for each platform. For example, a visual brand would benefit more from Instagram instead of Twitter. It is crucial to find what platforms market your brand the best to your specific target audience.
- 2. Build a brand voice.** Maintaining imagery and a theme that best fits your brand will allow your consumers to recognize and retain your content easier. Keeping consistency across multiple social media accounts is the best way to create and maintain your brand's voice.
- 3. Post frequently.** Posting often is a great way to bring in more customer engagement on your page. People will become more familiar with your brand and look forward to more content. Using features such as Instagram stories is an easy way to keep your customers attention without bombarding them too much. That is also a fast and easy way to see how many people are engaging with your content.

**4. Post visually compelling content.** Each post should be unique and eye-catching for your audience. You can use photo and video editing apps to help achieve this look. It's important to have a sense of creativity as well as professionalism. Your posts should be cohesive and work well with each other.

**5. Create a unique hashtag.** Creating and using a brand specific hashtag will make it easier for consumers to find and share your content. This is also a way for people to engage with your brand by using the hashtag on their own social media. Many companies use unique hashtags to link posts on their business. In a recent campaign Nike had used the hashtag #BornReady to promote International Women's Day.



**6. Mix it up.** While containing a brand consistency is very important, it is also crucial that the content isn't always the same. When posting about the same topic on multiple platforms there should be different captions and an array of creativity displayed. We don't want our loyal followers to get bored.

**7. Connect with influencers and other brands.** Creating relationships with influencers is a great way to market your brand. This will open the opportunity of having a new and larger audience. Interacting with other brands will get your name out there, even if it's through the comments on their post.

Following these tips will get you on the right track when building your brand. Creating a voice for yourself is very important. There must be a way for your consumers to identify you among all the other brands out there. With time and dedication, a brand can be built.

### **Social Media Strategy**

A social media strategy defines how your organization will use social media to achieve its goals through communication, engagement, and specific usage of each supporting social media platform's features and tools (5). Your goals will define your social media marketing strategy and how much time and energy you'll need to dedicate to your campaigns. Since goals are so important in a social media strategy, here are a few examples of goals you should follow.

- 1. Increase brand awareness.** This goal focuses on getting your company name out there for more people to see. This relates to how you would build your brand. Putting out content that isn't like anyone else's will bring traction to your brand.
- 2. Grow your brand's audience.** Branching out and trying new things or collaborating with different influencers and celebrities will help increase your audience. Having a growing audience will boost your follower count and ratings.
- 3. Boost community engagement.** “Index data shows that 46% of consumers think brands that engage their audience are best in class on social media, so it pays to explore new ways to grab the attention of your current followers” (6). Posting often and using relevant trends and hashtags is a great way to explore new ways and raise engagement.
- 4. Drive traffic to your company.** Promote yourself and focus on generating leads and pointing traffic towards your company. This can be done through organic and paid media.

### **Conduct Research**

Aside from setting goals for your company, another important part in a social media strategy is conducting research on your target audience. This can be done by testing out different techniques with your audience. Creating different types of advertisements and promotions then comparing the results is a simple way to see what your consumers like the best. Figuring this out will allow future promotions to be successful. Remember that there are different audiences on each platform. Your viewers on Tik Tok may not be the same as the ones on Instagram. This is because of the different demographics that are on each platform.

### **Analytics and Metrics**

No matter your goals or industry, your social media strategy should be data-driven. Understanding the different metrics on social media and knowing how to use them is key in a social media strategy. Here are a few of the most common and most important metrics to know across social media platforms. The following definitions are from Sprout Social (6).

- 1. Reach.** Post reach is the number of unique users who saw your post. How much of your content actually reaches users' feeds?
- 2. Clicks.** This is the number of clicks on your content or account. Tracking clicks per campaign is essential to understand what drives curiosity or encourages people to buy.
- 3. Engagement.** The total number of social interactions divided by the number of impressions. This sheds light on how well your audience perceives you and their willingness to interact.
- 4. Hashtag performance.** What were your most-used hashtags? Which hashtags were most associated with your brand? Having these answers can help shape the focus of your content going forward.
- 5. Organic and paid likes.** Beyond a standard Like count, these interactions are attributed to paid or organic content. Given how much harder organic engagement is to gain, many brands turn to ads. Knowing these differences can help you budget both your ad spend and the time you invest in different formats.
- 6. Sentiment.** This is the measurement of how users react to your content, brand or hashtag. Did customers find your recent campaign offensive? What type of sentiment do people associate with your campaign hashtag? It's always better to dig deeper and find out how people talk or feel about your brand.
- 7. Audience Growth Rate.** This metric is used to determine if your follower count is increasing or decreasing over a period of time and giving you insight on if you need to change aspects of your platform to keep people interested. ([7](#))
- 8. Keywords.** It is important to know what keywords fit your brand along with what keywords pull up your company when they are typed into a search engine by customers. By having knowledge of this information you can incorporate more of those company specific keywords into your brand, helping increase brand awareness and audience growth. ([7](#))

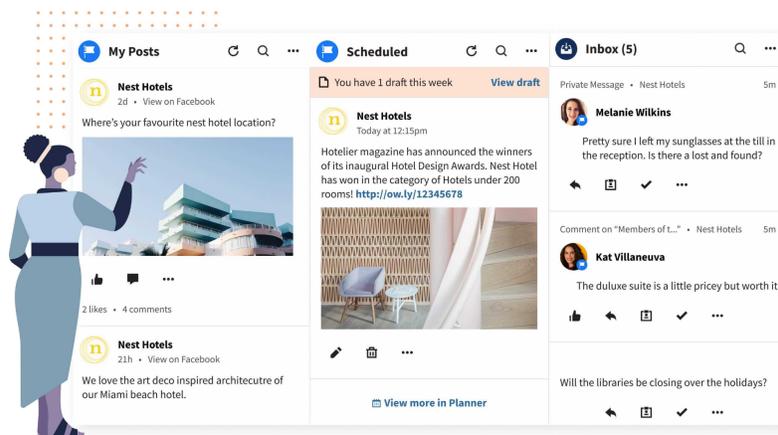
**9. Cost-Per-Click (CPC).** This analytic is important for companies to continue monitoring because it informs companies if the investment they are putting into paid social media posts is worth continuing. To calculate CPC you take the amount of money you have spent on the paid social media ad and divide it by the total number of times that ad was clicked. The lower the final number is, the more clicks your ad has, meaning the ad is performing well and the investment is worth continuing. (7)

**10. Social Return On Investments (ROI).** This analytic is used to determine if your customers, customer loyalty, and sales are increasing or decreasing as a result of the investment you have put into your social media platforms. To calculate your Social ROI, you must first determine how much you spend on social media, then define clear objectives, finally track metrics that align with the determined objective and create an ROI report. This varies from company to company so it is hard to determine a formula that will work for all companies. (8)

By having a clear understanding of these metrics, conducting target audience research, and striving to reach social media goals your brand will be on the right track with their social media strategy.

### Social Media Tools

Social Media Tools are an added layer to your social media accounts that gives you a better framework and ability to learn more about your active campaign and accounts. Having good ideas of the types of tools that exist in the social media account space gives you an edge over the competition.

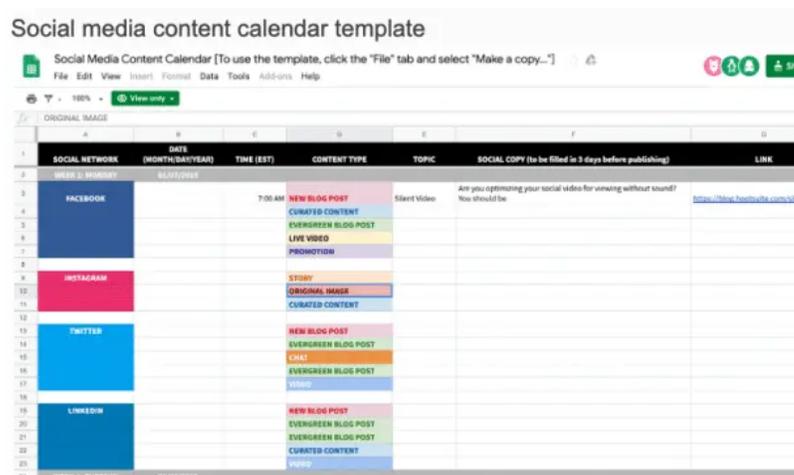


The next sections will give more details breaking down some of the most important categories of tools.

## Content Managers

Content Managers give you a place to organize your accounts which is a benefit. Being able to have one of these tools allows you to see all your social channels in one place. A program like Hootsuite or Sprout Social has the ability to manage major platforms like Twitter, Facebook, Instagram, LinkedIn, and many more. Another benefit of using this tool is that it allows you to schedule posts in advance. This allows you to find the best times of engagement and post within those windows to have your content reach the most people. Content managers also have features within them that allow you to see all of your analytics within one place. Content managers also give you a place to collaborate with others within the business. (9) Content managers do come with a cost. Price varies on each platform depending on what plan you would like. Hootsuite starts at \$49 a month for the “Professional” plan and goes up to \$739 for the “Business” plan. Each of the steps up the ladder adds a little more to the program. For Sprout Social, it starts at \$89 per month per user, and goes up to \$249 per user for the higher plan.

## Content Calendars

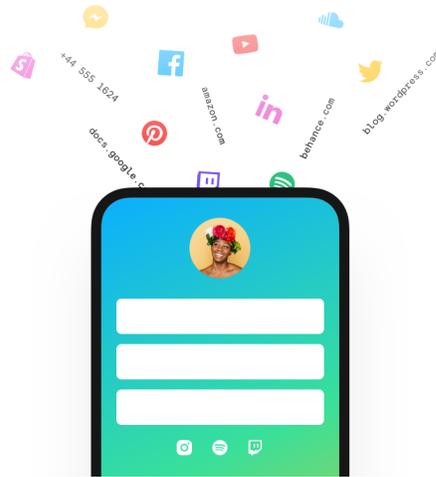


The image shows a screenshot of a Google Sheets spreadsheet titled "Social media content calendar template". The spreadsheet is designed for planning social media posts. It features a header row for "DATE" with sub-columns for "SOCIAL NETWORK", "MONTH/DAY/YEAR", "TIME (EST)", "CONTENT TYPE", "TOPIC", "SOCIAL COPY (to be filled in 3 days before publishing)", and "LINK". The rows are organized by social network: Facebook (rows 3-8), Instagram (rows 9-12), Twitter (rows 13-17), and LinkedIn (rows 18-23). Each row contains a date, a time, and a content type (e.g., "NEW BLOG POST", "CURATED CONTENT", "LIVE VIDEO", "PHOTO/VIDEO", "STORY", "ORIGINAL IMAGE"). The spreadsheet also includes a "VIEW ONLY" button and a "Make a copy" option.

Social Media Content Calendar [To use the template, click the "File" tab and select "Make a copy..."]						
File Edit View Insert Format Data Tools Add-ons Help						
ORIGINAL IMAGE						
	DATE					
	SOCIAL NETWORK	MONTH/DAY/YEAR	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)
3	FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social videos for viewing without sound? You should be. <a href="https://blog.hootsuite.com/2018/01/08/optimizing-social-videos-for-viewing-without-sound/">https://blog.hootsuite.com/2018/01/08/optimizing-social-videos-for-viewing-without-sound/</a>
4				CURATED CONTENT		
5				EVERGREEN BLOG POST		
6				LIVE VIDEO		
7				PHOTO/VIDEO		
8						
9	INSTAGRAM			STORY		
10				ORIGINAL IMAGE		
11				CURATED CONTENT		
12						
13	TWITTER			NEW BLOG POST		
14				EVERGREEN BLOG POST		
15				CHAT		
16				EVERGREEN BLOG POST		
17				VIDEO		
18						
19	LINKEDIN			NEW BLOG POST		
20				EVERGREEN BLOG POST		
21				EVERGREEN BLOG POST		
22				CURATED CONTENT		
23				VIDEO		
24						

Content calendars are also another tool that will allow you to map out your posts for a period of time. With a content manager, this is built into the service giving you a place to outline posts. If using a content manager is not in the strategy at the moment, having a calendar is still important. Calendars are able to be built in programs like Microsoft Excel or even Google Sheets. Allowing all of the aspects of the business access to this gives you a place for departments to add events and news that needs to be posted about the company.

## **Content Developers**



Developing content is another important aspect of your company's social media plan. One of the most popular content creation tools is Canva. Canva is a multi-purpose built platform content builder which is built of free and planned programs. On Canva it allows your business to create a wide variety of content from photos to videos. The Website allows you to create posts that fit the parameters of each platform. Canva has set templates for Instagram, Facebook, Youtube, LinkedIn, and more. Another very popular tool for people in the content creation space is the Adobe Suite of programs. This is built of Adobe Photoshop, Lightroom, Illustrator, and many more. This allows creators to edit, produce, and form content. A part of this suite of programs is Adobe Creative Cloud Express which works with the other parts of Adobe as a Canva alternative. This may be the best option for your company if you are already using the cloud. There are many other photos and video editors which work as great alternatives.

## **Social Media Links**

Another valuable asset to your social media plans are links. Links can be used on almost every platform in one way or another. This allows you to share upcoming events and even link to your other social media platforms. The first place that most platforms have is in profile bios. Social platforms like Instagram, Twitter, Facebook, Tiktok, LinkedIn, and more all have a place for a link to be. Instead of using just one link to have in your bio, many businesses turn to link websites. Some of the biggest are services are LinkedTree, Bio.FM, Tap-Bio. By creating an account it allows its users to place multiple

links to give users one place to find everything. Some platforms have special places within their platforms to use links. Within Instagram you are able to use links on Instagram stories. If your account is able to, you can add swipe links to Instagram stories. This will allow you to link directly to the story. If your account does not allow access Instagram gives you the ability to add a link sticker to your story. With this, you can link to the site you would like by having users click it on the story. On platforms like TikTok, they allow you to use multiple social platforms linking Instagram and Youtube as well as having a link for another website. Other platforms like LinkedIn and Facebook allow you to link websites in your posts.

### **Conclusion**

Social Media is a crucial part of any Digital Marketing Campaign. Having a place to connect with your potential customers gives you the opportunity to reach them where they already are. Having the knowledge of how to build your brand, use social media tools, and how to develop your company's social media strategy allows you to better use your resources. Social media will continue to provide an outlet for brands to connect with their audience. It is important for brands to take advantage of each platform as digital marketing continues to grow.

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### **Images**

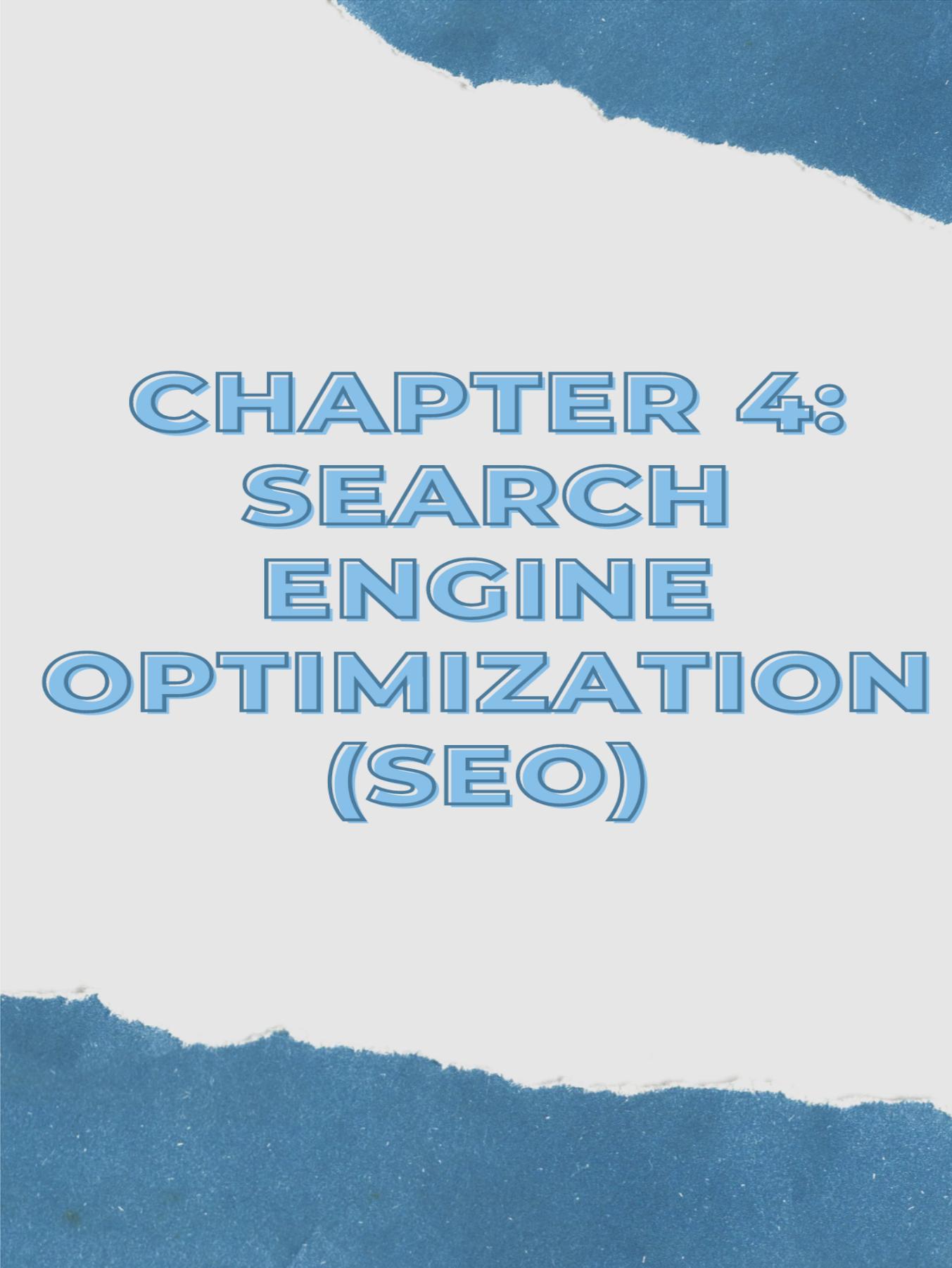
Figure 1 - *How to build a social media strategy in 5 steps*. Entrepreneurs Box. (2021, December 22). Retrieved March 21, 2022, from <https://www.entrepreneurshipinbox.com/29757/how-to-build-a-social-media-strategy-in-5-steps/>

Figure 2 - *5 surprising truths about content marketing for Brand Building*. Kim, L. (2014, April 4). Inc.com. Retrieved March 21, 2022, from <https://www.inc.com/larry-kim/5-surprising-truths-about-content-marketing-for-brand-building.html>

Figure 3 - Inc., H. (n.d.). *Social Media Marketing & Management dashboard*. Hootsuite. Retrieved March 21, 2022, from <https://www.hootsuite.com/>

Figure 4 - *How to create a social media calendar: Tips and templates*. Social Media Marketing & Management Dashboard. (2021, June 1). Retrieved March 21, 2022, from <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>

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# CHAPTER 4: SEARCH ENGINE OPTIMIZATION (SEO)

## Introduction

Search engine optimization is a marketing term that is thrown around more and more especially in online marketing. For some business owners, it can be really confusing to orient in this field as the internet is expanding and growing rapidly.



It is very important to understand that SEO is not something you can just randomly put together. If you want to have a successful approach, you need to have solid strategies and know what metrics, analytics, planning, and rankings to use. In this chapter we will talk about crawling, indexing, ranking, which are important topics to know before diving into content planning, researching, and publishing.

*Figure 1- SEO*

## Overview

Search Engine Marketing (SEM) is a digital marketing strategy that is used to improve the positioning of a website on search engine results pages (SERPS). SEM is a paid strategy of digital marketing that allows your website to reach the top rankings of the search engine. If you aren't willing to pay thousands of dollars to a search engine, you can get your website to the front using organic methods. Search Engine Optimization is an organic method of digital marketing. Like SEM, SEO is used to improve the position of your website, but it is done without paying for it. There are numerous methods to improve your SEO. Search Engines have algorithms that look for elements such as title tags, keywords, image tags, internal link structure, and inbound links. Search Engines also look at site

structure and design, visitor behavior, domain authority, and other external factors. The more traffic that comes to your website, the higher your SEO rankings will be.

## **Content**

Content is one of the important components related to how Search Engines rank a site. The content of a website has many different factors such as keywords, key phrases, keyword intent, understanding SERPs, keyword strategy, site structure, copywriting, optimization, design, and much more. Content is the backbone of SEO and is one of the overarching elements that can help or hurt a site's SEO. Content relies on well-structured pieces of writing that are matching what people are looking for on search engines. Things change daily even hourly and staying up to date and relevant with your content can help you rank higher.

Keywords are an immensely large portion of content and how search engines determine their rankings. Research and knowing what your audience is looking for as well will allow you to curate content that caters to your audience. Keywords don't necessarily mean one word it's just how the term is used; key phrases are also being leveraged to rank higher. Your intent needs to be considered when choosing which keywords you will use, and there are four different forms of keyword intent. "In navigational intent, people want to visit a specific website, but rather than entering the URL, they're entering a term into a search engine. In Informational intent, people are trying to find an answer to a particular question or information on a specific topic. In commercial intent, people want to buy something soon and are doing the research before making a purchase. In transactional intent, people are looking to buy something after doing their commercial intent searches." <sup>1</sup>

Site Structure is another pillar of SEO and can sway your results greatly. When your website has an adequate structure it's easier for Search Engines to understand your site and find what they are looking for. Some practices are used to ensure you have a good site structure. You need to build your site out from the homepage out, and where people are landing on your homepage, moving to category pages, and from their specific pages. This way broad searches are landing on your homepage, and more concise searches are landing on their respective pages.

## **Keywords**

Effortlessly, keywords are topics and ideas that describe what your content is about. When it comes to SEO, we use words and phrases that searchers put into search engines, we can call them "search queries" as well. If you do not know what keywords to use on your page, just try to boil everything such as your images, videos, posts, and put it into simple words or phrases – these will be your keywords.

You should always use only the keywords that are on your page or are relevant to what your current and future customers will search, so they have a better chance of finding the content through the results. Google has a formula that is determined, which sites ranked the highest, and which are the most popular. If you want to get on this list you need to match your content with the right keywords as it will match what people are looking for.

*Figure SEQ Figure \\* ARABIC 2 - SEO*

### **How to use the right keywords**

If you want to get customers you should focus on your keywords as it will get you more traffic to your website. The first step to use the right keywords for your strategy is to make a list of important, or relevant topics that line up with your business. Let's say you own a shop, try to think about your products and simple words to describe them. Put yourself in the shoes of your buyer personas — what types of topics would your target audience search that you'd want your business to get found for? <sup>2</sup>

Secondly, you should understand the effects of the keywords, research, and analyze the result. It is easy to come up with a couple of keywords, however, keywords can have different meanings. For example, you have a golf shop, and your chosen keyword is "club", it can attract an audience that is looking for a place to have a party instead of buying the golf club. The third step is to not be afraid and be creative. You can research some related items. You can take a look at related words or phrases – when you type something in Google if you scroll down Google will give you some other results and suggestions for search to your input.

The fourth step is to not be afraid and use some available research tools. These sites can help you come up with different ideas and most important statistics that match your keywords. Some of the most popular are: Google Keyword Planner, Keywords Everywhere, SEMrush, KWFinder.

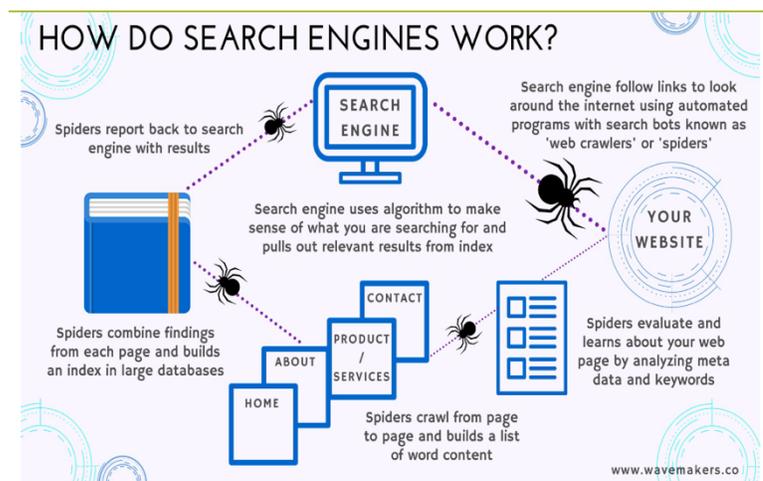
### **How do keywords work**

Keywords are important as they are the line between what people are searching for and the content you are providing. Keywords will fill this need. Your goal in ranking on search engines is to drive organic traffic to your site from the search engine result pages (SERPs), and the keywords you choose to target (meaning, among other things, the ones you choose to include in your content) will determine what kind of traffic you get.<sup>3</sup> Once you come up with a list of keywords you want to use, you need to incorporate them into your content to bring more visitors to your site.

## Crawling

Crawling is an action done by the search engine where it scans or “crawls” your website. It is the main way search engines know what your page is about, and it allows them to connect to millions of search results at once. When search engine bots crawl the web pages, it stores the information about your webpage into a database. When creating your website, search engines must be able to discover all of the content that you want to be crawled, not just your home page. Additionally, it is possible to command the search engine bot on how you would like your website to be crawled. This can be important when you have a certain niche that you want to focus on.

The ranking is a website’s positioning on a search engine results page. Various factors would



influence a website’s ranking on a search engine. A big factor in your ranking is your content relevant to the search term. If you have relevant content that goes along with the subject matter, it will boost your rankings on a search engine. Another way to boost your ranking is to have quality backlinks that lead to your page. When your website is connected to other websites, those viewers of that website

have an opportunity to find themselves on your website. Having these high-quality backlinks will improve your optimization, and increase your overall traffic to your website.<sup>4</sup>

### **Metrics**

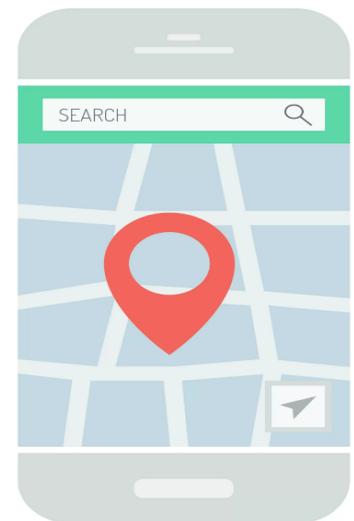
One of the best advantages of digital marketing is that you have the ability to measure virtually every part of your marketing strategy. Today, 53.3% of online traffic comes from organic searches.<sup>5</sup> This means that keeping track of your metrics is even more important today.

KPI in SEO is showing the result of success from your strategies and is indicating the performance of your channels. Understanding the metric will help you to drive organic traffic to your site. Some of the metrics can be focused on ranking your keywords. If you will know what your popular keywords are, and what your not-so-popular keywords are, you can build a better strategy by optimizing those results.

Another metric can come from the organic conversation. If you will know what content is most visible for your audience, and what the consequences of it are, you will build yourself a path to online success. Many sites can help you with that such as Google Analytics or Adobe Analytics. If you will have a grip over those analytics, you can leverage your site and optimized it to get more conversations from it.

### **Analytics**

When dealing with SEO, it is important to look at the analytics of your website. Google Analytics SEO Tools allows you to gain a deeper insight into how customers reach your pages. It allows you to see which keywords bring a lot of traffic in, and also which keywords don't bring in much traffic. In addition, Google Analytics provides raw data of your website, which in the long run provides great insights on how to optimize your webpage. Google Analytics KPI (Key Performance Indicator) is a part of Google Analytics that shows how your website is performing. Google KPI will help show which strategies work, and also which strategies you should stay away from.<sup>6</sup>



## **Ranking**



The ranking is a website's positioning on a search engine results page. Various factors would influence a website's ranking on a search engine. A big factor in your ranking is your content relevant to the search term. If you have relevant content that goes along with the subject matter, it will boost your rankings on a search engine. Another way to boost your ranking is to have quality backlinks that lead to your page. When your website is connected to other websites, those viewers of that website have an opportunity to find themselves on your website. Having these high-quality backlinks will improve your optimization, and increase your overall traffic to your website.<sup>7</sup>

## **Local Rankings**

Local rankings are a major part of SEO because when people are searching for things having a local solution to their search is both convenient and beneficial. Local Rankings are slightly different than regular rankings as Search Engines have specific markers when finding something locally. Search Engines will look for NAP Citations, the searcher's location, online reviews and keywords used in those reviews, and much more. These things help Search Engines understand how useful this business is at solving the searcher's problem. For example, if you search for pizza, it will give you local results of the closest pizza shops, it will highlight those who rate well, and have worked their SEO to do so. This tool is very important because when people are searching locally, they are actively looking for a solution to their needs and are more likely to purchase. Local Rankings also are more stagnant and not shifting like non-local searches. This means you do not have to constantly create and develop new content and find new relevant keywords, it's more like a one-time deal for you to search keywords. Understanding and researching geographic-based keyword relevance is important when working on

local rankings. Ranking highly locally can be extremely beneficial for an organization and is a massive part of SEO. <sup>8</sup>

### **SEO Ethics**

SEO Ethics has two different categories referred to as White Hat and Black Hat practices and revolve around whether your tactics are transparent or not. White Hat is fair, legal, guideline-following tactics that are clear for search engines and viewers. Black Hat is sneaky, hidden, sometimes illegal practices that can cause search engines to flag it, remove the website, or lose viewers. Remaining transparent is the easiest way to keep viewers coming back and not running the risk of being removed or flagged.

White Hat Practices are out front and transparent for both the Search Engine and Viewer to see and identify. Some of the practices are original content, title tags, appropriate alt tags for images, easy-to-read content, honest links, making use of the keyword, and most importantly adhering to SEO Guidelines. Black Hat techniques *Figure 5 - SEO* or practices are discreet and used to trick the user into going to their site. Some of the practices are link trading, link disguising, hidden text, copying content, keyword stuffing, cloaking, JavaScript redirects, and more. These techniques can get you to lose visitors, page removed, or possibly into legal trouble. White Hat Techniques are much more sustainable and allow for you to rank higher without risking certain consequences. <sup>9</sup>

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## Images

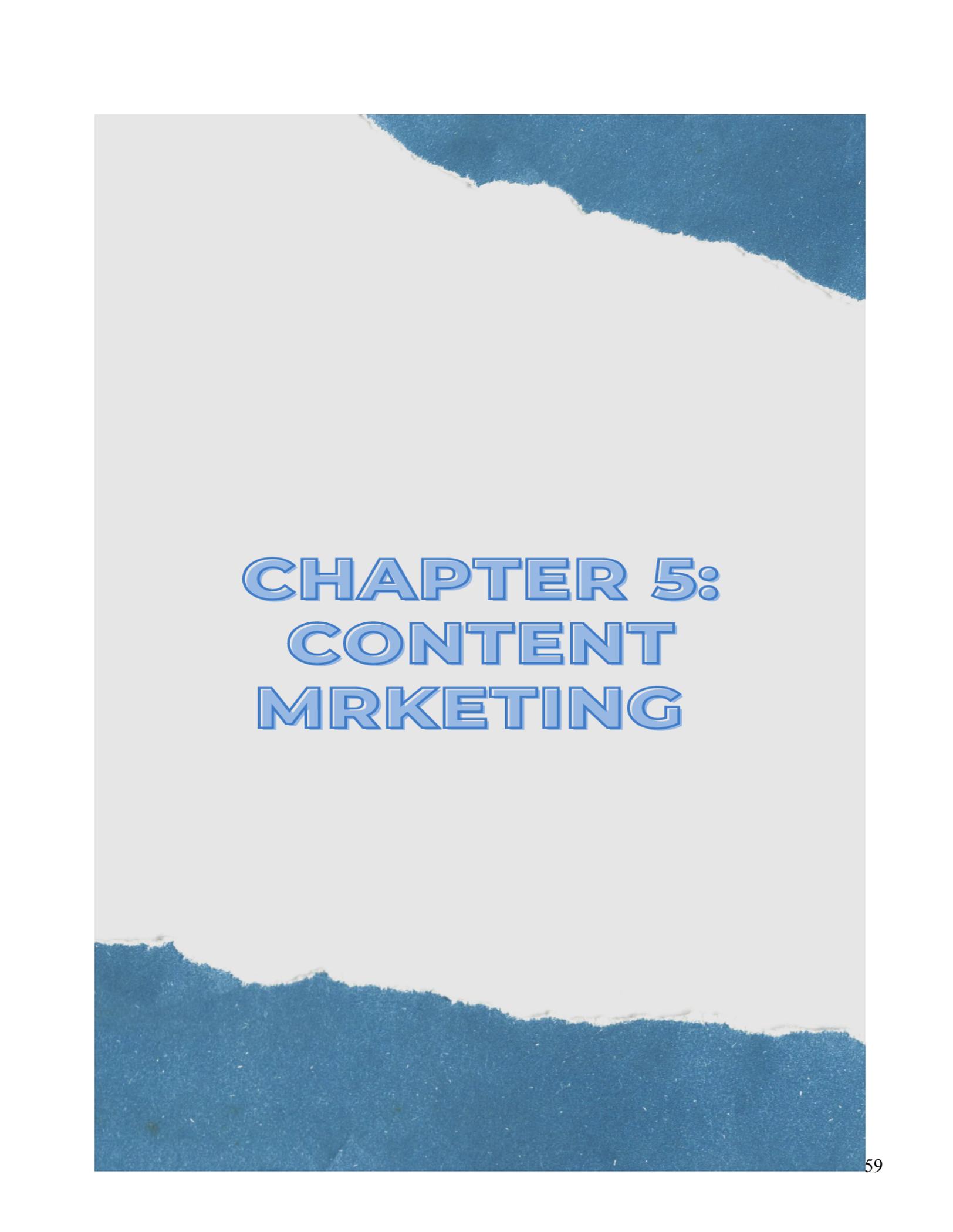
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Figure 3 - SEO: Putu Yeni Navitarini – Director of Sales and Marketing, Khaulah Fadzil – Senior Livelihoods Assistant, Ili Sulaiman – Owner & Chief Executive Officer, Director, C. N. – M., Fidaul, I., Lai, R., & Christina, D. (n.d.). *What we do*. Wavemakers iCal. Retrieved February 24, 2022, from <https://wavemakers.com>



# CHAPTER 5: CONTENT MRKETING

## **What is Content Marketing**

Content marketing is a strategic marketing technique that is developed by creating **content** that is engaging and retains to your **target market**. The content can be in multiple different forms such as articles, videos, podcasts, blogs, newsletters and more. By approaching the audience in this way, you can promote **brand awareness** and keep your brand in consumers' minds for when it is time to buy. Brand awareness is a major part of this process to convey the brand's message and values to potential customers. This is a way to connect with the audience and make the brand recognizable. Keeping consistent with your brand's content marketing produces relationships with existing and prospective consumers making them want to view your content often to keep up to date .

## **Importance of Content Marketing**

For any business or individual, content marketing is an important tactic to take advantage of, especially since it is competitive. It is said that companies achieve 30% higher growth rates than businesses that are not utilizing content marketing. Content marketing will give your audience answers and build that trust that is needed to grow your businesses. This tactic will also generate leads and conversions that come from those relationships that are built with your audience .

## **Customer Life Cycle Journey**

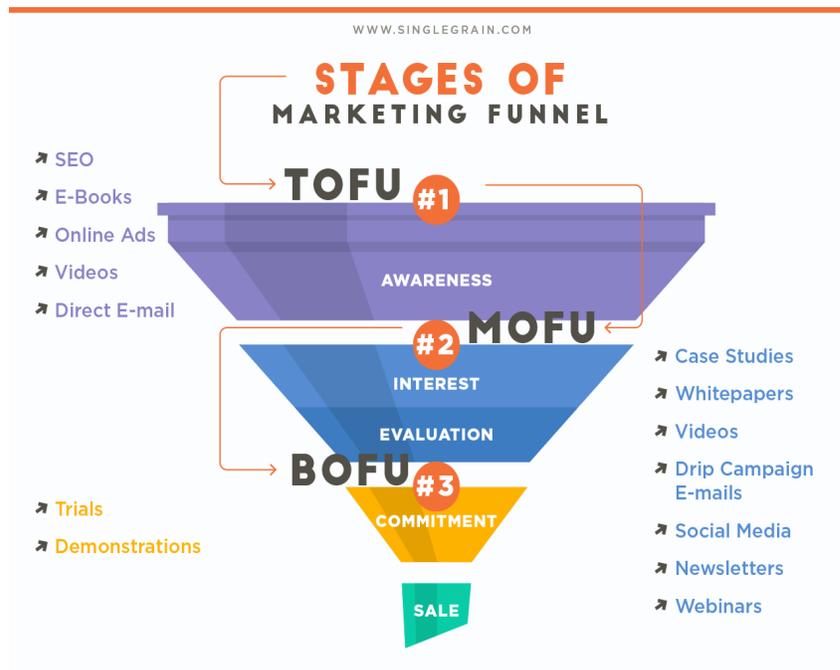
The customer life cycle journey is the process of how customers become aware of a product or service, purchase from a brand and then become a longtime customer at a company. First in the cycle is the need factor of realizing you want a certain item. Second is the research stage where you will go and find products and compare them to other brands or pricing. The third is the selection phase where you narrow down the options and pick the one that best suits your needs. The fourth step is the purchase phase where you buy the product or service and are waiting for it to come in for you to review. Next you will receive the product or service and go through the use and maintain phase where you figure out if the product meets your needs. The final stage is recommending, where you tell others about your experience using the product or service. During this final stage is where consumers can post content and promote the product to their followers .



Figure 1:

**Content Lifecycle (marketing funnel)**

A **marketing funnel** uses a funnel to go through and explain the **buying journey** for a set of consumers. From the time consumers find out about a product or brand to when they make their first purchase. The model works so that marketers can see what consumers are thinking throughout each step of the process. As customers pass through the funnel and get to the narrower part at the bottom of the model, a large amount will disappear and only a few will remain. Any consumers who make it through to the end will now be considered customers.

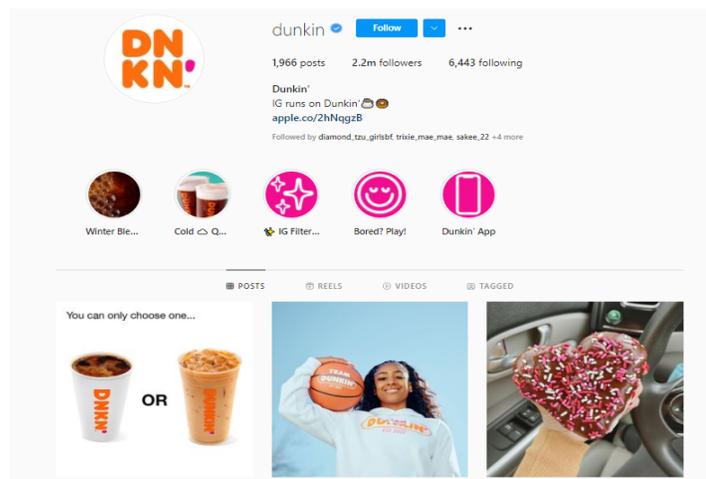


## Figure 2:

The three stages in the content marketing funnel are labeled as discovery, consideration and purchase. The discovery stage is when a leader first finds what you are advertising to them. This stage can be achieved through **SEO**, e-books, online ads, **direct email**, etc. The next stage is consideration. During this stage is when the consumer makes the decision of whether they are interested in what you are selling. They will often compare your product to others in the **market**. The final stage is purchase. During this stage the consumer analyses all the information they have received before choosing whether they want to make a purchase.

**Types of content marketing** There is a variety of diverse content marketing strategies you can use to improve your **marketing strategy**. The most common types of content marketing are social media, infographic, blog, podcast, video, paid ad, SMS, and email.

Social media marketing is when you create and share photos, videos, or Storys on a social media platform. There are a wide variety of platforms that **marketers** can choose from. Some of these platforms include Instagram, Facebook, Snapchat, TikTok, Pinterest and LinkedIn. “Over 3.6 billion people worldwide use social media”, which makes it a huge opportunity for business owners who want to promote their products or services. The photo below shows Dunkin using social media marketing via Instagram.



## Figure 3:

A digital marketing infographic is a visual representation that communicates complex ideas or information in a fast and easy to understand way. Mixing easy to understand wording, quick statements, and graphic visuals, infographics are a great tool to use to get your message across to the audience of your **content**. The picture below is an example of infographic content marketing.

**IBM launches Cloud marketplace with partners**

An estimated **80%** of organizations will use cloud services by the end of 2016.

The market opportunity for cloud computing is expected to exceed **\$250 billion** by 2017, according to Gartner.

Partners: SendGrid, Twilio, CloudPassage, 200 Plus Patterns, Managed Security Services, Mobile Messaging, Cloud Integration, Dedicated Bare Metal, Zend, Redbooks, Clouster, Business Recovery.

The IBM Cloud marketplace is accessible from any computing or mobile device with Internet access.

A wealth of cloud services at your fingertips with a click and the swipe of a wrist card.

Business, development and IT professionals gain instant access to the best of IBM as-service and top cloud providers.

Learn more: [ibm.com/cloud](http://ibm.com/cloud)

**Figure 4:**

Blog content marketing is a strategy that directly and individually communicates with consumers. This helps businesses grow customer loyalty to their **brand**. By using a blog, you can share more about your product, promote other links and add social share buttons. The picture below is an example of blog content marketing.

**Coca-Cola Journey Unbottled our Blog**

FRONT PAGE | BRANDS | VIDEOS | SUSTAINABILITY | INNOVATION | HISTORY | MUSIC | UNBOTTLED

Water for Africa • EcoStyle • North America Community Connections • Food & Recipes • PlantBottle Technology

**FEATURED**

**REFRESHING REMINDER OF HOME: AIR FORCE CAPTAIN'S LIFELONG LINK TO COCA-COLA**

**WHAT'S BUBBLING**  
OUR MOST POPULAR POSTS

- IS YOUR NAME ON A COKE BOTTLE?**  
Ever since the "Share a Coke" campaign kicked off in the U.S. earlier this summer, thirsty fans across the U.S. have been clamoring to find their names on bottles of Coca-Cola, Diet Coke or Coke Zero.
- COCA-COLA LIFE ARRIVES ON SHELVES NATIONWIDE**  
Following an initial summer rollout in The Fresh Market locations across the Southeast, Coca-Cola Life is now available in stores and retailers.
- HAPPINESS SOUNDS LIKE: THE KOOKS' SPOTIFY PLAYLIST**  
After the release of their 2011 LP, Junk of the Heart, British indie rockers The Kooks seemingly vanished for a while, leaving fans craving new material and any

**Figure 5:**

Podcast content marketing is a form of marketing your **brand**, products and/or services through audio. Podcasts are convenient because they allow consumers to listen while going through their normal daily activities like running, cooking, cleaning, driving etc. “A 2020 survey found that 49% of 12- to 32-year-olds in the U.S had listened to podcasts within the last month, with an average of six listening hours a week”. The growing interest that **consumers** have in podcasts along with the ability to be creative while discussing topics makes podcasts a terrific opportunity for companies to grow their **brand**. An example of podcast content marketing is a podcast called “Open for business by eBay. This podcast is told in a journalistic/ interview style and focuses on entrepreneurs who grew their businesses from an idea to a full- fledged company.

Video content marketing is when content is shared online in the form of videos. This video content can be published on platforms like YouTube, courses, **webinars**, or a social network. “According to Wyzol research 69 % of consumers say they prefer to learn about a brand's product or service through video. Video marketing can boost **conversions**, improve **ROI (Return on Investments)**, and help you build relationships with audience members”.

Paid Ad content marketing is marketing that involves a form of payment. This includes pay per click advertising, **branded content**, and display ads. Paid advertising is an important part of growing a business because it helps you get seen. This form of advertisement helps brands be seen by a wider range of consumers and helps them get their product in front of the right people who are most likely to buy. There is a wide variety of choices when it comes to where to place paid ads. These ads can be put on social media, **landing page**, banners, and **sponsored content, etc.**

SMS content marketing is a practice of sending promotions via text message to your consumers directly. This practice is opt-in and requires people to subscribe, which means you will need to collect contacts. There are several types of SMS including personalized promotions, surveys, **remarketing**, latest offers, or discounts. Today, consumers are used to connecting with their favorite brands/companies through direct messaging.

Email content marketing can be used to help businesses promote themselves to consumers through email. These emails will help customers become aware of current offers and items that they may not see if they are not in your email list. This tool has become popular in recent years because users are tasked to take some type of action on email because it will be left in their inbox unread if not. This tool can help build relationships with your target market while also driving traffic to your other platforms whether it is social media channels, websites, or blogs.

## **Conclusion**

In conclusion, content marketing has a lot of elements to go through before getting to the final product. Every business should consider utilizing this tactic and getting familiar with the steps it takes to make the product memorable for the consumer. Having knowledge of how consumers go through the customer lifecycle journey is crucial in knowing how to get the content out to them effectively. The content lifecycle is also important to consider within this tactic because it details stages of when you can produce and let out content to appeal to your audience. Content marketing has many avenues to consider and to take advantage of during your marketing strategy process.

## Key Words

**Target market-** A select set of consumers that you are trying to target.

**Brand awareness-** How well known your brand is to consumers.

**Marketing funnel-** A model for understanding the process of turning leads into customers

**Buying journey-** Describes the buyers' path to purchase.

**SEO-** Search engine optimization

**Direct email-** Form of marketing where campaigns are sent directly to a selected list of emails.

**Market-** An area or arena in which commercial dealings are conducted.

**Consumer-** A potential customer

**Brand-** Company that represents what is being sold.

**Conversions-** A visitor to your website who completes a desired goal.

**ROI-** Return on investment

**Landing page-** First page that customers see

**Remarketing-** This is a tactic that serves to target ads to individuals who have previously interacted with your brand.

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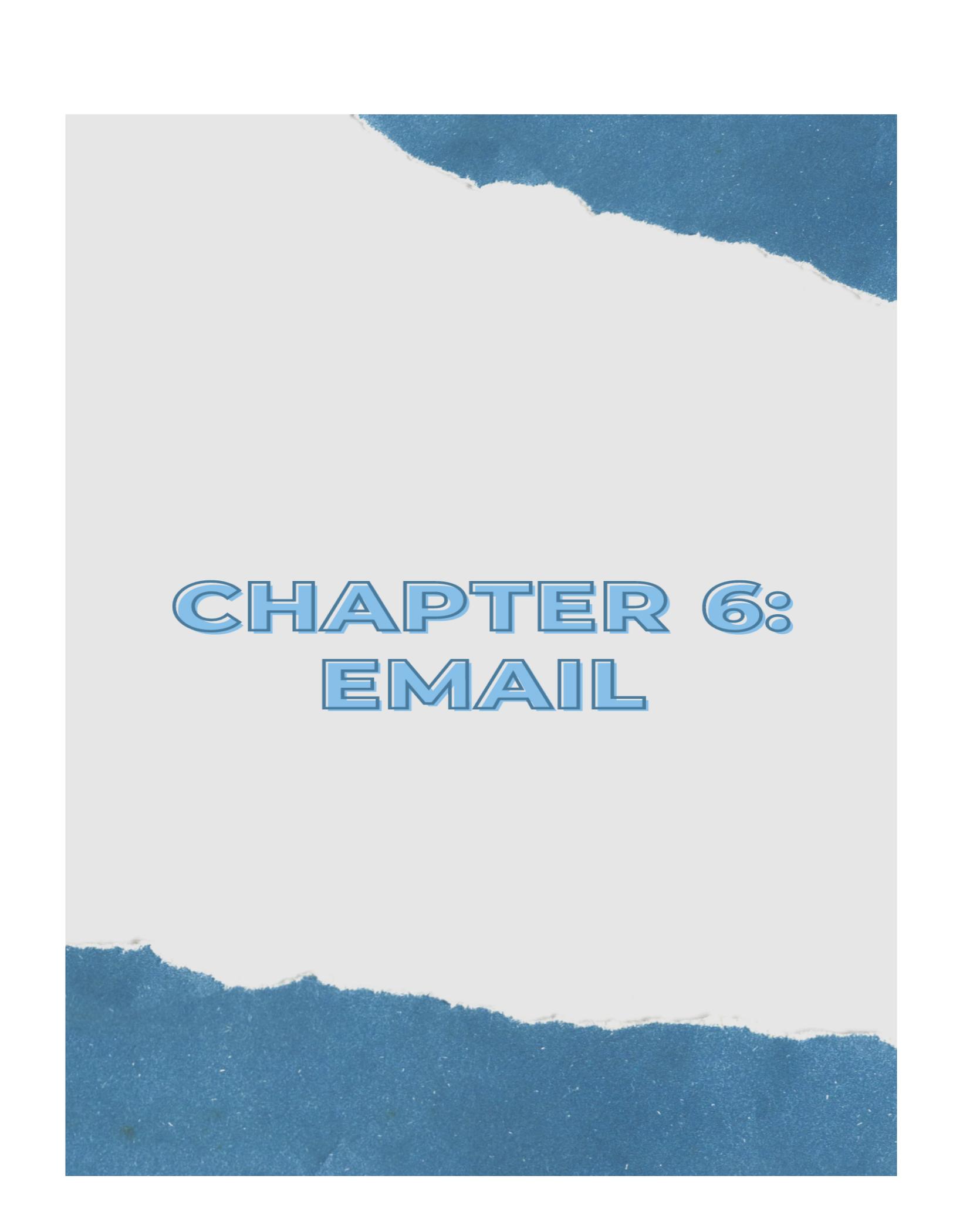
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Written By Eric Siu Eric Siu is the CEO of digital marketing agency Single Grain. (2022, February 9).

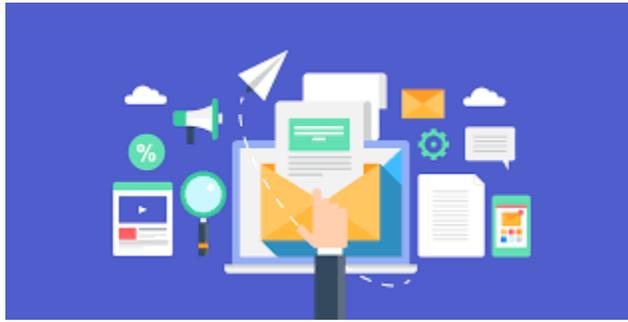
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# CHAPTER 6: EMAIL

## **Introduction:**



<https://platform.fynd.com/blog/post/email-marketing-a-complete-guide-for-beginners>

Email digital marketing is an influential marketing channel that business's use to promote their products and services. Email marketing is essentially the same as direct mail, just through technology. Businesses generally use email marketing to share their new promotions, their new products and/or services and newsletters or websites. Email marketing helps businesses keep their customers updated. Email marketing has many advantages as well as disadvantages. One advantage is being able to connect with one specific consumer group. Email marketing can be individualized. For example, if you sign up for a business rewards program, they may send you a happy birthday email or a happy birthday coupon. One disadvantage is driving some customers away. This can happen because if a business sends too many emails for the customers liking, the customer may unsubscribe from emails. It may turn into just spam or junk mail. Businesses really have to think through how many emails to send per week, so their customers do not get annoyed and unsubscribe all at once.

Although there are many newer and more popular marketing strategies like podcasts and webinars, email marketing is still one of the most effective marketing channels. "In fact, email generates \$42 for every \$1 spent, which is an astounding 4,200 ROI, making it one of the most effective options available".<sup>8</sup> Email marketing works for many different businesses in their own way. 4 out of 5 marketers say they actually rather stick with email marketing rather than social media. Social media is a growing marketing channel however email marketing seems to be the best strategy as of now. Email marketing is a very popular marketing channel and more than 306 billion emails are sent and/or received each day. Due to this, email marketing is able to reach so many more people in one day than any other marketing channel. Depending on how you spend your daily life, the average person sees about 4,000 advertisements per day. Obviously, a person who works a 9 hour day doing construction will see much less than 4,000 advertisements.

Permission-based email marketing is what most companies use. Permission-based email marketing is sending the promotional emails to customers who have opted into them. Permission-based email is the most popular and most effective email marketing strategy. Email marketing is used to promote sales as well as get the company's name and products out there. It is used with a sense of urgency in the subject line so receivers of the emails are more likely to click on it. For example, a subject line could be “LAST DAY: Buy one get one 50% off”. This gives a sense of urgency to the customer. In email marketing having sayings like last day, now or never and last chance are very important. Whether the customer buys from that email or just clicks and reads it, it still is reaching the target market.<sup>2</sup>

Overall, email marketing is one of the most effective marketing strategies. Most people check their email multiple times per day. A good subject line in the email that will draw the

Customers with a sense of urgency is key. This will make the customer click on the email and see what it is that the business is promoting. Email marketing is a very influential marketing strategy.

### **Email Digital Marketing:**



<https://blog.coursify.me/en/email-marketing-for-small-business>

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<sup>2</sup> Agius, A. (n.d.). What is permission-based email marketing? (+best practices). Learn Hub. Retrieved March 2, 2022, from <https://learn.g2.com/permission-based-email-marketing>

<sup>8</sup> Lesonsky, R. (2021, December 10). Email marketing: Still the most powerful tool to take your business to the next level. Forbes. Retrieved February 28, 2022, from <https://www.forbes.com/sites/allbusiness/2020/10/26/email-marketing-still-the-most-powerful-tool-to-take-your-business-to-the-next-level/?sh=7506975234bf> 20time

Email marketing is one of the top methods of marketing used by companies around the world. Email marketing has many advantages and benefits in marketing. There are few major advantages to email marketing. The first advantage is being able to create a 1 to1 channel that allows for personalized content. Personalized content helps engage the customers, things like geography and engagement rates are used to help marketers target emails to specific groups and understand how to change the emails to get a better engagement rate. Many marketing emails might use first names in the email to grab the reader's attention and make it feel more personalized to their experience<sup>8</sup>.

Another key advantage of email marketing is being able to reach the right people at the right time. This is known as contextual marketing, which is used to “deliver the right content, to the

right people, at the right time”<sup>5</sup>. Email marketing can be used by any marketer for a variety of purposes. One of the major appeals to email marketing is that it's very cost-effective. This is because it costs marketers nothing to send out emails to customers unless they decide to use an email marketing company then it can cost anywhere upwards of 200 dollars.

### **Email Marketing Campaigns:**

Email marketing can be used for retention campaigns in order to increase repeat customers and keep them engaged and happy. Marketers also use email marketing as a method to increase activity on their social media accounts. They use the emails to help remind subscribers that they have a social media presence and to encourage subscribers to engage with the social media accounts<sup>3</sup>. This helps to keep subscribers feeling connected to the brand and updated on things happening within the brand.

Based on our research we have determined that there are 6 major components to an effective email marketing campaign. The first component is developing a clean email list for customers and making sure that every email address is obtained legally and through forms. The

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<sup>8</sup> Lesonsky, R. (2021, December 10). Email marketing: Still the most powerful tool to take your business to the next level. Forbes. Retrieved February 28, 2022, from

<https://www.forbes.com/sites/allbusiness/2020/10/26/email-marketing-still-the-most-powerful-to-ol-to-take-your-business-to-the-next-level/?sh=7506975234bf> 20time

second component is making sure the email is clear when communicating the point it is trying to get across. Third is to include call to action and links to the platform as well as a link to unsubscribe from the emails. Then there is having a good subject line and making sure it engages the receiver to open the email. Fifth, is making sure to include personalization of the email making it more friendly to the customer and helping to better engage them with your company. The last step is to test your email campaign so you are able to optimize your results and generate more \_\_\_\_\_

<sup>3</sup> Campmonauthor. (2022, February 24). How to integrate email marketing with a social media strategy. Campaign Monitor. Retrieved February 27, 2022, from <https://www.campaignmonitor.com/blog/email-marketing>

<sup>5</sup> Francisco, K. (2020, August 11). 6 elements of an effective email marketing campaign. MarketingCraft. Retrieved February 28, 2022, from activity.<sup>6</sup>

### **Analytics:**

Email marketing is considered one of the most effective marketing strategies in digital marketing. It's more than just sending the send button on an email. Email marketing uses various analytics and metrics to track how effective an email is to consumers. Companies use email marketing daily for newsletters, sales, promotions and discount codes for its consumers. Below are eight important email marketing analytics to track in email marketing.

**Clickthrough Rate:** The percentage of email recipients that have clicked on multiple links in a single email <sup>4</sup>.

**Conversion Rate:** The percentage of email recipients that click on a given link in an email and have fulfilled the desired action <sup>4</sup>.

**Bounce Rate:** The percentage of total emails sent that could potentially not be successfully delivered into a recipient's inbox <sup>4</sup>.

**List Growth Rate:** The rate at which an email list is growing <sup>4</sup>.

**Email Sharing/ Forwarding:** The percentage of emails that have been forwarded to a friend or shared to a social media platform <sup>4</sup>.

**Overall ROI:** The overall return on an investment on an email campaign <sup>4</sup>.

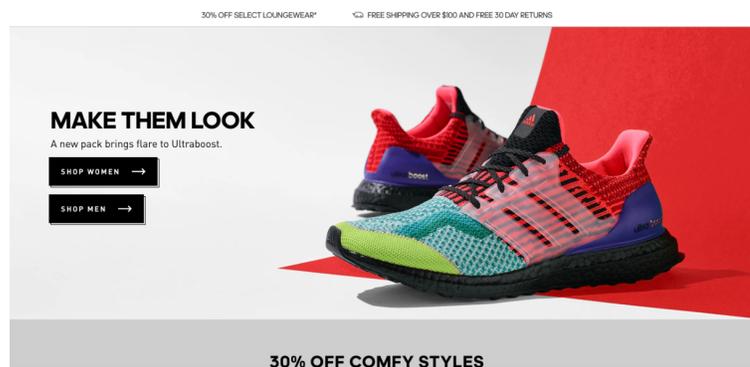
**Open Rate:** The percentage of individuals who open an email <sup>4</sup>.

**Unsubscribe Rate:** The percentage of individuals who unsubscribe from an email list <sup>4</sup>

### **Effectiveness of Email Marketing:**

While email marketing is an effective tool for individuals and companies to use, it's one of the most effective marketing tactics to use. Email marketing still promises to deliver the highest ROI of all marketing channels, with \$42 back for every dollar you spend. Companies are taking advantage of that effectiveness, with 66% of businesses surveyed saying they use email marketing to promote their business <sup>6</sup>. While there are numerous email marketing metrics to use as explained above the two most common metrics used by small businesses are open rate and click-through rate. In order for these metrics to be effective the email strategies need to be personal, targeted and designed with the recipients objectives in mind <sup>6</sup>. Growing an effective email list is very important for your email strategies to work. 42% of small businesses surveyed with more than 500 subscribers said their email marketing strategies are very effective. Compared to 20% of small businesses with 500 or less subscribers say the same <sup>6</sup>.

### **Case Study**



### **Case Studies and Best Tools to Boost Your Email Marketing Strategy**

Adidas, a company known for its footwear and apparel is honing its email strategy to target \_\_\_\_\_

<sup>4</sup> Cox, L. K. (2022, January 20). Email analytics: The 8 email marketing metrics & kpis you should be tracking. HubSpot Blog. Retrieved February 28, 2022, from <https://blog.hubspot.com/marketing/metrics-email-marketers-should-be-tracking>

<sup>6</sup> Geyer, A. (2018, May 1). How to implement contextual email marketing. Vision Advertising. Retrieved February 27, 2022, from t

<https://www.forbes.com/sites/allbusiness/2020/10/26/email-marketing-still-the-most-powerful-to-ol-to-take-your-business-to-the-next-level/?sh=7506975234bf20time>

new subscribers. Once an individual would subscribe to Adidas email list they would receive a welcome email. After they have received the welcome email Adidas would inform the subscriber that they have received enough points to unlock an exclusive product including customizing a pair of shoes. Adidas sends another email requesting email and product preferences which the subscriber can customize and personalize <sup>1</sup>. They also send a link to download their app on subscribers' mobile devices. Once a purchase is made by the subscriber Adidas will send an email to them two weeks later asking about their experience with the product and if they are satisfied with it. Subscribers will continue to receive emails from Adidas based on their email preferences <sup>1</sup>.

### **Conclusion:**

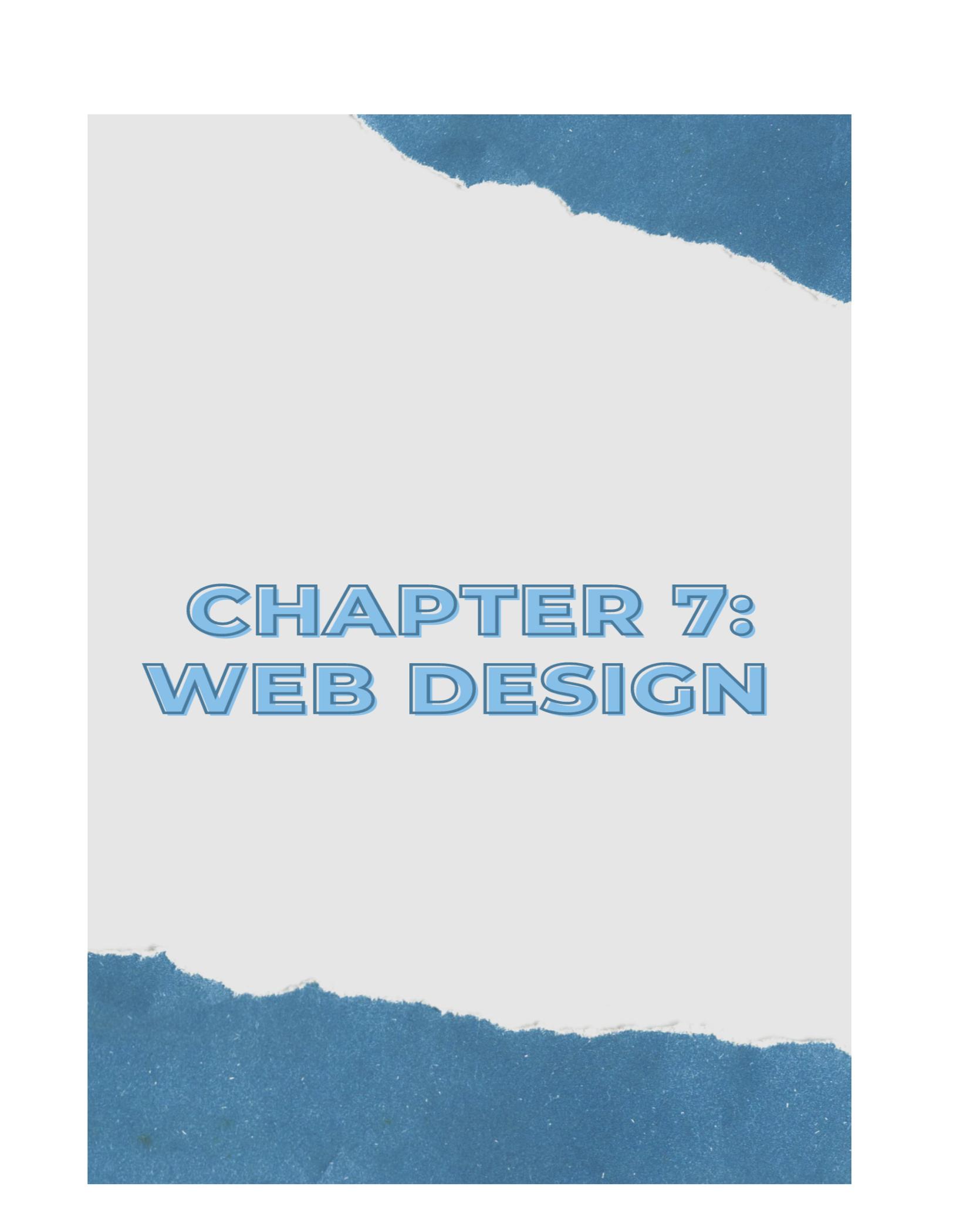
Email marketing is a very useful tool when it is used correctly and for the right reason. Understanding how to properly construct and email is the most important part when email marketing. As well as, understanding how to engage the targeted audience and generate a response to the email. Email marketing is a great tool for marketers to use to promote because it is cost efficient and can be directly personalized based on that person or region. It also allows you to connect with a larger audience and expand your company's connections. However, when using email marketing in business you have to be careful with the composition of emails and when these emails are sent and with what content. For example, if a store asks for your email for order confirmation at check out this does not mean they want to subscribe so it is very important to make sure your emails have a way to unsubscribe located on the bottom. It is also important that each

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<sup>1</sup> Andrews , E. (2020, November 23). Case studies and best tools to boost your email marketing strategy. Nimble Blog. Retrieved February 28, 2022, from <https://www.nimble.com/blog/email-marketing-best-tools-case-studies/> information onto the email like personal address or other personal information. How a company chooses to use email marketing is all based on how they intend to promote their company. As

stated in this chapter there are many uses for email marketing and many things email marketing can tell you as a business.

<sup>4</sup> Kirsch, K. (2022, January 20). The ultimate list of email marketing stats for 2022. HubSpot Blog. Retrieved March 2, 2022, from <https://blog.hubspot.com/marketing/email-marketing-stats> email contains very little personal information. For example, a first name may be used to address the person but using a last name might freak out the customer, as well as adding their personal information.

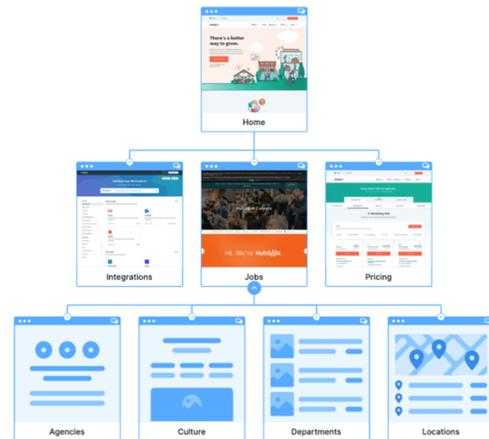


# CHAPTER 7: WEB DESIGN

## Intro to Web Design

**Web design** is the design of the websites you see on the internet, coinciding with the user experience of the website, rather than the actual coding behind the design.<sup>12</sup> Designing a website is more important than just creating a good aesthetic for this browser, since the actual functionality of the design can make or break the quality of the website. To ensure a good experience for the user, it is important for the layout of the website to be user-friendly, as well as be easy to navigate. Web design supports a brand in being able to leave a meaningful impression on the user.<sup>7</sup> Elements that are important to include is an easy-to-navigate interface, appropriate use of graphics and images, a color scheme, and well-written and well-placed text.<sup>5</sup> To be able to create your website, use one of the various website builders intended to create your desired website with ease. These **website builders** include applications like Wix, Squarespace, WordPress, GoDaddy.<sup>2</sup> Images, fonts, colors, layout, spacing, and shapes will all be customizable in these applications, and will affect the perception of your website, as well as the overall look of your end product.

### User-friendly Experience



To create the best user experience, it is important to incorporate balance, contrast, rhythm, emphasis, and unity into your design. Direction lines, shapes, color, and texture are all factors that need to be kept in mind to create a functional layout for the user.<sup>4</sup>

When creating a functional layout, you must focus on usability and accessibility<sup>2</sup> & <sup>4</sup> (see *figure 1*). This means that the site should be easy to navigate with no distractions. Distractions on

websites can include numerous pop-up windows, whether it be for an advertisement or from the actual site's company.<sup>13</sup> Navigation should be easy for the user, ensure that there is a primary navigation bar towards the top of the page and if necessary, have more in-depth navigation on the footer.<sup>5</sup> Make sure not to have too many navigation options on the top of your page since it could be overwhelming. Also, if possible, include a search bar for the site next or near to the navigation bar.<sup>5</sup>

When designing the format of your website, you must create a **wireframe map**, which is a map of how you organize the site's pages (see *figure 2*). Visualizing the page set-up can ensure that you don't make the site visitor have to dig deep for the information they need.<sup>5</sup>

## Landing Page

The **landing page** is where users “land” after clicking on the webpage from another digital platform. Once on the landing page, users are encouraged to interact and use the site<sup>10</sup>. For example, joining the emailing list or buying a product. Landing pages are important because they help lead consumers to specific products or services and encourage them to take action.

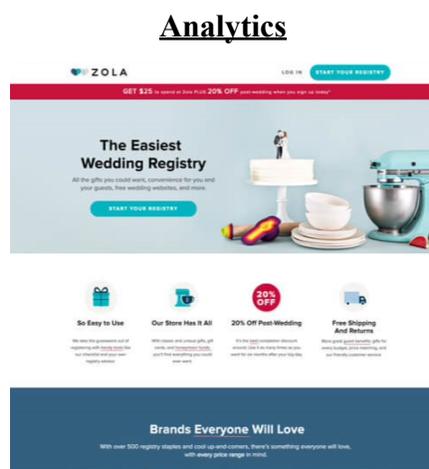


Figure 4

Analytics are important to look at when focusing on web design. There are many numbers to look at including, bounce rate, visits, and pages per visit to name a few. These numbers are bound to change based off how effective your landing page is, the question you should be trying to answer is; is what the user first sees intriguing enough to stay and interact with the site?<sup>7</sup>

**Bounce rate** is the percentage of users who land on a page on your website, then leave. They don't click on anything else on the site.<sup>13</sup> To ensure a lower bounce rate, a web designer should bring their attention to three things: quality & credibility, user control, and instant gratification.<sup>3</sup> If a web user opens a link and they find the site to be disorganized and not credible, they are likely to leave the site and search elsewhere. If a user is on a website and they can't control the site, meaning navigation buttons aren't working or random pop-up windows appear, then they are likely to move on to a different site. Lastly, web users insist on instant gratification, they are impatient. If a user doesn't see the answer to their question right away, they are likely to look somewhere else.

**Visits** and **pages per visit** are very different in terms of web design. If your landing page has a visit but isn't effective in getting any interaction, then there is something missing on your landing page. If there are many pages per visit, then that means the landing page was effective to make the user interact with other parts of the site. In *figure 3* you can see what an analytics report looks like with Google analytics.

### Interactions



**Web interactions** is the relationship between users and web applications to search information about their own needs for entertainment<sup>1</sup>. Interactions is classified as the moment where the user is scrolling, clicking, or moving the mouse, and is met with a response. There are many different



tips to achieve interactive website content. For example, to ask for ratings, incentivize with rewards, encourage reader feedback, *Example of Interactions on a website – Figure 5* posting user generated content, and include social media links<sup>8</sup>. Not only can this draw more users to the site, but it can generate more feedback on how you are doing and understand the needs of potential customers. The best way to track audience interactions is by using a customer relationship software. This software help manage customers databases, and regularly update customers profiles with the latest information<sup>7</sup>.

### **Aesthetics & Trends**

Maintaining satisfying and consistent **aesthetics** on a website is crucial to keep the interest of the user that is on the website. It is important to keep in mind that fonts, colors, images, layout, spacing, and shapes will all affect the ending look of your website. To achieve a consistent theme throughout, it is important to maintain these elements by keeping the theme regular. For example, a website should have **typefaces** that are consistent throughout the page. The typeface isn't the only thing that is focused on for an aesthetic. **Colors** also play a big role when creating the web design for a brand. Colors should be consistent and pleasing to the user. Colors have a significant impact on the user experience, as well as the brand, the proper use of color increases brand recognition by 80%<sup>6</sup>. One main component of the identity of a brand is its color. It is important to maintain a color that is meaningful and relevant to the company.



*Colors persuade emotions and the personality of a company - Figure 6*

Another important component that involves color is the color scheme. A brand's color scheme appeals to the user, and also creates a recognition towards that brand. For example, Southern New Hampshire University has their own particular color scheme of blue, yellow, and white. When seeing these colors, it is a recognizable brand because of the consistency the brand has kept with the same colors. It's important to have these colors to be easily recognizable because it would confuse the user if they are not familiar with what colors represent the brand. It's like changing your businesses address, and not telling anyone. The same goes for the typography on a website. Users want to see the same consistent fonts throughout the webpage.

When maintaining a concrete web design for a brand, focus on keeping the information clear and concise. It is quite easy to lose a customer by having too much overwhelming information and content. This goes hand and hand with the **landing page**, with what the user is first greeted by when visiting the website. Elements and text can be broken up using white space. Whitespace is simply the negative space on a website you will see, which minimizes distractions for the user, especially while reading.

## About & Contact Page

The **about page** is primarily used for educating the user on the business/brand, and its operations. An 'About' page often will include but is not subject to, the history of the business, a purpose or goal, and introducing a team/representative. An about page evokes a humanizes the website a bit more, reminding the user of the face and purpose behind a brand. About pages are often found in the "Navigation" bar of the website, which users can access to educate themselves more on the brand. This is essential to have and goes hand and hand with a **contact page**. The contact page can be located within relevancy to the About page. When a user visits the contact page, they are going there in expectation to receive contact information. This page should avoid having any misleading details because it can quickly frustrate users when visiting a page without practical information. For example, US.Yamaha.com once made this mistake when enlisting a 'Contact page', and not providing any contact information. Many users found frustration with this, which immediately leads to frustration with the company. This can easily be avoided by not providing misleading information. Providing an About and Contact page is essential, especially when looking to gain new customers.

## Conclusion

Learning about all the elements and what is important in web design is essential to correctly get across your goals and aesthetic for your website. These components can impact your visits, your click-through rate, as well as whether or not a viewer will get to their desired destination. Making sure you create a cohesive and impactful website and landing page is essential to having a functional and successful website. By customizing your colors, layout, spacing, images, and fonts to match your brand and also be easy to look at, will help with the success of the website and your company. Creating a great layout, aesthetic, and consistently looking at analytics and trends, will result in the best and most updated page for your brand.

## Keywords

**Web Design:** The design of websites that are public on the internet<sup>12</sup>

**Website Builder:** A web service that helps build a professional website without coding<sup>2</sup>

**Wireframe Map:** A visual aid for the implementation of various pages on a website<sup>5</sup>

**Bounce Rate:** The percentage of people who land on a webpage, then leave with no other action on the site<sup>13</sup>

**Visits:** The amount of people who open the webpage, most commonly the landing page<sup>13</sup>

**Pages per visit:** The measurement of how many different pages the visitors engaged with on the website<sup>13</sup>

**Typefaces:** the design of lettering the design of the website will utilize to enhance brand identity.

**Aesthetics:** Overall appeal of a brands visual identities.

**Landing Page:** Landing pages contain lead forms that ask visitors for their contact information in exchange for something of value, otherwise known as an offer.<sup>9</sup>

**About Page:** Educates the user on the backstory of the business/brand, and its operations. This will often include but is not subject to, the history of the business, a purpose or goal, and introducing a team/representative.

**Contact Page:** Located within relevancy to the About page. The contact page should include the contact information for the organization/business.

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# CONCLUSION

## Conclusion



## **Introduction**

This book was written by a class of students from Southern New Hampshire University to help others learn the basics about digital marketing. Throughout this book we have learned some very important parts of digital marketing strategy and how to use the tools provided. There are important tools and strategies to use for digital marketing. SEM and SEO are important strategies and tools to use to improve the position of your website on SERPS. It is important to understand the different types of social media marketing and how to use them. It is important to know the ins and outs of branding to make sure a business has a recognizable identity. Making sure you know the elements and importance of web design is crucial to having a successful website. Content marketing is important to learn about so your business is able to successfully grow.



*If you stay until the end of this book you can read about future trends and how to keep up with ever changing digital marketing!*

## **SEO/SEM**

Search Engine Optimization/Search Engine Marketing is a marketing technique that improves a company's website visibility to those who are searching for specific keywords. The more visible a company is via SEO, the more attractive it looks to users. When a company ranks high in a search result, the more traffic they will receive on their website. This is an important and effective marketing technique.

## **Content Marketing**

Content marketing is a technique that helps engage and reach your target market. This is important because it helps your business grow and succeed. Learning the basics of the marketing funnel is important because it is the first stage before moving into the customer life cycle. It is important in understanding where your company is within these life cycles to know what your next step will be. Knowing the different types of content marketing is important in deciding which platform to use based on your target audience.

## **Social Media Marketing**

Social media is important for marketing your products because in the past 20-30 years it has become a staple in everyday lives. There are many different social media sites that a company can use depending on who they want to market their products to. It is important to know the different types of social media and what their target audience is, so your company can be successful. It is important to understand different strategies within marketing on social media because it helps build goals for the company to become successful.

## **Branding**

Branding is important because it can make or break your company. Branding helps shape people's perspectives on what the company is. Learning about how to create your company's mission and vision statement is important because it shows what your company aims to become and why. It is also important to research your competitors, so your company can be successful. Creating a brand identity is extremely important to making your company successful. It sends a message to your target audience of why they should invest their time into your company.

### **Strategy**

Learning and understanding the Five P's; product, placement, price, promotion, and purpose, of the marketing mix is important for advertising a product. This determines how companies advertise their goods or services. Having a business model is important to determine the best way to make a profit based on qualitative components and quantitative components. Understanding the basics of social media management tools, target market, CRM, and analytics is important to be a successful business.

### **Email**

Learning the do's and don'ts of email marketing is important because it has its advantages and disadvantages. It is important to know when to use email marketing because it can be a great tool to promote your company. Learning about email marketing can help build your brand because it teaches you how to use email for marketing without hurting your company's brand.

### **Web Design**

Web design is important because it helps leave a meaningful impression on customers. Having a user-friendly experience is important because it helps users want to stay on your website and easy to navigate your website. Landing pages are important when designing a website because it draws the users in and encourages them to interact with your website. When

designing a website, it is important to keep in mind aesthetics and trends. This is important because it keeps the users' interest and encourages them to look around your website.



### **Future trends**

In a world where technology is so quickly evolving, it is safe to say that the future of digital marketing is currently evolving right in front of our eyes. Now more than ever, businesses have a seemingly unlimited amount of outlets at their disposal to reach their target market. That being said, those who take advantage of said outlets and trends going alongside with them, will reap the benefits whilst those who do not are more than likely to fall by the wayside to the competition.

Currently at the time of writing this, there is arguably no trend larger than that of augmented reality. With things such as NFT's and the MetaVerse coming into major prominence in the last year, it is becoming inevitable for several different aspects of our everyday life to some way or another get in on the success. Digital marketing is no exception in that. For example, several different big-name companies from Gucci to Hasbro, have been putting ad space within the Facebook MetaVerse. In the coming years, something like this will not sound as uncommon as it may currently.<sup>2</sup>

Yet another major factor in digital marketing comes by way of different social media influencers. Perfect example is Dunkin Donuts linking themselves to Tik Tok phenomenon Charli D'Amelio. Dunkin Donuts partnered with the Tik Tok star and gave D'Amelio her own drink that you could order at any given Dunkin Donuts location. The campaign saw huge success, mainly in part to D'Amelio's astronomically large following on all social media apps besides Tik Tok alone. McDonalds has also been doing something similar within the past year as well, giving celebrities such as Travis Scott, J Balvin, and BTS their own customized orders that you can order at the restaurant. Linking your brand or company is definitely nothing new by any means, but the personalized aspect of it is what has become a major selling point that has seen immense success.<sup>3</sup>

### **Changes of Digital Marketing**



Digital marketing has changed drastically over the decade as the use of smartphones and the internet started to rise. One of the many changes seen in digital marketing is social media. Social media is now seen as an impactful marketing tool. Platforms such as Facebook, Instagram, Twitter, and even TikTok are being utilized by major brands to promote their products and services to a bigger audience.

Businesses now also are building their own websites. This is a change in digital marketing as companies see the benefit of having a website. As more consumers are entering the digital world, it is important companies have an easily accessible platform. This will increase their online foot traffic and it'll make them look more appealing and desirable as a brand.

Youtube is another drastic change in digital marketing since the 2010's. Businesses have been taking advantage of this platform as a marketing technique. "Today many companies and businesses have dedicated YouTube channels for marketing purposes".<sup>1</sup> There is also a good chance that celebrities we know today most likely started on Youtube as it was such a great way to be seen. Justin Bieber, Shawn Mendes, and Alessia Cara are just a few people who were discovered on Youtube. People brand themselves using this platform.

Lastly, SEO (Search Engine Optimization) changed digital marketing drastically over the decade. Black-hat keyword techniques were eventually recognized and are no longer tolerated by Google. Once the black-hat technique was detected, SEO was improved. Now when keywords are searched, more authentic and trusted websites will pop up as they are geared more toward the user.

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