

ELECTRIC

DIGITAL MARKETING:

HOW TO

JUMPSTART YOUR STRATEGY

About the e-book

Electric Digital Marketing: Jumpstart Your Strategy is a e-book that was written by a class of students from Southern New Hampshire University to help others learn about creating a digital marketing strategy. This book is a free & easy guide to learning the fundamentals of digital marketing based on their studies from the class. Students in the Social Media Marketing class were learning the tools and skills to implement a digital marketing strategy skills, but was lacking the opportunity to utilize what they learned. They decided to write a “how to” e-book, and create a digital marketing strategy to promote and “sell” (the e-book is free), it online. This is the very core of Teaching.Social.

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Introduction

L *Electric Digital Marketing: How to Jumpstart Your Strategy* is designed to take the guesswork out of Digital Marketing. Guided by our experience in the classroom and working with outside clients, as a class we have meticulously curated only the most relevant selection of Digital Marketing information to make understanding and utilizing these findings as simple as possible.

As we have transitioned out of the Web 2.0 into the Web 3.0, the way we use the Internet has changed dramatically. Technology is integrated into our lives in a way that was not previously possible and as we move forward, the changes will become even more pronounced. With this vast amount of individuals using the Internet in their everyday lives, it is important that we do not forget the significance it has on our businesses as well. Digital Marketing helps us bridge the gap between the vast space that is the Internet and the consumers that purchase our products. Through this connective landscape, marketers are able to better reach their target market and spread their ideas more easily. Just this year, Digital Marketing has surpassed traditional marketing efforts, marking a distinctive change in the way we market to others. By 2023, it is expected that digital ads will capture more than two-thirds of all ad spending.

Electric Digital Marketing: How to Jumpstart Your Strategy includes 8 chapters full

of valuable information that will help take your Digital Marketing Strategy to the next level. Worried that your small business won't be able to compete with the big name businesses that are dominating your web searches? No need to fear. The chapters were thoughtfully organized in a way that makes sense from a learning perspective and break down into actionable steps your business can implement immediately. Digital Marketing allows small business to compete with these giants with only a fraction of the budget. When utilized effectively, you are able to make informed, data-driven decisions that allow you to level the playing field and reach more people. By the end of this book, we guarantee you will have a better understanding of Digital Marketing and exactly how it fits best into your current business strategy.

Chapter 1: Social Media Strategies

In 1999, the first blogging sites gained popularity which eventually led to the launch of the social networking sites that we have and use today. Companies use various social networking platforms and strategize to increase brand awareness and website traffic, generate sales and leads, and communicate with their audience and community. Social media is a huge part of everyone's daily routines and the need to implement successful social media marketing strategies are just as important.

Choosing the right social media platform begins with knowing your audience, defining your goals, and understanding which platforms your audience uses and why ("Choosing the Right Social Media Platform For Your Business", n.d.). With thousands of platforms available to help promote, grow, or attract visitors to your site, there are six that are known as the "main traffic stores" on the web today (Deiss, 2017). The reason why these drive so much traffic from marketing is because of the large audience of consumers who use them.

“The Big Six” Traffic Platforms

Facebook - 2.32 billion monthly active users in 2018 (Statista, 2019).

Instagram - 1 billion monthly active users as of June 2018 (Statista, 2019).

Twitter - 326 million monthly active users in 2018 (Twitter Inc., 2018).

LinkedIn - 260 million active monthly users as of March 2017 (Gallant, 2019).

Pinterest - 250 million active monthly users as of September 2018 (Kaplan, 2018).

Social Media Categories

Leveraging your way through the social web requires recognizing the two categories that make up most social media channels or seeker channels. **Seeker channels** are platforms that users go to when looking for specific content. Youtube and Pinterest are commonly used when looking for a specific kind of content. For example, users "seek" for crafting ideas and recipes by using the Pinterest search bar. The same concept applies to users searching for specific tutorials or music videos on YouTube.

Chapter 1: Social Media Strategies

These types of channels work well with social influencing and social selling. Content is placed to share valuable information with your target audience while building brand trust. Seeker channels often have a call-to-action in their content that leads consumers to other content through another website.

Engagement channels

Engagement channels are used for conversation and engagement with users. Users often continue conversations and share short-form content that links to longer-form content elsewhere. **Short-form content** is brief and usually less than 200 words. Examples of this are blog posts and tweets with one single idea. **Long-form content** is in depth content that is well researched and covers everything that is necessary for the viewer to know. Facebook, Twitter and LinkedIn are examples of engagement channels because they revolve around conversation and social listening between different groups. Overall, these channels are all about listening, sharing content, and networking.

Developing a Social Media Strategy

The first step of creating a social media strategy involves establishing goals that are relevant

and realistic. Goals for the social media strategy need to be measurable using quantitative research. The next step is to understand your audience and research how your competition is doing. Content and messaging should be easily accessible, engaging, remarkable, and able to translate across all social media channels. Good content should be scheduled and maintained to meet the best posting time to drive traffic. Once the social media strategy is put into effect you should be aware of the many do's and don'ts of social media marketing which is discussed in the next section.

According to Quesenberry, to demonstrate actionable social media strategies you must define the status quo, listen to the target audience, create social media content that drives engagement and utilize social media KPIs, or key performance indicators. To define the status quo of a social media strategy, the business objectives and target market(s) need to be identified. Listening to the target audience can be done by googling the brand name and using secondary research to identify social media trends (Quesenberry, 2016). Engagement can be maintained by creating content that fits the brand message, target audience and goals.

Chapter 1: Social Media Strategies

Using Key Performance Indicators (KPI's) are a part of social media strategies because they use social media metric tables to identify social traffic. KPI's are used by marketers and social media experts to measure the performance of social media campaigns in order to measure success ("Social Media Metrics and KPIs, n.d.). Google Analytics is a great platform to measure KPIs because it includes likes, shares, and visits (Quesenberry, 2016).

What To Do

Set S.M.A.R.T Goals

You should set attainable social media marketing goals that will help you progress. Following the SMART goals technique can help you add structure to your goals. **SMART goals** stands for Specific, Measureable, Attainable, Relevant, and Time bound. Create a specific goal that is measurable in terms of success. An attainable goal must be achievable with the resources you obtain. If there are multiple goals, narrow them down into the most relevant ones that can be achieved with low effort and produce high value. Time bound goals should have a date set for it to be accomplished so that incentive and progress is kept

on a schedule.

Measure Your Performance

Insight tools could be used to keep track of what content gained the most attention and what worked well over others.

Lead with Content

"A social media strategy must include content with information that entertains, inspires, or educates. Use unique content to move people from social channels like Facebook to your website and, ultimately, onto your email list" (Diess, 2017). Investigate how competitors approach social media.

Use Social Media Management Tools

There are management tools; free and paid which allow you to monitor and publish content to all social platforms. The best applications are the ones that allow you to manage your social media from any device, allow you to easily add team members to the account, and add more insight into what is working and what is not. Some of the more common web applications that allow you to manage and publish content are Hootsuite, Edgar, and Mention.

Chapter 1: Social Media Strategies

| Hootsuite Pro | Edgar | Mention |
|---|--|---|
| Hootsuite Pro is a social media management tool that provides multiple profiles, scheduling, and analytics reports to see what is working most effectively. | Edgar is an app that publishes status updates to Facebook and Twitter automatically without you having the hassle of scheduling content. | Mention is a social-listening and reputation-management application that helps you find conversations people are having about your brands and competitors |

What Not To Do

Do Not Put Quantity Before Quality

With all the content available on the Internet, your social media marketing plan should focus on producing compelling content that will stand out. Instead of posting 15 new blog posts just to have content, put in the effort of creating one remarkable post that is 15x better than the others. Also, don't try to be everywhere. Instead focus on perfecting one type of social platform to meet your goals.

Be Unprofessional

It is important to remain professional when reacting to a negative comment or view on your product/service. Always remain professional on responses, even when users try to bait you into responding unprofessionally.

Case Studies - Successful Social Media Strategies

Wayfair and Peel are two businesses that have implemented a unique social media strategy to increase awareness of their products.

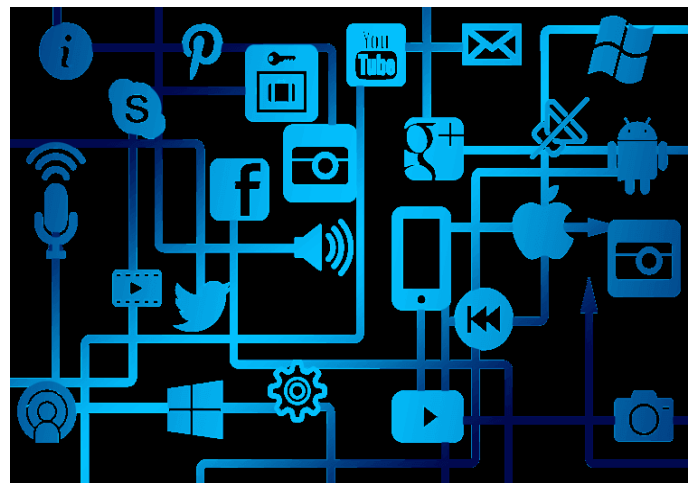
Peel According to Jackson, Peel is the number one standout social media marketing company in 2018. Peel sells phone cases that are thin and trendy with a strong selling point on using social media to showcase their products. This company uses Facebook video ads that tell a story to separate themselves from competition. Their campaigns have resulted in a 16x increase in revenue. Their Facebook video ads range from 10-30 seconds and briefly show the new product or design of a phone case. Peel also provides fast customer responses which is a great example of social customer care. Sprout Social has found that 29% of customers will go to the competitor if feedback and comments are not provided to them by the brand (Jackson, 2018).

Chapter 1: Social Media Strategies

Wayfair has maintained a strong social media presence by implementing “test runs” done by an in house team of specialists to find the most effective way to reach their target audience. In 2017, Wayfair’s social media success was nominated in the 10th annual Shorty Awards. The Shorty Awards recognizes people and organizations that have produced the best content across all social platforms. In Wayfair’s entry they explain how they created unique content that strengthened their online presence on Facebook, Instagram, and Twitter beginning in 2017 (Wayfair Social Media, 2017). An in-house team of specialists used original content, tested content, partnered with influencers, and quickly addressed consumer dissatisfaction to expand their reach and better understand their consumers needs and wants.

In 2017, the percentage of consumers who clicked onto Wayfair’s e-commerce site from a social network nearly doubled compared to 2016 (Stambor, 2018). Their significant increase in site traffic resulted from more paid social media marketing. Wayfair ran a “test-and-learn” approach to see how online shoppers reacted with various videos on social media. They concluded that

short and quick videos with graphics and bright colors gained the most attention and the most measurable results (Stambor, 2018). Wayfair’s short clips on Facebook, which leads 74.3% of their social media-driven traffic, was found to be the most direct way to reach their target demographic of women who are 35 to 65-years-old (Stambor, 2018). All of their content includes a call to action to shop the product and a link to their website. Overall, Wayfair has strengthened their online presence on various social media platforms by creating original, pre-tested, video-oriented content to increase traffic to their website.



Chapter 2: Digital Marketing Strategies

The most important part of digital marketing is getting your consumer to know who you are and what your value is. Actually selling the product is easy with the right marketing strategies. This means that you want to make sure your consumer know that you exist. Knowing what your company is, may it be online or brick and mortar, is the most important piece to digital marketing. You have to be able to explain to customers what your goals are, what your values are and the feel of the company in itself digitally. The first step is for people to see your brand. May it be scrolling through Facebook or on a google sidebar. They need to see that you exist as well as portraying what you are about in a very short amount of time.

After the consumer knows that you exist and you are in the world, you need to have a conversation with them. Being active on social media means that you are able to create connections with your audience and get them interested. This tags along with attraction marketing, and getting your customers to come to you more naturally than begging for their attention. This also helps build trust and gain momentum within your company or on your page. This is

also an opportunity to be there when your target market goes searching. When someone needs a new carpet for their living room, they will often google search it, people are often impatient. As a business owner, you want to be the first to pop up. This will be the easiest way to make those connections with your future consumers.

Excite A big part in digital marketing comes from excitement, that a customer may get from a particular experience. There are many ways to ensure customer excitement. More specifically, in this phase, the customer has had some type of transaction. At this point, it is key to make sure that transaction is a good one, and that the excitement of the purchase develops into good will and trust. There are many reasons excitement is important, however it's clear if the customer doesn't get the value from the transaction they made, they won't move on to the next stage, and purchase more expensive things.

Chapter 2: Digital Marketing Strategies

The overall goal through this phase is to ensure that the customer gets the most value from their transaction. There are some good examples given. A couple buys a Keurig and gets the free extra coffee servings that come with it. Another good one is a Spotify user gets an instructional video on how to build their playlist of favorite songs, when downloading the app. It is crucial that your marketing is giving your customer an opportunity to gain value from doing business with you. Some ways to improve this overall phase in your company, are mastering email marketing, and content marketing. It could even be as simple as an email onboarding campaign, but it must start somewhere.

Subscribe and Convert



Once you feel comfortable with growing an awareness for your service/product and engagement with your target audience. The next step is to start searching contact information from your audience by having them subscribe to your service/product. This often is labeled as an “ethical bribe.” You promote a valuable offer, but instead of asking for money, you ask for the prospect’s contact information. And when they give it to you, not only do you give them access to the content, product, or service you promised, you also add them to your subscriber list.

Here are a variety of industry examples of marketing that generates subscribers from your target audience: A young professional sign up for a webinar presented by a local realtor about the best practices of purchasing a first home. A college girl fills out a form on a blog to receive a free sample of a new face cream. The Human Resources manager at a mid-sized accounting firm signs up for a demo of a new application he can use to manage the hiring of new employees.

Chapter 2: Digital Marketing Strategies

The next step is to convert your subscribers to invest with either their time or money. The key to success in this stage is to employ what we call “entry-point offers.” These offers are designed to give the new prospect tremendous value without forcing them to put too much “skin in the game.” You should avoid investing in a complex product/service in this early stage. Along with the idea of making a profit. Your main goal in the convert stage is not to make a huge profit, but to achieve a stronger connection with your subscribers/customers. There are two types of entry-point offers: those that require a commitment of time, and those that require a commitment of money.

Here are some examples: the VP of Operations at a large company purchases a high-dollar management consultant’s book for \$8 on the consultant’s website. A daughter of elderly parents schedules a walk-through visit at the local retirement home. A man takes advantage of a \$20 teeth whitening service at his local dentist.

Advocate and Promote
You have successfully gained happy customers who have made

several purchases. The next stage through the value journey is to create marketing that encourages your most loyal customers to advocate for your business. This is anyone who speaks positively about your brand. A good example for today, is someone who promotes a brand on using social media. There are a lot of ways to get advocates, and it is very important. It helps gain trust, awareness, credibility, and even a wider audience. Some ways to get more within a company are to work with the marketing effects of social media marketing, email marketing, and search marketing.

Next is promotion. Promoters are different from advocates because they are trying to spread the word about your brands, products, or services. Some promoters have an incentive; however, some are simply because the business conducted went well, and they would like to tell others. This puts your message in front of new audiences, fans, followers, and friends of that particular promoter. The long-term goal, obviously being generate more sales, whatever it may be. A huge part of digital marketing disciplines that generate promoters to email marketing. Working on this is essential.

Chapter 3: Content Marketing

The term “content marketing” may seem self-explanatory, but there is a lot behind it. Content marketing refers to a strategic marketing approach that relies heavily on creating and sharing value with a given target audience (Content Marketing Institute, 2019). By providing your audience with valuable content that is relevant to their goals as an individual or a business, you can leverage the relationship into one that encourages profitable consumer action. Basically, you are providing free information to individuals in an attempt to build trust and demonstrate worth to your audience. This attempt to marketing is fundamentally different than the typically approach of jumping straight into sales tactics or pitches without any knowledge of the issues of the audience. As Gary Vee, an author and entrepreneur said, “you can’t land a solid right hook if you don’t set up the punch with a series of good jabs, it’s also true that no fight has ever been won on jabs alone. Eventually, you have to take your shot” (Vaynerchuk, p. 32, 2013).

Coca-Cola

One extremely well-known example of content marketing is by Coca-Cola. Coca-Cola’s “Share a Coke” campaign allows individuals to actively participate with the brand and search for your name or friend’s name at your local gas station or supermarket. Because of the viral nature of the campaign, and the

emotional connection created behind it, the perceived value of Coca-Cola increased in the eyes of the consumer (Standberry, 2018). In this campaign, the value created is in the personalization element. This personalization element is important to take note of and can be replicated even with a smaller budget. Simple marketing tactics such as sending a personalized email or including a personalized message in a product will increase the effectiveness of the campaign and help build a connection with your audience. Although it may be tempting to assume what your target audience is looking for, it is important to uncover what these individuals care about the most so you will be able to make authentic interactions with them going forward and appeal to their emotions.

Chapter 3: Content Marketing

Consumer Life Cycle Journey - The Marketing Funnel



The Basics

In order for a business's sales method to be successful, the marketing funnel is an essential piece of the puzzle. A **marketing funnel** is made up of different stages starting with first awareness, and ending with post-sale evaluation. In essence, it's the process businesses have mastered to convert a website visitor into a paying customer. This process can take a long time and is difficult to master. It is easy for a lead, or potential customer, to have a strong interest about a company. Although, it's hard to convert them into a purchaser (Deiss, Henneberry, 2017).

Awareness

The first thing a business wants to do, is attract general interest or awareness to the public. There are multiple ways a company can do this; therefore, a company's outreach methods will get more personalized as leads move down the funnel. These outreach methods could include product demonstrations or personalized phone calls with leads. Customers all follow a similar path when it comes to deciding what to buy (Deiss, Henneberry, 2017).

Chapter 3: Content Marketing

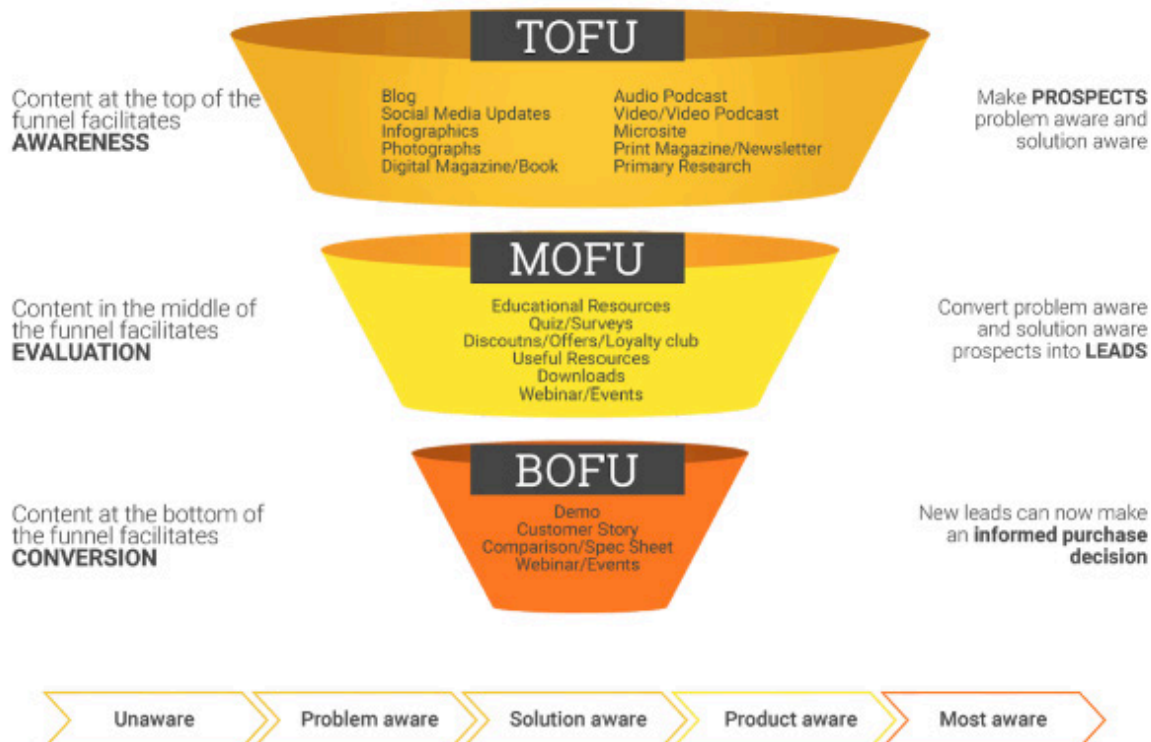
Evaluation

The middle of the funnel is designed to convert customers who understand they have a problem into a lead. Companies can attempt a gated offer, where it offers the customer a small chunk of value in exchange for contact information. This incentivises the customer to purchase from the website and it allows the company to grow their email list. The goal of this part in the funnel is to encourage prospects to follow up with a brand that they are connected in some way. Moving forward, it is essential to provide the customer with relevant content to keep them involved with a brand (Deiss, Henneberry, 2017).

Conversion

The final stage of the marketing funnel is the bottom where companies are looking to convert customers into high-ticket customers. Content Creation is the contribution of information to any media for an end-user/ audience to examine. Content Creation is most important in this stage to show the customer everything the company has to offer, and the value behind each product or service. An example could be customer testimonials, demonstrations, webinars, or events. A trick for companies is to focus their content creation towards the customers at the bottom of the funnel. That way, the chances of turning a one-time purchaser into a loyal customer are higher with quality content (Deiss, Henneberry, 2017).

Content lifecycle



Chapter 3: Content Marketing

Understanding the Content Lifecycle

One of the keys to delivering effective content to subscribers and page viewers is being able to understand of how the content lifecycle works. The **content lifecycle**, put simply, is the process by which any piece of digital content undergoes throughout its existence (This lifecycle consists of three parts, the Top of the Funnel content, the Middle of the Funnel content, and the Bottom of the Funnel content (Deiss, Henneberry, 2017)).

Top of the Funnel (TOFU)

It is important that the content published in the top of the funnel portion of the content lifecycle is available for free. These forms of free content can be published as blogs, pictures, audio podcasts, digital magazines, or videos; which are intended to drum up awareness of your site for viewers (Deiss, Henneberry, 2017). The goal of this section of your content is simply to get people onto your site, and interested in what you have to offer.

Middle of the Funnel (MOFU)

Once you have successfully created an interest from your viewers as a result of well executed free content, the goal becomes to build your network of consumers. In this stage of the content lifecycle you are going attempt to grow

your email lists and create more leads for furthering the growth of your site. Types of content that can be offered in this stage of the content lifecycle include surveys, handouts, templates, and discount coupon clubs (Deiss, Henneberry, 2017).

Bottom of the Funnel (BOFU)

After growing your site awareness throughout the use of the effective free content and building your network, the final step is to create consumers of the leads you have generated, and try to get the customers to buy your service or products. This sort of content is going to include things such as demos, customer testimonials, and comparison/spec sheets (Deiss, Henneberry, 2017).

Executing Perfect Content Marketing

The Basics

Planning helps businesses see in advance their goals, obstacles, opportunities, and decisions to better their marketing plan. A content campaign plan is used to outline a businesses products or services to then deliver relevant content in one organized place. There are four essential steps for creating a content campaign plan, which include choosing avatars, brainstorming content ideas, choosing the vehicle and channel, and planning for ascension (Deiss, Henneberry, 2017).

Chapter 3: Content Marketing

Creating Avatars

To identify an ideal buyer, companies create a customer avatar or persona, which is a fictional character that reflects the key attributes of a target audience. This helps with market research including surveys, data and interviews. By creating **avatars**, you will know how to better target the content. Each avatar will have different needs, problems, or incentives. Therefore, targeted content is extremely more efficient than general content. This will again make the marketing funnel process smoother, and more efficient. The content should speak to each different persona, that way customers will be more likely to engage (Deiss, Henneberry, 2017).

Brainstorming Content Assets

The next step is to brainstorm content now that there is an understanding of the buyer persona. It is important to create content for each part of the marketing funnel, although, the content should be the strongest for the bottom of the funnel which is conversion. Creative ideas don't pop out of thin air, it takes a deep understanding of the persona and market to create clever ideas for people to read. Always remember quality over quantity; if a company is producing average content to potential leads, it will not give a strong impression (Deiss, Henneberry, 2017). Therefore, the more creative the better!

Choosing the Vehicle and Channel

The vehicle for content creation is in which form it will be in. For example, will it be text, an image, or video? The channel refers to where the content will be posted. For example, will it be posted on Twitter, a blog, Facebook, or Youtube? It is important to pick the right vehicle, and channel and make sure they compliment each other (Deiss, Henneberry, 2017).

Planning for Ascension

As stated before, it is essential to have a well put together plan to create content. This final step is where businesses connect content to its business goals. The main goal of content creation is for customers to get more value out of their purchase, and for the company to get their information to continue making sales. When these four steps are well put together in a content campaign plan, a company will be able to target leads at all stages of the marketing funnel (Deiss, Henneberry, 2017).

Chapter 3: Content Marketing

Distributing Content to Attract an Audience

Different Methods of Distribution

Content may be king, but the king is nothing without his people. In this case, the people refer to the distribution of the content to the target audience. One important method of distribution is through email. Email marketing is the highly effective digital marketing strategy of sending emails to prospects and customers. Effective marketing emails convert prospects into customers, and turn one-time buyers into loyal customers. Both email and content marketing are complimentary in that both of these marketing methods have a similar goal of building loyalty and forming consumer habits through the sending and sharing of content. Having a plan for email marketing is important, but there is more to it than just blindly sending emails to everyone in network. Similar to content marketing, the emails must be relevant to the target audience and offer some sort of value. By thinking about what the target audience is looking to see before drafting an email, you will be more likely to grab their attention and convert the lead.

The same steps are necessary when using content marketing for Social Media. Social Media is arguably one of the

most important platforms that companies should be utilizing content marketing. Social Media is where the customers are, so by providing relevant content to the platforms they spend the most time on, you are building that connection with your audience and encouraging them to interact with you. With Social Media, companies must recognize that each platform serves a unique purpose to the consumer and the content must accurately reflect this purpose and be tailored to it accordingly.

Capturing Leads through Search Marketing

Lead generation is broken down into a specific group of marketing activities that correspond with the different stages of the consumer lifecycle journey. The basics of lead generation begins with generating traffic, then goes into identifying visitors that could be leads, and eventually ends with converting those leads into customers (Vergara, 2018). Going back to content marketing, when the consumer is researching what product they want to purchase, they will be looking at the value that is already provided. This value is an indicator to them that the product they are purchasing will live up to or surpass whatever value is currently available. The strategy in place is crucial because it emphasizes this value to the qualified leads.

Chapter 3: Content Marketing

Using Paid Ads and Social Media to Increase Traffic

We are now living in a world where paid ads dominate social media. They are present on Facebook, Twitter, Snapchat, Instagram, and even LinkedIn. With these different sets of social medias come different sets of demographics for advertisers to target. One of the most common reasons to implement paid ads into a social media strategy is to amplify reach and boost brand awareness while keeping costs low. The paid ads on these platforms can be individually adjusted to target individuals with the highest likelihood to be engaged. The enhanced targeting tools allow a company to choose psychographic factors such as hobbies, interests, personality factors, and more that make sure that the ads are reaching relevant consumers. The distributing of these paid ads is an important element to your marketing strategy that will encourage your audience and others to check out your product of service.

Airbnb

When marketing to a group of consumers likely to travel for an affordable price, Airbnb started to create a marketing campaign geared specifically to millennials, who are adults between the ages of 18 and 34. It's no secret that Airbnb is growing at a rapid rate. Airbnb has over 4 million listings worldwide, in

over 65,000 cities. The company attracts hosts and guests all over the world with its competitive prices and unique experiences. Millennials account for over 60% of all guests who have ever booked on Airbnb. On the other hand, there are roughly 320,000 senior hosts that rent their living space through the company. Therefore, it is essential to establish relevant and interesting content that is sharable, viral, fun, and appropriate to both attract millennials and hosts.

Airbnb's content marketing strategy extends to social media where it embraces visual marketing and direct advertisements to consumers to further their brand awareness. Being a company that relies on changing the thought process behind traveling, the brand awareness of Airbnb is especially important. It is essential for the brand to not only target travelers, but target hosts. This is done through the use of TOFU content. Once the brand has intrigued their prospective consumers into visiting their website, they use the application of MOFU content to turn these prospects into customers, through the use of user-generated content. It is easy for the company to keep a consistent customer base because of their innovative approach to providing content for different target markets. This is how they apply their BOFU content, to maintain their customers.

Chapter 4: Website Development

Data reported in 2017 states there are 3.58 billion active internet users worldwide, which translates to more than half the world's people (Devmountain.com). The internet has been in existence since the 1960s, but didn't take off until 1990 when computer scientist Tim Berners-Lee invented the World Wide Web (Andrews, 2013). Since then, the internet has grown into a multifaceted software device designed to connect its billions of users through countless websites and platforms. With all the technological advancements made to the internet since its inception, it is now easier than ever to market your brand digitally. Hundreds of thousands of businesses across the world rely on the internet to sell products and promote their brand.

Before brands advertise on social media platforms such as Facebook and Instagram, it must first develop a website. A brand's website is created by either coding or by creating an account on a website-builder. **Coding** is a set of guidelines for a specific programming language that recommend programming style, practices, and methods for each aspect of a program written in that language. Most brands prefer developing their brands

via a website-builder because coding, which, in simple terms, is the combining of letters, numbers and symbols to create a website, is a timely and tedious route that often results in basic, mediocre results (Menning, 2019). Website-builders, however, are easy-to-use and offer dozens of free templates to creatively design a webpage (Kelley-Barton, 2019). The defining feature of website-builders is a drag-and-drop editing tool, which allows users to design the layout of their pages. Once they choose a template, they can use the drag-and-drop tool to incorporate design elements including pictures, picture galleries, text, videos, social and media links.

WordPress

Users can create a website on a website-builder by signing up for an account on a website-building platform. These platforms include WordPress, Wix, Weebly, Gator Website Builder and various others. The most used platforms are WordPress and Wix. WordPress is geared more toward larger businesses and businesses that frequently post content, while Wix targets bloggers and smaller businesses. They both, however, are great options for beginning marketers.

Chapter 4: Website Development

WordPress is undoubtedly the most used website-builder across the world. Statistics generated by BuiltWith in 2019 prove WordPress is the most popular website-builder. According to the data, 52% of all websites are created using WordPress. Wix, the paid version, comes in second with 7% of users. Joomla, Progress Sitefinity, Squarespace and Weebly all follow.



Top In CMS Usage: Distribution on the Entire Internet

| Technology | Written | % |
|-------------------------|------------|-------|
| WordPress | 32,676,100 | 51.9% |
| Wix | 2,876,262 | 7.8% |
| Joomla | 1,827,898 | 4.8% |
| Progress Sitefinity | 1,076,427 | 4.8% |
| Squarespace | 1,727,488 | 2.9% |
| OpenCart | 1,826,296 | 2.3% |
| Weebly | 535,201 | 2.1% |
| GoDaddy Website Builder | 120,704 | 1.6% |

over its competition to create their websites. First, it's easy to customize with themes and plugins, which is functioning software that can be added to a page and include Adobe Flash Player and Java. Themes and plugins customize pages and allow them to look more sophisticated. Companies can change colors, upload their logo, change the background, create sliders, open online stores and incorporate their social media feed to any page they wish without worrying about coding.

WordPress is also Search Engine Optimized. WordPress uses advanced code, that users do not have deal with, to optimize the likelihood of posts appearing on search engines. WordPress is also versatile and can host various media types. Companies can upload videos and audio and embed YouTube videos, Instagram photos and SoundCloud. Lastly, WordPress is a safe platform. It puts up firewalls and comment-blockers to reduce the number of spam websites' receive.

WordPress powers some of the world's most recognized company websites including Time Magazine, Facebook, The New Yorker, Sony, Disney, Target and The New York Times (wpbeginner). There are many reasons why so many companies prefer using WordPress

Chapter 4: Website Development

Website Design

Once a company chooses a template on a website-builder such as WordPress, it can start getting creative. This is when the design of the webpage is built, which is a key element in a successful website. The design of the website can be a deciding factor of whether consumers want to purchase from your brand. Therefore, developing a website that interacts well with consumers results in a higher conversion rate. Conversion rate is the percentage of users who take a desired action.

When designing a website, there are four main points you should focus on. They are navigation, content and visual elements, brand uniformity and engagement and organization. Navigation is essential, especially if your website has multiple pages. Your website should include a well-labeled navigation bar or a menu showing a list of the different web pages. The navigation bar typically appears as a hamburger icon, or three small lines, at the top of every webpage. When people click on it, they can see a list of pages of content your website has. For example, a news website can include the different genres of writing they produce, such as news, entertainment, opinion and sports. Having an effective navigation bar

will simplify user's experience on the site. It should be simple, but intuitive, so visitors feel welcome.

Website Visuals

The next point to having a strong website is including content and visual elements. This is all about the brand image. It should be simple and consistent. For example, a company who has a consistent blue and gray color scheme on its website is more appealing to consumers over a company whose webpage has various blues, reds, greens and oranges. Visually cluttered pages are hard to read, resulting in the visitor of the website not wanting to look at it any further.

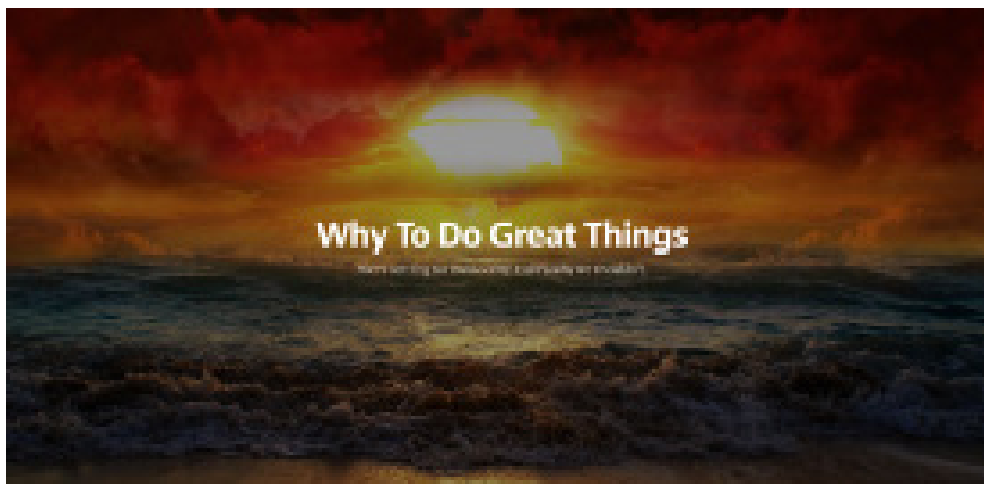
Chapter 4: Website Development

In fact, Hubspot released a list of eight modern trends in early 2019 that companies should be aware of when designing their website. They are:

1. Unique & Large Typography

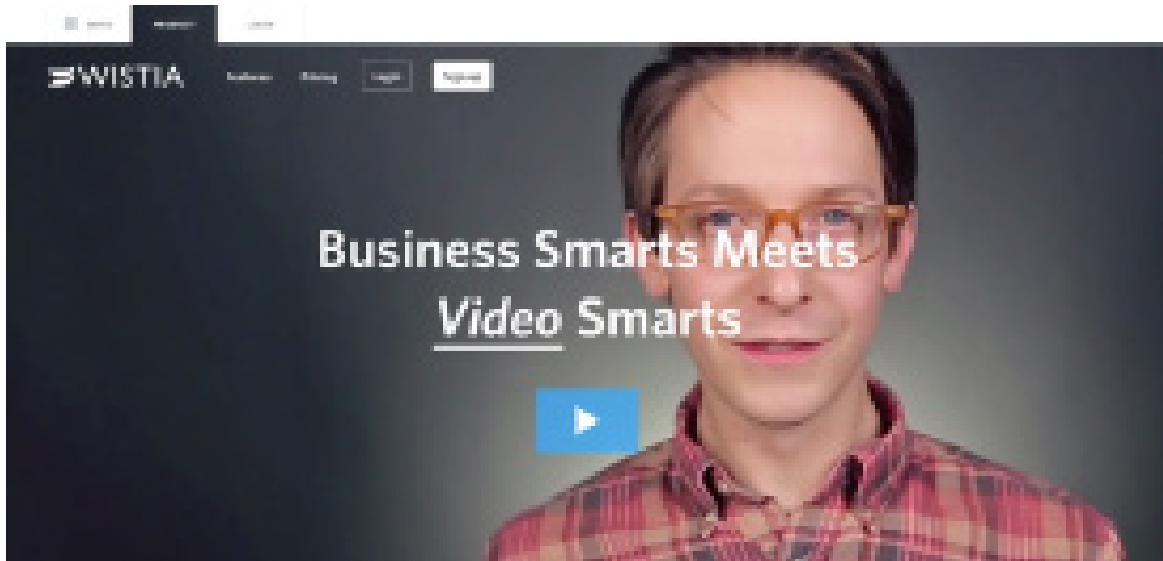


2. Large & Interactive Images

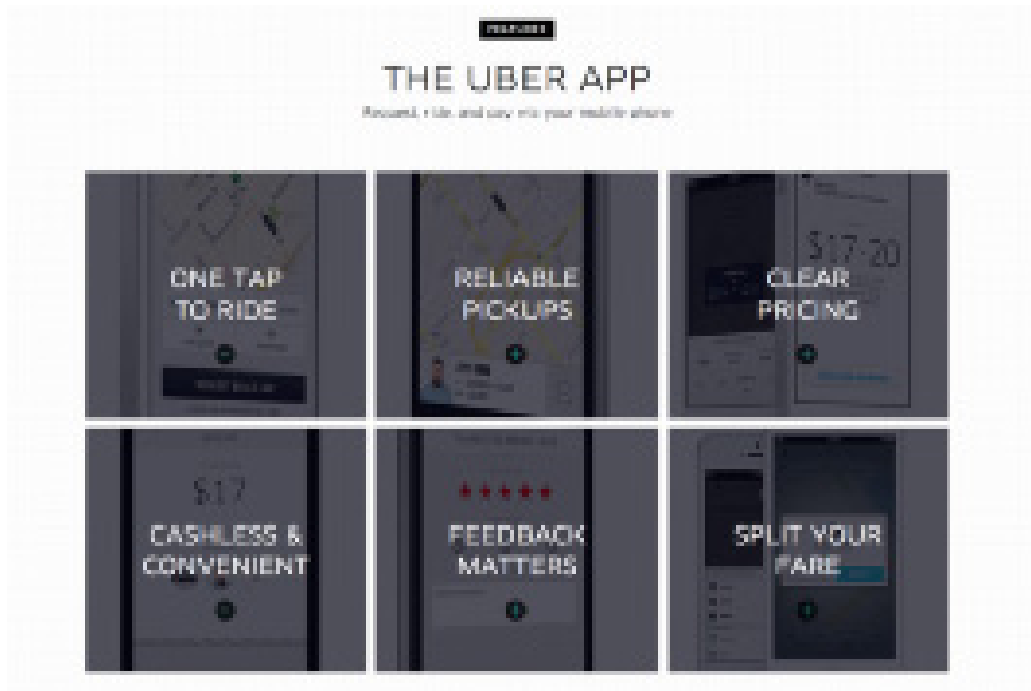


Chapter 4: Website Development

3 . Background Images



4 . Semi Flat Design

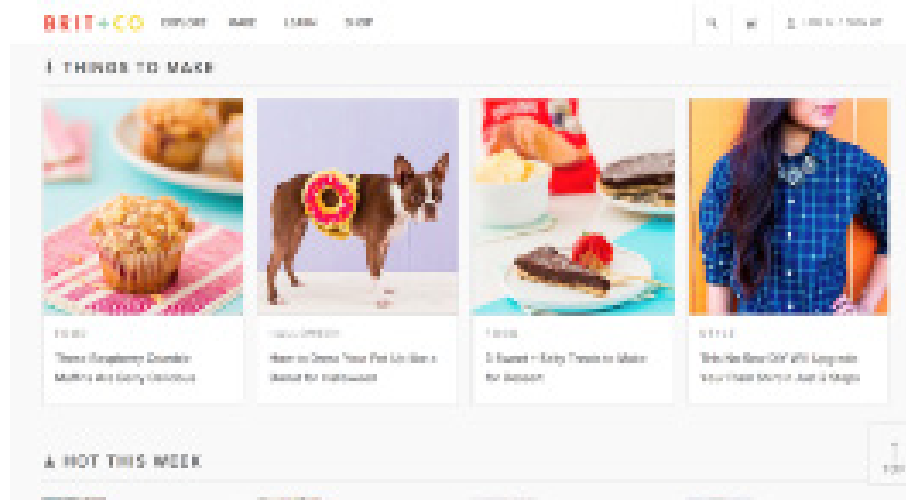


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5 . Giant Product Images

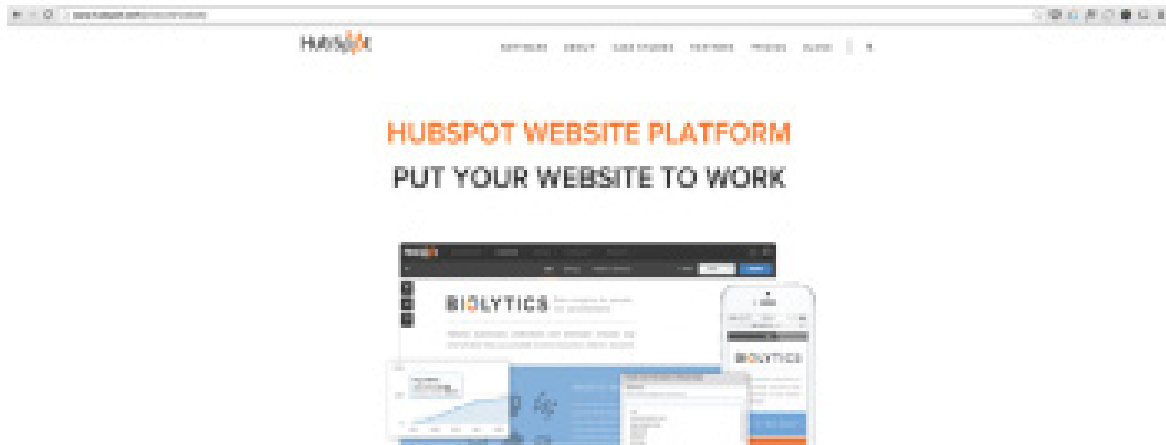


6 . Card Design

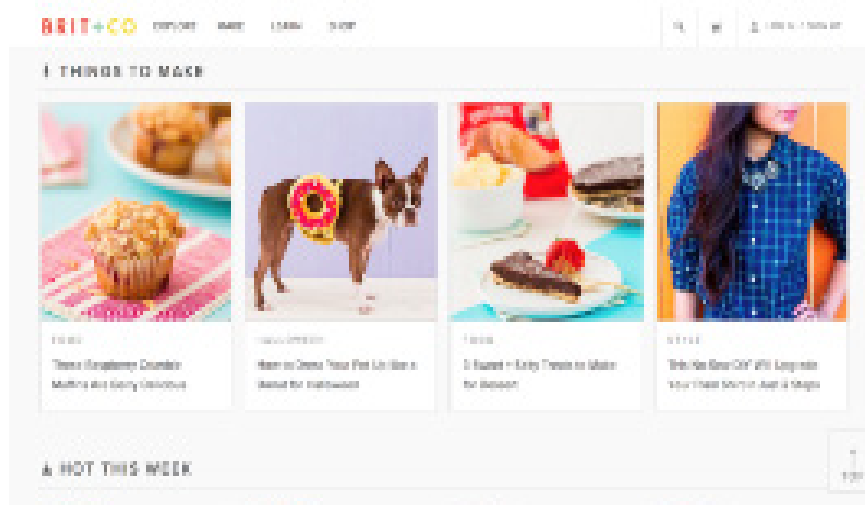


Chapter 4: Website Development

7. Short Product Videos



8. Hamburger Menus



Chapter 4: Website Development

C onsistency

To continue, brand uniformity is also very important when designing a website. Your brand is what sets you apart from your competitors and it is usually identified by a logo. A **logo** is a literary device that can be described as a statement, sentence, or argument used to convince or persuade the targeted audience by employing reason or logic. If you have a unique logo that is placed on all print materials, then all the logos elements must be integrated into the website. Nothing about the logo should change. It should be the same color, use the same font and have the same design elements everywhere it is posted. This way, consumers can easily recognize your business in all types of mediums. If there are slight changes in the logo, or in the theme of your website layout, consumers may feel confused and possibly think something is wrong with the brand.

E ngagement

Lastly, engagement is important when developing a website. A visually appealing website will influence people to want to interact with it. It needs to feed people's eyes. If it does, engagement rates increase and consumers will want to read or purchase something. The need

of a website design and development is an indispensable factor that should be measured carefully by a website owner.

In this age, most business have already developed their respective websites to become more accessible for their customers. With the help of website design, business owners are able to create a user friendly and welcoming online environment where users can receive useful information at any time of the day. If you have a well-managed website, people can rely on you. This will build trust between your brand and consumers. Having trust will reduce concerns and improve the effectiveness and reputation of your company.

L anding Pages

Additionally, it is essential to take into account the importance of landing pages. A **landing page** is the first page of the website users interact with. It can be the home page, or it can be a specific story or video a person found on Google. As it is the first element people will see when they look at your brand, the landing page is critical to drawing people in and making people interact with the website.

Chapter 4: Website Development

Website Development Summarized

By using a website-builder like WordPress, you are given creative freedom when designing your website. You should also understand and incorporate the design elements websites use to make your website more appealing to visitors. Lastly, you should add topic-specific landing pages to allow website visitors a smooth and successful experience exploring your company.

There are three purposes of a sales page. They are:

1. To educate the visitor about the product/service
2. Give the reader enough facts to make an informed buying decision
3. To provide the mechanisms to actually take the next step in the buying process



Chapter 5: Landing Pages

Landing pages are so important because it is the first impression a consumer will have with your website. First impressions will stay with consumers forever, and it will set the stage of them looking more into your website and business, or if they immediately click off your site. A helpful tool that companies use, is creating topic-specific pages. These are simpler and less confusing, which makes people want to continue staying on the page. One type of topic-specific landing pages is educational content pages. These pages are fast and easy to create because they are short, enjoyable to read because it is focused around one topic, attractive to search engines due to their content specific demeanor, and one of the least expensive ways to cast a large net to attract a wide variety of visitors quickly.

Education Pages

Educational content pages are fast and easy to create because they are so short, and do not require a ton of information on them. These pages are enjoyable to read because it is focused around one topic. It also helps to have education pages because they are attractive to search engines due to their content specific demeanor. Overall, education pages are one of the least expensive ways

to cast a large net to attract a wide variety of visitors quickly.

There are seven steps to follow when creating an educational content page. They are:

1. Research where the traffic is
2. Introduce the problem
3. Suggest instant solutions to the problem
4. Add a summary paragraph after you have completed the bullet point section of the content
5. Explain how the website can help with the problem
6. Introduce yourself
7. Link to your content pages on other pages of your website

Squeeze Pages

Another topic-specific landing page is squeeze pages.

Squeeze pages are short and simple pages that introduce additional content available to readers.

Readers must, however provide a valid email address. Squeeze pages are important because they allow companies to capture a visitor's email address. When you're able to capture their email address, you have the opportunity to push them further down your sales funnel and build a lasting relationship with them.

Chapter 5: Landing Pages

To make a great squeeze page, you should:

1. Have Great Headlines
2. Show a good photo of yourself
3. Write as if you're talking to someone one-on-one
4. List the benefits of why your visitors should subscribe
5. Promise to give away something after they sign up
6. Keep your subscription form to two fields: Name/Email and Address

Sale Pages

Lastly, sales pages are another type of topic-specific landing pages. Sales pages have goal which are to convert readers into buying customers. There are all different shapes and sizes of sales pages and there are no rules for how long the page should be, but you should provide just enough information so that someone can make educated decisions. An effective sales page must include a main headline, a description of the product, an accurate and descriptive content to explain how the product solves that

problem, proof that the item does what you say it will do and a way to take immediate action by either buying or picking up the phone.

Landing Pages Summarized

Whether website visitors come from search engines, ads, or by typing in the direct website address, the first page that users interact with is the landing page. Therefore, the landing page is critical to drawing people in and making people interact with the website. It is important to create topic specific pages instead of trying to bring all your traffic through the home page. The simpler, the less confusing, the less likely people are to leave the website

Chapter 6: Email Marketing

Email has become one of the most used forms of communication. Over 50% of users check their email first thing in the morning. Only in 2010, there were over 90 trillion emails sent worldwide, which translates to 2.8 million emails a second. Considering the importance of email, it is not bizarre to think of it as a marketing media tool. Email is instant, costless and an easy form to communicate.

Email marketing is the action of sending commercial messages to an individual or a group of people using email. In this type of digital marketing, email is used to promote products and/or services as well as establishing relationships between the brand or company with the customers. Email marketing can be compared to direct mail but instead of sending mail through postal services, they are sent electronically. Although direct mail is more trusted by people, email is seen as the quicker form of marketing. Many digital marketers consider that any email sent to clients can be considered email marketing.



Source: Quadrangles: Direct Mail & Email.

Chapter 6: Email Marketing

Emails can be personalized to each individual need such as a recent purchase, a review for the company's products, or general in order to advertise products, build brand loyalty, increase **brand awareness** and keep customers informed.

What is it used for?

Email marketing is used to reach an audience through electronic communication. The main purpose being to directly drive sales, specifically when it comes to advertising. This is typically set up to be a click through to your website and to make a purchase. The reason why this is used for things such as commercial and fundraising purposes is mostly because, it is the easiest way to reach a wide audience of people. Companies like to have big email lists, which can be subscribed to to hear about sales and promotions.

One can easily launch a campaign and track the results easily. This is very resourceful when it comes to time management, and is another key reason why technology is extremely beneficial when it comes to marketing to your audience. Not to mention that it is very cost effective, in terms of it being something almost anyone can do without special software. To branch off of it being easy and direct, its other purpose is to show different aspects of

your campaign, and how to segment your list of users.

With email marketing, you can:

1. Future leads
2. Build brand awareness
3. Obtain prospects
4. Build customer loyalty
5. Generate sales

The best time to use email marketing is when you are trying to;

1. Generate new leads
2. Direct sales
3. Build brand awareness

Chapter 6: Email Marketing

Advantages

Although email marketing has many advantages, which is why many companies choose to use email marketing when marketing their products. First, it is very cost-effective, meaning that it is very low in price because there are no advertising or printing costs. Companies who want to save money or choose to spend their money elsewhere should use email marketing. Second, it is permission-based. People sign up to receive the emails, making them more actively involved with the products and services because it interests them. This goes hand in hand with personalisation and segmentation. Personalisation and segmentation are very effective because it allows the company to personalise messages and choose which customers receive the messages based on what they are interested in. This will keep customers engaged with the company's products and services. Email marketing is also less intrusive. Customers can choose when to read the emails at their own convenience, which would keep them more engaged. Lastly, email marketing saves time. Companies can set up automation emails based on certain actions a customer takes. For example, if a customer sets up an account on the company's website, the company could send out an automatic email welcoming the customer to the site.

Disadvantages

Although email marketing comes with many advantages, there are a few disadvantages as well. The first being that there could be undelivered messages. Some messages could be poorly designed, meaning they could contain certain spam words that would make these messages filtered out by an email software. Emails also may not reach the right people if the lists are not maintained regularly. Another disadvantage to email marketing is the size issue. It is important for the files within the email to be small so it is quicker to download. If images take too long to load, customers will be disengaged. The last disadvantage to email marketing is design problems. It is important for the design to be consistent on all devices including email, text, etc. Problems could occur between design and functionality. For example, the design could be working, but it may not be functioning. It is important to stay up to date on the design and to make sure it functions correctly.

Chapter 6: Email Marketing

How does Email Marketing work with Social Media Marketing?

Email marketing works great with social media marketing. It is easy to promote the company's social media websites through emails with buttons requesting that their email subscribers follow the company on their social media websites. Through social media, the company can create email lists by asking their customers to provide their emails to be added for their email marketing campaigns. Most customers who are on the email campaigns will most likely be willing to follow the social media accounts and vice versa.

9 components for an Email Marketing campaign

1. Have a plan - Create a plan, and put it into action. Making sure you have good content that is relevant to your target audience is vital.

2. Choose great subject lines - Try to stay away from generic, and overused subject lines. This is a great opportunity to stand out in your clients' email with a quick, direct, and descriptive few words. You want the subject line to convey what the email is about while remaining professional.

3. Personalize - Having a personalized email builds the trust of your reader. According to statistics, personalized emails received 18.8%

open rate whereas the same for non-personalized emails was only 13.3%.

4. Database Segmentation - Who are your subscribers? How actively do they use your product? Are they your consumers in the first place? What type of content do they consume? What are their interests? What are some identifiable purchase patterns? Knowing the answer to the questions above will help you create marketing segments. This will result in which specific content you send to consumers, to create better engagement.

5. Mobile optimization - Nowadays, people use mobile devices for everything. The number of mobile users in 2018 is 4.02 billion worldwide and going up 7% every year. If a company does not optimize their emails in order to be easy and pleasant to open in mobile devices, users are going to ignore them.

Chapter 6: Email Marketing

6. Message Preview Text - Ensuring that you have a captivating subject line, you must capitalize on other opportunities to explain more thoroughly about your email. One way to do so is through the preheader. This shows a preview of the message, usually displayed next to the subject line and are no longer than 100 characters. The reason why a preheader is important is that, if not written, the preview will automatically use the first couple of lines from the actual email. This would be a wasted opportunity to captivate your audience.

7. Make Data-Driven Decisions - It is important to pay attention to analytics. What works best and what does not is important to make improvements. If a company does not change what does not work in order to achieve its goals, it will lose customers, sales and eventually go out business.

8. Testing - As well as data-driven decisions, testing is very important for improvement. Even if a certain email strategy works, try new things to make it better and grow faster.

9. Call to action - The most important factor after you have created a nice, eye-catching email, is a call to action. You have to tell clients/customers to do something. Ask them to check out your website, buy your new product or use the promo code you just gave them, but without a call to action, any type of marketing cannot be successful.

Recap of Email Marketing

Overall, email marketing is a form of communication used by many companies all over the world today. The purpose of email marketing is to promote products/services and to establish relationships with customers. Email marketing can reach large audiences, and it is very easy to start an email campaign. With email marketing, there are several advantages. These include cost-effective, permission-based, personalisation, less intrusive, and saves time. Disadvantages to email marketing include undelivered messages, size, and design problems. It is important for companies to limit these disadvantages when creating their email marketing campaign. Every email marketing campaign is different, but it is important to have the nine components of email marketing for the campaign to be successful.

Chapter 6: Email Marketing

Case Study

For our case study, we will be talking about UberEats, and how they are capitalizing on the on-demand economy, and restaurant scene. UberEats is one of the three main food delivery apps in America, that pick up your food from a featured restaurant, and deliver it to your house. Uber was launched in March of 2009, and UberEats was launched in August of 2014.

Even though UberEats is still a fairly young app, they have claimed a top spot as one of the more popular food delivery apps, with 8.7 million active mobile users, according to Q1 of 2017 (Q1 of 4 is the time between January 1st and March 31st) But, comparing it to the its top competition in GrubHub and DoorDash, Grubhub has UberEats beaten in the greatest overall market share. Though they only have 245k active mobile users, they are the most popular take out delivery service in nine major U.S. cities (Gupta, 2018).

With GrubHub being launched in 2004, the main issue for UberEats is, how can it be falling behind their competitor, with a substantial difference in consumer usage? This could be due to the fact that they charge restaurant partners on two separate occasions. These being the optional marketing fee for the restaurant to come up on their app, and the 30% cut that UberEats gets when someone orders from them.

| GrubHub | UberEATS | DoorDash |
|---|---|---|
| <ul style="list-style-type: none">• Rev-share: 5-25% | <ul style="list-style-type: none">• Rev-share: 30% | <ul style="list-style-type: none">• Rev-share: 10-25% |
| <ul style="list-style-type: none">• Delivery Service: additional 10% | <ul style="list-style-type: none">• Delivery Service: included | <ul style="list-style-type: none">• Delivery Service: included |
| <ul style="list-style-type: none">• Marketing: dependent on rev-share and location | <ul style="list-style-type: none">• Marketing: dependent on rev-share and location | <ul style="list-style-type: none">• Marketing: none |

Chapter 6: Email Marketing

Overall, UberEats has the largest revenue share, even though they have the largest amount of users. They spend millions of dollars on marketing their brand both online and in TV advertisement to try and get more downloads. They also have a huge database system in which they collect email addresses, demographics, and order frequency, just to name a few. The major food delivery app has been finessing money through fees. But, at what point will people give up their ability to have something delivered to them at a charge?

Chapter 7: SEM/SEO & Pay Per Click

Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is one type of internet-based marketing that deals with submitting and positioning of a website within search engines in order to help maximum visibility and also help to increase traffic referrals from search engines. These traffic referrals from the search engines can be paid and/or organic. (Beal, n.d.) SEM used to be used as a broad term to explain many different aspects of search engine keywords and paid ads. SEM now is a broad term that involves components such as search engine optimization (SEO), keyword research, competitive analysis, paid listings and other search engine services that will increase search traffic to your site (Beal, n.d.)

Components of SEM

SEM includes many different components such as pay per click (PPC) and advertisements. Also, the use of SEO and paid search as just as useful as PPC campaigns and activities. (Chris, 2018) It could take a while for a website to gain enough organic ad clicks, so things such as PPC and paid search advertising (PSA) are very helpful ways to get a site onto the first page of search results. SEM, SEO and PSA all need to work together to accomplish success for a website. With SEM, you

pay to be on the search engine results page, also known as SERPs. **Search Engine Results Pages** (SERP) is the search engine result page, which is a clickable headline where a title tag is also displayed. In other words, you are paying for your ads to be shown to users who are actively searching for the keywords you're targeting. If you are willing to spend the money, you don't need a high site authority in order to be able to show up on the first page of Google (Baadsgaard, 2017).

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is an element of marketing that combines both the technical and creative components of marketing that are needed in order to achieve higher rankings, drive traffic to the site, and increase awareness in the search engines. The main idea of SEO is to create this awareness is to drive traffic through the website. Search Engine Optimization (SEO) is also a component **Search Engine Marketing** (SEM) which is the overarching category. Google defines Search Engine Optimization with their Knowledge Graph which is described to be "the process of maximizing the

Chapter 7: SEM/SEO & Pay Per Click

number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.” The Search Engine Optimization (SEO) industry and resources are continuously changing due to market changes online. However, there are two parts of SEO staying constant which includes On-Page and Off-Page activities.

Components of SEO

On-Page SEO

On-page SEO is the act of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-pages includes both the content and HTML source code of a page that can be optimized. (Moz, n.d.) In other words, having good on-page SEO helps search engines understand what a human would see if they visited a page. This allows research engines to offer what is considered high-quality content depending on a certain keyword (Moz, 2019). When you incorporate selective keywords naturally into title tags, meta descriptions, heading tags, and alt text, it helps with on-page SEO. **Meta data** is an HTML attribute that provides a brief summary of a web page. A **title tag** is an element of HTML which displays the title of the webpage, seen in the URL of the website. Also elements such as clean and formatting page URLs, optimized page load speeds, and social sharing

integration within your content all help to improve on page SEO. (Rende, 2019) Some other useful tips include mobile friendly pages, image optimization, proper external links and top quality fresh content (Chris, 2018).

Off-Page SEO

Off-page SEO is referring to the techniques that can be used to improve the position of a website in SERPs. Off-page SEO is used for the purpose of ranking a website higher in the search engine results. This can be done with promotion methods, natural backlinks, social sharing signals and social bookmarking. A **backlink** is an incoming hyperlink from one web page to another website. Some examples of social bookmarking include Stumbleupon and Reddit. The best backlinks to have are high quality or authoritative sites linked to your site.. The top elements of off-page SEO are link building, social bookmarking, and social media marketing (Chris, 2018).

Keyword Research

Search Engine Optimization (SEO) starts with keyword research. Keyword research is just as important for Search Engine Marketing (SEM), which is one component

Chapter 7: SEM/SEO & Pay Per Click

That will allow for there to be website traffic from keyword searches. The purpose of using keyword research is to determine what your consumer is searching for in your industry will allow you to have a clear understanding of how to direct consumers to your website. Testing this out by using an A/B test will help indicate your key performance indicators (KPI) of which words work best in this test. **A/B testing** is a technique that uses the same information, but one variable is changed while the rest is kept constant which is used to measure the success of the key performance indicators. Forbes magazine suggests using the Google Keyword Planner as a research tool to find out which keywords a company should use. It is recommended to use words that are specific to the brand when using SEM as a marketing tool. It may be a better idea to use a keyword for the industry.

For example, say a shoe company specializes in winter boots. A consumer may be searching for brown winter boots or black winter boots in the search engine on Google. The shoe company selling winter boots would need to find out what particular word drives more traffic through the website (brown winter boots or black winter boots), while also recognizing what the company has to offer. However, it is not always transparent to see how successful the key words are, which is why A/B testing is important. It is much easier to tell which

words are successful when the company is using very specific keywords that correlate to the companies distinctive products. Therefore, understanding the consumer as well as the company and using very specific keywords is the key to success when creating marketing campaigns so you do not miss your target audience. Understanding the value of keywords requires a process of understand the brand, creating a hypothesis, test the keyword, and repeat, also referred to as the AB process.

There are two types of keyword searches; long-tail keywords and short-tail keywords. Long-tail keywords are very specific and they are mainly used for blog post type content. Small businesses usually will use the long-tail keyword to lift their ranking on the search engine higher, since small businesses are still building brand awareness. Another reason why long-tail keywords are used is for ranking. The more specific the keywords are, the easier it is to have a higher ranking on the internet when consumers search for specific products. Using specific keywords that are not vague could mean that not many people are searching for the product.

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However, it is evident that consumers may be directly searching for the exact company by using more specific keywords relevant to the company's offerings. Short-tail keywords are typically used for websites, and are quick and to the point, but still relevant to the product. It differs from long-tail keywords because short-tail keywords are popular phrases that are used from research that depends on how often the phrase is looked up by the consumer. Once the keywords are figured out, it is easier to find out what the consumer is looking for which will ultimately allow the company to appropriately decide which keywords to use. Some of the digital research tools that are well-known include SEMrush, Moz Keyword Explorer which obtain very specific keyword data that will help a company with their keyword choices.

SEM tools such like the ones that were mentioned before work in a particular way. First you enter the keyword into the tool and then it will tell you the search volume and the competition level of the keyword. These are important to analyze because of competitors in the market as well as how successful the keyword is for different products or services. How do I tell if its a good keyword to use? Well, like all things in life, it is important to find a balance between the two; high volume keywords and low-competition keywords. Popular, well-known brands may rank in high competition keywords. However, small, start up businesses that are trying

to gain brand recognition do not have the authority that bigger businesses have. Using keywords that have a good chance of high ranking is something to consider. It is also important to use more than just one keyword so that your website will show up in more consumer searches (Baadsgaard,, 2018).

Search Engine Marketing Platforms

For most search engines, they have an ad platform for SEM. The top effective platform to use is Google AdWords, others include Yahoo Search Ads and Bing Ads. Most, if not all, SEM platforms utilize a PPC model for advertising, however, not all PPC are considers SEM. These platforms make it easy for users to figure out what keywords are best to use for their businesses (Baadsgaard, 2017).

What's the difference?

Search engine optimization, a subset of SEM, is more focused on the following areas; keyword placement strategy, link building, and figuring out how to make your site is more authoritative in Google.

Chapter 7: SEM/SEO & Pay Per Click

When looking at search engine marketing the focus is paid practices and social media marketing. For example, when a consumer searches for certain products/ services with specific keywords, companies are paying Google to have their name pop-up first. Since companies are paying for their site to show first through SEM, the focus is not on organic results as a strategy implemented through SEO. Even though the two represent these differences, it is essential for companies to implement both of them in order to drive sales. SEO benefits from the amount of times consumers are clicking through their search navigation (Baadsgaard, 2017).

SEM on the other hand is highly competitive because companies are paying a lot of money to appear first on the search list for ads. SEM is the best way for companies to beat out their competition by constantly having their brand ad or geo-targeted ad appear first. By paying for these types of ads it will lead to a higher conversion rate for the brand's products and/or services. The better the conversion rate through these paid ads or sponsored links will lead to an increase in sales (Beal, 2017).

The main goal of SEM is to pay in order to drive a sale or lead from a segmented target audience. To launch a successful SEM campaign, researching the right keywords to use in the campaign will lead the brand to the desired target audience. In addition to the target audience, the goal of companies is to reach other consumers by using popular keywords with high volume and low competition in a specific industry. By using keywords with high volume and low competition, companies will benefit by ranking superior over other competitors and cost-per-click will decrease as a result. When searching for the right keywords, there are many tools companies can use in order to get desired results from launched campaigns (Baadsgaard, 2017).

SEO

- organic (unpaid advertising)
- Lasting effect, ROI is delayed
- improves brand loyalty and trust
- mainly occurs on company's website

SEM

- paid advertising
- short period of time
- quick and immediate results
- appears on secondary and tertiary websites aside from the company's website
- sales oriented

Chapter 7: SEM/SEO & Pay Per Click

Case Study

A recent study was conducted by Spectrum Group Online, a paid-per-click (PPC) advertising agency, on an engineering company that specializes in manufacturing electrical products used in high-tech projects. This company has a lot of competition in the organic and paid search components, which is a large component of SEO. The products created have many similarities which resulted in repetitive content on their website. After looking over the google analytics for the website, the majority of the customers were looking at the same content. For example, the customers were searching for exact serial numbers for products on the site. However, the company did not have that feature on their site to direct customers to products after typing in the serial number. After Spectrum analyzed and gave recommendations about the site, this engineering company has more than 200 new product pages more directed to what the engineering audience wants. In addition to more pages, the average number of clicks increased by 25% and the average number of impressions increased from 1,000 to 1,200 per day. Overall, with these new modifications to their site, the website traffic increased because the content is more tailored to what the target audience wants (Crummack, 2017).

search engines, such as Google or Bing. To go more in depth about what a pay per click ad is, it is an online advertising model in which advertisers pay each time a user clicks on one of their online ads. PPC advertising platforms allow you to create content, show it to relevant users and then charge you for specific actions taken on the ad. In many cases, you'll be paying for ad clicks that take users to your site, but on some platforms you can also pay for other actions like impressions, video views and on-site engagements. This model is a great way for businesses to get their products and services out to the public for people to see online. The most common type of pay per click ad is a paid search ad. This is when advertisers pay each time a user clicks on their ads, like previously stated. These ads appear online when they are using search engines while surfing the web. They tend to be pop ads that are on the side of the screen for the user to view. These ads tend to pop up more frequently when you search something specific. An example of this would be going online and searching for specific book you might want to order online.

What is Pay Per Click?

Pay Per Click advertisement are ads that are alongside search results from

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A pay per click ad would be something on the side of the screen that shows a Barnes and Noble ad of books that are available online. The point of pay per click ads is to generate clicks from users so more people are searching about your product or service. When businesses are running ads, they are only being charged when a user actually clicks on their ad, hence the name “pay per click”.

Other forms of pay per click advertising include display advertising and remarketing. **Display advertising** is a type of online advertising that comes in several forms, including banner ads, rich media and more. Unlike text-based ads, display advertising relies on elements such as images, audio and video to communicate an advertising message. **Remarketing** is a clever way to connect with visitors to your website who may not have made an immediate purchase or enquiry. It allows you to position targeted ads in front of a defined audience that had previously visited your website, as they browse elsewhere around the internet.

How does it work?

Pay per click advertising is an entirely automated process that Google and other major search engines use to determine the validity of advertisements that appear on their SERPs. Advertisements are subject to what is known as **Ad Auction**, which is the process Google uses to validate the

advertisements. The more you pay Google and the more valid the advertisement is, the higher your advertisement and link will appear on the search engine. This means that more consumers will see the advertising because it is in the most relative position on the page. Paying Google for their service and having a relative advertisement to consumers searches puts a company in the best position to receive clicks and traffic on their website.

What are the advantages?

Pay per click advertisements can be very beneficial for a business looking for exposure and there are several benefits of using it. One advantage of pay per click is the cost effectiveness of it. You only have to pay when your site gets visited, receives an impression, or your video gets viewed, depending on the model being used so there is tremendous value in using the pay per click model because you quite literally “get what you pay for.” Pay per click advertisements are also extremely customizable as an advertiser because you are able to ensure that your advertisement is shown to the demographics you want to reach the most.

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PPC models allow you to reach people based on characteristics such as the device they are using, their location, or the language they speak, among others. This is extremely beneficial for an advertiser because you can ensure your advertisement will be seen by the people most likely to engage with your advertisement. Another great benefit of PPC advertising is the ability to have a measurable gauge for the advertisement's success. As an advertiser, you have access to the exact number of clicks you receive which can help you determine if your advertisement is attracting customers or not. Based on this information you can decide whether to change and improve your advertisement, target a different demographic, remove the advertisement, or keep it the same. Very few forms of marketing offer this direct feedback to the advertiser, making PPC an excellent option. Another benefit that comes directly from this responsiveness is being able to adjust your advertisement at all times to maximize click interaction.

Click activity is a direct indicator of advertisement competency so you are able to monitor how each change to the advertisement improved or worsened the click frequency the ad received. This also means that the results of an advertisement are very fast. Information on click frequency can be received immediately which is a tremendous advantage over having an online software track internet data. The information is also free compared to having to pay a

subscription rate to have a third party track this kind of data.

All of these benefits are tremendous reasons to utilize PPC advertising and to make it even more accessible, it is very easy to create one. There are numerous free training courses, material, and videos on the internet that can give you skills and information you need to properly create an advertisement that will draw clicks. These courses can teach you skills that will help you navigate your advertisement and all of the data that comes with it, including when and how to improve it to maximize the clicks you can receive. PPC advertisement is an excellent and affordable strategy for an advertiser because it is extremely customizable and offers free feedback as well as easy to learn.

Chapter 8: Digital Marketing Analytics

Marketing Analytics Overview

Marketing Analytics is starting to receive great amounts of attention due to evolving technology and big changes in the marketing environment. Digital Marketing Analytics is used to measure business metrics such as traffic, leads, and sales, and also allows you to observe which online events determine if leads can become customers. This process is important in order to accurately measure the performance of implemented marketing initiatives. It's important to note that with all the advancements over the years, digital marketing has become extremely result-oriented. In order to maintain relevance, companies must be familiar with digital marketing analytics and utilize them effectively (Standberry, 2018).

Data Analysis Strategies to Grow a Business

Step 1: Define a Problem

It is important to be able to identify the problem that needs to be accomplished in order to show what digital marketing data is needed to be tracked and how to actually analyze it. Tracking the wrong data or using the wrong digital marketing data analysis will lead a company to incorrect assumptions. This leads to making decisions off of incorrect data. It is important to know what problem needs to be solved and what information is attached to it. This could be

leads (potential customers or business opportunities), brand awareness (the level of interest or awareness a customer has in a brand), conversion rates (the total number of visitors to your site divided by the amount of visitors who complete your goal), or **return on investment** (ROI = net profit/cost of investment x 100) (Stemler, 2018).

Step 2: Set Data Driven Goals

When the problem and objective are both defined, having a measurable goal will help to determine if the company is moving in the right direction. Data analysis must be based on goals to give the numbers meaning. To adjust goals based on what is needed, the company must determine the level of performance that is needed to accomplish them. This helps to get them more specific and determine what needs to improve to reach the certain goals.

Step 3: Collect Accurate Data

In order to generate the correct conclusion, the digital marketing data analysis tools must be reliable. This means that the data that is received should be easy to interpret. To gather

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L the data accurately, it is important to track user behavior. This means finding the right codes, URL's, or plugins that can show how the user arrived to the page, what they clicked on, or if they saw the ad. This can be done by Google Analytics **JavaScript snippet, URL tracking codes, Facebook Pixel, or HotJar plugin**. When using the tools, it is important to make sure that the events are set properly so the device knows what to track.

Step 4: Make Informed Changes
In order to achieve the determined goals, companies need to decide what to change and how to change it. At this point, it is important to hypothesize changes based on previous digital marketing data analysis and the new information found. By using A/B testing and studying the results individually, the company should be able to see the impact of each change for the future (Stemler, 2018).

Types of Data Collection Tools

There are various data collection tools available to the public. Some tools would be considered more advanced over others but they all perform similar functions in regards to data collection.

Web Analytics

Web Analytics are the overall combination on measurement, collection, analysis and reporting of web data. The purpose of web analytics is to understand and comprehend web page usage. Web analytics is also used for measuring traffic on a website, and to evaluate and improve the website's effectiveness to the audience. Applications help companies measure the outcomes from ads or other outside sources that are on the website for the company.

Web Analytics are used to understand the customers viewing the site. Using web analytics allows the admin to view data that can improve the website. By analyzing this data, it will be beneficial when making possible changes or improvements of the overall web design and experience. The data often being measured is average time on the website, how many pages were viewed, organic search referrals, and contact form submissions. This will inevitably increase leads and sales, and the

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Experience for the consumer. (LaLonde, M., 2014).

It is critical to develop relevant web analysis by creating objectives for the visitors by selecting **key performance indicators**. These measure the success and failures of the site. The objectives that are most measured the site's goals of how it should run and operate. Objectives help prioritize parts of the website's outline to achieve these goals. Key performance indicators (KPI's) are metrics where calls-to-action (CTA) are measured. CTA are tasks that site visitors complete, such as visiting the homepage to the site (Web Analytics Basics, 2013).

Google Analytics

Google Analytics is known as one of the most widely used website statistics services in the world. After installation to the site it works immediately to provide useful information about the websites performance. This information can help generate logical and sound marketing decisions for the business. Google analytics has both options as mentioned before: basic which is free of charge, and a premium version with added features. Currently there are five report suites designed to

break down data. These suites consist of real time, audience, acquisition, behavior, and conversation (Deiss and Henneberry, 2017). **Real Time Suite** is information and data reflects what activity is going on within the site at that instant. Data such as number of visitors, page viewership, and geographic location is recorded. **Audience Suite** is information is gathered about the people who attend the site. Characteristics such as demographics, interests, and electronic device preference is documented. **Acquisition Suite** is information includes how the user arrived at the site. It also includes where they were before reaching the website itself. **Behavior Suite** is information reports on what people do when at the site, what pages they seem interested in, the amount of time they spend on the page, and when they exit. **Conversations Suite** is information is collected on whether or not users make purchases or activities such as subscribing to or buying products (Deiss and Henneberry, 2017).

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Metrics

Metrics are specific elements used to track progress of a business. All progress takes place on a digital platform where metrics can be properly analyzed to provide valuable information. When considering which metrics hold the most importance, priority should be placed on those that align with the company's goals. This will allow the company to effectively achieve success without wasting time (Taylor, 2017).

Key Metrics to Consider

Different Types of Traffic

Traffic refers to the amount and flow of viewers that visit the site. Knowing where the traffic originated from is essential. There are an abundance of channels for which traffic can be tracked. The first channel is known as organic as it represents individuals that type in keywords into the search engine and find the site from there. The site itself shows up in the search engine result page (SERP) (Dickey, 2017). The second channel is direct as it represents those that specifically type in the URL and go to the site. A referral is the third channel that occurs when the site is reached via another website link. Traffic can also

be created through social media as individuals are directed to the site from that platform. The final channel generates traffic from those that have clicked on a paid ad or promoted piece of content (Dickey, 2017).

Pages Per Visit

This metric tracks and monitors all pages included on a website and how often they were viewed by an average visitor. This metric can be further analyzed to determine what strategies need to be implemented such as improvements to content and site value (Standberry, 2018).

Average Visit Duration

This metric measures how long a visitor is on the site. In order to improve or increase the duration, the website must be up to date with relevant information. The visitor must be exposed to engaging content that encourages them to linger on the site for extended periods of time (Standberry, 2018).

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Bounce Rate

BT his metric tracks the various points of entry that people can visit the site. Bounce rate measures the amount of visitors that land on the site but only view the first page. Having a low bounce rate implies that visitors are interested in further exploration. Improvements can be made to correct a high bounce rate by improving navigation through richer content (Standberry, 2018).

Site Load Speed

S In order to improve engagement and site visitors loading speed must be consistent and up to par. If speed is lacking visitors will become impatient and lose interest. Metrics can be used to measure which aspects on the page are performing effectively. Image size for example can be achieved with clarity without large amounts of pixels. Compressing image size may contribute to increased loading times. Another aspect to consider is site code such as CSS and HTML. By minimizing the HTTP request and keeping the code compact, loading time can be improved. This works by removing unnecessary characters and additional information. The final aspect to consider is Content Distribution Networks (CDNs). With content closer to the end user, the

server can load requests faster. It essentially decreases how far the information must travel to reach the website visitor (Dickey, 2017).

Case Study

Digital marketing analytics has become extremely important for the success of marketing and website management operations. Adobe Systems Incorporated was recently announced as a leader in its “Magic Quadrant for Digital Marketing Analytics.” The company was recognized for their ability to execute the predetermined vision. Adobe Analytics Cloud helps clients manage more and understand key metrics. As of now more than 140,000 marketers and data analysts use Adobe (Business Insights, 2016). Recognizable brands that rely on Adobe for digital marketing analytics include: T-Mobile, The Home Depot, Mastercard, Dell, and many more (Business Insights, 2016).

Conclusion

You have reached the end of the eBook! Feeling inspired and ready to take on your digital marketing strategy? Hopefully from your reading you were able to learn some new and useful information that will help you jump start your strategy! As a class, we had a ton of fun learning, writing, and creating this eBook to hopefully help and teach people the “how to” way to creating a digital marketing strategy.

Glossary

A/B testing- a technique that uses the same information, but one variable is changed while the rest is kept constant which is used to measure the success of the key performance indicators.

Acquisition Suite- Information includes how the user arrived at the site. It also includes where they were before reaching the website itself.

Ad Auction- the process Google uses to validate the advertisements.

Audience Suite- Information is gathered about the people who attend the site. Characteristics such as demographics, interests, and electronic device preference is documented.

Avatars- fictional character that reflects the key attributes of a target audience.

Backlink-an incoming hyperlink from one web page to another website

Behavior Suite- Information reports on what people do when at the site, what pages they seem interested in, the amount of time they spend on the page, and when they exit.

Brand Awareness- the extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services.

Click activity-direct indicator of advertisement competency so you are able to monitor how each change to the advertisement improved or worsened the click frequency the ad received.

Coding-set of guidelines for a specific programming language that recommend programming style, practices, and methods for each aspect of a program written in that language.

Content Lifecycle- the process by which any piece of digital content undergoes throughout its existence. This lifecycle consists of three parts, the Top of the Funnel content, the Middle of the Funnel content, and the Bottom of the Funnel content.

Glossary

C*onversations Suite*-Information is collected on whether or not users make purchases or activities such as subscribing to or buying products .

C*onversion rates*-the total number of visitors to your site divided by the amount of visitors who complete your goal.

C*ustomer Life Cycle Journey*- the eight stages experienced by a consumer when they purchase a product or service. These stages are driven by marketing and sales efforts and are broken down into pre and post-purchase.

D*isplay advertising*- a type of online advertising that comes in several forms, including banner ads, rich media and more.

E*mail marketing*- the highly effective digital marketing strategy of sending emails to prospects and customers.

E*ngagement channels*- used for conversation and engagement with users.

F*acebook Pixel*- code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

H*otJar Plugin*- a new, powerful tool that reveals the online behavior and voice of your users.This plugin allows you to integrate your HotJar code easily into your website.

J*avaScript Snippet*- a programming tool for a small region of re-usable source code, machine code, or text. Ordinarily, these are formally defined operative units to incorporate into larger programming modules.

K*ey Performance Indicator (KPI's)*- is a measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use KPIs to evaluate their success at reaching targets.

L*anding page*-the first page of the website users interact with.

Glossery

Leads- a potential sales contact, individual or organization that expresses an interest in your goods or services. Leads are typically obtained through the referral of an existing customer or through a direct response to advertising or publicity.

Logo-a literary device that can be described as a statement, sentence, or argument used to convince or persuade the targeted audience by employing reason or logic.

Long-form content- written work that is in depth content that is well researched and covers everything that is necessary for the viewer to know.

Marketing Funnel-made up of different stages starting with awareness and ending with post-sale evaluation. The process of converting a website visitor into a paying customer.

Meta data-an HTML attribute that provides a brief summary of a web page.

Pay Per Click advertisement- ads that are alongside search results from search engines, such as Google or Bing.

Real Time Suite- Information and data reflects what activity is going on within the site at that instant. Data such as number of visitors, page viewership, and geographic location is recorded.

Remarketing- a clever way to connect with visitors to your website who may not have made an immediate purchase or enquiry.

Return on investment (ROI)- usually expressed as a percentage and is typically used for personal financial decisions, to compare a company's profitability or to compare the efficiency of different investments. The return on investment formula is: $ROI = (\text{Net Profit} / \text{Cost of Investment}) \times 100$.

Search Engine Marketing (SEM)- one type of internet-based marketing that deals with submitting and positioning of a website within search engines in order to help maximum visibility and also help to increase traffic referrals from search engines.

Glossary

Search Engine Optimization (**SEO**)- element of marketing that combines both the technical and creative components of marketing that are needed in order to achieve higher rankings, drive traffic to the site, and increase awareness in the search engines.

Search Engine Results Pages (**SERP**)-search engine result page, which is a clickable headline where a title tag is also displayed.

Search Marketing- the process of gaining traffic and brand awareness from search engines through both paid and unpaid efforts.

Seeker channels- are platforms that users go to when looking for specific content.

Short-form content- written work that is brief and usually less than 200 words.

SMART goals-stands for Specific, Measureable, Attainable, Relevant, and Time bound.

Title tag-an element of HTML which displays the title of the webpage, seen in the URL of the website.

Traffic- refers to the amount and flow of viewers that visit the site. Knowing where the traffic originated from is essential.

URL Tracking Codes- used to group together all of your trackable links that pertain to one product, service or marketing initiative.

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