

# SLM\_DM\_Unit 1\_v3.docx

 Introduction to Digital Marketing\_MBA\_1

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 ATLAS SkillTech University

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## Unit 1: Introduction to Digital Marketing 101

### Learning Objectives

1. Learners will gain the capability to analyse traditional versus digital marketing channels through evaluation of digital platform impacts on marketing strategies and consumer engagement across the globe and the local market of India.
2. Learners will acquire skills to perform complete digital marketing campaigns which deploy SEO together with content marketing and PPC and social media approaches for efficient audience targeting.
3. Learners will understand how to analyse digital marketing metrics alongside converting them to optimization rates thus enabling the measurement of campaign performance for better data-based customer acquisition and retention initiatives.
4. Learners will be able to evaluate the effects of modern technological advancements including AI together with automation and mobile search on digital marketing plans for stable leadership within an evolving digital realm and preservation of their marketing capabilities for future needs.

### Content

- 1.0 Introductory Caselet
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- 1.0 Introductory Caselet

“The Power of Digital Marketing – A Small Business Success

ABOUT THE SHOP The owner of the shop Emma opened "GemCraft" as her one-man handmade jewel shop in 2020. In order to create business she started off with craft show displays and word of mouth referrals from her community. The pandemic meant that all face to face events were cancelled, and sales for her business Slouchbags plummeted. Entrepreneur Emma, Bachelor Having made the decision of keeping her business afloat by focusing on a new digital marketing initiative.

The first strategy Emma implemented was to create an appealing looking website that showcased her jewellery ranges. She began supplementing her customer touchpoints with Instagram and Facebook by posting professional quality posts, paired with behind the scenes images. In her quest to draw a new audience, she turned to Instagram and Facebook advertising that targeted groups of people who liked handmade jewellery. She created an email marketing campaign that sent new customers discounts and recommended products to existing customers, based on what they had already browsed via the webpage.

Online visitor numbers at GemCraft were up 150% in the first six months of the pandemic, with post-pandemic sales registers showing a rate double than what was recorded before. Via Instagram she grew her following from 500 to 10k, and formed great relationships with customers through helpful posts and engaging. Emma found herself getting better website positioning thanks to her SEO efforts, and more doors were finding their way to her site 'organically'. Not only did digital marketing ensure her company's longevity, it also set her up for long-term success.

Critical Thinking Question:

What aspects of Emma's digital marketing approach drove business growth and what other marketing tactics should she focus on for long-term business sustainability?

## 1.1 Origin of Digital Marketing

Online marketing is also known as digital marketing. Characteristics of digital marketing includes the promotion of products or services using digital media, not just on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing channels are systems based on the internet that can create, accelerate, and transmit product value from producer to a consumer terminal. This image was advised by WPP). Several businesses can select from one of many online channels such as social media network Facebook, Instagram, LinkedIn and Pinterest to e-mail marketing or online flyers and banners as well as pay-per-click advertisements. Companies also use the technique to engage their target audience without them feeling forced.

That's because customers are technically savvy and attention spans are shorter — they expect services on their terms, anytime anywhere. A modern-times consumer has no time to read and the Internet already overflowed.

### 1.1.1 History of Digital Marketing

Known as Digital Marketing in the 1990s. When the arrangement of internet system was declared as a proponent actor, then web 1.0 platform took over the stage to define digital age. Web 1.0 brought along the ability to search, but protecting content on web wasn't an option till now. Moving brands and muddled milestones When the big wave broke (and it hasn't passed yet), many of the world's brands acted confused over their digital platform relationships. Back then the internet obviously hadn't pick up as a regular tool, so marketers were skeptic on the output of their strategies.

Hotwire is an open source toolkit made by the Basecamp team that enables developers to build modern SPAs using standard web technologies like HTML, CSS and JavaScript.

Hotwire works by operating on the assumption that most SPAs have a lot more complexity than is actually needed to build interactive web applications. Hotwire avoids redundant client-side JavaScript frameworks dynamically updating DOM elements by using cutting-edge HTML and WebSocket features to trip off unnecessary complexity.

HotWired purchased the first clickable web banner ad after their digital marketing campaign ran in 1993. The digital revolution in marketing began with this moment when clickable banner ads were introduced. No-nonsense tech improvements CHIMED OUT into cyberspace in 1994 thanks to this slow migration. Yahoo was also born during that time.

Jerry's Guide to the World Wide Web was begun by Jerry Yang, co-founder of Yahoo., and received a million page views the first year, according to Toesleynesaloh.com. The introduction of several search engines and tools such as the HotBot, LookSmart a Alexa pushed enterprises to optimize their websites for better results from them.

1998 saw the birth of Google. Microsoft released its search engine as MSN Search while Yahoo provided free access to their web search technology for other companies to use. After the web arrived, all other search engines died and were gone within two years of inception (the original Cartmans) leaving a few players dominating the market. Massive expansions in digital marketing began in 2014 with the 6.4 billion mark breached for monthly search engine traffic each month.

### 1.1.2 Evolution of Digital Marketing

The points in digital marketing evolution are now so many that minute or second would be a very decent denominator if it was possible to use such here, however below is a time-line of waypoints during the genesis of digital marketing where the revolution started somewhere before marketing got condensed in what we now consider today.

- The Hot Wired magazine was the first to use banner ads in an attempt to boost their subscriber numbers for this magazine. That is a formal beginning of digital marketing transformation. Emerging technologies and the birth of Yahoo! initiated the digital marketing revolution in 1994. And then we had one million clicks in our first year and people started changing their attitudes to internet advertising. On the first stage websites were created to satisfy search engines needs for their optimization.

- In 1994, Lou Montulli brought cookies out into the world of IT system - for those who don't know this term yet: It refers to small packets created by web servers to be stored on your CPU while browsing so-called (web) sites. Cookies are used by websites to grant access and when tracking is involved, these observant tools can actually watch the movement on the site from

even just simple record of visitation, engagement. Businesses can show you personalized promotional offers using customized marketing strategies through observing your interests.

- In 1996 we were introduced to more search engines born into existence adding in LookSmart and HotBot while existing outlets such as Alexa continued to dominate ground.
- Big daddy Google made its entry with MSN search engine provided by Microsoft and Yahoo web search in 1998.
- The turning point of digital marketing history would be the year 1999 when web 2.0 was introduced covering not only reading but also publishing information to sharing and trading data, much different from merely obtaining them like before. Utilisation of hardware became active user engagement. These developments paved the way for digital sharing platforms as well as social media systems and so on. Wikipedia, Facebook, and blog sites all emerged in this period.
- Y2K – as we approached the turn of the millennium in 2000, concern worsened about whether computer systems would be able to cope with the changeover from one date period to another. Many smaller search engines went away after the crashing of that crash following which Goliath companies were allowed to take over.
- In the year 2002, LinkedIn launched its online mode of professional networking and survival for jobseekers, where they could not only connect and network with individuals like them but also with those who are in their respective professions.
- 2003 MySpace, the first social networking site gains popularity before Orkut and Facebook soon follow. Businesses began to take notice for they sensed in these platforms big possibilities of benefit for themselves. It enabled businesses to connect with real people almost instantaneously through their platforms while eliminating the huge burdens of associated costs. These services began to be commercially marketed by businesses, bringing about a new era for the economy.
- In 2004, internet advertising in the United States totaled \$3 billion. The digital marketing business marked its territory in the market as relevant and sustainable by identifying a clear platform for lasting global presence.
- In 2005, the milestone was brought to us, presumably by some space-faring messianic figure: YouTube – now the world's go-to video sharing platform with millions of users on many boards today.
- 2006 saw a sudden jump when search engine traffic reached around 6.5 billion/months on Mayo Clinic's website. Microsoft launched Live Search to compete against Google and Yahoo, while Twitter hits the scene and split testing was introduced in marketing. Amazon According to the Amazon annual report they made more than 10 million in ecommerce sales.
- Media streaming service Hulu, and microblog site Tumblr launched to users in 2007.
- Google instant showed you live search results when it unveiled this in 2009.
- When WhatsApp first launched in 2010, mobile users received it. This application also offers numerous promotional tools for business products and services via 'WhatsApp Business' accounts.

- Web browsing eclipsed TV watching as the number one media consumption activity in 2011, and Google + and Google Panda was launched in the same year.
- Marketing budgets for social media increased by 64% over the course of just one year in 2012.
- Introduced Facebook Messenger and personalized ads on LinkedIn and other social media platforms in 2014. Mobile use outruns browsing and shopping on personal computers in 2014.
- Wearable technology and predictive functionality made headway in 2015 along with the rise of active content marketing and increasing inbound marketing trends.

The digital marketing landscape continues to transform at an astonishing pace, as new tools, platforms and technologies have come along each year which will influence how we think about and employ SEO and content marketing as an industry. Online product marketing allows for the most convenient purchase of available products even in the oddest time of the day. Facebook tops all the social media platforms as it is used by 99% of the digital marketers. The next, most popular is Twitter at 97%, trailing Facebook.

Fig 1.1 Timeline of Digital Marketing

## 1.2 Traditional vs. Digital Marketing

There are various ways to bring in audience. Marketing is so important to business success as it brings customers attention to products. Two main control methods belong to the standard marketing industry. Traditional versus digital marketing Traditional marketing is the old way of promotion and also includes practices like print ads, billboards, etc. Traditional marketing methods have constantly evolved over the centuries preceding this digital age a few years ago. Each of these strategies has its pros and cons in marketing as they perform different functions. The choice between these tools is only a matter of what people and businesses require for their use.

### 1.2.1 Traditional Marketing

Marketing approach takes aim at offline clients with traditional marketing type promotion. Marketers use traditional marketing methods such as physical presence to make direct contact with the consumer. Marketers locate their marketing materials in sites where audiences that may potentially see it are found. Traditional marketing techniques The family of above-the-line advertising devices such as newspaper colonists, radio spots and television commercials or outdoor hoarding banners with direct mail distribution methods is no more than examples of traditional marketing approaches.

Traditional marketing is an integral business strategy because it targets the subset of people that are non-users of computer/online services. Advertisements displayed in locations where large numbers of individuals gather will help you cover a wider audience. Scientific transport links in the Region are obvious ways to increase marketing and to come into contact with potential clients, those who could become clients. Local consumers' marketing objectives are met using traditional media such as TV

on-the-air ads and some radio spots as well as placement in magazines, newspapers as they establish their local presence.

### 1.2.2 Features of Traditional Marketing

2 Following are the features of traditional marketing:

3 Traditional Marketing avenues are mainly radio-television medium's, but also include outdoor signs with billboards as well as printed newspapers opposite magazines. The use of direct face-to-face sales meetings together with the practice of direct mail marketing also play a role in conventional marketing strategies. Traditional marketing channels help companies to build a solid platform where they can meet their audience because they promote clear engagement with the audience and potential reach.

4 Alternative segmentation approaches are less common in traditional marketing, as television programs and newspapers provide a wider range of an undifferentiated audience. The orthodox model operates very much on the scale of a fishing net, whose general techniques are to try and catch as many potential reads as possible. Digital and traditional advertisement can both be very useful in their own ways, but what does Digital offer that traditional advertisement does not: 1) Adapting to user interest – In digital advertising brands have the option of making content specifically tailored for those who read, this also includes showing advertisement in relation to context around where a person is visiting online, whereas

with traditional advertising it would have been the same information provided to everyone. Conventional marketing techniques are able to target large consumer bases, but the ability to enhance advertising on an individual basis is limited.

5 Conventional brick and mortar businesses create customer-trust through personal one-on-one interaction with the client. Companies that serve individual customer needs through direct human interactions and phone communication generate the most loyal and trusting customers. Close relationships that are being established, what leads to positive outcomes generate great moments that let companies develop loyal customer relationships and satisfy the same customers.

6 There is a point where the value of old school marketing strategies are worth more than digital marketing value. Viewers still see the billboards, combined with printed ads, and are more likely to recall something they have already memorised. Creating custom marketing materials only once can be cost effective for companies that target very local regions, perhaps with a limited customer base.

7 The authenticity of classic marketing inspires the print, TV advertisement formats we trust. (Something that trusted sources enjoy from becoming famous is that the message they disseminate, when it filters through on traditional advertising channels as well, becomes itself genuine and authentic.

8 Existing non digital based media can gain audiences larger than those targeted with the digital marketing enabled platforms. Conventional advertising techniques allow an avenue to reach every group of individuals through posting in print media, billboards, along with radio and television direct marketing. To effectively market businesses use all these tactics to target local customers and send different messages to all the communities. The classic marketing supports and assists companies very well, because they offer a wide range of product attention and a clear differentiation based on the brand to different groups of customers.

9 Trusted brand recognition can be established through traditional marketing as a result of continuous offline activities enabling to create specifically cognitive brand knowledge. Customers receive real brand engagements in groupings of upto and including hundred combined radio and Tv ads PLUS print, outdoor & direct mail. Regular traditional marketing content helps to establish brand recognition and credibility.

### 1.2.3 Traditional Marketing Channels

1.Print Media: Traditional Media covers a range of formats such as Newspapers, Journals, Brochures and Flyers. Print media publications (the canals of mass media) will always mark the exact word delivery through different sectors with the details about products at multiple senses. While the digital replacements and alternatives may be reigning superior, print has its place as a reliable marketing tool.

Example: Coca-Cola's PRINT ADS features their logo in conjunction with drinker images in social environments like picnics, parties and sport settings. As promotional material, it demonstrates the benefits of Coca-Cola products that provide refreshing and bonding qualities for friends. Despite the fact that they narrow in on relatively high circulation audience groups, big print canvasses in core titles currently attract a large number of consumer types. Coca-Cola

can further develop strong brand identity through print ads and advertise its product lines to entice customers through physical stores.

2. Broadcast Media: This channel allows companies to craft successful creative messages on TV because both the visual and auditory aspects of utilizing broadcast media are stimulating. Radio “entertainment” works in a similar fashion – using sounds to keep attention when the communication is of an advertising nature. Companies use mass media to have the largest reach possible- and to allow for enterprises to tailor their content in order to appeal to the most individuals through mediums of time-based planning as well as demographic targeting.

Example: Nike airs TV ads of the sporty kind wherein athletic performances are executed both by sporting figures and everyday users, using the de facto robust yet trendy merchandise. Nike is looking to gain 100 percent visibility with its consumers at one universal time frame with a precise marketing strategy during the Olympics and Super Bowl. Unlike sports manufacturers, who pursue brand awareness by increasing the number of people turning to the field at workouts with broadcasted media and achieve predominantly marketing success with products, Nike likes working out!

3. Telemarketing: Marketing that employs telemarketing includes telephone calls with potential buyers as part of Traditional Marketing campaigns. The companies use this method of marketing to gain new business leads by strategically engaging with their customer base through tailored, communicative contact.

Example: HDFC Bank follows telemarketing advertisement campaign promoting a 'credit card' with other bank loan and insurance packages to their subscribers. In their call center, the intermediaries' employees make targeted, customer-centric contacts with existing customers as well as potential new ones. And in these phone calls the people from HDFC give information about the product to clients before addressing their questions and leading them through what is required for an application. The HDFC employs direct telemarketing programs to bolster customer base expansion, product visibility and sales escalation.

4. OOH (Out of Home) Advertising: Communicating a consumer centric message through this OOH (Out of Home) advertising method, consists of visual ads placed outside customers homes, work place. Pictorial OOH advertising is the most prominent one and communicates its messages by using a combination of billboards with street furniture areas units such as benches, bus shelters as well as transit locations like stadium malls and cinema.

Illustration: Titan features its primary brand websites of Titanium wristwatches and Tanishq jewellery & Fastrack fashion products via OOH. News collection designs were promoted to the general public through prominent billboards and digital displays in busy environments, such as shopping malls or airports. The branding advertising also provides for such a focus, to communicate messaging to increase awareness as well as creating an image tailored to different target groups while stoking further purchases at the POS. OOH Marketing With OOH Advertising solutions Titan has made its products available to urban customers by influencing people from diverse backgrounds to purchase their brand in the Indian Lifestyle and Fashion market.

5. Field Conventional Techniques: Organizations employ the old-fashioned method known as Face-to-Face or In-person Meeting to keep in touch with the fresh leads they are looking for their products. The engagement process allows organizations to improve client

relations through answering queries and posting their fares for review by customers. Firms use this strategy to grow prospects by exploiting the partnership channel.

Example: MetLife insurance salespeople explain all insurance options to clients in the context of face-to-face meetings by displaying life insurance, as well as health and retirement plans. The team first works on the analysis of customer requirements and brings out individual solutions that they will then present to customers live. MetLife fosters lucrative business relationships by developing email lists via one on-one meetings to establish trust & develop a lifelong relationship & discover why their insurance plans are important to consumers. Face-to-face contact by MetLife agents also assists the company in keeping its clients as well as gaining new ones and selling insurance.

6. Networking: Networks still play a part in ongoing marketing activities as they for industry practitioners to develop his/her own useful contacts through networking. Business contacts and referrals are made at events including conferences and associations, some of which also provide professional referrals to participants as a benefit. This type of business expansion allows companies to increase market exposure and gather high-quality leads while networking with new customer bases.

Example: LinkedIn set up to become a networking platform among professionals of different industries -- both enterprise and personal. LinkedIn fosters global events around seminars and webinars that allow professionals to trade ideas on its linked sites. LinkedIn's double-sided platform structure facilitates the establishment of professional friendships and larger networks between users, as well as business opportunities and sharing industry information. LinkedIn's networking function assists professionals to connect in real, professional terms and business growth is a result of users proving their expertise in order to achieve enterprise objectives.

#### 1.2.4 Digital Marketing

Businesses rely on websites and applications and smartphone tech with social networking and search platform algorithms to promote and sell their goods or services. The current trend is a form of online marketing in which businesses connect with consumers to analyze and improve based on behavioral information, varying from basic marketing methods. Digital marketing principles are combined with traditional fundamental marketing principles underpinning the strategic marketing practices employed by most corporations. One-of-a-kind threats to business survival emerge from the online

marketing platforms. The introduction of the internet to consumers in the 1990s caused a major shift in how businesses approached advertising.

Various companies use several marketing strategies with an array of media assets to identify potential customers that will enhance their market position. Saturation, in turn, is a function of the tactical trade-off options between selling operation and advertising which are available for the implementation of efficient marketing policies. Businessmen work on their marketing projects as the internal employees of the company or as external agent / service provider, who render services for multiple business clients.

Until a short while ago, businesses used to be connected with their market through print outreach and TV/radio ads since those were the only mediums for promotion. The coupling of

the web and its access created digital marketing; suddenly it became a new “channel” for which to market.

Technological developments and market trends instigated radical shifts in the way companies approached marketing and restructured their investment efforts. In the early days of digital marketing, email flourished as a favorite marketing technique. Email was shunned altogether in favor of search engines traffic via Netscape once businesses discovered how to tag and keyword their items for marketing success. With social media, Facebook created new opportunities for businesses to gather user data and achieve more precise message distribution according to customer profiles.

Probably they use the smartphones and handhelds to serve advertising directly to potential customers who are just about everywhere. The most recent Pew Research Centre study shows that 76% of US adults have bought something via the internet using a mobile device throughout America in 2022.

### 1.2.5 Types of Digital Marketing

The online channels have grown from the 1990s, but continue to evolve in effectiveness and popularity. There are eight core digital marketing channels that the majority of digital marketers use and I'll help to describe them.

1. **Website Marketing** Most businesses aim at capturing the digital marketing objective for their corporate website. Brand identity should be reflected in business websites as well as products and services must be introduced to users in a user friendly and memorable way. And, much of today's online success rides on sites that load quickly and are easy to access from mobile devices and navigate while browsing through the pages.
2. **Paid search advertising:** In the event of pay-per-click (PPC) advertising marketers can even reach population audiences by buying ads on news sites and digital platforms. Advertisers use PPC advertising and have ads placed on various platforms such as Google, Bing, LinkedIn, X (Whosay), just to mention a few new ones in the market or promoting with banners within videos and marketing banners to reach users. You would pay based on the optimization for keywords or terms an expressions that you are using. they use specific demographic profiles according to the age or sex and location of the user. The Top from the PPC Services platforms include Google Ads and Facebook Advertisements.
3. **Content marketing:** Existing written visual and video content produced specifically for potential customers who have demonstrated interest in the competition's subject so that they become part of your target audience. Online distribution comes after platform to promote via social media and email tactics as well as search SEO and PPC efforts. Content marketing deploys subtle and virtually invisible tactics to sell products that sponsors have an interest in promoting.
4. **Email Marketing:** Even though many people hate promotional emails, it is still one of the effective ways companies manage to reach out to customers. The people all in a digital platform have their names for email lists that digital marketers create. Once leads are created, marketing will email to turn those leads into paying customers.

5. **Social Media Advertising:** The basic purpose of social media marketing is to develop brand name recognition as well as build good connectors with customers. Given the ability to create your platform a lead-generation agent and turn it into sales channel, if you move ahead with social media marketing. The SNS marketing strategy consists of promoted posts and tweets.
6. **Affiliate Marketing:** From an industry that has emerged as a sub-genre of the marketing tradition affiliate marketing is up and running due to digital strategies. In an affiliate marketing setup, business and “influencers” can advertise a partner company’s product and they will get paid for respective items sold or leads that are introduced. Large businesses (Amazon being the most famous) operate affiliate programs, paying affiliates 6-digit figures annually just for selling their products.
7. **Video Marketing:** YouTube sites users- they were looking for purchasing decision of products, tutorials before they buy and reviews before they decide to spend relaxation. Companies can launch video marketing campaigns via various video platforms such as Facebook Videos, Instagram and TikTok. That’s where videos combined with SEO strategies and content marketing methodologies coupled with hardcore social media marketing efforts coming in to play businesses are reaping best results.
8. **Text Messaging:** Companies use text messages (previously referred to as SMS, or short message service) as a primary method of communicating the hottest products and latest offers. Nonprofit organizations and political candidates alike engage in text message marketing to (and both object and request donations). Now, marketing tools exist that allow people to contribute money to a business or charity in response to simple text message prompts.

i. **Features of Digital Marketing**

1. **Worldwide Accessibility:** One key advantage of digital marketing is the reach it provides across the globe. The traditional marketing’s own geographic limitation is such that in order to

mount international campaigns the enterprise faces high costs plus physical effort and expensive communication campaigns. Since digital marketing operates in the online world, you are afforded immense reach options. Even a small business owner in New York can sell to customers all over the world thanks to digital marketing. The result would not be possible through ordinary marketing activities, at least not without unreasonable investment. Now there are a lot of opportunities for growth in business with the heightened access to online businesses.

2. Local Reach-Nothing advertises more locally than the internet, it lets you tap into local markets on a smaller budget by advertising towards your own neighborhood. Local SEO and local ad strategies give companies which serve customers door-to-door a competitive advantage. Online marketing allows firms to advertise their services in the local vicinity, and has much bigger reach when compared with conventional methods such as face-to-face distribution of leaflets.

3. Low Cost: Second very important benefit of digital marketing is the price aspect. The decision to opt for local or global digital marketing methods simply lies with the respective businesses that want to cater customers within their locality and at overseas. Smaller companies have the ability to compete against larger corporations through specialized marketing platforms, which are available online. Until you reach SEO and social media content marketing online strategies nothing needs to be spent upfront. Various types of digital marketing have different impact on business and different cost between strategies. The strategies that fit their specific business goals provide businesses with a combination of approaches they find to be sufficient in marketing.

4. Brand Awareness: Digital marketing platform helps to reach the target market from across the nation for all type of businesses. Companies that do this well will build by winning new customers.

5. Accurate Targeting: You need the most accurate information to discover your target market and acquire new customers, digital marketing helps in that decision. The SEO approach relies on keywords but pay-per-click programs work in a contrary way- and seek to get hold of potential customers of social networking through specific users' targeting for demographics. The different targeting options available allow making sure that every marketing campaign will be exactly seen by its audience. As you use this approach to track how customers shift their behaviour, your marketing will get better. The successful of every business is how fast you can understand changes in customer demands.

6. Various Strategies: Digital marketing has several strategies which are suitable for the specific kind of business among multiple options. International business to business lead generation activities work on a larger scale than the local consumer based market of clothing. Content marketing and SEO unlock your best results when you prioritize these methods, but not conversion-based ad campaigns brings the most value through business. You need to pause and feedback into better tactical next steps around the thing you're learning. A More Comprehensive Digital Marketing Strategy A digital marketing strategy simply gets better with time and as business requirements evolve.

7. Diverse Content Types: One of the strengths behind digital marketing is the different types of content that your business can use to present its brand over the web. Most digital

channels allow you to select from a variety of content options so creativity can be maintained when designing killer branding initiatives.

## ii. Traditional vs. Digital Marketing

Digital marketing compared to traditional marketing New – The preferred content format Visit our Preferred Content Format for More Info Visitor targeting solutions and personalization options Reach-cost trade-offs Communication modes supplied by the technology Digital analytics tool Fundamental characteristics of a campaign Following are some differences among others between conventional marketing and digital marketing.

### 1. Medium of Communication

Digital marketing Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Using the virtual tools of analytics, this approach interfaces with forums of customer engagement that are digital communities.

Traditional Marketing Methods in traditional marketing methods, products and services are promoted through television radio newspapers magazines billboards, and direct mail. Advertisements are already standardised in the physical spaces where people habitually travel.

### 2. Cost Efficiency

Generally speaking, digital marketing strategies can be cheaper than traditional forms of marketing. None Perception Economic period: Consumers can try new services and products. A five-level analytical model of industrial market impressions This format for the development of Marketing Analysis uses a level from which we have drawn a schematic display. The initial social media ad budget is paltry, but the prices indirect proportion to performance of its contest.

More money also must be spent before businesses can even begin their traditional marketing methods.. The cost of running print, radio & TV ads is significant when you're trying to get air time during prime time or appealing to large audiences. Traditional marketing has static fixed costs that do not increase in line with the performance of the marketing itself.

### 3. Targeting and Personalization

As a result of this available data Typical users : Send messages to precisely targeted campaigns with inputs such as user demographic information and the like combined with user interests, location, digital behavior. The precision of deliverance with digital marketing tools helps to generate content that is specifically targeted towards different segments of the audience thus enhancing attention and stakeholder response.

Example: Fitness product Facebook ads are served to the audience as long as they show interest in health and fitness, are aged between 25-35 years and live in the targeted area but have recently searched for a gym membership. The customized marketing method allows a brand to recommend advertisements together with creative that better addresses the responses from specific audiences segments, and thereby increases audience engagement when converted.

Doing business as traditional fails to cater for the relevance- level audience segmentation that modern marketing brings. The wide addressed group of the audience becomes difficult to involve due to less accuracy in the delivery of traditional means while addressing its target groups. A lot of 'old media' has issues when companies try to create unique marketing messages for people from other fields.

Example: A TV advertised fitness product during prime-time service has an overwhelming draw to huge viewer populations even if this group is not the hard-core fitness bunnie. As a result large scale im- pression awareness is effective in ads and the lack of personalization or labeling makes converting provoke in our viewer challenge rather hard.

#### 4. Interactivity and Engagement

With digital marketing, there's interactive communication because brands are able to communicate with consumers quite instantly using comments, direct messages and shares and likes. The digitally-based user engagement serves to create relationships and content generated by users.

Conventional marketing strategies deliver promotional content to the targeted consumers without requiring their immediate involvement as it does not require real-time interaction. Time bound digital marketing connections are not possible with direct mail, even when the inference proceedings can be guided back and forth between some of the consumers.

#### 5. Measurability and Analytics

In the digital marketing ecosystem, companies get insightful performance analytics in full that provide lightning fast insights on how well a campaign is performing. On the other hand, there are several metrics that first impression marketing can be measured by: clicks and conversions; bounce rates and sources of traffic. Firm level marketers value their marketing plans based on a number of possible metrics that provide the input for quantitative strategic decision making.

There's nothing in marketing today you can measure as precisely as a traditional form of advertising. While citizens know easily how to track traditional marketing metrics; with TV ratings and newspaper consumption, for example, establishing a direct sales approach or conversion is not so clear cut.

#### 6. Reach and Accessibility

So it's a good think that through the integration with Staffgroup's online entities and everything at its disposal becomes theoretically limitless in their exchange of some digital marketing technologies. "The connected world of digital advertising technology is huge in terms of being able to target around the globe and making language selection automatic for customers based on their markets' cultures.

Mainstream marketing are it initiations across the regional borders and have limited demographic boundaries. The current advertising mode deals in regionalism because it is based on newspapers and radio stations which are confined to single market areas. Growing marketing beyond local markets depends on financial logistics and a market-based strategy.

#### 7. Speed and Adaptability

With the use of performance data, digital marketers can instantly adjust their online marketing efforts. And by way of digital marketing activities updating ad text is realised in real- time and

selecting promotional audience happens at once, as well expenditure amount changes. Via digital marketing the commercials can be transmitted efficiently and operators can make modifications with the commercial still in situ.

Traditional marketing methods require long-term preparation work and are not kill-and-go operations. The updating of printed advertising, or TV commercials is using a mix of expensive deployment and a heavy time burden. The future adaptivity of marketing campaigns is restricted since their schedule requirements extend further in time.

#### 8. Content Format and Creativity

Various types of content are available for businesses to use both informative and interesting materials with video-infographics, podcasts-infographics in podcasts, interactive advertisement with animation and augmented reality. Digital information provides obvious transformational benefits that it is better than tradition forms of marketing.

Tradition Print Media Ads, and Billboards: The older the better? (You see anything creative out there when it comes to using any of these traditional marketing methods) As seen the TV ads do not possess interactive content features nor product variety, so the digital advertising platforms are becoming more powerful.

#### 9. Customer Feedback Loop

Everything they do digitally from reviewing you to social media, posting on line surveys allows them share instant feedback. Brands that deal with feedback rapidly create happy customers and benefit their reputation overall. The manual process of "marketing" to collect feedback can take even longer depending on the methodology chosen and individual aspects included, such as mailed questionnaires or telemarketing calls at each stage. The entire feed-back cycle now operates somewhat slower.

#### 10. Longevity and Shelf Life

Companies can now switch on and off their digital marketing promotions with a snap. "Loads of the other assets digital marketing, blog content video material and social media activity so long as you're posting to attract new wider audiences it carries on getting engagement and continues to add value.

The schedule of old style ads is set by 30 second TV slots and month long billboard posters. At the end of the advertising campaign's duration, less and less people see the advertisement.

Fig 1.2 Comparison between traditional and digital marketing

#### Contextual Review:

##### 1. LEGO: Building a Digital Playground

Use the world famous LEGO construction brick system to inspire new ideas and aid creative play with its themed product collections. But as younger generations began to prefer digital entertainment, a question converged around LEGO: Is there still value in bricks at a time in which electronics and smartphones dominate practically all interactions?

LEGO brought digital to marketing and innovation by integrating their physical toys with digital entertainment systems. LEGO not only retained market-relevance, but also struck brand-connectivity gold at the same time thanks to technical innovation and all of this interconnected platform building (no pun intended) and a strong simmering pot of online dialogue.

Challenges: The heritage toy maker LEGO struggled to keep pace with the shift of children from cars and physical playthings toward using technology for entertainment. The rise of digital entertainment and mobile gaming - and with it screen time - led LEGO to create a platform of its own, as a way to stay in contact with kids.

Solutions: LEGO had a complex digital marketing strategy as its answer to this problem. And Lego Life was a major leap forward - creating a platform where kids could, safely and without judgement, share their building accomplishments with other members of the community." YouTube was just one of the video platforms LEGO utilised to distribute interactive content that included animated episodes and documentary-style videos explaining how their toys were made.

LEGO's product visibility was propelled by the influencer marketing as they collaborated with YouTubers and digital creators who showcased toys. The company also incorporated AR to their products, allowing kids to have interactive connections with the brand.

Result: LEGO achieved huge digital transformation success by bringing both modern children and their parents into the brand as consumers. The organisation improved the quality of connections with its audience and lifted its presence as a brand by partnering their LEGO Life scheme with influencer marketing and video promotion used to drive sales performance.

## 2. Spotify: Streaming Success through Personalization

Digital music streaming pacesetter Spotify was founded in 2006. Spotify had the market troubles for newer customers move slower, despite fighting to gain uniqueness in the market as well as grow its listeners' network after launching in 2006.

The key ingredient that made Spotify successful was all about its personalization of users' experiences. The company reached this breakthrough by conducting large-scale user data analysis and creating advanced algorithms, which have led to transformation in consumer musical behavior.

The music streaming industry generated the principal challenge to establish distinct competitive positioning strategies for Spotify. Spotify required a new plan for creating value for listeners on an ongoing basis as it sought to protect its user base from competing services like Apple Music and YouTube Music and Amazon Music.

Solutions: The Swedish streaming platform's big break came as it honed its personalization. The company started employing data science methods hand in hand with machine learning systems to fulfill an accurate music recommendation results. The "Discover Weekly" playlist became popular largely due to the number of personalized song recommendations that reached users every week, upping engagement with its interface.

The followers of these users that wanted to engage with Spotify on social media to share their music selections and playlists that they used for promoting Spotify.

Partnering with influencers, artists, and big brands, Spotify was able to reach new audiences. During their Starbucks partnership, business fans also heard custom playlists created by the coffee chain during in-store visits.

Result: With their online strategy Spotify become the leader of music streaming industry. Tactics that personalized the experiences while incorporating society and partnering with influencers increased retention, and raised subscription numbers and audience engagement. By analysing the data of how people were using their service, Spotify kept listeners loyal, enabling them to grow from a niche provider into a big name in music subscription.

## b. Internet usage and Digital Advertising Market in India

### Internet usage

The surge in the popularity of the internet in India over the last few years was driven by affordable data plans, falling smartphone prices and improving digital literacy, as well as increasing tech accessibility. A closer look at the use of internet in India over the years:

#### 1990s: Early Beginnings

1995: First Internet Service Providers commenced operations with opening of services to general public from synchronous Videsh Sanchar Nigam Limited connections.

1998: Deregulation of the sector allows private telecom players to set up themselves as that country's first Internet Service Provider.

The 1990s: Electronic connectivity During this decade connected at low speeds and high prices that has access points mainly in the cities, and inside schools.

2000s: Slow Growth — and Some Connectivity With its patent hunts, import bans and delaying tactics, Intellectual Ventures again was able to slow the industry down.

2000: Indian government starts operating a National Internet Backbone (NIB) as a program to improve national Internet infrastructure strength.

2004: The runners-up cities get broadband service, but with limited capabilities.

2005: The rate of Internet access continues to be low, with only an estimated 25 million users having access out of an Indian population of approximately 1250 million (less than 2% by population figure).

2007: India's growing network of cybercafés provides connection to the internet in cities and rural areas.

2010–2015: Smartphone boom and 3G expansion

2010: Indian consumers are in for faster mobile speeds that use 3G technology nationwide. Expense, for adoption of new technology, continues to be a barrier; albeit its use is becoming more widespread.

2012: The number of mobile phone subscribers in India rises steadily even as the web gets more accessible through phone mostly small phones and feature phones.

2014: Bharti Airtel launches 4G in select circles but mass market for the service is still elusive.

2014: Over 200 million Indians are active internet users with the majority accessing it from mobiles.

2015: GOI – The Government launched a new scheme under the name of Digital India (Make in India, which is another government initiative in order to increase the internet usage and also to utilize the power of e-governance as well as digital literacy).

2016-2018: Times Of Jio And Mass Adoption

Reliance Jio successfully disrupted mobile broadband market with ultra low cost data due to which massive number of Indian switched to mobile internet. 2016: Reliance Jio launches 4G services at ultra low price and sees a huge uptake in the adoption of Mobile Internet. When Jio began its price war, others in the industry had to match up with exciting offers.

2016–2017: The proliferation of low-cost mobile data and the availability of affordable smartphones across the developing world brought about the first growth since 2006 in the global number of people using the internet, particularly among those living outside urban regions. India becomes top user of mobile data above all countries as of 2017.

2017: There are now more than 400 million internet users in India as mobile internet usage sees substantial growth and represents the majority of online activity in the country.

2018: Social media sites like WhatsApp, Facebook and Instagram has popularised digital content in a big way even amongst the rural people.

2019-2020: On-Line Learning & COVID-19 Pandemic

The world experienced a tectonic shift towards digital literacy — work, education, health and other social services demanded that solutions be delivered online.

2019: India's first 5G trials begin with telecom service providers gearing up to increase internet speed in future. 2019: BhartaNet is an initiative of the Government for high-speed internet connectivity in rural region and the PMGDISHA ((Pradhan Mantri Gramin Digital Saksharta Abhiyan) aims at making persons in rural area digitally literate.

2020: The estimated millions of people kept from schools, work and all forms of social interaction now have their doors opened digitally with the onset of the COVID-19 pandemic. If I were to be trying in the present time, it would open up a whole another world: legacy classroom education is doomed now that BYJU's with Vedantu and even Unacademy have all grown at a very fast pace.

2020: The number of internet users in India reached over 600 million due to widespread smartphone usage and increased mobile data consumption, digital platform adoption amid COVID-19 pandemic.

2021-2023: Enter the age of e-commerce and 5G

2021: Flipkart, Myntra and Amazon are still evolving in India and online market is tipped to grow more in Tier 2 & Tier 3 cities which will increase your luxury of shopping much more easier.

Jan 2, 2021: The UPI (Unified Payments Interface) becomes hugely popular and digital payments are widely accepted throughout the country with millions of transactions happening on a daily basis.

2022: 5G now operates in most major cities (Delhi, Mumbai, Bangalore), and significantly increases internet speed while decreasing lag time.

2022-2023: Indian is considered as the 2nd largest internet user base across the globe with increase in internet users. That number has grown to over 800 million, and the rest of the world is depending on mobile devices even more. Use of video streaming apps, digital payment services and mobile gaming is skyrocketing.

2024-2025: Predictions

2024: 5G networks are rolling out in India and other regional countries, while new technologies such as augmented reality, virtual reality and internet of things witnessed an uptick.

2025: The integration of AI and machine learning to Indian digital platforms for ecommerce, education and entertainment enables more personalized experiences

2025: India plans to have more than 900 million users as digital penetration gets significantly improved.

## i. Digital Advertising

Online advertising leverages online spaces such as websites, search engines and social media to serve ads brand promotion related to a particular product or service.

Digital marketing operates by pushing content in direction of users who have expressed interest for your ads. Here is the process of digital advertising execution and first steps for a company operating in digital advertising.

1. **Choose a Channel:** Choosing your promotional channel will start with pinning down an online avenue from where you want to promote your business. One is the ability of digital advertising to carry ads from search engines like Google and networks like Facebook and Instagram while also other web sites.
2. **Select an Ad Format** The choice of your advertising medium following the above accountability results in the choice of your ad format. Depending on which internet platform you choose, the advertisement format does vary. When people see your campaign, your ad on Google will look just like a regular search result. There are choices when it comes to running ads on social media: video and images.
3. **Define a Budget:** Determine how much you would like to invest in your advertising. Your ad payments will go through fees that activate with each time someone clicks on your ad or performs the action that ad seeks.
4. **Profile Your Audience:** Audience targeting capabilities are the natural next step in ad format selection. You can use your targeting options to find the right audiences who are interested in purchasing from you. Several important things are that businesses rely on digital ads for marketing of their services, products. Today, consumers spend more and more time on the Internet using their PCs as well smartphones and smart home devices. The number of connected devices in each American home now exceeds 10. With marketing on the internet you can reach customers on their phones, computers and tablets.

Purchase decisions about their products and services are made by people all along the day and during all activities that fill an average day. Your advertising online can reach consumers who are searching for places to make buying decisions. Your digital ad might reach those people as they watch streaming television or surf websites or use social media apps. They'll remember your brand until the time comes to buy so it's helpful if you engage with them across other parts of their user journey.

The advertising formats of digital marketing structure are made up of different platforms and styles. Here are a few of the most frequent:

### Fig 1.4 Types of Digital Advertising

1. **Search Advertising:** Also referred to as Search Engine Marketing, is a type of advertising that displays search ads in websites' SERP. The vast majority of these search ads are text ads that appear either on top or to the right side of the natural search results.

2. **Display Advertising:** Display Ads include text clusters which accompanies an image that appeals to the viewers softwareabusads on sites and apps. Text advertising blends in to the website content.
3. **Online Video Ads:** Advertisements that have videos within them finish the concept of online video ad. Out-stream video ads run outside of the typical places you would expect to encounter a display ad — on websites, in apps and on devices. In-stream video ads appear before, during or after video content.
4. **Streaming Media Advertising:** OTT is a specific video advertising format that plays within streaming media viewed online as opposed to via satellite or cable.
5. **Audio Advertising:** These ads run before a user listens to any online audio content, such as streamed music or a podcast (pre-roll), runs in that content (mid-roll), or after they finish listening to it online (post-rolls).
6. **Paid ads on social media:** The sharing of paid ads over Twitter and LinkedIn networks.

#### Examples of Digital Advertising:

Airbnb - “Made Possible by Hosts”

Airbnb — “Made Possible by Hosts”

Airbnb’s 2021 “Made Possible by Hosts” marketing campaign was built around UGC from the “Forever Young” video. The slideshow features happy Airbnb renters in their lodging and photos from travel by personal users set to moving music. The video shows modern looking Airbnb usages, and portrays how emotionally satisfied the guests are during their Airbnb short trips. The company, working with & Production Co., released a 30-second video that contained no spoken words but instead encouraged renters to stage similar getaways of their own using the #EscapeTogether hashtag.

Onall Airbnb channels, the campaign reached 17 million views globally. Targeting property OWners and Renters The social media campaign effectively connected with both property owners and their renters as Airbnb sought to create an action that would lift listing & reservation numbers.

Here are some lessons on the tactics of the campaign:

**Video-first content:** As customers still prefer video format, and lyrical narratives are easier to express through audio-visual stories.

**Form of media should be available to viewers who prefer not to use audio or subtitles:** People watch 75 per cent of mobile videos with no sound, so it is vital to make your media content available to them.

**Use UGC to feature real people:** By showcasing the customer content this brand was able to provide solid social proof about what it’s like to stay in an Airbnb space.

**Be more sentimental:** For moving images that replaced facts and figures with emotional tunes, Airbnb showcased an emotional narrative in this video.

Reference: <https://business.adobe.com/blog/basics/digital-marketing-campaign-examples>

## 2. UNIQLO - "Uncover"

Casual wear distribution chain UNIQLO holds the same philosophy of presenting their garments in Japanese shops. The brand wanted to explore a new promotional idea that would help raise the awareness of its HEATTECH clothing range in Australia. By Emma Wevers UNIQLO with its omnichannel approach allowed store AND web shoppers to enter the draws together.

Australians were given access to three marketing channels for UNIQLO via digital billboards across 100 sites in addition to YouTube and Facebook video. The UNIQLO campaign displayed on

billboards and videos told consumers to collect unique codes which you could then upload to the campaign page.

Customers who are introduced to HEATTECH products by UNIQLO will be able to select either a free tshirt or discounted coupons on the ecommerce platform. After prospective customers were introduced to the HEATTECH products, UNIQLO encouraged them to become a member of "marketing newsletter subscription" by using digital marketing. Those participating in social media could share their results from the campaign, by showing what they got to use with the promotional code.

The UNIQLO digital campaign generated a combined 1.3 M video views and acquired some 35,000 new customers and captured 25,000 newsletter sign-ups.

Here are some takeaways from the campaign's tactical strategy:

- Free products plus discounts help create a buzz around your brand: Free T-shirts from UNIQLO were enough to resonate with shoppers and get conversations started.
- Build digital experiences that can be shared: With the UNIQLO campaign, participants were able to share their experience with friends and the brand could benefit from digital WOM.
- Stores should partner with online interfaces to offer one seamless customer journey experience: The digital marketing strategy transcends the walls of social networks. UNIQLO's use of digital billboards infiltrated passersby into the virtual yet physical space and drove real life consumer engagement along with online promoter activity.
- Do continual digital nurturing: UNIQLO offered free items that not only taught leads about their products, but also asked them to jump on board into full-blown newsletter land.

Reference: <https://business.adobe.com/blog/basics/digital-marketing-campaign-examples>

## ii. Digital Advertising in India

India was the mother of our race... [the ...] grandmother of legend, and the great grand mother of tradition." My program will take interested people into sacred sites throughout India. Not a curse escapes him, nor an imprecation — As the largest image of all that is horrible and

obscene in Art can shed no light on the conceptions of transition to delirium or agony: these are but they are nothing — Our richest & most valuable materials in the history of man are treasured up in India only. By Mark Twain

The future of digital advertising in India has a lot of promising developments and lucrative business options for the sector. so will the rapidly digitised Indian population and increased digital connectivity.

lead to the next phase of India's digital ad future on multimedia and multi-screen platforms. The Media & Entertainment industry insights in EY's report offer strategic views for business organizations to plan their position amid upcoming changes. The several growth narratives and prospects described in the sections that follow will shape India's digital advertising future.

The future of Indian digital advertising will be shaped by several growth themes as well as strategic opportunities worldwide including those described here.

1. **Rapid Acceleration of Digital Media Consumption in 'Bharat':** Online media consumption accelerates fast in non-metro cities. This will be a new category for marketers creating vernacular content, tailoring their message to local audiences and leveraging influencers who has an appeal towards these audience.
2. **Influencer Marketing and Transaction Based Models** Brands will continue to leverage influencer marketing as one of the most powerful ways to engage directly with target customer segments. Via affiliate marketing and other transactional based models it's something that will continue as performance-led techniques enable businesses to succeed in hitting their goals.
3. **Further E-commerce Options:** The fast climbing online commerce in India is creating new business opportunities. Global brands need to work with ecommerce platforms and run ads, and figure out how to make internet purchases reliable for consumers.
4. **SME Ad Spending:** SME's in India generate around 30% of the national income however developing economies like China and Brazil they add over 40%. Importance of online advertising in the success of SME'S Importance for small and medium enterprises (SMEs) Online advertising has been regarded as crucial to small businesses, nobody seems to be trying it. This market grows organically as digital advertising meets SME specific needs with accessible services and easy-to-use ad management platforms, along with an ROI that incentivizes further spend from these businesses.
5. **Generative AI search:** The early stages of this technology are very promising as an innovation to kickstart advertising engines. Digital technology offers several benefits that cumulate to improve efficiency of operations and lower costs as new business opportunities are created. We're yet to see compelling fits-for-purpose applications for this kind of technology in advertising, but it could change the game by the time future versions are released. This tool enhances the performance of through its optimization features
6. **A Context- and Content-Aware Approach** As discussed in the previous sections, we can use contextual advertising [22] as well as refine on in-content native advertisements to get search queries. By paid content partnerships the technology can develop modern commercial ad models that are workable on multiple search engines. In additive workflows, the generative AI system pre-processes and personalizes to help creators plus producers create brand-fit content at scale.

7. **Personal messaging: Personalised Messaging** continues to prove itself as a vital digital marketing asset that propels current successes in the Indian market. Factors that fueled the development of online advertising include the increase in Online audience size, along with other factors that contribute to consumer awareness and interest for products and services on the Internet. Marketers use big data processing and marketing analysis devices to identify complex pattern of customer behavior in order to create personalized advertising materials aimed at particular D2C customers and unidentifiable audience groups. The impact of personalized digital marketing in India is only going to grow over the next few years.
8. **Digital Solutions:** The sustenance of the business in part takes place through an integration on digital innovation within the entire process of consumer journey creation. The digital moves as later explained create value for the customer in better experiences.
9. **Hyper-localised Targeted Campaigns:** Digital advertising technology evolved as a system focusing on marketing campaigns specifically addressing regional and city level regions. Targeting messages in areas of the world to regional groups of interest tricks users from those regions into engaging more with their local content. When companies produce contents that 'fit to a local taste', interactions between consumer and brand are being more and the performances of measurement are also better, at the same time.
10. **Programmatic & Geo-Targeted Out Of Home (OOH)** – As programmatic approaches and technology enable outdoor advertisers to target using more precise data sets, OOH advertising experiences big boosts. The successful delivery of content at the predetermined time to appropriate audience in certain regions is reliant on marketers' strategic use of data analytical methods. 323 Better audience targeting To drive better OOH advertisement delivery, geo-targeting capabilities marry with programmatic technology so that we enhance results in audience reach.
11. **Initiatives to Drive On-the-Spot Purchasing:** The reality of today's business world is its dynamic selling climate and sales in the digital fast lane, where shoppers can instantly buy from anywhere at any time via a 1-click order service available globally. The mixing of real-time user profiling data with personalized recommendation
12. allows brands to create connected customer experiences that take users on a journey from inspiration, all the way to personal buyable products. More marketing effectiveness results from the strategic exploitation by marketers of rising purchasing impulses.
13. **One-on-One Marketing for Direct Brands:** As per Indian standards of the same (T&C) caliber, this is what you should be doing if you want to create India's market-breaking story through their growing way of one-to-one marketing. D2C brands create tailored customer experiences through modern customer segmentation algorithms with their data asset records. Market-centric customer relations yield long-term customers and healthy relationships when smothered by competing vendors.
14. **Behaviour-Enabled Segments in an Interlinked Commerce Ecosystem:** Digital India builds consumption clusters who can be used as they are generated through better online mirroring of personal behaviour. The present marketing climate functions based upon full consumer profiles, allowing companies to deliver precise targeting to consumers by analyzing multi-channel user intent.

Using this system advertisers efficiently deliver their advertisements to groups of people because they possess established conversion potential.

c. Digital Marketing Plan

Digital marketing works as a communication vehicle, allowing you to engage potential buyers in their preferred venues of communication. A digital marketing strategy establishes what needs to be accomplished over the course of a certain period and how success and performance will be measured.

Marketing online strategies Digital marketing strategies have always adhered to a fact that effective marketing is by ways of communication that are based on understanding the customers' benefits. Concentrate your marketing efforts in methods that generate integrated communications between your company and closely defined target groups.

Each one of the existing marketing plans uses digital strategy elements. Emphases of Marketing Objectives The primary emphasis of marketing objectives focuses business management on acquiring new customers and retaining those that are current or existing as well deepening sales. Virtually all of your business client's customers are out there on the web.

There is all these digital marketing options out there and it becomes hard to decide where you should focus your energy. For organizations, customer outreach & engagement effectiveness is the key factor for market differentiation. Companies need to develop new ways of how to find their target market audience on their sites and then how to effectively present their products.

Digital marketing lends itself to instant testing where companies can quickly achieve success and fail by experimenting in short order with various strategies followed by rapid adjustments based on results that worked and things they tried which did not. Digital Marketing is comprised of different roles and responsibilities however I'll attempt to list down a few key roles that operate under the umbrella of this department.

#### i. Elements of a Digital Marketing Campaign

A digital marketing plan is comprised by several components, starting with marketing automation research and culminating in tactical activities such as pa-y-per-click advertising. Some key factors are discussed below:

Fig 1.5 Components of a Digital Marketing Plan

#### 1. Advertising

Targeted advertisements come to third party Internet platforms through an auction system, which results in advertisers bidding for placement space that shows their ad campaign across display networks like various blogs and forums. There are a visual image and textual message ad format, an interstitial, a popup and banner as well as the video format. Positively provoking an experienced prospect with advertisements is a structural aspect of the online advertising approaches. The tracking scripts of online retargeting system cookie visitors of your website and this submit any code to be able to track anonymously. Your ad system shows product ads to visitors at all tracked locations that they explore since these visitors have shown past interests, of yours. Your ad strategy is based on a customer's previous engagement with your company to facilitate targeted outreach.

#### 2. Content Marketing

Content marketing is the single most important strategic technique to acquire new customers. It allows you to position yourself as a leader by sharing relevant information continuously. With content marketing you can teach your potential customers what it is that your product does while at the same time raising search engine position. The content in your blog posts, as well as the case studies/witepapers/informational posts you write all serve your audience. The digital assets will serve acquire customers through organic methods and paid advertising campaigns.

#### 3. Email Marketing

Email marketing enables companies to be able to distribute potential promotional data to groups of customers and prospects who have been identified according to various segmentation criteria. And of course, email marketing continues to be a great way to connect with your customers by providing personalized content tailored for their needs and interests, already you have developed on this highly efficient strategy. This approach is mainly utilised by e-commerce businesses to ensure that their brand remains top of mind for consumers.

#### 4. Mobile Marketing

Mobile marketing is a form of promotion for products or services that uses mobile phones and other devices. Corporations push their wares via wireless advertising formats that appear within downloadable applications as well on text messages. Your total mobile marketing package includes website

optimizations and landing page improvements to tailor email content while optimizing all aspects of the site for an optimal mobile screen experience.

#### 5. Paid Search

Businesses also enjoy greater search engine presence through paid search, as they pay for positions in the results pages when bidding on certain keywords. Your chosen keywords determine who sees your ad; they are initiating active searches. Commercial search promotion has two basic types such as PPC and CPM. You have pay to the platform whenever a lead click your ad through Pay per click (PPC). Your payouts under CPM comes at a cost determined by impression figures. As of today, 'Google AdWords' is the greatest paid primarily by-the-click advertising planet but Bing has combined these kind of too.

#### 6. Programmatic Advertising

Programmatischer Werbungsdiskurs kauft digitale Werbeplätze für Betriebe. Meine Angebote for investing in digital advertisements. Here's how it works: A user views a web page, and its profile is used in an auction that doles out ad impression to various advertisers. You ultimately have more control over who you're reaching with your ad campaigns with programmatic advertising, since you get site-level control and can see the audience.

#### 7. Reputation Marketing

Reputation marketing is comprised of reputation management and reputation marketing, and it is a service all organizations should use. Online consumer reviews have an effect on the purchasing behaviour but also contribute to build the global brand value of your products. The way you are capitalising on having your online reputation marketing work is that satisfied customers will drop positive reviews and populate the first page of review searches. Buyers find native ads from companies by finding the products they love on review sites, where companies can surface ad content directly to competitor profile pages.

#### 8. Search Engine Optimization (SEO)

Online users are given better website positions due to search engine optimization (SEO) techniques. Online marketing SEO champions mix knowledge of computer technology with creative strategies to position a site higher in search engines as well as increasing the amount of website traffic received. Search engines visited by them are Google

together with Bing and Yahoo. You would keep top search placement with a digital marketing manager strategy including keyword and fresh content, crosslink and cap links.

#### 9. Social Media Marketing

The digital marketing plans are using social networks as core elements. Managers' digital marketing capability to conduct paid advertising for potential customers is enhanced through the availability of Facebook and Pinterest Instagram Tumblr LinkedIn YouTube platform. The combination of natural interaction content and social media advertisement increases viewership and brand exposure through digital marketing activities.

## 10. Video Marketing

The integration of dynamic visual and interactive materials also allows companies to form more fruitful connections with customers and prospects via video marketing. The company's spokesmen should share educational information with customer testimonials in product launch "celebrations" showing a supermontage and specific news updates. While YouTube and Vimeo remain the two most popular video platforms, online video sharers in 9 GovernmentVideosharinginAustralia use these each as their main site for sharing video content. The pre-roll commercials presented in the 5–10 s of video start are used for engaging viewers of video platforms as in digital marketing manager tactics.

## 11. Web Analytics

Via analytics marketing managers keep exams on what users are doing around their active channels. Both being able to monitor the products and customers allow insights that are dependent on recording data as for any other digital business process tracking and analyzing data serves as its first base for business intelligence. Google Analytics also acts as one of the most widely used tools for analyzing website traffic, while other such software includes Adobe Analytics and Coremetrics, as well as Crazy Egg and a host of others.

## 12. Webinars

Webinars allow the type of contact that makes it easy for prospecting to be done with prospective clients and customers as well even when they may be many miles away. They are also a great part of digital marketing strategies because you can present product demo or even seminar in real time to the variety of your audience. Customer relationships are enriched through direct engagement with your audience and your business earns a unique stage to show true expertise in its field. Businesses leverage

attendee lists to improve their marketing by blasting emails and display ads because this method helps them find more new leads and build stronger relationships with existing clients.

### i. Steps to Create a Digital Marketing Strategy

Digital marketing strategy development should follow methodical steps that align with business goals and lead to measurable results.

#### 1. Set Goals and Objectives

Strategic planning starts with defining the goals you want to achieve and to set clear objectives. The key-performance-indicating metrics themselves are business targets, which allow for the measurement of success. Via the SMART model people can create clear, ratio-nal goals that are realistic and time-based as well as evidence of relative causal relationships.

- Objective We seeks to inform promote of our widgets in the audience we are targeting.
- Strategy: Add value through content marketing by creating pieces of content that speak to both personas throughout their buying process.
- Objective: We want to see our widget guide downloads increase by 25% each quarter and subscription numbers multiply by 50% over six months.

## 2. Consider Buyer Personas

Understanding your audience is critical. Construct vivid images of your audience from research and data in order to increase the efficiency of your marketing.

Key persona elements:

- Location: It should be easy to figure out where your customers are shopping with your analytics.
- Income/occupation: capture audience insight by running questionnaire-based survey or any form submissions.
- Interests/objectives: Explore consumer interests along with career objectives and fundamental problems through either focus groups or library of existing reports.

## 3. Audit Your Asset

Conduct a full audit of your digital company assets and look for the goods while you expose the bad and gap locations requiring improvement. All valuable knowledge must be documented with an effectiveness measurement level index.

Key steps:

- Crawl your site: Make a list of website URLs that bear page content among different assets (blogs, category sections).
- Understand your gaps: What kind of content and crucial functions are missing from both your audience understanding and marketing.
- SEO learnings: By hosting the key metrics on its site as a keyword analytics tool, you make it easy to find where optimization opportunities are without doing more work.

## 4. Plan your content creation resources.

Effective campaigns require well-executed content. Think about how you will produce it, circulate it, and organize all of this:

- Budget: Please provide an approximate budget that will accommodate your production requirements.
- Resource allocation: Your strategy should make clear which projects are best completed in-house and which jobs need outside help.
- Tech: You'll want project management software and design platforms, as a couple of your must-haves.
- Time lines: The ATI will help you set realistic timelines that will keep your project on track.

## 5. Pinpoint your KPIs.

The measure by tracking will determine the levels of success of your strategy. Choose KPIs that are connected to your goals for the business.

Examples of KPIs:

- Digital penetration of the population

- Cost per lead
- Visitors that return to the website
- Engaged visit rates
- Click-through rates
- Customer LTV

Fig 1.6 Steps to Create a Digital Marketing Strategy

## 1.5 Summary

- ❖ Digital marketing is known by another name, online marketing. Digital marketing involves advertising or promotion of a product, service or brand on digital platforms and by using digital platform to target potential customers.
- ❖ The term “Digital Marketing” was first coined in the 1990s. When the internet system established itself as the dominant force, the Web 1.0 came into being to shape out that digital era. The design of Web 1.0 made it possible for people to locate information, but they couldn't share it over the internet.
- ❖ The first clickable banner ad was purchased by HotWired after their debut of the interactive marketing tool in 1993. 1998 saw the birth of Google. Microsoft launched its search engine branded as MSN while Yahoo provided access to their web search technology to the public.
- ❖ There are different ways that an audience can be appealed to. Marketing very important Marketing plays an important role in business because the majority of this makes potential customers know about products. There are two predominant management paradigms in the conventional advertising business.
- ❖ Marketing philosophy targets the offline market by way of traditional marketing, which involves audiences. Marketers engage with consumers at a physical location through typical marketing techniques.
- ❖ The widespread use of the Internet in India over the past decade arose from relative affordability and consistent decline in smartphone costs, improving digital literacy, coupled with the availability of enhanced technology.
- ❖ Digital advertising uses online platforms such as websites and search engines, and social media to broadcast brand promotional advertising about a product or service. With digital

advertising, you target specific users who have shown interest in your ads by receiving copy to them.

❖ The way forward in digital ad designing industry India offers many progressive developments and lucrative prospects for this segment. The rapidly growing levels of digitalisation and improved connectivity within Indian population will drive the evolution of Indian's digital ad business across multiple screens, formats and types.

❖ The value for marketers using digital marketing as a communication is that they are able to follow the customers preference of communication with using their own platform. A digital marketing strategy is the groundwork with which goals are set with defined reality timeframes. Continue Reading Goals!. How to achieve those Goals. And how Assess that you Have achieved them adequately.

❖ Association marketing strategy is designed to enhance the importance of efficient and effective plans for digital marketing that can create a clear value proposition between advances in customer-centric communication and market performance. Center your marketing approach on ways that make assimilated connections between you and a specific audience working at your targeted place.

## 1.6 Key Terms

1. Digital Advertising- Digital platforms consist of digital media such as social media, websites including search engines and email companies who are in a position to market their products and services in an interactive manner because they will always be connected with the clients on daily basis for example Mobile marketing. Everything in the strategic plan is all about content marketing, to SEO tactics and PPC ad though social media marketing with click-thru guzzling techniques.

2. SEO (Search Engine Optimisation): The technical optimisation of a website is called SEO (Search Engine Optimisation), it's about expressing to search engines how to improve your web and web page rankings for search results pages. Website Traffic Growth is Achievable by Bringing Together Keyword Research and Site Optimization Actions and Link-Building Techniques along with Rewriting Content to Improve SEO.

3. PPC (Pay-Per-Click): PPC (Pay-Per-Click) advertising is simply paying for fees unit when the surfers click any of online marketers' ads posted in internet. PPC works Google Ad search engines by creating an advertising platform to direct traffic to websites.

4. Social Media Marketing: Companies use Facebook with Instagram and Twitter, also with LinkedIn to promote their products as well as brands in the minds of customers. A commercial website leverages distribution to produce audience-specific content, and thereby build their communities.

5. Content Marketing: We create lot of content including videos, along with infographics and blogs but we reach out for some engagement. Value creation strategies themselves become the interest for platforms since they want to create value as product distribution points.

6. Conversion Rate: Conversion rate optimization (CRO) is the process of increasing design functions and user experience on a website to improve conversions.

7. Conventional Marketing: Everything that exists in terms of physical assets and service delivery which is broadcast, printed output or exterior-based (such as TV, radio or posters) works within this domain.

8. Digital Advertising: Marketing proliferation currently through digital machine and machineries effectively to reach potential customer. It shows up in search results and social media feeds, and on website interfaces, mobile apps and email platforms.

### 1.7 Descriptive Queries

1. Why is it difficult to analyse consumer behaviour in terms of the conventional model when an organisation moves from conventional to digital marketing what new information can one gather about the process of decision-making by consumers?

2. On the most fundamental level, how does SEO work hand in hand with content marketing to not only drive increasing organic traffic but also long-term brand followers too and how is this different than the results of traditional advertising?

3. With the explosion of mobile and voice search, how should digital marketing tactics change and shift in order to remain competitive in a constantly changing algorithm's cape and trend in user demands?

4. How the intersection of social media and digital advertising is redefining the geography of the brand-consumer relationship, and what ethical implications marketers need to consider when using user data for hyper-targeted campaigns.

5. Describe me the concept of personalization in digital marketing? How do companies decide where to draw the line between personalized content and privacy / security when it comes to digital experience these days?

6. How do unique demographics of the Indian market and internet consumption patterns make the digital marketing strategies effective as compared to other markets, and specific cultural nuances that marketers should keep in mind while creating content for Indian audience?

7. Where does the 'conversion rate optimization' and customer journey mapping work together to optimize digital marketing efforts, and how does a marketer decide which are the toughing points would most likely affect the successful conversion?

8. What is the growing AI and automation in digital marketing going to do to change the skillset required by marketers, and will creativity/human judgment continue to play a role in digital advertising campaigns moving forward?

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## 1.9 Case Study

### Enhancing Digital Advertising Strategies for a Retail Brand

#### Introduction

Modern businesses are moving their advertising efforts entirely to digital platforms because of today's digital environment. A retail brand would find digital advertising transformative because it generates purposeful exposure together with sales growth along with stronger customer relationships. The study follows a real-world retail brand that experienced difficulties when attempting to maximize its digital advertising tactics. Through analysis and solution deployment the company achieved better advertising effectiveness including improved brand detectability.

#### Background

The consumer electronics retail company with an average market presence invested in digital advertising to increase product sales while raising its brand visibility. The business invested heavily in paid social media campaigns and search engine marketing (SEM) together with display advertising but encountered difficulties reaching its target outcomes. The central business objective revolved around deriving website visitors who would proceed to make purchases. The business detected elevated acquisition expenses when calculating CPA together with reduced profit potential shown through ROAS (Return on ad). ROAS functions as a performance indicator which supports app marketers to determine effective advertising strategies by evaluating earned revenue versus allocated promotional costs.

#### Problem 1: Low Conversion Rate from Digital Ads

The company achieved website visitor growth using digital advertising yet struggled with poor customer conversion numbers. The landing pages did not match the ad content so visitors abandoned the site before buying products.

Solution:

**Optimize Landing Pages:** Users encountered poor UX because both ads and landing pages did not correspond with each other. The team conducted A/B testing to build landing pages that matched precisely with their advertisement content. The landing page optimization involved creating strong CTAs while providing better product definitions and simpler designs for better user engagement.

- **Implement Retargeting Campaigns:** The platform directed potential buyers back to successive advertisements that displayed price reductions combined with quick delivery options and time-sensitive special offers after they avoided conversion following an ad click. The platform reminded potential customers about the products they were interested in which encouraged completion of their purchase.

**Problem 2: High Cost Per Acquisition (CPA) with Low Return on Ad Spend (ROAS) Throughout the period the organization spent heavily on digital advertising though they continued to show minimal gains from their advertising campaigns. Large-scale marketing activities exposed many disinterested prospective clients which resulted in excessive resource investment and elevated advertising expenses for each new customer acquisition.**

**Solution:**

- **Refined Audience Targeting:** At the start of their advertising campaign the company sent their messages to diversified audiences which contained numerous uninterested prospects. The company utilized user data to divide their customer base according to demographic characteristics along with individual interests and buying activities. Frage-based audience segmentation allowed for increased campaign targeting which resulted in cost-effective advertising while maintaining higher operational performance.
- **Leverage Analytics and Bid Adjustments:** The firm utilized modern analytics which allowed them to monitor vital metrics consisting of Cost Per Click (CPC) and Return on Investment (ROI) in live time. Market-performance-based adjustments that improved ad-delivery efficiency sent ads to their most profitable audience segments and cut down on wasteful ad expenditure.

**Reflective Questions:**

1. Does delivering consistency between advertising narrative and landing page content truly increase conversion rates?
2. Audience segmentation methods deliver which specific advantages to digital advertising campaigns?



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 Introduction to Digital Marketing\_MBA\_1

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# Unit 2: SEO and Search Engine Advertising

## Learning Objectives

1. Learners will understand how search engines work by looking into their core functions, which include crawling, indexing, ranking, and how these processes are related to search intent, which helps them optimize both on-page and off-page SEO strategies to improve visibility on SERPs.
2. Learners will learn how to conduct effective keyword research and apply keyword strategies in SEO, so they know how to match the search intent with the right keywords to enhance the relevance of the content and leverage both organic search techniques and paid advertising tools such as Google Ads for targeted visibility.
3. Learners will learn to optimize websites for SEO by applying on-page SEO elements (such as title tags, meta descriptions, and internal linking) and off-page strategies (like backlink building and social media engagement).
4. Learners will become proficient in creating and managing search engine marketing campaigns, including paid search strategies through platforms like Google Ads, using targeted keywords and bidding strategies to effectively advertise products and services while measuring campaign performance for ongoing improvements.

## Content

- 2.0 Introductory Caselet
- 2.1 Introduction to Search Engines
- 2.2 On-page and off-page SEO

- 2.3 Keywords in SEO
- 2.4 Search Engine Marketing and Search Engine Advertising
- 2.5 Google Ads
- 2.6 Summary
- 2.7 Key Terms
- 2.8 Descriptive Questions
- 2.9 References
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## 2.0 Introductory Caselet

### **“Boosting Online Visibility with SEO and Search Engine Advertising”**

BrightTech experienced difficulties in reaching and turning visitors into customers through their specialized e-commerce platform of smart home products. Their website had effective design yet they faced minor organic traffic because of weak optimization together with insufficient results from their paid advertisement spending.

Strong competition analysis revealed that BrightTech needed to improve their search engine optimization (SEO) and search engine advertising (SEA) to succeed in the market. The website failed to perform well in Google searches for important keywords while Google Ads produced high expenditure costs linked to minimal customer purchases. The current strategy required improvement because the organization needed better search engine positioning and greater value from its advertising money.

BrightTech implemented a two-pronged approach:

The team performed keyword research to discover targeting search phrases before adjusting website material through SEO optimization methods. The team applied improvements to website meta titles descriptions and internal linking in addition to other on-page elements.

The company dedicated itself to developing premium blog content while establishing links from authoritative websites.

The company enhanced their Google Ads through selecting better keywords and creating enhanced ad content while testing different versions to achieve better advertising results. Through retargeting strategies they brought abandoned leads back while adjusting their bidding approach to improve keyword selection of high value conversions.

### Critical Thinking Question:

Under budget limitations BrightTech should dedicate all their resources toward search engine advertising because of its superior ability to convert leads for the firm. The analysis must examine both lasting benefits as well as temporary advantages.

## 2.1 Introduction to Search Engines

Search engine is defined as a software program that searches the web looking for requested information. Billions of websites scans and indexes are employed by a search engine to serve users with relevant pages in response to their search queries. SERPs (search engine results pages) show ranks by relevance according to the criterias assigned those displayed pages.

The search engine has also made it possible to find webpage content and visual media, map directions and local business information. It crawls the web where it serves up pages with relevant content by using sophisticated algorithms that engineers refine each month.

### 2.1.1 Working of Search Engines

The 3 main processes a search engine uses are, Crawling which paves the way for Indexing and eventually Ranking.

Crawling: The action of search engines using their computer programs to find what's out there on the internet. A website list of all web pages is created by the crawler. All the sites are crawled by search engines to take a look at the HTML code, which tells them what kind of a page structure you have and what is there on it as well as the timing relationships between(content creation vs updates). Why is crawling important? Search engines need to accomplish adequate access of website which is very critical part of search engine optimization. You get no

search engine position and traffic from search engines = you're screwed without content being easily available to crawler software.

Indexing: Crawled data is not yet stored; it has to be organized prior to its storage in such a way that the ranking algorithm can do its work on it. a search engine keeps important parts of a site in its database, as you know not all (like title and description (page-describing), content type, related keyword number, ingoing and outgoing link numbers and so on) ranking factors still kept the cache alone. Why is indexing important? If it (your website) is not available in search results, then no one will know about your brand or company. As far the former question goes which you have asked – How does Google rank indexed pages? Multiple index pages means higher chances to appear in Search results for relevant search queries.

Ranking: Web Pages are ordered based on ranking system enforced in Databases of Search Engines. This is its three step process when ranking functionality runs.

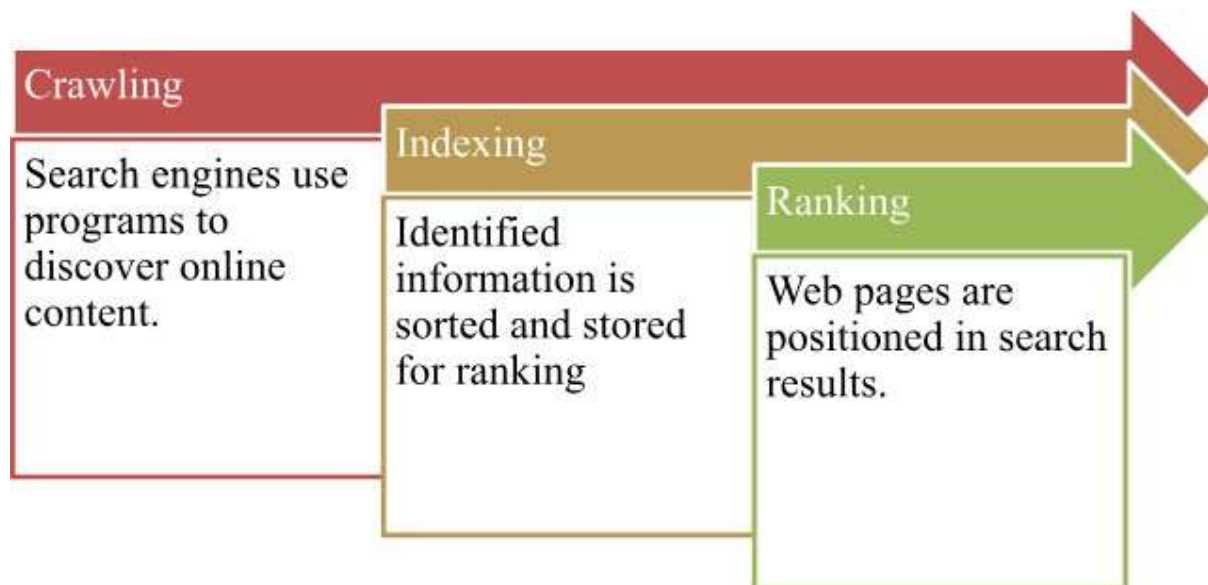


Fig 2.1 Working of Search Engines

### 2.1.2 Ranking in Search Engines

The search result ranking algorithms are varied between the search engines but certain searching engines have the similar ranking tendency. As you know search engines (including Google search) are listing results by adhering to some rules.

Query intent: How a search engine leverages User Query Information for searcher intention as to the information type searched. This is what search engines do with the help of the language models they use. User searches are input to language models which not only decipher the meaning of those search terms but also process what kind of information a user is searching for.

Relevancy: A query keyword corresponds with the content keywords selected. If a keyword appears many times in a given document then it is more relevant to the original query.

Quality: SE's recognize expert signal indicators paired with authority plus trust in you content. Reliability rises with the creation of links from popular sites

pointing to the content.

User experience: The quality of the experience, including how easy it is to access the content on the site has always been something search engines look at for ranking pages. And mobile-friendliness represents usability measure as it states how much a user is comfortable with navigating a web page using their mobile phone.

User data: When you use search engines, websites and social media networks collect user data from your accounts including your search records, individual settings etc. as well as location information.

Aside from ordering websites based on their bounce rate and time on page performance the search engines are using other metrics to determine where to put web sites on results pages. An image or video search and a textual content search deliver different results to the user based on whether users engage in text-based content searching, or in image or video searching.

Examples of Search Engines:

Google

Google's own 25 years of better search results innovation has put Google at the top of the search engine list. Google did better than other search engine because it offers good quality results using its platform. Daily search requests received by Google surpass 3.5 billion.

The market leadership of Google search in the global has transcended 85 % and attracted website owners to improve their positions in the search engine results pages. Here are some key reasons for Google's popularity:

Google search engine delivers simple use to users. Users type the search term at the keyboard and press Enter to launch the search. Google "work[s] to return search results that are most relevant to your needs." An elaborate algorithm sorts the pages based on how relevant they are and also by their quality and popularity. Google has several facilities to help users find information.

Microsoft Bing

The search engine Bing is run by Microsoft under the brand name Microsoft Bing. Bing is the natural choice of search engine to pit against Google. Machines running Windows PCs come with Bing search engine as the default, yet users hardly ever use this service even if they don't have an alternative. In 2023, Microsoft Bing released its AI chatbot service using GPT 4 earlier compared to most of the search engines. Microsoft's search engine Bing originated from two competing products Microsoft had in the market Windows Live Search and MSN Search.

Yandex. A share of the market is equal to 1.29%. The Yandex search engine is particularly popular in Russia as the first one deals with the scope of more than 0.5% of the international market usage and the second one accounts for 65.46 % percent on the Russian market. "Yandex is one of the main four Russian websites listed in Top 10 most popular websites around the planet". Yandex also deals with the project Yandex. Lore. 4. DuckDuckGo. 0.84% of the market share. Over 600 million searches performed monthly on DuckDuckGo. Instead of storing data, it provides it in cooperation with Bing. "The website's name was inspired by the song "Duck Duck Goose" and the very game". As proof of this,

there is an Easter egg specially prepared by the developing team. 5. Internet Archive. As for 2021, it possesses 0.31% of users. Even though the search engine market is predominantly decentralised, according to the data of Twoogle search, Internet Archive remains one of the most popular search engines. Internet Archive sear.

Ask.com

Ask. com, which continues to have about 0.42% of the search engines market with its old brand Ask Jeeves. Ask, the questions-and-answer format, relies largely on user contributing responses for its content. The primary search functions of Ask are how they would appear as general search engines and the quality of results it produces does not come even close to being one of the top search providers.

## 2.1.3 Characteristics of Search Engines

### 2.0.1 Search Engine Features

Here are some of the features included in search engines:

- Search engines do this through bots (also called spiders or crawlers) which follow links on each individual piece of content. The bots perform readings of the websites and automatic scans through the connection links from one page to another, as well as collect updated website information.

- The data collected by crawling is stored in the database through indexing mechanism of search engine. A large index of web pages is the indexing system because it keeps the search results ready to return at super fast. A Index Page Structure: Generally a Small engine parts attract a spider that crawls on its surface.

l The search engine system is implemented using sophisticated algorithms to determine the ranking of pages. The search algorithm system looks at three main factors which are relevance and authority on the one hand and user intent on the other hand to rank a webpage for its appearance in search engine results pages.

- All search engines really do is simply to deliver the most appropriate results that give value to their users. Web pages are ranked using search engines' algorithms, which measure how much a page matches query words against website terms, conditions & content, date of update and experience measures and link structure along with additional factors that matter to rank. Internet users are much more likely to click on the websites that appear on Page 1 of Google.

- Once you enter your query, the search engine produces a set of result for you around that topic; that is an outcome, and it's called Search Engine Results Page (SERP) Search results presented on SERP are of two types including organic matches - those you have not paid for, and ad formats rich results + multimedia (video/images) snippets).

- You could say that the search engine's job is to decode what intent users have when they input a search query. A search engine is giving users searches that are what they really want, either as information or to travel and browse or make

transactions.

- Many search engine systems personalize the results they display using such factors including user history and location data in combination with device details and prior usage. Search engines personalize results because they want to provide relevant and helpful data that aligns with the individual users.
- The search engine itself is designed to deliver very fast results that are displayed almost immediately after users enter their search terms. As search engines process huge amounts of data, they need to serve the query in a fraction of a second so as to keep their user interface very clear.
- Search engines update their index on a regular basis to search for new material that has been published. Search engines are constantly updating their index to show users the most relevant results so outdated results don't appear often at all.
- Search Engines that display more information than they returned in the search results using Rich Snippets and SERP Features will help improve user experience. A lot of search results also have featured snippets, plus knowledge graphs and local packs and videos and product listings followed by reviews, among other features. These extra features help users in identifying the search object more quickly.

## Did You Know?

- Google leads the global desktop search engine market with an 83% share. (reference) Bing as an alternate to Yahoo! is the second most used search engine. at 3% and Yandex at 2%.
- According to studies, 63% percent of users decide to click on Google search ads and only 15% click on Amazon search ads while 9% decide to click YouTube search ads.
- Better close of business for search engines from customer queries which translates into a close rate of around 14.6%.

### 2.1.4 Search Intent

Those who seek information want to study and find out, but they also must get answers to the questions they have. Information seek enquirers need to find out about something but don't necessarily want it now, or in relation to a transaction.

Example: The queries read "How to bake a chocolate cake" whereas "What is quantum computing?" also exists as an example.

The user goes into whatever it is they are seeking to know more or get an answer for.

Characteristics:

- Informational search: These type of searcher typically shows a need for question searches such as how, what, why or when.

- Blog posts, how to guides tutorials articles and FAQ pages show up in search results for informational searches.

### Navigational Intent

Anyone showing navigational intent would require to land on a specific page or website. >  
>Users have already chosen destination sites, and need a faster way than using the address bar for search engines to take them there.

Example:"Facebook login page" or "YouTube".

User's goal is to land on a website and drill down to service X + webpage.

Characteristics:

- The search contains terms such as brand names or trying to access a website.
- If users looking for branded organizations's entities, then on top search engines will show either the brand website or home page leading services.

### Transactional Intent

Intent for actions As the user gets ready to engage in any is an action - purchase decision, sign-up process, software download this aspect of intent become particularly important. Such queries as these denote the decision stage or buying step in the user.

Example: Users navigate by issuing queries like "Buy iPhone 15" and "Order pizza online". The user is attempting to complete a transaction under another task that requires attention.

Characteristics:

- The user uses words, such as buy, purchase, subscribe, download, order and book.
- Users find their ideal transaction via product listing or e-commerce page or service page in search results.

### Commercial Investigation Intent

[2] The extent of commercial investigation needs are somewhere in between those seeking information or transactional consumers. Web visitors are interested in product knowledge as well as service details even if they are still not at the stage of reaching a purchase decision. About this stage users are in: At a certain point, users are comparing options and reviews when they're seeking more information to make that purchase decision.

Example: Users are looking for reviews and recommendations on gaming laptops or Samsung Galaxy S23.

Users can gather information to make a considered purchase decision for an upcoming purchase.

Characteristics:

- Included in the search results are keywords such as “best” “top” “review” and “compare.”
- The comparison pages can be accessed from the search results, with product reviews, buyer’s guides and

brand and model specific in-depth reviews.

### Local Intent

Local users search for products or services, or location related information that is region-specific to them. Anyone who has an intent to find businesses together with services and local events involves the local intent.

Example 2 examples to illustrate this intention include “Plumber in San Francisco” and “Coffee shops near me”.

The user looks for something around them, or within a nearby service perimeter.

### Characteristics:

- The searches are location-specific indicated by "near me" or simply mentioning city names or neighbourhood details.
- Locally, a directory search engine typically displays businesses as part of a hybrid result containing both directory listings and geographic display of their locations and contact information.

### Transactional with Specificity Intent

Users in this intent are looking to purchase or actions and have high specifications as to what it is they want. These search results point out that users have an understandable knowledge of their needs.

Example: Users generally search for “Buy iPhone 15 128GB black” or say “gluten-free pizza near me” to buy.

They are interested in conducting transactions and operations with intent among requirement-specified reasons.

### Characteristics:

- Product elements are pushed in the users queries, in specific: shade and model of the product together with a diet requirement.

Item Users can usually easily locate relevant product listing(s) if the listing matches his/her search query.

### Investigational Intent

Investigational searches are executed whenever users seek to see what else is on offer before deciding. Those consumers that do the best research are now at: 74 being beyond the buying phase and still a few steps short of when they will actually buy.

Example: There are two distinctly different topics that users want to find out through their searches of learn how to code online effectively or waist fat reduction methods.

This user journey survives beyond research and into future potential opportunities users have to participate in such a program and purchase products.

Characteristics:

- When people make googling they usually try to find tactical moves, pros-and-cons and best practises.
- The results page offers user expert opinions, as well as deep blog content and explanatory videos on complicated content.

Knowledge check

**State True or False:**

1. Search engines use algorithms to crawl, index, and rank web pages based on relevance and authority.
2. Paid advertisements always appear below organic search results on search engine results pages (SERPs).
3. Search engines like Google and Bing do not consider user experience factors, such as page load speed and mobile-friendliness, when ranking websites.

## 2.2 On-page and off-page SEO

### 2.2.1 Introduction to SEO

Search Engine Optimisation is a process that improves (optimises) website, web-page or landing page visibility on search engines such as Google and Bing etc.

A website has better click-through potential if the search results ranks your pages higher. Search Engine Optimization (SEO) will help pull in initial visits and inquiries which may turn into customers or returning visitors with recurrent online behaviour.

### 2.2.2 History of SEO

The history of SEO covers two decades now in an interesting way. Early search engines such as Search Engine Optimisation (SEO) appeared in the mid-1990s. While primitive, the early search

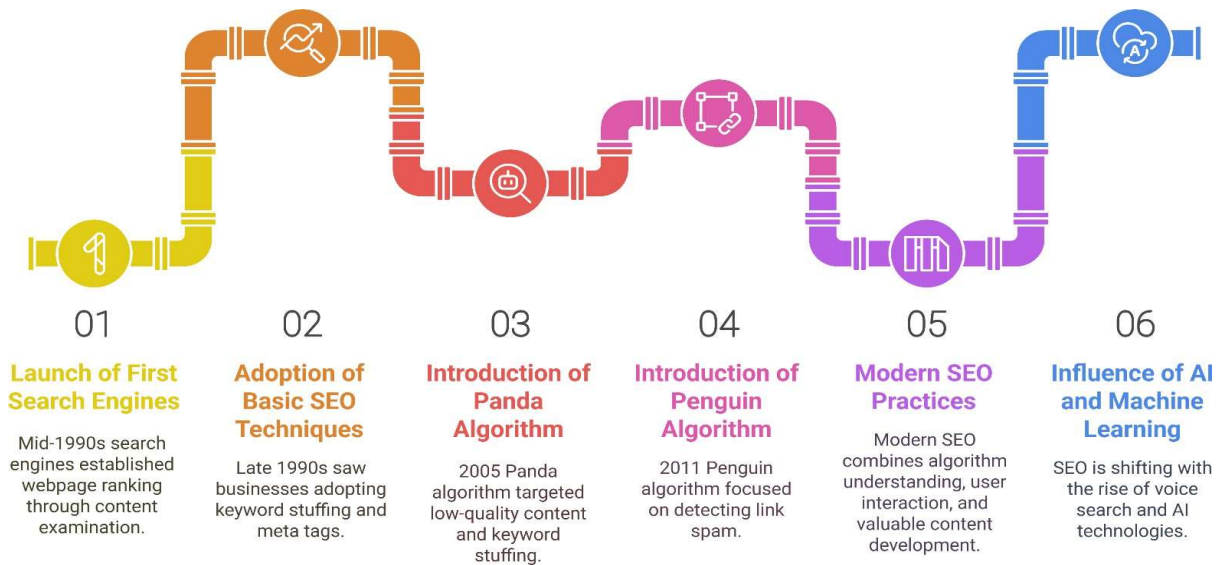
engines rated pages based on content and it laid the groundwork for contemporary SEO techniques.

The significance of the internet and developing a compelling online presence grew so significantly that businesses adapted SEO (search engine optimization) as their main tool for marketing during 1997 and 2000. Those were sinfully dark ages then and involved pretty basic SEO practices consisting of keyword stuffing, and stuffing more meta tags in content to also generate links within pages. Search engines became smart and old SEO strategies had to be modified.

Google released its Panda algorithm in 2005 as an update of the search engine to take a new turn by cracking down on keyword stuffing and low quality content websites. Lessons to be learned We need the person searching to downplay this for revolution within the industry that was subsequently SEO bias towards focusing on providing quality content in line with what users want and expect. Googles Penguins that was launched in 2011 targeted link spam and webspam during the same year - See more at: 8 update (penguin)Google’s penguins, which made its entry to detect Link spam and Spams google serp's on the same year. The latter point of emphasis made it clear that companies should obtain natural links by means of quality content.

SEO today is a good balance of understanding how search algorithms work and how people interact and the ability to produce valuable content. As voice search and artificial intelligence with machine learning continue to evolve, SEO finds itself on the cusp of new trends and directions. Online businesses have to be able to secure search engine rankings for the long haul by keeping up with changes in the virtual world.

Fig 2.2 Evolution of SEO Practices



2.2.3 Components of SEO

The basic concept behind the practice of SEO is to enhance aspects of web sites so that they are easily accessible by search engines which will in turn improve website positions on Search Engine Results Pages (SERPs). By organic means the website endeavors to get more visitors.

**Web Crawling for Search Engines** – The process of web crawling happens when spiders/crawlers act as automated bots that systematically browse search engines through web pages (like Google). The bots perform a link-following operation, letting them crawl through your website's contents.

**Indexing:** After crawling, search engines organize the crawled page content into their index. The search engine system provides this index as a massive library when the customers perform a search.

In these search engines ranking procedures are used which rank the pages of their database considering the users inquiry terms. Algorithms evaluate many aspects, from keyword relevance to content quality and user experience, backlink profile, and more.

**Relevance of Keywords:** To content and simply have it up to par, the search engine also considers whether or not that page's text is relevant to a user's query. Adding keywords through effective techniques, which can include using a keyword tactic where you place appropriate key words in the title of your pages and on the headers as well physical meta-tags compared to assigning keywords naturally throughout written text.

**Content Quality:** Crappy, 'I-don't-mean-it-goofy' content won't cut it in the search engine land of success. Search engines aim to provide their users content that contains value, quality and information. The rankings surge when there's a page with the information that meets user questioning requirements and provides a full response to search queries.

**Backlinks:** The website receives incoming links called backlinks that come from other web platforms. Officials rely on backlinks as a symbol of site approval. In simple words, the sites with a stronger backlink from relevant sources would get higher search rankings.

## 2.2.4 On-page SEO

On-page SEO refers to techniques utilized on the website page in an effort to improve its ranking, including visibility. The optimization strategy combines content optimization with HTML, source coding and other on page factors which now conform to search engine algorithms.

### Elements of On-page SEO

Web pages are optimised for individual parameters to improve ranking positions in the SERPs. The next image shows the elements (main components) of on-page SEO at a minimum level.

- The browser window head title known as "Title Tag" of a page is also used by the SERPs (Search Engine Result Page) as the clickable headline for the search result. The tag should give a proper description of what is being displayed on the webpage.

- Pages receive short explanations via Meta Descriptions which pop up just underneath the title tag in search results pages (SERPs). You want a well informed, yet interesting description to make sure they choose your page.
- The headings and subtitles you use in your web content serve as headers. Content headers have two purposes: to break up content and make it easier for readers to follow, and to help search engines understand the structure of a webpage. Tags: The tags help search engine understand what this the structure of the page.
- Tags are the basic of HTML language that describe tags specify the page content description. Tags are queried by search engine to know about the meaning of content and display time of page on SERPs.
- Images embedded into the text enable us to: i) enrich the website's appearance ii) at the same time provide visual cues. Search engine results are improved with images that have alt tags matching the page content.
- The external links on the website which point to other websites are called as External Links. Football-centric Action Owner - A six-team table with a new twistEditors' PickWritten by Anish Mahadik | Updated: June 10, 2020 5:51:48 am Germany winger Leroy Sane has been one of Manchester City's brightest facets in this financial kingdom.Published: June 8, 2020 4:17:23 pm USA coach Gregg Berhalter and former American midfielder Cobi Jones had good things to say about Christian Pulisic.
- Links from one page on a website to another page within the same domain are also called internal links. Linking related pages together will also help improve your site ranking in search lists. And the more people can link related content the more time on site users spend.
- Content is the body of the web page information. It is the material that should be valuable, well written information to your readership.

Fig 2.3: Elements of On-Page SEO



#### On-Page SEO Benefits

Ranking high in search engines thanks to on-page SEO is only a part of what this skill delivers. The purpose, however, in creating a loyal community of visitors to your site is exactly that and the process can lead to advocates who've turned into fans of the brand or business and over time make a purchase.

**Better Search Engine Rankings:** When the search engines see that your on-page elements, such as meta tags and headings, have been optimised along with your content they can better judge web page relevancy. WebPages can get better search results using relevant keywords.

**More Organic Traffic:** The higher you rank in search engine results, the more visible your website is, which means that people are going to click on it more. As a result, the website will get more visitors organically.

**Improved User Experience:** Stuff like optimising for user experience via the site's structure navigation as well as design comes under on-page SEO. A site that performs optimally offers visitors good experiences to remain longer on-site and view more pages.

**Lower Bounce Rates:** When you provide the right content and partake in improving speed and designs that are user-friendly, you can lower bounce rates. Engines naturally favour sites with the lowest bounce rates so this is something that you must achieve.

**Improved Mobile Optimization:** Search engines specialize on Google and prefer sites that are mobile optimized. Web content optimisation for mobile devices and device compatibility are also in on-page SEO.

## 2.2.5 Off-Page SEO

"All activities done from outside the website which can impact on the ranking, strength and overall credibility of a site in search engine results." Making the site content optimized is not considered an off-page SEO. The off-page optimization factors are not under the control of the website owner.

The value of off-page optimisation is as important as on page optimisation. H1 The on page factor will have less of a impact in WPRP for it will be dropped if off page factors are not used. Off page SEO factors include link building, use of video and creating videos as well as setting up a website with a blog. Exposure on social media along with more visits to and clicks into the site are part of benefit gained from off-page optimisation. Success begets success as it's a series of connected activities that occur one after the other. Shorter time period offer the focus to accumulate certificate of inward links which derived from authority websites and social networking sites and social bookmarking places.

### Types of Off-Page SEO Links

The creation and building of backlinks of the power page is necessary for off-page SEO to work effectively. Knowing the types of links as well which are the factors to consider link quality is one of the best starting point that user must do when creating a backlink. There are three definition- classes of the links.

**Organic Links:** sites link naturally to other sites when they give references automatically to other sites. There is no need to waste an strategy to get this type of links. One blogger referred to technologies in his post and included the URL of the website concerned in his content.

**Developed Links:** These links are generated by reaching out to others. People need to outreach, go out and do PR with webmaster's publishers or journalists or advertise campaigns foregoing such links.

**Submitted Links:** Members of these websites submit a link to your site on their own (or sometimes you can help them do it!) to tier 2 directories, forums and press release sites.

### Importance of Off-Page SEO

The green light from Google really is down to off-page SEO of your site. The work that occurs off your site to determine your Google search rankings is referred to as "off-page SEO."

- The backlinks serve to bootstrap rankings as well pump users directly into your website due to their clicks. You know, binary options are part of the reason why that traffic level is as high as it env3d.org Forex trading quantity has always been good compared to many other markets.
- When a domain within the niche space mentions and points to you on its particular site which others navigate in order to find your content, this gives you exposure to new audiences who were not previously aware that you endorsed the brand or product. This expands visibility.
- Inbound links from external webpages to a given webpage provide search engines with an indication of what topics are covered on the page and how an end user might find that content when they search. Better results come with richer context.

the effect of off-page factors will grow while reinforcing both well-known SEO basics and favourite content distribution, as a result bringing direct users' traffic. The efforts compound each other.

### Off-Page SEO Optimisation Factors

The optimization efforts that take place away from your site to enhance its visibility and online authority are considered off-page SEO. These factors are what cause big search engine ranking changes on websites. The main off-page SEO factors are the following:

**Backlinks:** SEO is greatly influenced by these backlinks and link quality. Votes from the website serve as an indicator of how much your content is trusted by other sites when they link to yours. It's all about quality backlinks rather than a lot of backlinks. VR Headset Rentals have now developed a network of more than 3000 external websites including BBC, The Times UK, Independent and many others who share related content across our website.

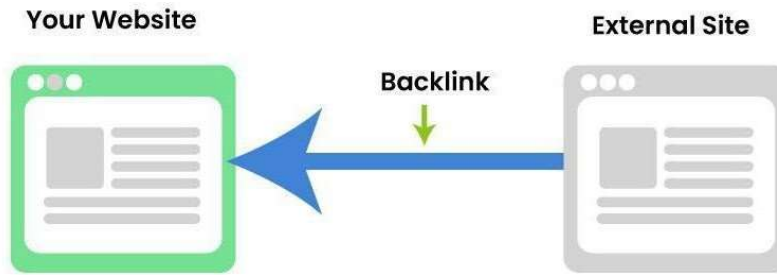


Fig 2.4 Backlink

**Social Media Engagement:** At this time, social signals do play a role in SEO but not directly. Content appears more visible when the user engages in active events of Facebook, Twitter, LinkedIn and Instagram. Post sharing, writing comments and the adoption of posts in social media also increase digital footprint, which may contribute to strengthen SEO position.

**Brand Mentions:** The brand mentions spread on different websites not linking to the original content help in the making of a positive online reputation. Search engines find brand authority and credibility signals in those platform mentions. Taking control of brand mentions helps to enable companies to create a positive strong brand image.

**Guest Posting:** Where a publisher writes original content for other destination sites or platforms in their industry and niche. Adding content serves two purposes: the first is that it gives new visitors valuable information and secondly you get to leave an active link back to your site. Guest posting allows people to gain backlinks, become an authority in a particular industry and attract new readers.

**Page Speed –** Fast loading pages is a crucial on page SEO and it also determines user happiness as well as your search result's position. The speed at which pages load has significant impact on your search ranking because Google uses it to determine search rankings. Fast loading is favoured by search engines, as it brings about better experience for the user and higher rankings in the search engine results.

**Crawlability:** Your website content gets indexed with a little help from the crawler mechanism search engines use to navigate through your website and index the pages. For SEO to be satisfied it must be easy for search engines such as Google to scan your website. (Re: column element) Make a sitemap, and have a strong structure of the website and fix your crawl issues so search engines can find those pages well.

**Mobile Friendliness:** Thanks to the rise in mobile device traffic, mobile-friendliness is now a ranking factor according to Google. A site that needs a responsive design for consistent user experience

across all platforms is more than this, it represents a desire for success in SEO. Mobile-friendly sites get better positioning when users search on their mobile device for information.

**Domain Authority:** Off-page SEO optimisation largely relies on domain authority (DA) which serves as a critical metric to show you how much influence and trustworthiness your website holds. Higher DA indicates greater authority. Do-follow SEO is all about getting high quality links

from.gov/.edu that in turn increases website authority. Domain Authority can be verified in a trip to SEMrush Backlink Analytics.



Fig 2.5 Factors Affecting Off-Page SEO

### Implement Off-page SEO Strategies

Here are some steps to perform Off-page tactics:

#### Setting Goals and Objectives:

- Establish clear targets that allow the off-page Optimisation strategy to work. The specific goals should ideally align with those that the business already has on the back-end and at the same time meet marketing objectives.
- Companies will likely be targeting boost in organic web visitors and variations with their excellent search engine positions directed at offering better possibilities for on a lead-generation ultimately leading to item sales.

#### Identifying Target Audience:

” ● Viewing the target audience is about getting to know what they need and how they act, as well as their taste. Given these findings, content production and outreach strategies need to be geared toward engaging the target audience.

- Gathering target audience data from analytics platforms and social media channels, as well as market studies.

#### Keyword Research:

- Find the keywords that potentiality customers are using to search for information. Implementation: have these keywords in your outreach content, and meta tags and text.

- Discover keywords worth ranking for via three sources comprising keyword research tools on the Google Search Console and examining direct competitors in business.

#### Creating High-Quality Content:

- Quality content creation, therefore, assist in producing material that is entertaining and at the same time addresses the issues of your target audience.

- High quality content must also be grammatically sound and written in an easy to understand language by the readers.

- College websites should feature a variety of content types, including blog posts, articles, infographics and videos or podcasts to appeal to more users and gain a wider audience.

#### Building Backlinks:

- Websites get backlinks when other websites direct visitors to its pages. Backlinks are employed by search engines in their ranking algorithms because they indicate the trustworthiness and credibility of a website as an important reference.

- Start outreach to get genuine relevant backlinks from within a niche.

- Begin guest posting and broken link building as well as directory submissions to create good quality citations for the site.

#### Promoting Content on Social Media:

- Facebook wants content to reach more people and get them engaged.

- Just ask the audience to like and share content as well as to comment post.

#### Interacting with Influencers:

- Locate the experts in the field who will take your content and use a web of promotion to spread it out into various audiences.

- Contributors who write for social media, in turn, stand to gain from the platform and should agree to accept their contents via guest posts with product reviews as well as sponsorship opportunities.

- They are vital influencers because you need to engage with them and also collaborate with them to create new content together.

#### Submitting Guest Posts:

- An effective guest posting strategy is when our content is published in other websites or blogs that allows us to obtain backlinks and a greater exposure.

- Find pages with a reputable audience and a strong domain.

- Write guest posts of high quality with reader benefits and being in compliance with the site's editorial style.

## Contextual Review

Brainly — Changing The Face Of Online Knowledge And Education Through Peer Learning! SignIn/SignUp /NOV 26, 2019 Home /Technology 24 Comments Facebook Twitter Google+ Home Tech Brainly was promoted as a platform to revolutionize the way students get their knowledge due to peer learning.

Through its network, Brainly enables students and educational professionals to help one-another through online teaching, peer-to-peer learning and practice with the assistance of both community-assigned moderators and a team of teachers. Students around the globe have access to affordable ways learn effectively using the platform, encouraged by its social links where users post questions and other learners answer. Those who sign up for the platform receive help from classmates and teachers across the board when they ask questions about different subjects including mathematics, science and humanities. AI-powered: Brainly evolves its platform through the use of AI technology; launches two new tool features (AI Tutor and machine-created study sets) to enable better service to users seeking personalized learning spaces.

## Challenges

Brainly's three toughest business issues while scaling As Brainly was experiencing rapid growth, it was fronted by three primary business challenges.

Growth Of Content And SEO Performance: Brainly saw continued growth of UGC every month, as users shared 2 Million Question Pages Annually. With an ever-growing amount of user-generated content it become impossible to maximise the SEO performance on how well new and old content online could be discovered.

Search Engine Visibility: With the vast UGC library on Brainly, proper search engine optimization was necessary to be found through search and bring organic platform users. Competing platforms fought to educate the same users through search engine queries.

User Engagement and Retention: The retention of users was challenging, even with their constantly increasing pool of questions. Product [sic] quality remained a major challenge as well. The artificial intelligence had to be deployed strategically as the company was protecting the basic user engagements of peer connections on which the platform was established.

## Solutions

An alternative strategy approach was to be developed by Brainly in response to the problems at hand.

Focus on Long-Tail Keywords: The SEO strategy at Brainly changed to targeting long-tail keywords for niche markets. Targeted search terms resulted in increased qualified traffic and, therefore, this lifted user engagement as well as conversion rates after the competition level was reduced within the platform. The platform relied on specialized keywords to support academic subjects other educational sites did not cover.

Schema Markup Utilization : Brainly was also able to capitalise on the implementation of schema markup which led to improvement in the SERP position and with it an increased likelihood of achieving rich snippets. The structured markup allowed Brainly to actually rank better in search engine results while being able to see important information within the search page and increased clickthrough likelihood.

From the Brainly side, such featured content was developed which not only gained the coveted featured snippet but also owned the top most position of SERP. The site took top search engine spots by providing short answers conceptually organized for learners and earned a reputation as the ultimate homework help website.

AI Features Integration: This is the AI integrations to Brantly which has been made using 2 brand new functionalities they designed specifically for this purpose: AI Tutor and AI-generated study sets. The supplemented toolkit increased peer-to-peer support by offering on-demand personalized learning assistance that boosted subject retention.

#### Outcome

Brainly realized a tremendous surge in organic traffic due to the strategies they deployed that resulted in 3 times growth of yearly keyword rankings. The amount of user-generated content on the platform increased significantly on a yearly basis surpassing 2 million new question landing pages which improved visibility of the phase in.

#### Activity :

##### On-Page SEO Activity:

Analyze a webpage of your choice (e.g., a blog post or product page) and identify at least five on-page SEO elements, such as title tags, meta descriptions, headers, internal links, and keyword usage. Suggest improvements to optimize the page for better search engine ranking.

##### Off-Page SEO Activity:

Research and list three strategies a business can use to improve its off-page SEO. Provide real-world examples of how companies use these strategies to build authority and improve search rankings.

## 2.3 SEO Keywords

- 3 Keywords in a search engine are terms people use to get information. SEO optimises content and pages via a process of restructured content and keyword organisation to help users find your website in higher positions while searching on Google.
- 4 The effects which are associated with this success of SEO depend primarily on keywords-
- 5 Increase Organic Traffic: By optimising your site for the right keywords, you improve your chances of appearing in front of users who are searching on their chosen keyword. You get a huge leap in organic traffic coming to your site with focused keywords.

- 6 Improve User Experience: To search engine, users are easier to understand with content keywords, they provide similar help for user where they links to related topics in the website allowing them to find other related search results. These factors make an even better user experience and increased user content engagement more likely.
- 7 Reach Targeted Audiences: The right keywords increase the chance of attracting traffic to your website. These prospects who are on search looking for information about a product or service tend to be the ones with higher chances of getting converted.
- 8 Performance Benchmarking: Tracking keyword performance allows for the ability to identify improvements with regard to SEO overall and also in elements that need optimising. Use keyword tracking tools to show you how search position develops along with the volume of searches for that keyword phrase and the number of times users are clicking on your record.
- 9 Enhance Paid Ads: In PPC pay per click and CPM cost per mile paid advertising campaigns, the keywords are fundamental to its operation. The ad display will target customers searching for products or services by related keywords which leads to higher click-through and conversion rates.
- 10 Google is an example of a search engine that relies on SEO keywords to determine the relevance of webpages for searches. SEO words and phrases really need to be within plain old page elements such as title tags and meta descriptions not to mention headers in addition to human body content text. The proper utilization of keyword density is a significant factor to control keywords stuffing penalty also, however, and website developers must first need to make quality content that satisfies the need of the users. Search engines can crawl more references when a page is effectively combining long-tail SEO keywords with semantically-related keywords. Backlinks and anchor text The importance of backlinks and the anchor type in building SEO keyword profiles for pages cannot be overstated.

### 2.0.1 Types of keywords

Keyword counts are vital to SEO as they inform search engines about how your content relates to what users are searching for. Different keyword types have different characteristics in terms of its usage.

#### Short-tail Keywords

Short-tail keywords are mostly comprised of one or two dense words with short character counts. Short-tail keywords have a wider range and there are numerous search queries directed to them. Looking for shoes as long-tail keyword While looking for the shoes users come across the “shoes” term which is a short-tail keyword. Short-tail Keyword competition on the other hand is high as these short keywords are the most commonly used by searchers, and are hard to be ranked for.

Example: "car"

#### Long-tail Keywords

Long tail keywords are those search queries which contain at least three descriptive words. These keywords are searched by an audience where the search volume is still lower than short-tail keywords. When it comes to ranking in search engines, these specific keywords offer better possibilities because you have less competition to deal with. An example of such a term with longer search strings is “best running shoes for women”.

Example: “Electric cars are affordable 2022”

#### Primary Keywords

Online language revolves primarily around primary keywords of each online document which are the most important words. Keywords act to be a focus for the central idea (purpose) for what you wish to have top search engine results. Optimal usage of necessary key words for each post is present in all its sections, from heading, title and body.

Example: "electric cars"

**Secondary Keywords**

The primary keyword has additional phrases that provide more details on your content. These keywords help search engine algorithms understand how close a fit your content is to users' search queries. Secondary keywords are sprinkled throughout headers and subheaders, as well as in the body of the content.

For example: charging infrastructure is dedicated to electric vehicles.

**LSI keywords**

The text must also consist of LSI (Latent Semantic Indexing) keywords that are semantically related to your primary and secondary keywords. Using LSI keywords also help search engines to know better about the content context and relevance with respect to search queries. Keep the LSI keywords as natural as possible throughout your content, don't overuse them.

Example: "green energy vehicles"

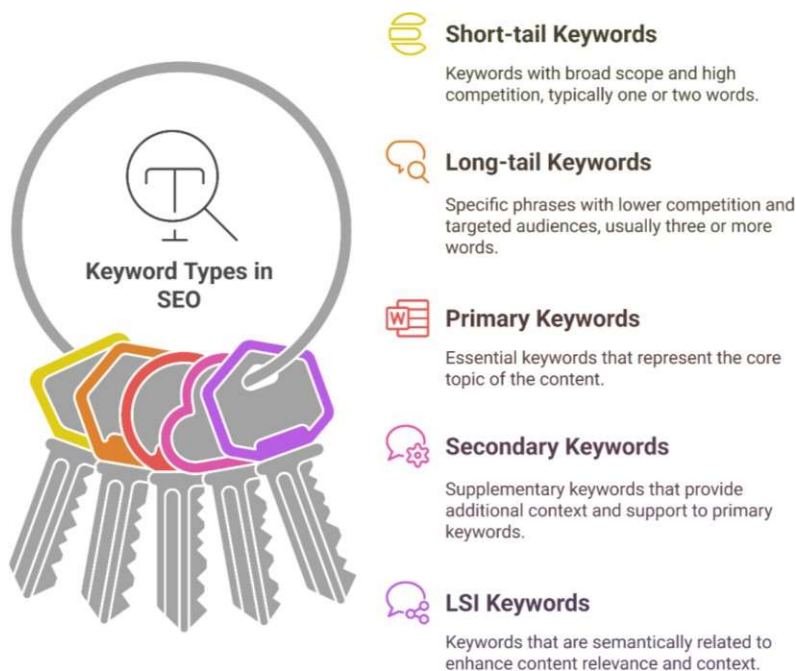


Fig 2.6 Types of Keywords

### 2.0.1 Keyword Metrics

Unfortunately keyword performance is still relevant, because monitoring a keyword gives you metrics to support SEO as well as PPC efforts. - Here are the primary keyword performance numbers you need to be tracking:

- **Search Volume:** This gauge shows the average, day-to-day searches for keywords within specified time frames. User Search Volume Seeing how many searches a keyword receives can help determine potential visibility and guesstimate the traffic value of a site. Generally more competition = more frequent search words.
- **Keyword Difficulty:** The process of determining how a difficulty is it to rank for a particular keyword, as compared to rest. The measurement allows you to assess how tough your competition will be so that you can decide whether to go after a particular keyword or not. When creating your keyword strategy you want to try and match high volume keywords with a reasonable amount of difficulty.
- **Cost Per Click (CPC):** What you pay each time a user clicks on your purchased online ad is known as the CPC. CPC A term vital to PPC budgeting, showing how much money you must pay to purchase search engine traffic and obtain paid search conversions.
- **Conversion Rate:** A metric that restricts another metric in order to represent the number of users who perform a goal-based action, after having clicked an ad, amongst those performing the action. A high conversion rate shows that somehow your PPC campaign can turn targeted audiences into worthwhile activities.
- **Return on Ad Spend (ROAS):** It is determined by the amount of paid ad campaign money divided by the revenues that make up this ads. ROAS evaluation that checks if your PPC spends make money, as it compares the income from ad spending overhead.

## 2.0.2 Steps to Find Keywords

There is a complete process to uncover SEO keywords that will send the right web surfers your way. The following is a step by step sequence in order to find SEO keywords you can know that are suitable:

### Step 1: Determine Goals and Audience

The goal of the SEO campaign should be set prior to the keyword research since a clear sense of purpose is still mandatory. The clear goals a business want's to achieve from SEO such as driving organic traffic and leads, as well as increasing sales and visibility inform keyword selection.

Example: An e-commerce clothing store seeks to increase sales for terms such as "buy dresses online" and "affordable women's clothing."

The analysis of the particular characteristics of the target audience provides better targeting of suitable keywords. the age sources and geographic regions (or special interests) of potential consumers.

An eco-friendly product-based enterprise serves nature-oriented consumers as its target market people. Customers are searching for "eco-friendly household products" and "sustainable kitchenware," they need these exact words on that page.

### Step 2: Start Brainstorming Potential Keywords

Begin with broad terms by creating a master list related to the business product or service. Instead, companies should look for the search queries prospects are using to seek out answers on Google.

Example: Relevant keywords for the travel blog would be, “budget travel tips” and “best places to visit in Europe,” along with “how to save on flights.”

Users should also expand by use of synonyms, related terms and search phrases of your target audience because they might have more than one expression for searching the topic. You can hit many permutations of potential search terms with this tactic.

Example: A bakery might use terms “gourmet cupcakes,” as well as “best bakery near me” and “gluten-free cakes” along with “cupcakes.”

### Step 3: Leverage Keyword Research Tools

The SEO keyword tools Google Keyword Planner and SEMrush and Ahrefs and Moz also do businesses no wrong by providing invaluable information about search volume in addition to competition and suggested keywords. The devices work to extend seed keywords by providing new search terms associated with meeting business needs.

Example: Search the term, “running shoes” in Google Keyword Planner and you’ll find user-generated keyword suggestions including “best running shoes for flat feet”, along with “cheap running shoes online” and “best trainers for long distance running.”

There are tools sets in the market that help small businesses to curate lists of keyword metrics, such as search frequency numbers, competition ratings and related searches.

With SEMrush users are able to assess search volume and competition of “SEO services” as well as provide keyword options for optimization.

### Step Four: The Search Volume and Keyword Difficulty Discovery.

A more complete assessment should have analysts quantify not just how often people search to carry out keyword-specific searches, but how tough it is to compete as a seller.

A keyword showing a healthy search volume is an indication that people are actively searching for such search term. For effective strategic search, you need to have high volume keywords along with the low-volume keywords (also known as long-tail terms), since these are often less competitive.

Example: Search volume for "individual running shoes" is high but going after "best running shoes for flat feet" is a feasible opportunity that aligns very well with the topic.

The calculation of keyword difficulty signals the obstacles to ranking for a certain term, stemming from competition. When faced with ranking for super competitive search terms, it is important to identify searches that are easy according to their competitiveness.

The keyword “fitness tips” is at least moderate level issue to rank for. "Beginner workout plans" has lower competition, so that would be the smartest choice.

### Step 5: Analyse Search Intent

Search intent analysis is important as customers use keywords for different reasons so choose phrases that mirror their current need.

Types of search intent:

- Needs of the user are for informational terms like “how to make a website.”

- People especially searching for certain websites want to be able to find or access a certain site such as “login Facebook”.
- The system is able to predict a user’s purchase related intention when interacting with a product (e.g. “buy running shoes”).
- Commercial investigation does In the commercial investment stage, search activity is conducted to compare options before making a purchase (example: “best laptop for gaming”).
- A customer searching the internet for kitchen gadgets blenders tends to use terms such as “best blenders for smoothies,” but when the same person wants to buy a blender, she uses terms like “buy blender online.”

Step 6: Examine the SERPs Now it's time to study the results pages.

By searching for target keywords on Google, you can get an eye on some result features such as Featured Snippets and Rich Results with Video. When you understand how Google delivers search finds, you can optimize your content accordingly.

Example: For the search query “how to train a dog” there is frequently an instant answer in the form of a featured snippet and sometimes YouTube video results dominate the top section. Ranking successfully for this terms is a process, it requires content optimized to satisfy SERP features.

Reviewing the content that has been created by the top-ranking competition provides insight into how competitive this keyword really is.

Example: Users searching for “best hiking boots” will see Amazon Holdings Inc. appear at the top of their search query’s results. If your site is smaller, you can take a more specific keyword, like “best hiking boots for women” and go after ranking positions.

Step 7: Consider Long-Tail Keywords

Long-tail keywords are niche terms that string together a number of words to create queries with lower search traffic but better-ranking prospects. The search keywords provide a streamlined customer selection who fit the product description and thereby possibly higher conversion rates.

Example: High-performing content for dog food is achieved by leaning into search-specific term examples like “best organic dog food for puppies” or “grain-free dog food for sensitive stomachs.”

Long tailed keyword has less search volume as these are exact in terms and SEO words target to some specific customer.

Step 8: Analyse Competitor Keywords

This approach lets users review ranking keywords of the competition using tools like Ahrefs or SEMrush and find some new potential queries they have not targeted yet. 2. Competitor keyword analysis: Checking which keywords your competitors are targeting allows users to discover underutilized keywords that they can easily beat their competition on.

Example: The term "fitness apparel" is promising as it is being targeted by a competitor and used successfully, however the business has not yet implemented this as part of its strategy.

Competitor keyword strategy analysis helps you find your rivals weak points which you can take advantage of. Improving the quality of your posts allows you to supersede competitors that are now ranking for those keywords.

Example: A weak competitor ranking for “dog grooming tips” creates a business opportunity to develop a better guide that will rank higher in search.

#### Refine and Prioritize Keywords

Once a massive sea of these possible keywords have been generated, the process would be to sift through them, and make sure they're: matching business goals and likely some search users are inputting because they're not getting swooped up by competitors for the keywords. And also that there is enough search volume that typically several pages could potentially be written about it. The keywords selected should be relevant to the business goals, as well as reflecting how users in the targeted market place search online.

Example: The major keywords that people search to land on the page of an online running shoe store are “buy running shoes” and “best shoes for running.” The objective is to maximise the "buy running shoes online" keyword as it has a high level of potential to make it to one of our top spots in search!

Local businesses should focus on both head terms in addition to specific long tails as it will increase reach and ranking position.

The organic skincare business can link between its broad keyword “organic skincare” and be relevant to two different people's questions like the “best organic skincare for dry skin” or a question about a natural, gentle skincare routine for polished skin that is too oily.

#### Step 10: Build out a Content Plan Driven by Keywords

The selected keywords require high-quality content creation- worth much more than the effort of ranking for them. The audience intent can be studied through search and produce helpful content.

Meet users needs (buy vegan protein powder) You will benefit from a long handy post that compares different products with recommendations for purchase.

Optimizing (the page title and headings) along with meta descriptions and (the URL structure) on-page SEO elements the correct way entails not only optimizing for keywords.

For e.g.: If the content is about "best laptops for gaming" then, it should target this keyword in title of page and should present all possible recommendations on best gaming laptop choices with as well as pros and cons or any user opinions\_QMARK\_

Step 11: Monitor Performance and Adapt Account management means we are going to be testing, tracking performance data and modifying our tactic as is needed.

Your chosen keywords require monitoring for performance, and can be managed in tools such as Google Search Console and Google Analytics. What the tracking system needs Key performance indicators: fill rates, rankings, conversion successes.

Example: Once “buy vegan protein powder” optimization is in place, you need a reporting process monitoring two metrics – search engine rankings and converted sales.

The keyword analysis results into content optimization and new selection of keywords and adaptation to changing trends in the market. It is called an ongoing process because it needs to be maintained all the time.

If the keyword “best gluten-free running shoes” is doing well, then this provides potential to produce more content that enhances your performance.

## Knowledge Check

### State True or False:

1. Using too many keywords on a webpage, also known as keyword stuffing, can negatively impact SEO rankings.
2. Long-tail keywords are less specific and more competitive compared to short-tail keywords.
3. Search engines no longer consider keyword relevance when ranking web pages.

## 2.0 Search Engine Marketing and Search Engine Advertising

### 2.0.1 Search Engine Marketing

Search Engine Marketing (Promotions) is for organisations looking to promote their content ranks when their customers conduct search engine queries. It's similar to search engine optimisation (SEO) but in search engine marketing you pay for adverts. SEM helps companies get better result by lead their customers to a product, and it helps them getting to know what they want. Businesses bid for placement on the most popular search engine results to offer personalized ads through an auction system. Google and Yahoo with Bing make up the majority of Search engines.

other simplified search engine marketing five unique process:

Step 1: Users who are engaged in product search on the Web often use certain terms or keywords to choose which results to follow.

● Step 2: The business need to prepare potential subjects to rank on a spreadsheet. Each theme must closely correspond to the goods and services in which they anticipate consumers will be primarily interested.

● Step 3: Next, the team will amplify the topics and select keywords and phrases that correlate with consumers' search behavior. The selection process identified by keyword analysis indicates the

most frequently used keyword. To perform keyword analysis you need certain tools like Google analytics, wordstream and Hubspot source report to help in this. Consumer wording consumers use to search must match keywords exactly.

- Step 4 : Marketers' purchase of keywords by bidding and they get premium placement in search results ahead of organic results.
- Step 5: The search engine services are paid on a per-click-basis by providers for their advertisements. Payment tracking is initiated by users or are consumers by clicking a website link to receive their designated payment based on the number of clicks.

Reasons why SEM marketing strategies matter

There are many reasons why marketing strategies in SEM matter, however, the main include;

Digital marketing – more customers opt to shop through online purchases. The expansion of digital marketing occurs through SEM campaigns, where the process of choosing a keyword that targets potential customers who are more interested in the products and services offered. In SEM campaign the keywords selected are the ones that generate a higher return on investment.

High conversion rates – SEM marketing benefits marketing because it places products in front of potential customers just when they are starting to buy. When a customer wants to buy a food processor online, and a company's product advertisement is the first to be seen when he or she searches for a food processor for online buy. This brings in while they click the ads to your website meaning they want to buy, thus through SEM your organization can increase visitor conversion rate of the customer's intention to purchase.

Speed – SEM practices drive quicker traffic growth than the effect of SEO where the latter takes time to research relevant keywords. SEM shows products and services immediately placing them at the top positions in SERPs. The product should align in the front for the customer to see.

PPC Model – organizations pay for ad clicks, utilizing PPC model making the SEM campaign more cost-effective since it operates on a cost per engagement basis. An organization is well in a position to control its advertising expenses regarding CPC and daily budgeting. Once a product is successful under these conditions the SERP can place it where the SEM campaign no longer needs to run.

Segmentation: With SEM campaigns users are able to target by both the keywords they chose and locations where they would like displayed, as well as language preferences and online behavior making it possible to reach only who we want our potential customers.

Deep analytics: With Google Analytics, businesses will receive accurate real time data reports tracking the progress of their SEM campaign. SEM campaign ads For business, the real-time performance reports of campaign ads generate valuable ideas that help business find ways they can improve their advertising strategies.

### 2.0.2 Search Engine Advertising

Search-engine advertising (SEA) is for its part one of the organizational branches in online marketing. There is a text or image ad on Google and Bing. These ads are shown at the top of the search engine results page, above organic listing. Among search engine providers, this has always been the primary source of income. Another issue is that the low cost of search engine advertising enables companies to promote their brands more effectively, because ranking higher in SERPs increases product and brand exposure.\* \* \*Notes(1) Being ranked in top 10 Search Engines.

Search engine marketing is included in both branding and marketing strategies. The primary objective for Search Engine Advertising is to improve the click-through rate, because in website advertisement posting, a high number of clicks may occur promptly. A high Conversion Rate in SEA influences the advertising costs and therefore also the ROAS (Return on Ad Spend).

The advertising pressure of a displayed page impression in search engine advertising display campaigns. In the e-commerce field the majority of ads which customers place are a type known as a search engine advertising that works by converting a user. We are out to up-sales and that This is majority the marketing purpose for this particular.

Advertisers can manipulate their newsletter subscriptions, downloads, reviews and leads through SEO. The application of SEA measures correlates to the advertising budget and actual use of search words in practice.

On search engines, traffickers who advertise compete for market domination in a biddig-based auction mechanism on key words. Click processes are independent of system bidding methods. PPC ads per cost click are not priced with a minimum bid of \$100 for some keyword. The selection of keywords completely

defines where the ad will appear and, according to the provided keywords, inadequate keyword research may mean not getting into a market segment you should. Picking right Keywords which bring ads up in search results and improved the cost optimization.

SERP position will also be influenced by your Quality Score, and in combination with a high CPC bid, and more focused keywords.

Quality Score is what search engines use as a gauge of how well your ad meets users' needs and matches search intent within the target's audience in order to display the most relevant results. Quality Score by SEM platforms are derived based on multiple assessment criteria.



Fig 2.7 Calculation of Ad Rank

Did you know ?

- The total value of digital search advertising within the United States during 2016 amounted to \$29.24 billion. The digital search advertising expenditures exceeded \$19.1 billion in the initial six months of 2017. The market value is predicted to exceed \$40.6 billion during 2019.
- Search advertising expenditures occupy approximately half of total digital advertising expenditures.

## 2.5 Google Ads

Google itself runs the PPC advertising through Google Ad that is taken care of in their headquarters. Google Ads is the world's biggest online advertising network and it operates in nooks and corners of the world. Millions upon millions of businesses use Google ads to reach new customers and meet their sales goals, not to mention marketing and revenue targets.

Why to opt for Google Ads? It provides us a way to run advertisement campaign on online worlds different network.

**Search Ads:** Here, businesses create text-based ads based on the keywords they know their target audience use when searching for something within Google. The service places its content in strategic points where prospective clients begin their process of purchasing. Search ads are one type of PPC ad but people use the term PPC to describe Search ads (and not other types such as display ads). This process is also known as paid search.

**Display Ads:** On Google Display Network, advertisers can pick from visual banner-style ads when appearing on sites. 70-90% of the world's internet users can be reached through Google Display Network, which provides for a massive audience. There are two PPC choices, and when advertisers use both, segments become more valuable together.

**Shopping Ads:** If you establish an account level link between your product feed and Google, then Google may show your products that are relevant to a user's search on the "Google Search" results page or "Google Shopping tab", and elsewhere in its network of sites. You can purchase using the ad or by following the links to the product page.

**YouTube Ads:** Using Google Ads, you can create video or display ads that show up in YouTube search results and videos.

There are a wide range of ads in Google Ads so there are many goals you can create - each ad has specific uses. The network gives people the opportunity to run variety of campaigns with their settings on placements and formats. You gain access to multiple networks for ad placements via the campaign types.

### 2.0.1 Working of Google Ads

The involved actors of the Google Advertising can be divided into three parts: visitor, advertiser and the Google Ads. Both of these parties, by virtue of their respective roles, allow Google

Advertising to operate effectively by delivering revenue for advertisers and relevant products to customers: \_RESULTS.II.

The Google Ads auction process consists of the following steps:

**Search Engine Advertisers Bid to Google Ads for Keywords:** Advertisers wage a bidding war with Google by choosing their prospective SERP marketing keywords. A Google Ads keyword bid can range from a few bucks to hundreds of dollars. For each keyword entry, promoters generally set their daily budget constraints. Your cost of advertising stays within every budget because Google Ads offers you the possibility to adjust the ads for several business circumstances in spite of your company size or how much is available. You will set the amount you are willing to spend on your ad, and because you stay within a monthly budget, you can stop and start advertising without contracts.

**Prospect Search a Keyword in Google:** Prospects on the SERP, who come across ads that cater exactly to their needs and help solve their search intentions. The web site shows advertisement content depending on the ad rank level of being subjected to advertising.

**Google Shows Ads for Keywords Post Ad Rank:** When people type a search query the search field fills up with SERP and quickly Google start an operation, which is ad rank. The order for number one advertisers in this process are immediately determined by the total amount of Ad positions on the Search Engine Results Page. Bing uses and has combined the score of key phrase quality with number of all bidders to position all listed advertisers for spot one through other successive positions.

**Customer Interacts with One of the Advertisements on the SERP:** When a customer views search results for their input keyword(s), they will select an advertisement with the best possible intent match. And from there, users can choose to purchase on those pages or they might head back to the SERP to click another ad or a non-paid listing. The methods of searching sometimes stop when a customer does not click on a website or buy anything.

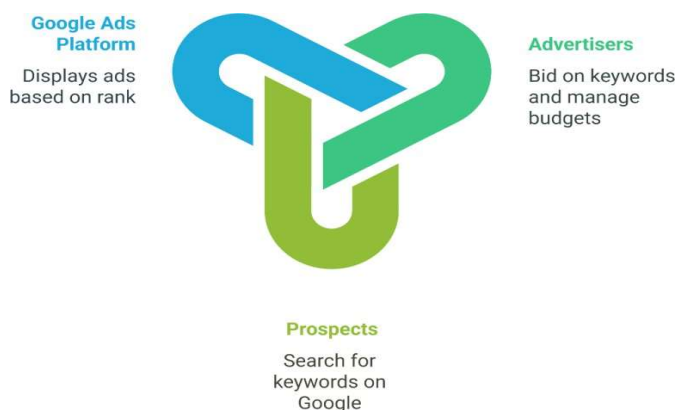


Fig 2.8 Google Ads Ecosystem

### 2.0.1 Benefits of Google Ads

**Faster Results** - Marketers understand that any search engine optimization (SEO) campaign can take months before seeing results, but getting the results to show up in the list of searches quickly is very important now. Certain benefits derived from Google Ads may be tapped by businesses early in the game. With a successful running of your Ad campaign, you won't need to go one-by-one to make thousands of target keywords selection. Your ad is on the top of the page so that appears before anything else!

**Harness the Power of Intent:** Google Advertising enables you to tap into the intention of users who are actively searching for what you offer. Those of us who consume content with social media feeds want to be marketed to as little as possible. When users aren't interested in an ad, they will scroll right by. People behave differently when they search on Google than they do in their normal social media browsing. The users of the website want to look for something. Companies with highly-optimized AdWords on Google will reach the right customers who are on the lookout for their goods or services. When the ads kill users it will be appealing to them.

**Affordable Ads:** Companies pay Google Ads only when a visitor clicks on their ads (pay-per-click-PPC). Users clicking through Google AdWords more than repay the value which makes it affordable for business. Google Ads companies can set financial limitations and adjust ad bids per budget constraints to manage their advertising costs.

**Competitive Disadvantage:** The users who search for products related to their services aren't doing business with them, they're doing it with their competitors who are advertising and they are not. This turns into an instant loss of business. One of the keys to success in a competitive market is knowing what your competitors do to get business (through ads and strategy). Google Ads is easy to track because they are more transparent. The "winning formula" for the market is taking advantage on one side of available opportunities to find and convey (rather than create and shape) differentiation from other wood products competitors.

**Create Brand Awareness:** Google Ads help to increase traffic while also raising the click through and conversion rates as they build brand recognition. Google Ads Display Network Feature With the display network feature of Google ads, users can even get to more audiences to recognise their brand. The approach also allows brand awareness to rise, when advertisers have the opportunity to brand with an increased presence.

**Ad Customisation and Testing:** Google Ads enables you to create unique ads with brand messaging and specific commercial objectives. There are all kinds of testing combinations companies can do between different ad formats and descriptions, headlines, to CTA (call-to-actions) etc. Businesses A/B test for ad variant analysis to derive strategies using the consideration of data.

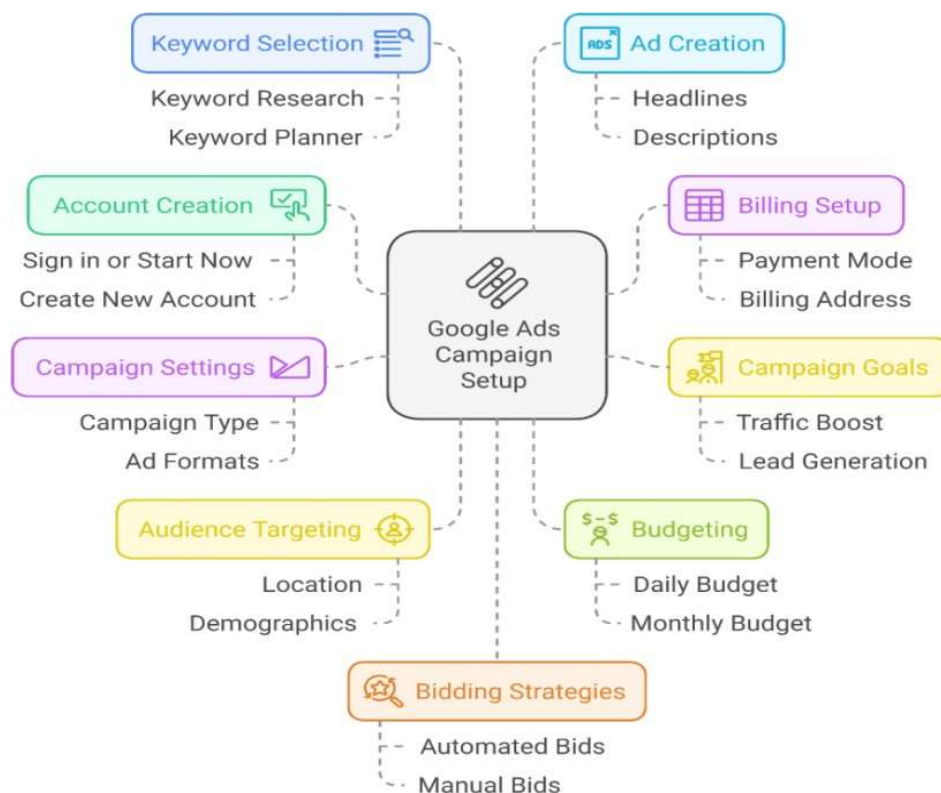
**A flexible marketing platform** - Google Ads regulars insist that you can scale your individual marketing strategy to meet the needs of businesses of all shapes and sizes with this service. Google Ads gives you the flexibility to set your campaigns for specific online audiences. The service facilitates access to advertising across many devices owned or used by a common user; it also helps advertisers reach users on various Google properties and websites where there is a Google ad placement.

**Leverage Google's Vast Network:** The seeming interchangeability of Google's brand name with actual words confirms that Google is the dominant digital entity. The search engine takes in an average of more than 2 trillion searches combined with over 5 billion daily requests, on a yearly basis. There are hundreds of thousands of possibilities for businesses to present their

advertisements on the basis that potential customers have requested them, and businesses have something they would like these potential customers to purchase.

**Simple Ad Performance Tracking:** You can easily track the performance of your ads with Google Ads Whenever operators employ multiple keywords into their tactic. Advertisers using Google Ads can see exactly who is clicking on their ads, which keywords work best and how much leads are costing while also analyzing cost per lead data. The traceability system is a valuable tool that helps marketers to identify effective and ineffective marketing plans.

**Trigger for Any Budget:** You can set or adjust the keyword bid depending on your business campaign offer by means of Google Ads. The priciest search terms are not very specific, and users must pay substantial amounts for every click. For users, the average cost for Google Ads search network per click operation is from \$1 to \$2. Companies and also entrepreneurs can now key in the online marketplace if only they cannot afford other forms of media.



**Fig 2.9: Google Ads Campaign Setup and Management**

Did you know ?

- Businesses generate \$3 in revenue from Google Ads campaigns that cost \$1.60 per dollar (Google Economic Impact Report).
- Truncated search ads retain 89% of their created traffic volume even after being disabled from service. (Google AI Blog).
- The top three positions in paid advertising capture all 46% of user clicks according to PPC Protect data.

## 2.6 Summary

❖ Web pages are indexed over content materials and a ranking of search results is produced by search engine bot crawls. Search engines consider a couple of thousand factors in relation to the links in your content, as well the structure of your site to find which pages are most relevant for search queries.

❖ The motive behind why users search is called the search intent. People go to search engines either for information, goods and services or a specific website. Optimizing your Google search rank is predominantly a matter of following user searching intentions — if you do, you can create material that meets the requirements of the users and rise up in Google rank.

❖ On-Page SEO: Optimizes website content, title tags, meta descriptions, URLs and images to provide the search engines with a better idea of relevances to queries. By using this optimization web site visitors can have a good experience and much stay for longer duration at website.

❖ The parts of off-page SEO that are outside the website domain include placing backlinks on other sites, sharing links through social media, and talking with influencers. Someone sending a signal to your site on the outside can help that trust being established + you gain higher rankings in search engines.

❖ Keywords as seeds to the garden of SEO: Search engine optimization (SEO) starts with keywords – these are the words and phrases that users enter into search engines like Google, Yahoo! With skillful keywords studies companies can find search terms that will draw in large numbers of users with only slight competition enabling them to target various significant population.

❖ "Keyword Optimization" on webpages This is implemented by meticulously selecting appropriate keywords and placing them with intent in the title of the pages, headers/meta descriptions, body content text etc. When you use keywords strategically in content, search engines are able to better categorize the page topic and improves the position of your pages for related queries.

❖ A chive more owler( > ξ SEM)) helps websites to reach higher organic positions on search engines results pages (SERPs). SEM covers both paid search and organic SEO to build an entire system that helps increase website traffic.

❖ Search Engine Advertising (SEA): This refers to paid advertisement on search engine, such as Google Ads. Users see ads via Google Ads when they search for keywords because advertisers have already bid on those particular terms to place them there.

❖ All businesses that use the Google Ads system choose specific keywords for ads that safeguard against particular search terms. These ads are displayed along with search results from Google and across the Google advertising network which allows businesses to target audiences.

❖ Struggling with AdSense? Need help? Well, let me know..fir raaz kaule 🖱. Proper Google Ads campaign requires users to add targeted keywords with effective ad text and an affordable advertising budget.lash tūne ke jwaab? mujhse puch liyo. And advertisers are able to customize their content depending on where in the customer engagement process the target audience is.

❖ Link-building – The obtaining of links from authoritative websites is the essential off-page SEO strategy. As the number of quality backlinks to a website increases, search engines place their trust in that website more and reward it with improved ranking positions and organic visitor growth.

## 2.7 Key Terms

**SEO:** Search Engine Optimization; Can be broadly defined as an attempt to improve a site's positioning on a search engine, i.e. Google. It is about getting a balance in content and technical factors. This incorporates, keyword research, creating content which will rank in search engines and improving on-page and off-page elements for better ranking in SERPs.

**Search Intent** Search intent the desired result or goal a user is searching for when they type a search query into a search engine. It can be informational (searching for information), transactional (wanting to make a purchase) or navigational (looking for a specific website or page).

**On-Page SEO:** The usage of various factors such as content, meta tags, URLs, images and internal linking to make individual pages of a website rank higher in organic search results & enhance usability.

**Off-page SEO:** It refers to the activity which is done outside of the website in order to make the website authoritative and credible, creating backlinks, social media marketing, and brand mentions. This eventually enhances the credibility of a website and its position on search engine.

**SEM:** A broader digital marketing category that includes both paid search engine advertising (Google Ads) and organic SEO. SEM attempts to enhance a site's visibility through both organic rankings and paid search ads.

**Search Engine Advertising (SEA):** Paid search engine ads to gain visibility and traffic. They can bid keywords and in the event a web user conducts a search on the web where they have been looking for them, their paid adverts will seem within just look success, ideally towards prime or base with spots of pages.

**Google Ads:** Advertisements produced by Google that allows firms to place search results on Google as well as other sites in Google's network. Google Ads also allows ads to be targeted to specific audiences through the bidding process on keywords.

## 2.8 Descriptive Questions

How do you align your website content plan with info search intent and transactional search intent and navigational search intent to make sure that the user needs are well taken care of?

What on-page components were given priority when optimizing for a search query relevancy and usability boosting webpage improvements?

The site has little to no backlinks so how do you begin gaining the trust of google through off page SEO work?

Which customer would you do research on in order to choose the right target key words for a website keeping the balance with search volume vs competition and audience connection?

You've got an organic search results page and you've got all the paid ads. What would be a strategic SEO/SEM plan you create that would align both marketing factors for the highest amount of traffic it will generate?

In creating SEO content strategies how do you ensure that your content is hitting word targets and satisfying exact user search intent to achieve high audience engagement?

How would you improve website speed along with mobile usability and page load times to prevent site users from leaving the site and to increase time that visitors remain on your site?

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### Answers to knowledge check

#### ***Knowledge Check 1:***

1. True 2. False 3. False

#### ***Knowledge Check 2:***

1. True 2. False 3. False

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# Unit 3: Social Media Marketing

## Learning Objectives

1. Learners will understand the fundamentals of Social Media Marketing and its benefits in building brand awareness, customer engagement, and business growth.
2. Learners will examine the role of brand communities and how close relationships with customers are associated with loyalty, advocacy, and long-term success for brands.
3. Ability to set SMART goals for social media marketing by the learners that would help them plan strategically, measure the results, and then improve on a continuous basis.
4. Learners will review various social media strategies and tools, applying best practices to optimise content effectiveness and audience engagement.

## Structure

- 3.0 Introductory Caselet
- 3.1 Introduction and Benefits of Social Media Marketing
- 3.2 Brand Community and why it matters
- 3.3 Goal setting for Social Media Marketing
- 3.4 Summary
- 3.5 Key Terms
- 3.6 Descriptive Questions
- 3.7 References
- 3.8 Case Study

## 3.0 Introductory Caselet

### Elevating Brand Engagement Through Social Media Marketing

A burgeoning organic snack brand, FreshBites wanted to enhance awareness of and engagement with its brand among health-minded consumers. They had been operating their product business for some time, and although they had top performing products, they were hardly active on social media with very little engagement from followers. They wanted a strategy they could use to better utilize social media marketing.

FreshBites also had difficulty gaining visibility on platforms such as Instagram and Facebook. They received very few likes, comments and sales. Their social media marketing was meaningless, with no clear game plan and nothing to show for it other than a lot of time and money wasted.

FreshBites followed a social media marketing strategy of:

**What We Did Content Strategy:** Designing high quality content -which was visually impactful- that centred around showcasing their products, sharing customer stories and health living tips.

**Influencer collaborations:** Working with health and fitness influencers to help spread the word about their brand and leveraging a greater network.

**Interaction:** Hosting interactive competitions, contests and polls also to get the audience involved.

**Paid Media:** Money invested in targeted ads on social media networks to target prospective customers based on their interests and behavior.

Six months later, FreshBites had seen a 75% lift in social engagement, website traffic from social channels was up by 50%, and the result to the bottom-line was clear. They got their brand more widely known in health and wellness.

**Critical Thinking Question:**

If freshbites could only pursue one social media marketing strategy to develop because of budget limitations, then what would it be and why? Imagine the much-needed audience engagement as well as reach and return on investment.

### 3.1 Introduction to Benefits of Social Media Marketing

Social media marketing is the process of introducing and selling products through social media sites. Organizations meet their branding goals and their marketing targets by creating and disseminating content on social networks. Social media marketing is the most popular digital marketing tool used by businesses of every size in every industry.

They uses the content related to social media marketing and share it among members in order to increase the brand's presence by reaching network. The content platform includes a range of posts that feature written product reviews, such as blog posts and video content and product review images (and interactive posts). With social media marketing, companies can contact their clients directly and continue to build resilient relationships between them.

Organizations make use of social networking to create customer loyalty and as a means for building trust in the relationship between themselves and their customers. Active customer

engagement and answering queries shows clients that businesses acknowledge as well as act in response to what is important to them. It's these relationships that are built on trust with customers and grow out of this habit lead to increased loyalty, sales and returning customers.

Two other effective social media strategies are brand awareness coupled with consumer engagement. Social networks empower companies to perform promotional and marketing campaigns targeting large amount of potential clients. The company increases its visibility on the web via social media promotion of its identity as well as marketing of products and services so website visitors increase in order to make a purchase.

### 3.1.1 Getting started with social media marketing

Before launching a promote on social media you must do some research about how social media operates. Below are someways to start with social media marketing:

#### Establish Social Media Presence

When you're looking at getting started with social media, that's what you need to be happening for the first step of establishing yourself on:

##### A. Target Audience Identification

The initial step is for companies to identify their target customer segment. The primary users of message development also affect which social media channels to reproduce those messages and the pronounced content creation tactics. To establish an individual brand identity companies must discover the demographic of their target audience, such as age, sex or gender and interest amongst others.

##### B. Choosing the Social Media Sites

Social media platforms need to be consistent with the objectives of the target audience. Companies need to choose networks based upon resonance with their target audience and this is because social networks all have user bases and functionality UBFFL. Businesses, on the other hand, choose social media according to content distribution modes whilst some also take into account at which times they should be regularly posting in order to meet their pre-determined goals.

##### C. Establishing a Presence on Social Media

Businesses have to create profiles within the social media platform of their choice that depict their brand as accurately as possible. In order to accomplish this, businesses need to be brand consistent across all of their social media pages. The only way to make this work is if companies can create consistency by having Logo images and cover graphics remain the same along with key corporate information repeating such as web address and how to contact them. Pyramid Media Optimisation: Business are recommended Pyramid Media Optamisation to get more Search exposure.

## Developing Content

Part 2: Developing the Material as the Risk Treatment After having identified what your contents are and where they flow, part two of your process is content development.

### A Goals and objectives definition

Content creation requires you to set exact goals that must be developed first in order to create engaging content. From the perspective of what objectives are to be met, it never loses sight of its anticipated results. The aims and objectives should have measurable aspects however they need to be realistic with achievable targets. Audience demographics analysis is necessary for content creation as creators need to generate the content that appeals to audience tastes.

### B. Creating Engaging Content

Winning means to generate content with why-watch elements included in the material. Being saved in the right content platform between articles and videos with podcasts and infographics, you are guaranteed to succeed. Content planning should be based on audience-related concepts, so that readers are systematically engaged for long term. The simplified writing style helps to make information was easier to digest and full-bodied.

### C. Utilising Visual Content

We all know that audience engagement is directly proportional to the visual content we provide them including images and videos, infographics so on and so forth! Visual communication also attracts the attention of audiences easily with high sharability to drive information dissemination. Media choices should be based on relevance to the content and audience preference as optimal quality is sought in media selection. Impact on engagement is even more when multiple visual elements such as graphics and animations are combined.

## Promotion

The only thing that comes after creating content is going putting your head down and promoting it.

### A. Utilising Paid Advertising

Paid advertising will give you a way to bring both commercial goods and business products too. The marketing campaign is amalgamation of search advertising examples such as Search Engine Optimisation (SEO) and Pay-Per-Click (PPC), that mirrors display advertising and social media marketing roles. The success of paid advertising relies on not just identifying the right target audience, but also reaching your intended audience with your ads.

### B. Leveraging Influencers

Promotion in markets is highly advantageous of influencers as they have established relationships with their viewers. Viewing-involved: influencers provide promotional content that help elevate brand awareness above and beyond just regular independent advertising. Ultimately, businesses gain credibility in addition to possible customer bases.

### C. Performance Tracking and Metrics

The study of promotional success helps businesses identify winning strategies and chinks in their armour. Web analytics, A/B testing, and surveys are three analytics tools that work together to benchmark the success of marketing campaigns. Performance analytics helps businesses to refine their promotional methods for the best possible ROI.

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Social media platforms need to be consistent with the objectives of the target audience. Companies need to choose networks based upon resonance with their target audience and this is because social networks all have user bases and functionality UBFFL. Businesses, on the other hand, choose social media according to content distribution modes whilst some also take into account at which times they should be regularly posting in order to meet their pre-determined goals.

##### C. Establishing a Presence on Social Media

Businesses have to create profiles within the social media platform of their choice that depict their brand as accurately as possible. In order to accomplish this, businesses need to be brand consistent across all of their social media pages. The only way to make this work is if companies can create consistency by having Logo images and cover graphics remain the same along with key corporate information repeating such as web address and how to contact them. Pyramid Media Optimisation: Business are recommended Pyramid Media Optimisation to get more Search exposure.

## Developing Content

Part 2: Developing the Material as the Risk Treatment After having identified what your contents are and where they flow, part two of your process is content development.

### A Goals and objectives definition

Content creation requires you to set exact goals that must be developed first in order to create engaging content. From the perspective of what objectives are to be met, it never loses sight of its anticipated results. The aims and objectives should have measurable aspects however they need to be realistic with achievable targets. Audience demographics analysis is necessary for content creation as creators need to generate the content that appeals to audience tastes.

### B. Creating Engaging Content

Winning means to generate content with why-watch elements included in the material. Being saved in the right content platform between articles and videos with podcasts and infographics, you are guaranteed to succeed. Content planning should be based on audience-related concepts, so that readers are systematically engaged for long term. The simplified writing style helps to make information was easier to digest and full-bodied.

### C. Utilising Visual Content

We all know that audience engagement is directly proportional to the visual content we provide them including images and videos, infographics so on and so forth! Visual communication also attracts the attention of audiences easily with high sharability to drive information dissemination. Media choices should be based on relevance to the content and audience preference as optimal quality is sought in media selection. Impact on engagement is even more when multiple visual elements such as graphics and animations are combined.

## Promotion

The only thing that comes after creating content is going putting your head down and promoting it.

### A. Utilising Paid Advertising

Paid advertising will give you a way to bring both commercial goods and business products too. The marketing campaign is amalgamation of search advertising examples such as Search Engine Optimisation (SEO) and Pay-Per-Click (PPC), that mirrors display advertising and social media marketing roles. The success of paid advertising relies on not just identifying the right target audience, but also reaching your intended audience with your ads.

### B. Leveraging Influencers

Promotion in markets is highly advantageous of influencers as they have established relationships with their viewers. Viewing-involved: influencers provide promotional content that help elevate brand awareness above and beyond just regular independent advertising. Ultimately, businesses gain credibility in addition to possible customer bases.

### C. Performance Tracking and Metrics

The study of promotional success helps businesses identify winning strategies and chinks in their armour. Web analytics, A/B testing, and surveys are three analytics tools that work together to benchmark the success of marketing campaigns. Performance analytics helps businesses to refine their promotional methods for the best possible ROI.

## 3.1.2 Social Media Marketing Strategies

A company rely most on a social media marketing plan to accomplish its goals. These are the key strategies that organizations should adopt to achieve their marketing goals.

**Setting Objectives:** Objective setting is a must for any social media marketing campaign to give it direction. The major three social media marketing objectives are: 1) the development of brand awareness 2) visitor website traffic growth and; 3) audience growth. "Business needs require clear objectives but also to build a sophisticated strategy model behind it.

**Audience Analysis:** To be able to know whom we are talking to Audience analysis is a must if you want to create content that resonates with your audience. Statistical data about audience including age, gender, interests and needs is when used to tailor-make content that speaks directly to these groups of people."

**Designing a Content Strategy** Once you have set clear business objectives, and got a complete grasp of customer characteristics, the next business task is content creation. What is needed by the target users is a suite of interactive media content solutions that will meet their needs. Social platforms facilitate participation through the ability to choose the kind of media (text, pictures and videos) that one wants to read or see.

**Automation Tools** Social Media Strategies are not going to work if you aren't using automation tools. And not to mention the ability to help users schedule posts and moderate conversations in addition to tracking performance. Companies should also turn to automation when it comes to several of the day-to-day tasks, and enable employees to concentrate on important business functions.

**Harnessing the Power of Influencer Marketing:** Influencer marketing offers a solution to make more audience connections and add customers who trust you. Playing on the influencer marketing model Businesses that focus their efforts on influencers that work in their market niche and have engaged followers will get help strengthening social proof of your content and boost visibility.

**Tracking and Measuring Outcomes:** Without continuous monitoring, you can not determine if your social media marketing strategy work or otherwise. In a step by step

evaluation, one can also investigate how the connection with social media increases following and how engagement metrics affect likes and comments, therefore influencing traffic on the website. The review is conducted in a way of making any appropriate adjustments that are required to ensure that your strategy is performing as good as possible.

### 3.1.3 Social Media Marketing Examples

Using social media marketing businesses can target (reach) the right audience to: acquire new customers or, get more from existing customer relationships. There are all sorts of success stories that reflect ways to get social media marketing right.

**Competitions and Giveaways:** Competitions and giveaways competitions are widely used by social media platforms as incentive methods to increase user activity. Such tactics enable companies to increase brand exposure and induce users to contribute in their ventures. Use of products and services are promoted through the use of several contest types from photo caption contests to challenges where you need to show us your best pictures with our brand product. Giveaways can be promoted to social media users via

sweepstakes for the opportunity to be awarded prizes. These advertising techniques can allow businesses to simply connect with their more direct customer base or the potential presents such as one new sale.

**User-Generated Content (UGC):** The content that is created by customers, rather than brands, so this could be a review plus photos and videos of them using the product or service or any comments they made on social media about products or services. User-generated content is an excellent way to engage more customers and followers since it provides real material that relates naturally with your audience. A brand which is leveraging UGC allows their customers to build trust, generate visibility for the brand and create connections with the audience in the community.

**Social Media Advertising Services Paid Advertising:** Social media advertising is the most cost-effective form of advertising available today. By tapping on which interests and specific locations and particular groups their target audience is a part of, companies can tailor individual ads. Companies can use paid advertising to achieve broader reach of their products and services. They create promotional activities, special offers or they engage in visitor-referral programs that lead visitors to their web pages and organize customer contest.

Examples:

Many brands get closer to their audience in an active way, through social media campaigns with which at the same time advance their brand's values. As shown below, there are several beneficial social media marketing campaigns:

**Dove's #ShowUs Campaign:** Dove does marketing campaigns that connect directly with their customers. #ShowUs Campaign presented itself to challenge restrictive beauty standards with an inclusive media platform. The campaign demonstrated beauty comes

in many forms by featuring women as well as non-binary individuals. The Dove partnership with Getty Images and the Girlgaze Photographers produced media that showcased beauty more inclusively.

**Apple's "Shot on iPhone" Challenge:** Apple created its "Shot on iPhone" campaign to show off the advanced camera capabilities of its popular line of iPhones. Images were to document "everyday moments in a meaningful and creative way." Then it asked users to share their best iPhone photos on Instagram by using the hashtag #ShotOniPhone. Judges on Apple's panel selected ten winning images for global marketing displays. The promotion did a great job of coalescing interest in the quality of iPhone cameras and engaged users around the world.

**Starbucks U.K.'s #WhatsYourName Campaign:** Starbucks U.K. teamed up with Mermaids to launch the #WhatsYourName campaign in support of transgender and gender diverse children via their charity. In the #WhatsYourName campaign, Starbucks U.K. let people get their names written onto cups, affirming individual identity. As a fund raising promotion Starbucks started selling mermaid tail cookies to benefit the cause of Mermaids. With this move, Starbucks demonstrated its commitment to diversity and also addressed the needs of the Mermaids.

### 3.1.4 Social Media Marketing Platforms

Social media marketing is a cost-effective means for companies to develop their name and increase the performance of their products, while using this form of marketing to engage and interact with audience members. Some of the most common social media sites for marketing are:

#### Facebook

Despite its complexities, Facebook remains one of the best social media platforms for marketing because it has more than 2.27 billion active users. "I agree with that point, though I think the fact that Facebook Ads and pages and groups all can work together to connect businesses with different types of audiences (like based on age or interest along with behaviour criteria and location) is also huge.

- Facebook Ad Manager is a platform to assist users in creating campaigns and monitoring as well as its management tools for keeping the advertisement content. Businesses can now create targeted adverts, manage their budgets and analyse results using this system.
- Facebook Audience Insights offers businesses information that is value-added about their audience.
- Monitor Facebook pages using Pages Manager, managing posts and messages while keeping tabs on customer interactions.

#### Instagram

One billion monthly users use Instagram today, and that's only because the app has built a marketing culture where brands produce visual content by seeding relationships with influencers to get their stories out.

- Advertisers can create targeted ads, make sales and gather insights about all of it using Instagram Ads Manager.
- Its Insights tool allows businesses to view detailed metrics about its audience interactions on Instagram.
- Depending on Creator Studio, institutions also get help organizing posts down Instagram posts and messages and analyzing their performance numbers.

#### LinkedIn

The platform is a business-focused site and that makes it a match made in heaven for B2B marketing and lead generation. This platform allows businesses to forge new collaborations with other firms, as well as share thought leadership content and recruit new candidates.

- Business users can create and manage their own customized advertising messages, through LinkedIn Ads Manager.
- LinkedIn Analytics: Understand your audiences and performance of ads.
- The LinkedIn Publisher platform acts as an official mechanism for writing about industry and dispensing it out to the audience.

#### YouTube

There's no list about best video marketing platforms without mentioning YouTube and its near 2 billion users. Companies utilize YouTube as a channel to feature culture, products and services to the public.

- Enables the production of branded video.
- YouTube Ads allow companies to reach specific audience categories based on its implementation process.
- Promotes crossovers with YouTube stars.

#### Twitter

Twitter bills itself as a "real-time" networking service that encourages fast interactions. Companies use Twitter for quick news release and brand marketing.

- This site allows brands to send out blog content, in conjunction with press releases & product news announcements.
- Brand exposure is increased by the use of Twitter Ads with hashtags.
- There's also the element of real-time that enables businesses to have great relationships with their customers.

#### Did You Know ?

- The projection for global social media users during 2027 reveals an estimate of 6 billion.
- The total advertising revenue at Meta stands at \$113 billion
- The Instagram application has been downloaded 547 million

### 3.1.5 Benefits of Social Media Marketing

With active social media marketing, brands can achieve many company objectives such as brand building and customer activation coupled with sales and market competition insight. Strategic use of social platforms can allow companies to establish credibility, position themselves as thought leaders and reach more users through search engines all while improving the return on investment. Here's a few good reasons why your sales reps should be using social media to close deals:

#### Enhancing Brand Presence

Social media marketing is successful at achieving favourable brand perceptions due to company humanisation which builds trust, along with both customer loyalty and recognition and authority beliefs. Demos showing brand team and real product user automatically builds credibility & trust.

Authenticity means consumers buy into the product and message. That's how the competitive market is won and you know, granted at the end of the day it's businesses who adhere to principles upon which their business is created on--and that means focusing on employee satisfaction and customers.

One of the best examples of what value-driven branding looks like is Patagonia. It turned out that the only way Yvon Chouinard could be an owner of his company was by taking it off the market and he helped lead the charge to move funds from companies to environmental projects in a collective effort to solve climate change. And with this act, Patagonia reaffirmed its status as a company committed to social and environmental responsibility.

#### Audience Engagement

Businesses can get a brand name everywhere on these platforms as well have direct access to their customers. Social Media: Engaging with your Audience via Social Networking

immediately as they react to user posts and share customer-generated content as well as responding to currently active questions > by inviting users into the discussion.

Users easily share views on products and services and receive immediate feedback. The majority of social media brands choose to go the route of friendly engagement and competition or comic messaging. This practice of personalised interaction encourages customers to become more loyal... and even personalises our overall treatment for their specific needs.

#### Enhancing Customer Service

Social media is treated as an add-on to consumer support when compared with phone, email and chat mediums. In the age of social media, everything is public and responding to criticism in a thoughtful manner helps build trust while showcasing brand commitment to superior service and open communication. Dealing with the

issues in a public manner means you retain your current customers and earn trust from potential new ones.

Surfers need well defined procedures on how to contact customer service via social media and answer their questions. Around half of users who contact companies through social media will expect a response within three hours, showing the importance of speedy customer service.

### Driving Sales and Conversions

Good social media marketing results to enhanced sales and conversion rates. According to research, people spend approximately 147 minutes a day on social media however the reality is: MOST leads in social media are at the awareness stage. Great content stands out and can inspire users to get the purchasing ball rolling.

### Establishing Thought Leadership

This is how corporations use Social Media to share intelligence with industry position-taking that broadens their authority base in the market. Companies can find ways to use platforms like LinkedIn and Twitter and Facebook to promote original work that builds trust with customers on their platforms.

48% of people decide to trust brands over government/media sources, because the latter groups are not trusted. Companies need to meet three key challenges that are: 1. climate change (52%) and economic inequality (49%), followed by workforce reskilling (46%) as per consumer expectations. Businesses leverage social media to showcase their commitment to corporate responsibility, and as a thought or category leader for their space.

### Competitive Analysis

Businesses are able to use social media tools to monitor trends among the competition, identify competitor's business strategies and leverage competitors' knowledge of products/ markets. Monitoring competitor content gives companies insight that can be used to improve their own marketing strategies, as well as stay abreast of market needs.

Competitors packaging preferences during the slow season for holiday shopping can help you understand what your customers like best- and allow a coffee company to develop engaging package designs. By following similar tactics, companies can enhance the credibility of their brand and add uniqueness to it. How many interactions you receive such as likes, shares and comments from social media users tell which way of marketing is truly working.

### Improving Search Engine Visibility

Google serves notices of portals Facebook page Instagram photograph and tweets when its search engine is used. Your visibility in search engine and search engine rankings will rise with a solid presence on social platforms.

Market exposure is heightened by monitoring trends in popular culture as well as incorporating appropriate keywords into social media platform content. With Instagram and Facebook, users have the chance to edit their social media post where they can

add trending terms released by companies. Businesses posting their blogs through social media channels to drive visitors to your site – and as such content found on the site, will be inevitably discoverable by all potential visitors.

#### Increasing Website Traffic

You also want to make sure that every post on social media has a link back to your website where you can take them through the sales process. Attracting users with compelling content is only part of the equation, leading visitors to the website where they grow into paying customers is the other piece.

High quality content which achieves high standards on websites via social media paves the way for increased visits and brand recognition. Engaging in conversation, and discussions contribute to understanding brands so it brings visitors to.

websites. Website addresses need to be posted on your social media pages, and you may have a quick way to network with potential customers.

#### Generating Leads

Social media may provide a worthwhile channel for exposing products and services to new customers. The sales copy looks like it could attract people even if they "don't buy now" :) There are online advertising instruments for lead purchase in its place. McCarthy and Stone used Facebook ads to acquire 4.3x the customers for their housing developments, at just half the cost of its traditional ad campaign.

#### Maximising ROI

Income gained from social media marketing applies equally to organic content also to paid advertisements. Organic means non-paid content sharing whereas paid advertising is about targeting segments of customers. When an organic piece goes viral, it extends brand exposure for free.

The paid social media remains a great tool for businesses to create and maintain new relationships with their target audiences. It's not like where on social media people seem to largely ignore content that seems too promotional. Social media ads should include clear labeling and strong promotional messages such as price incentives to work effectively and transparently.

#### Retargeting Potential Customers

Social media marketing can be used as a tool to re-engage, motivate and incentivise previous customers who may have abandoned items in their shopping carts. About 70% of online shoppers abandon their virtual shopping cart with more than \$18 billion lost to the market each year. Retargeting ads are perfect for reminding those who failed to complete the purchase process on their online shopping cart items!

Facebook uses a Meta Pixel to track user behavior for the purpose of displaying product ads with content left in the shopping cart. These type of tactics are used to recover customers who abandoned the cart and to improve business conversion numbers.

#### Understanding the Audience

With social media analytics we have vital market information on what people want, the behaviors they currently have and their unmet need. Companies can further improve strategies by using audience tracking to monitor it's a customer need.

Social listening tools keep an eye on the online conversations about brands and industry trends. Finding the balance between customer care and matching marketing tactics to the audience's desires is a recipe for better audience relations. Businesses can identify consumer indicators of interest in charitable brands, allowing them to advertise their non-profit programs and synchronize with the ethicality of the customers.

## Contextual Review:

### ***Apple's Social Media Strategy***

#### Introduction

The key to the success is that across the world Apple is one of the most renowned brands that due to their continuously improved products and high quality with modest design statement. Apple's world domination is as much rooted in its revolutionary marketing as its technological leaps and bounds. Apple is not playing by the typical social media brand rules— instead of casting a wide net with mass audience interaction, they have strategically engaged only in selective quality content and interaction. Typically Apple does this as part of its unique strategy to preserve premium branding and leverage customer service delivery before they launch a forthcoming product.

#### Background

Apple became an industry pioneer in 1977, the year it introduced its legendary "1984" commercial. The firm promotes premium branding on social media and maintains millions of followers across various social networking sites. Apple takes an unherd of approach to their communication strategy as they only speak through branded support vehicles other than product content updates. Key Strategies

- Visual entry prompts generate brand salience via unbranded content with the #ShotOniPhone campaign comprising of premium-branded content showcasing user-generated imagery/user moments.

Apple's social media Core and Infrastructure Apple's operation of its social media is a two tier, top-to-bottom operation with their official accounts slumbering while Apple Support ensures instant repour for service queries.

- Apple leverages its brand by creating strategic relationship letters e.g. with celebrities that market shoot cool., impromptu footage to bring in different cohorts of consumers not susceptible to traditional ad tactics.

- New Apple products are introduced in stages starting from teaser marketing and keynote presentations to step by rclick.com It Servicesug approach in rolling out the product on its official webpage.

- Apple plays up key social topics — such as privacy rights and sustainability — in tandem with educational initiatives to keep both its social values and branding character top of mind.

- Apple's all platforms maintain a uniform style, due to its approach of minimalistic and premium design principle.

#### Results & Impact

'Apple's Sporting Of The Social Media Testes Is Brilliant'(ToolbarTitles) "We do okay when it comes to social media. Apple has captured attention in its feature category with unique design and visually stunning content. There are hundreds of millions of customer events and

brand experiences that happen from UCC combined with influencer co-creations and product storytelling practices that keep customers longing for more from the brand. Focus Area #2: Build Community You should let community members tell their stories about what it means to be a part of whatever you build, across all relevant touch points. In other words, Tap into your network.

Conclusion

While maintaining a careful attitude, their practice of selectiveness is merged with the power of interaction on their social media strategy. Apple has managed to preserve its premium position by focusing on 1) superior content distribution while pursuing only selective engagement and 2) brand enhancement which generates lot of customer pull. The ability for Apple to influence as they lead digitally, doing so by demonstrating insight on the anticipation of engagement combined with attention-grabbing visual content and keeping an audience focused on value-based alignment keeps the brand/firm at the top amid digital space.

### 3.2 Brand Community and Why It Matters

#### 3.2.1 Brand Community

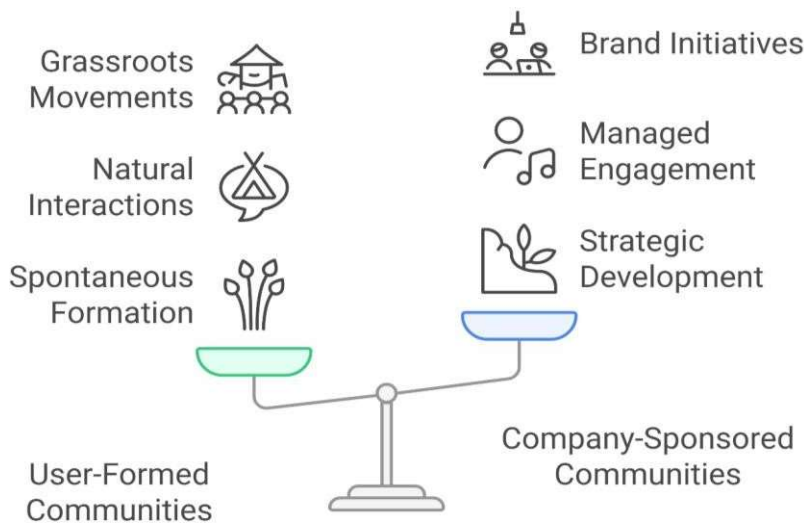


Fig 3.2 Types of Brand Community

Brand communities are brand communities created by active consumer participation with specific brands?

Brand communities are expanding their presence in social media and forum-based platforms relevant to the brand and are mainly caused by planned events.

Customers with brand attachment feel loyalty constrained to the product and act as advocates who increase familiarity of it, contributing more online content related to the brand. Brands that provide value added, community building activities will have a loyal following and keep you customers coming back day after day. There are three known brand communities on the market- Apple, Harley-Davidson and Nike.

Encouraging user-generated content drives a brand community, while builders can choose among three cultivated identities: social programs/social networking and online platforms.

### 3.2.2 Varieties of Brand Community

Brand communities are categorised into user-driven, spontaneous groups and strategically branddriven, managed company communities.

#### User-Formed Brand Communities

**User-Constructed Brand Communities** The user-created brand communities appear naturally as loyal customers share the same values and have common interests on particular brands or products. Customer networks are happened naturally through online forums and the social media with simple grass roots movements. The shared channels allow customers to swap comments and reviews for products that help in their brand relationship with the company. Two such communities are the outdoor brand Patagonia and game brand Xbox, because their audiences adopt discussions when sharing content and shape brand perceptions.

#### Company-Sponsored Brand Communities

Company-sponsored brand community activities operate from a strategic branding perspective to build customer brand relationship. These create the high-end bespoke environments that facilitate customer contact for maximum brand loyalty and direct brand to consumer conversations. Their existence is made possible by digital frameworks and mobile applications, as well as by discussion communities online and in the physical space. Apple's company forums are a perfect example of this as well as Nike's Run Club app and Sephora's Beauty Insider rewards program.

There are certain critical factors that makes brand communities successful regardless of whether it is established by user or company. Good brand communities are created by passionate community members that engage with lively content allowing them to form strong human bonds. Customer insights rooted in brand communities are critical to the introduction new product and services introductions, as companies rely on feedback from members to innovate products and services. Brand communities lead to brand advocacy, when members advocate for the brand without being asked or directed. Emotional ties created between these communities reduce the likelihood that members will switch their behavior to competitors. Such communities act as pockets of innovation, making it possible for brands to spot new product trends or conduct new product tests and work directly with consumers on products co-development.

Brand communities through its well-structured management allows for companies to create very strong marketing weapons which drive organic business growth and better consumer interface alongside high brand recall in dynamic competitive markets today.

Did you Know ?

Data tells us that 27.5% of marketers have developed proprietary online brand communities while 19.5% are currently building them out. Also, 16.0% of marketers not already running communities aspire to start a community of their own.

### 3.2.3 Steps to Build a Successful Brand Community

Developing a successful brand community requires very specific steps in terms of how to create required member participation, loyalty and connection.

#### 1. Identify the Target Audience

The early discovery of the audience is crucial to community growth and brands thrive by creating activities and content that meets the needs of their narrowly defined customer. A brand community remains focused and engaged by accurate definition of its customer groups.

When a brand doesn't succeed in correctly categorizing its audience, new products are made that don't create connecting goods and services. In order to not let this be the case, comprehensive research that extends from demography analysis to interest mapping and user behaviour, is necessary. Research data posted in brand surveys and focus groups are designed to give businesses insight into their current audiences while recruiting potential members.

Example: The main audience for a cooking brand that it aims to reach is called the target consumer group.

It would likely appeal to food lovers/ home cooks who enjoy trying out-of-the-box recipes and ingredients. An online cooking brand community should target these people as its primary users. The brand can create useful posts such as recipes and cooking tips, product recommendations and more, because it understands what its audience wants.

The base foundation for all content and community activity created should be a brand's already established target audience. The strategy has the attraction to add members of same type as new members and the mechanism support persistent participation from existing members.

#### 2. Establishing the community objectives in addition to its value-oriented fundamentals is a basic element for attracting an audience and building up common identity.

We need to state community intentions and core principles because they bring the right in & bind the group together. Great brands result from both great purposes that resonate with audiences and great set of values to which their audiences can relate. Expert branding support enables communities to articulate their core truths such that the language developed is familiar and authentic but also necessary and contemporary.

Example: Eco-Friendly Clothing Brand

A network associated with sustainable clothing brands supports values around sustainability, transparency and ethical manufacturing. This would be part of the

brand both in terms of ad messages and product as well as environmental programs that highlight how UGG is taking sustainability to fashion through “green” tips on recycling programs. The brand creates a powerful community by connecting its purpose with prevalent customer interests and desires.

### 3. Create Engaging Content and Experiences

A branded community remains active when brands distribute great content that is just too interesting for users to resist. Content delivery services also serve as educational materials, but also recreational entertainment which encourages user interaction.

Engagement growth Businesses should use incentive programs that reward active users. With these rewards, businesses get user-generated content and build relationships within the community. The relevance and brand identity, through the use of brand ambassadors for example, are increased.

#### Example: Content Strategies in Social Media

Brands produce this enticing content in many forms including videos on Instagram reels that feature factory processes interwoven with educational information and product demos. Medium and Reddit platform content is useful as the quality content from specialists contributes to informative interactions with readers. The methodologies allow prominent effort of members i.e. commenting and content creating or content sharing activities.

Active content production leads to more engaged current customers, and new community members as well.

### 4. Foster Interaction and Engagement

Brands utilize social networking technology to create engaging campaigns that help continue the dialog with community members. Via social media pages and internet forums brand customers have access to share their experience. The joining of social media groups with the forum is perfect for brand interaction and user generated content which will get more users involved.

Brands are able to develop better connections with their informed customers that can help them shape up the way they do business around product selections.

#### Example: Nike’s Reddit Community

With Reddit Nike created a place for its followers from all walks of life to share their own stories and fitness journeys, along with receiving some inspiration. The platform allow a local community to create connections with one another and motivate each other to improve the way they experience their brand all together.

#### Example 2: Glossier’s Instagram Engagement

Glossier was able to build community around its Instagram presence as a base for its cosmetics brand. Glossier creates an incredibly interactive online space, showcasing user-generated content and asking questions/running polls for their products. And never fuck over two million loyal ever-recurring customers.

## 5. Listen to Feedback and Adapt

The sustained success of a successful brand community requires ongoing input from those within the community. Strategic decisions are based on customers' evolving expectations (with which businesses base better plan amendment) that they can anticipate by knowing what is important to customers. Demonstrating transparency and trust shows customers that their opinions have value.

Community participation will be sustained only if we can adequately respond to the participants' needs. When market factors and consumer preferences change, brands must tweak their profiles. Companies can get important information guiding its future plans when using open-ended questions together with surveys, polls or other methods.

### Example: Implementing Customer Feedback

And above all, brands that put their minds in reading between the lines following the ultimate topics of feedback will firm their strategy while providing perfect trips to excellence. It's all about the successful coming changes getting out to the community once driven.

## 6. Evaluate and Measure Success

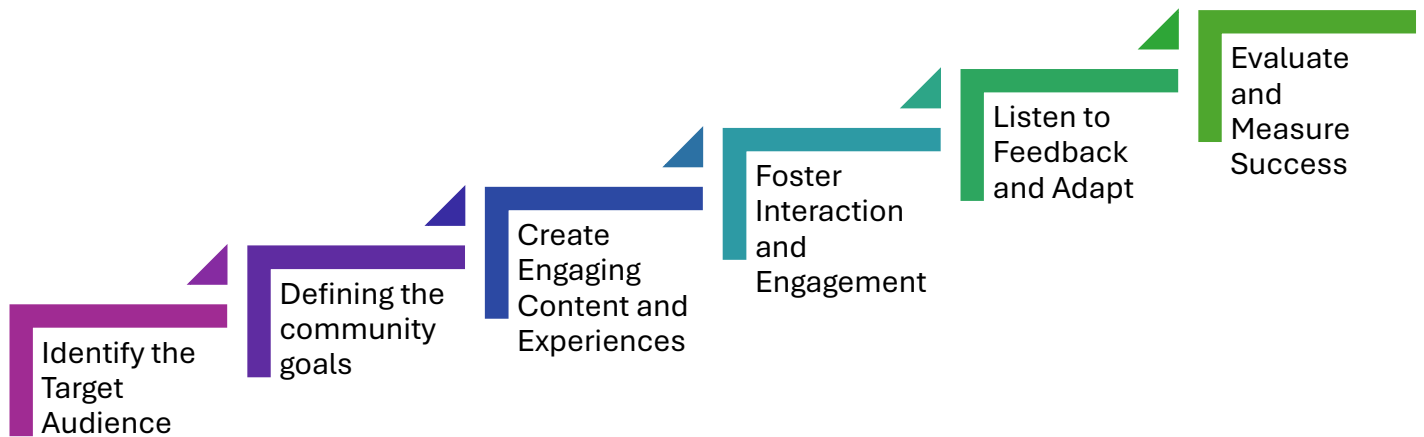
Regular assessments of brand community success provides for this growth while preserving the community's effectiveness. The stated aims and intentions of the community define what metrics must be assessed.

There are four primary performance dimensions that companies track through these KPIs, including community member participation levels and brand loyalty and customer satisfaction as well as a review of the business's revenue impact. Assessing these metrics assist brands to identify what works and acknowledgment of areas that need improvement.

### Example: Measuring Community Engagement

Engagement is counted by tallying participation in addition to social media reactions counts and submittals of participants. Surveys of customer satisfaction allow brands to know whether or not they are meeting the needs of their community. A revenue impact analysis measures the degrees of business expansion as a result of community activities.

Keep on asking brands to assess over time a combination of factors as guidelines for its data-driven community actions.



**Fig 3.3 Steps to Build a Successful Brand Community**

Maintained application of this phenomenon allows brands to create and maintain prosperous brand communities that enhance customer loyalty and engagement. Numerous companies have achieved success by using online communities combined with loyalty programs and social initiatives to develop their brand identity. Brand communities management Although the objective can be interpreted as having two dimensions, these are not orthogonal: Relationship building and unlocking marketing leverage for success.

#### Brand Community Examples

The next part profiles brand communities that are based on established offline forms as well as their online counterparts.

#### Online Brand Communities

##### 1. Sephora Beauty Insider Community

Sephora's online community of beauty is specifically built for those who love it. The site allows devoted customers to share product evaluations with beauty enthusiasts worldwide for beauty tips on daily basis. Sephora offers exclusive benefits to its top customers via rewards program, promoting brand loyalty and customer engagement.

##### 2. Nike+

Nike not only still operates its ten-year-old athletes-and-fitness-enthusiast community. Workout tracking is shared throughout the community and users are given personalized product recommendations based on their logged activities and preferences. Nike+ — running app where members can share their success stories, and reward each other for reaching fitness milestones. Through proprietary platform

placements, the company provides members with access to unique items alongside special products and events spanning from partnerships with designers to VIP experiences at outstanding venues.

### 3. Harley Owners Group

Harley Owners Group (H.O.G.) seems to be one of the longest-operating brand communities around. A Harley-Davidson effort, the manufacturer constructs a strong sense of community among its loyal customers. So with this web site, we provide a central place on the internet for Harley lovers to communicate about their common passion for Harley and bike riding.

The motorcycle club alone that the Harley-Davidson members are a part of has been loyal and definitely involved in spreading the word of their beloved company throughout the motorcycle community anywhere in the world. Special events, branded goods, and premium services for members only are also available online. \$50 per year. More about Harley Owners Group (HOG) 20% of the motorcyclist population. Such exclusive advantages enhance the rider's experience and reinforce their emotional bond with Harley-Davidson community.

#### Offline Brand Communities

### 4. Peloton Studios

New York based Peloton is an American exercise equipment company that manages a brilliant offsite fitness hub for individuals who want to stay fit. Members watch scheduled and pre-recorded fitness classes together with other members on their Peloton platform, take part in competitive athletic events.

Peloton drives engagement by offering fully immersive fitness experiences that keeps members inspired, in addition to building deep personal bonds directly through their peers. Peloton provides interesting workouts as well as challenges that help members commit to their fitness schedules and enable them to create connections with like-minded individuals.

### 5. Lululemon Ambassador Program

And Lululemon built its offline community via an ambassador program that grew out of the fact that this company was, at its inception and through significant growth, a Canadian athletic apparel brand. The program connects fitness and wellness influencers who get private access to products, events and networking opportunities. The brand drives fitness fans to become ambassadors with an advocacy program. The Ambassadors get a lot out of participating, including access to new kit and development materials and unforgettable experiences! Members of this program are part of a larger community of wellness seekers.

### 6. Starbucks Reserve Roastery

Starbucks Reserve Roastery gives coffee lovers a meeting place in real life that serves the type of travel coffee experiences that customers are craving. In addition to enjoying the best coffee selections that Starbucks has to offer, members can now participate in fun activities during a personalized coffee preparation session.

Those who sign up to be members of Starbucks Reserve will be taught the entire coffee sourcing and roasting process, as well as various types of brewing. It is through this unique dynamic that an involved following of members are able to create

deeper bonds and to bring national coffee enthusiasts together into a willing and passionate brand community.

### 3.2.4 Importance of Brand Community

Business value of brand communities on the internet is still critical for all companies. Businesses have a lot to gain by these communities – they increase brand loyalty while also providing valuable customer insight. Advantages of IBCs to business According to the literature review, commercial benefits from online brand communities are as follows:

#### 1. The strong brand image related to customer loyalty

There is the development of a solid brand image in online brand communities through sparking customer belonging.

- Brand communities in which and for whom customers actively connect members become more loyal, thus more likely to pass on the brand.

- Brand advocates are out of involved members who encourage the brand by word-of-mouth channels, such as social networks.

#### 2. Gaining Valuable Customer Insights

c) If you build brand communities businesses know first hand what customers really thinking, doing, prefer.

The participation in a dialog with the community involves brands to gain insights into customer needs which translated into both product development and service quality improvement as well as specific marketing plan design.

- Brands are able to base strategic and product decisions on real customer FMT (Feedback, Measurement, Tracking) from surveys and interactive conversations plus Community observation.

#### Inspiring User-Generated Content and Social Proof

- Users have access to post their UGC in the powerful brand community including first-hand content and product reviews and testimonials.

- Companies earn trust in brands from positive reviews that are posted within their community.

- Brands leverage UGC for social proof of their brand and to increase authenticity which increases engagement from consumers.

#### Enhancing Customer Engagement and Interaction

- Internet brand communities create digital spaces for virtual communication through which customers can communicate directly with the brand manager and each other.

Online Q&A sessions, contests and challenges that viewers can participate in make it easier to engage with customers while giving them something they can participate in.

Valuing feelings for customers in the forum access plus discussion groups with exclusive content builds brand connection.

#### Increasing Brand Awareness and Reach

- Members of the brand community that engage in activities within the community create buzz about the brand by discussing it through their interactions.
- Social media platforms help brands grow their audience and interact with individuals from outside of their everyday client base.
- Brand community members who are active will invite their friends and families to join, resulting in spreading of brand.

#### Driving Customer Retention and Lifetime Value

- Members of a brand's community have higher lifetime value (LTV) because they're loyal to the brand for longer.
- Offering special benefits like product sneak peaks, market discounts and the elite treatment facilities to its customers helps companies in continuing to retain customer loyalty and brand commitment.
- A well managed community helps customers forge emotional connections that help reduce churn and retain more of its customer base.

#### Providing Cost-Effective Customer Support

- Brand communities create self-help systems that allow members to address queries while exchanging technical issue resolutions.
- Organizations can reduce support costs by leveraging self-service community solutions like FAQ threads and knowledge bases along with peer-to-peer support.
- Providing better customer satisfaction as they are able to receive quick solutions from community members, as well as representatives of the brand.

#### Driving Sales and Business Growth

- Active loyal customers increase the business potential by convincing them to buy again and spread positive word of mouth about the brand.
- Net sales from online brands sold on the inside have exposure to community specific promotions and exclusive specials as well as new product launches, referral issuance schemes.
- Manufacturers can modify pricing strategies, product development process, marketing initiatives with data contributed by community.



**Fig 3.4 Importance of Brand Community**

### Knowledge check

#### Choose the correct option:

- What is one of the main benefits of online brand communities?
  - Increased production costs
  - Improved brand loyalty and customer intelligence
  - Reduced need for digital marketing
- How do brand communities contribute to gaining valuable customer insights?
  - By conducting random product giveaways
  - Through surveys, interactive discussions, and community observation
  - By restricting customer interactions to brand administrators
- How do brand communities provide cost-effective customer support?
  - By relying on peer-to-peer assistance, FAQ threads, and knowledge bases
  - By hiring more customer service agents for every customer inquiry
  - By limiting customer interactions to automated responses

### 3.3 Goal Setting for Social Media Marketing (SMART Framework)

A social media marketing plan means that your business needs to set clear mission and goals on which the strategy you make should be based on. When a business doesn't have clear-cut goals it is difficult to measure and optimize performance. The

SMART Framework is prevalent in corporate and business use for goal setting because it makes sure goals are specific, measurable, achievable with relevant purpose and within a time frame.

- Social media marketing relies on objective setting that is as specific as possible in the...
- Companies create directional objectives as places to focus marketing activities against different peoples (such as brand and lead generation and engagement and conversion) types.
- Measurement is enabled through setting objectives that allow campaign performance to be measured.
- For businesses, performance optimisation is made simpler by tracking performance and the associated improvements.

Efficient allocation of resources – because it is guided by the type of goals an organisation sets in time investment, financial support and operational focus (strategic plans will have well-determined target areas for impact).

### SMART Framework for Goal Setting

#### 1) Specific (S): Establish Clear and Measurable Objectives.

Firms need to develop clear goals that articulate its individual accomplishments. The focus on increasing engagement is not focused enough to drive improvement.

Example: KPI – the exact goal is the requirement for 30% increase of Instagram posts comments and sharing within a three-month period.

#### M — Measurable-Measure progress against your objectives.

Companies must add measurement metrics to assess their success rate and analyse their progress. Progress should also be measured according to engagement rate (of course along side conversion rate and follower growth etc...)

Example: A measurable goal could be increasing “Facebook ad-generated website traffic 40% over three months using Google Analytics monitoring.”

#### Attainable (A) – Make Your Goals Real and Achievable

One should strive for challenging yet achievable goals after assessing resources available to them like assets and time constraints and competition. Setting goals too high might lead to being let down and leaving empty-handed.

Example: A realistic social media objective could be to gain 10000 new Twitter followers over the next six months by posting every day, and using trending hashtags.

#### Relevant (R) – Make Goals Match Business Objectives

Social media marketing objectives should be business-aligned, to ensure that social activity supports overall organisational growth.

Example: Increasing sales as the core business objective can be achieved with the specific LinkedIn advertising goal of obtaining 500 fresh leads over a period of three months.

**Time-Based (T) – Give Your Goals Deadlines**

Setting goals in a timely matter holds all invested parties accountable and encourages velocity around achieving the desired outcome.

For example, this goal defines a 90-day plan to increase Instagram engagement by taking action daily with interactive posting and secondly, making sure that comments are replied immediately - resulting in a 20% improvement!



**Fig 3.5 SMART Framework**

These goals are overly specific than the goal but not all of your social media marketing goals will be so no need to worry, especially if you use the SMART model as it gives us clearly defined objectives which lead directly to business objectives. A company can monitor performance and refine strategies through social media by setting SMART targeted goals (Specific, Measurable, Achievable, Relevant and Time-bound).

**3.3.1 Strategies to Implement SMART Framework**

This is the application of SMART Framework in social media marketing which entails organized with data monitoring and continuous improvement work. There are also tactics that correspond to the components of SMART (Specific, Measurable, Achievable, Relevant and Time-Bound) appended with examples from my personal life.

### Define Clear and Specific Goals

Definition reduces goal-induced ambiguity allowing the social media marketing to get clear directions. A business needs to decide what its specific goals are—a boost in brand exposure, increased user engagement or website visitor numbers.

#### Strategy:

- Businesses need to explore their audience and how clients are engaging with these social media sites as well as what each of them require and are interacting on it.
- Research on competitive industry sectors as readers should result in understanding what communication engages users and how the content that actually works is developed.
- Businesses must gain insights through data analysis to establish tailored goals on each platform.

#### Example:

The objective is to increase Instagram engagement by 30% over a three-month period through the use of interactive content formats such as quizzes, polls and user submissions.

A 30% increase in Instagram engagement over a span of three months will occur by sharing user-generated content that contains interactive functions such as polls and quizzes.

**Monitoring performance development** You can monitor your performance development by choosing Key Performance Indicators (KPIs).

The framework metrics provide quantifiable measures to evaluate the performance and to determine necessary changes. These KPIs are largely centered on the end goal beforehand as engagement rate and reach/ conversions and user inquiries take center stage as those are definitely the most actionable data points.

#### Strategy:

- Measure performance via analytics tools that integrate with Google Analytics in addition to Facebook Insights, Instagram Analytics and LinkedIn Metrics.

Performance standards need to be set using historical data analysis in order to define realistic targets.

- Follow measurable KPIs like likes, shares comments, CTR and conversion rate periodically.

Example:

The goal to increase traffic to the website through social media channels should therefore become the next specific goal:

The goal is to increase Facebook sponsored links driven website visits by 40% over the next 3 months using Google Analytics for tracking.

### Set Realistic and Achievable Goals

Easing resource and time pressure, as well as the level of competition in these areas will determine whether objectives are challenging but achievable. People who set goals that exceed their grasp are likely to be both frustrated and unsuccessful.

Strategy:

Consider using historical campaign information to create realistic projections for the current initiative.

- Businesses need to connect the dots between their goals and current resources such as the level of spend, team members' skills, and content creation capacity.
- Effective progress monitoring requires breaking larger goals down into smaller milestones.

Example:

The objective should be: Higher 1-10,000 Twitter followers in the next two months.

2eposting and advertising Posting news: Getting 10,000 new Twitter followers in 6 months through news announcements Your first thought is probably that this project would be a waste of time.

The results for the business rest in the alignment between social media goals & main company objectives.

Social media objectives must tie in with business goals to support marketing strategies that lead towards business growth and success.

Strategy:

- The interplay between social media goals requires specificity as to how they help achieve business priorities in such areas as customer retention and brand development, along with the generation of revenue.

- Pragmatically select social networks with strategic characteristics that a) appeals to the target audience, and b) apply to the industrial sector.
- A business needs to stop wasting its time in chasing goals that do not add value to the organisation.

Example:

If your company wants to increase sales, then this is the relevant social media goal:

A LinkedIn campaign of ads Aims to acquire 500 new leads among tech professionals the next 3 months.

Another suggestion is to develop definite timetables for the implementation of the projects by businesses.”

Task time-targets encourage organisational accountability and accelerate results of performance. The system allows for the same evaluations and necessary reconsiderations.

Strategy:

- Limit social media built-in campaigns according to business cycles and industry trends.
- Schedule regular reviews to track strategy performance and utilize insights gained it in optimizing your existing strategies.
- Use project management tools to track deadlines and have a timeline for delivery of content and engagement.

Example:

The goal might be: instead of “increase Instagram engagement,” it would be “20% increase in Instagram engagements in 90 days through the use of interactive content upload and averaging a <24 hour response time by replying to comments.

The SMART model allows businesses to develop marketing goals that are easily understood and achievable, while also being tied directly to operational goals. To achieve the kind of business lifting results out of social media that produce fantastic returns requires us to apply SMART goals, where SMART stands for Specific Measurable Achievable Relevant and Time-bound.

### 3.3.3 Examples of SMART Framework

#### 3.3.3 Examples of SMART Framework

Both Amazon companies are working to roll out Prime deliveries to all customers within 24 hours.

Amazon announced that over the course of a year, it would reduce shipping times to Prime members from 2 days to 1 day by constructing more fulfilment centers and improving its distribution operations. The company achieved the targets by adding new fulfilment centres along with warehouse automation, while also growing its last-mile network and introducing real-time tracking. The best light for 1-day delivery from Amazon drove more and better satisfying customers, which increased the number of Prime members.

Tesla implemented a strategy to increase production rates for their Electric Vehicle (EV) fleet.

Tesla Plan Tesla planned to double the annual vehicle production rates for Model 3 and Model Y vehicles to 500,000 per year through a combination of factory enlargement plans at the Gigafactory location and increases in supply chain logistics. It built a pair of new Gigafactories in Texas and Berlin, secured long-term material contracts and with AI manufacturing systems epitomized the internet age by channelsourcing (a term I coined to denote optimizing distribution channels). On the one hand, Tesla successfully delivered cost reduction in production at the same time that it met its target of production and further solidified its position as a leading electric vehicle (EV) producer.

#### 166. McDonald's – More App Orders

The company's goal was for app orders to climb 30% in the next six months by bettering user experience and in-app rewards delivery. As of controlling the mutation outbreak, the firm renovated its application interface, as well as handed out exclusive discounts and launched benefits for app users by upgrading mobile ordering system with quick payment. And McDonald's delivered incredible growth in digital sales and customer engagement that led to improved loyalty.

#### Starbucks – Expanding Sustainable Practices

Starbucks committed to halving its disposable cup waste by 2030 through the promotion of reusable cups as well as sustainable environmental strategies. McDonald's inspired customers with reusable cup rewards, and also improved its recycling system and conducted eco-friendly cup trials – as well as partnering with environmental non-profits. Starbucks' sustainable strategies were highly effective with substantial success in attaining environmental goals and improving brand image, as well as responsibility in corporate citizenship.

### 3.4 Summary

❖ Business enterprises are utilizing social media marketing procedures to market their products/services in the social networking sites. Companies achieve their branding objectives and marketing goals with the production and distribution of content across their social network.

- ❖ Social media through marketing provides a platform to reach out to new audience and maintain relationships between important customer base.
- ❖ Brands can achieve different company goals through efficient social media marketing like brand building and customer activation as well as cultivating sales and capturing what competitions it is facing.
- ❖ A brand community is a group of individuals who share affinity with respect to a specific brand, and who interact within the context of social structure created by their shared community.
- ❖ Brand community is created via social networking and forums with face-to-face activities. When consumers feel connected to the brand and have a loyalty to it, they sell (advocate) for and ambassador products so that online then enables the brand to become more capable.
- ❖ User created brand communities are spontaneous gatherings of loyal customers who share common values and interests in particular brands or products. Customers are forming themselves, on online forums, social media and by word of mouth.
- ❖ Company-sponsored brand community's operation originates from the strategic building of a brand to enable customers to connect with it. These controlled environments are designed to facilitate customer activity and encourage greater brand loyalty, while also providing direct brand interaction with the consumer.
- ❖ The financial value of web-based brand communities are strategically important to all firms. And businesses have so much to gain from these communities – building brand loyalty while also getting invaluable market intelligence.
- ❖ SMART approach S o Specific M o Measureable A c h i e v a b l e R e a l i s t i m e ( r e l a t e d ) T i m e - b o u n d Technology of Project Management for companies creating marketing goals that can be clearly defined and on which they can act and then explicitly link to operational targets 1.5 DM a dm in ist! Effective social media outcomes require businesses to set goals that are SMART: Specific Measurable Attainable Relevant Time-bound.

### 3.5 Key Terms

**Social Media Marketing:** Social media marketing is a form of internet marketing which involves creating and sharing content on social media networks (such as Facebook, Instagram, LinkedIn, Twitter) in such a

way that people who are possible to become your customers. It helps promote the brand engagement and drive traffic towards website through these mediums. Content creating, paid promotions and community management are prominent marketing hacks in this channel.

**Brand Community:** A brand, or product community are those people who actively engage with a product through multiple social media channels and other areas (blogs, forums, and physical world events). The customers in these individual communities bond all the more closely, and add another power to word-of-mouth advertising that is positive relationship building for your brand.

**Engagement:** Engagement is the way that people engage with a brand's social media content by liking, sharing, commenting or mentioning. More the engagement better is the audience connect which leads to a better brand visibility and also retention of customers.

**Target Audience :** The audience of people that the brand is trying to engage with through social media marketing activity. Target audience Demographics, interests, behaviour and location to help ensure that the marketing message gets through to them.

**SMART Goals:** Marketer can leverage the SMART framework to establish Specific, Measurable, Attainable, Relevant, Time-Bound goals. In this way, marketing can be defined and measured in such terms as, for example: 20% increase of social media followers in six months.

1.3 Brand Awareness As Neale and O'Cass (2000:436) defined it the extent to which a brand is recognized by potential customers and is correctly associated with a particular product. Creating content consistently on social media, partnering with influencers, or viral marketing will all boost brand visibility.

### **3.6 Descriptive Questions**

How does social media marketing go beyond advertising and sales, to create long-term relationships with customers/brand loyalty?

How can an influential brand community help to improve business beyond social media, and how does a company create a real brand community?

How can business owners today maximize organic reach and engagement amidst changing algorithms and increased competitors in social media?

How do organizations find the right balance between paying for social media and growing organically?  
What's the right ratio of paid and organic to drive growth?

How does data make decisions in social media marketing? What's the best way for brands to use analytics to hone their strategy?

How do companies utilize the SMART goal system for their social media plan and create consistent, measurable strategic growth?

When defining social media marketing goals, how do you apply the SMART model to develop a realistic and measurable goal for improving engagement on a particular network over a certain period of time?

And, from analysis of successful social media campaigns what strategies can we learn from and apply that knowledge to any other brand or industry?

How SMART goals can allow businesses to gauge success in their social media marketing activity & why this is important How SMART goal setting allows for business KPIs to support improvement ANSWER Goal setting with the.....

How can businesses leverage data and analytics to optimize social media marketing strategies, and increase audience engagement?

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The Digital Marketing Handbook: Deliver Powerful - Paperback / softback New | Free shipping The easy-to-read guide to mastering digital marketing" This is the ideal crib sheet for any company setting up its new online business." –Peter Field, former Head of Research and Effectiveness at the IPA Learn how to master today's high-velocity economy "As companies transform themselves into digital organizations they need leaders who can think strategically about technology, who understand business fundamentals, and who have experience in this brave new world.

Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing 6th Edition (English, hardcover) By Dave Chaffey, Pr Smith (Author) Price: Rs. 449846 About the Book Engaging with today's consumer. Introduction to digital marketing The IntEmp model is a simple framework we have developed to

help you make sense of what is happening in the rapidly-changing world of digital marketing which spans both traditional and digital media.

### ***Knowledge Check Answers***

1. B) Improved brand loyalty and customer intelligence
2. B) Through surveys, interactive discussions, and community observation
3. A) By relying on peer-to-peer assistance, FAQ threads, and knowledge bases

### **3.9 Case Study**

Social Media as Key for Corporate Communication Social media has become of great importance for companies to communicate with their target groups. Good social media marketing approaches can end in better exposure for brand, more engagement with customers and sales. This paper is a case study and analyses how marketing company was able to use social media to its advantage Despite all these challenges, the company still succeeded in moving away from being a small local enterprise into one of significant proportions.

#### **Background**

Things are only marginally better for ABC Fashion, a mid-size Web-based clothing fashion house with no u.s.p. Their products have quality, but the company is finding it really difficult to win new customers to their businesses and keep the ones they already have. To increase their brand relevancy and to drive sales, the organisation needed to upgrade its social media marketing activities.

#### **Problem 1: Low Customer Engagement on Social Media.**

ABC Fashion scored the lowest in terms of user engagement on social media. Eww, cheap content that's engaging for no one, with almost no reach and shares or customer engagement.

#### **Solution:**

Interactive content was also leveraged by ABC Fashion with user-generated content, live Q&A shows and behind-the-scenes coverage. They worked with fashion influencers, again adding credibility and reaching the audience. So, engagement rates were much better with more likes, shares and comments on posts.

#### **Problem Statement 2: Poor Social Media Conversion Rates An]**

Even though the audience and users base was growing, ABC Fashion did not managed to make profit from online follower to potential buyers. Most of the followers were fond of content, but did not buy anything.

Solution:

For that, the business reformed social media sales funnels creating direct shopping opportunities such as Instagram Shopping and Facebook Marketplace. They ran targeted ads, offering promotions and retargeting the potential customers as well. Thanks to these adjustments, the company experienced a significant upsurge in website traffic and conversions.

Reflective Questions

What are some business KPIs for social media marketing?

How does customer input contribute to refining a brand's social media strategy?

How can they walk the fine line between promotion and editorial to keep an audience returning?

Conclusion

The ABC Fashion's example is perfect to emphasize the value of carefully planned social media marketing strategy. Through better engagement and a more optimised purchase funnel, the company was able to turn around their online presence. To increase their social media presence, businesses need to incorporate creative engagement strategies and provide a smooth shopping experience that translates into sales and brand loyalty.

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## Unit 4: Marketing Types

### Learning Outcomes

Students compare and contrast different social networking sites in their marketing capabilities. Students will be able to create competitive brand engagement, audience targeting, and content distribution plans.

Students will analyze influencer marketing and its influence overall in digital branding – selection, guide for authenticity factors, measurement impact.

Learners will be introduced to the principles of meme marketing and explore how principles of viral design, humour dynamics and audience psychology can inform effective – but brand-appropriate – meme strategies.

Students will learn to realize the value of moment marketing, leveraging current trends and cultural relevance by creating responsive content that increases brand awareness and strengthens ties with stakeholders.

### Structure

4.0 Introductory Caselet

4.1 Different Platforms for Social Media Marketing

4.2 Influencer Marketing

4.3 Meme Marketing &

4.4 Moment Marketing

4.5 Summary

4.6 Key Terms

4.7 Descriptive Questions

4.8 References

4.9 Case Study

## 4.0 Introductory Caselet



### “Choosing the Right Social Media Platform for Marketing Success”

GreenGlow, an eco-minded skin care line, sought to grow digitally and attract more environmentally aware customers. Yet, there were so many social media platforms to choose from; how could they know which ones would help them with their marketing?

GreenGlow’s marketing staff wanted to find the top social media networks where they could communicate with their ideal audience, promote brand recognition and generate sales. They were on a tight budget and couldn’t afford to go big across all platforms — they had to pick their battles.

**Strategy** To make the most of their social media strategy, GreenGlow did the following:

**Audience Research:** They looked at demographics and user behavior across platforms such as Instagram, Facebook, TikTok or LinkedIn.

**Platform Choice:** Instagram and TikTok for visual content Facebook to grow a community LinkedIn partnership with B2B 4.

**Content Strategy:** They specialized in short-form videos and influencer collaborations, mainly on Instagram and TikTok. On Facebook, they formed discussion groups to engage with customers, and on LinkedIn they posted sustainability reports for industry professionals.

Within six months, GreenGlow saw social media engagement rise by 60%, and the amount of traffic driven to its site up 40%, with notable acceleration in sales from Instagram and TikTok campaigns.

#### Critical Thinking Question

If GreenGlow had to narrow their social media efforts down, which one should they keep on and why? Think about things like engagement, content value and ROI.

## 4.1 Different Platforms for Social Media Marketing

The development of the strategy, execution and maintenance of those social media marketing strategies can be after these concepts are understood. The social media marketing guide acts as a platform that works with trends in marketing and allows developers to customize the progress and budget. The next steps reveal how to create a social media marketing strategy.

### Selecting the Platforms to Use

Communication platforms selected should be based on assessment of network capabilities and sizes of market leaders' softwares and user bases. Choosing such a platform initially, but experiencing some increase in the use of that platform as experience is gained.

### Establishing Goals and Objectives

A fresh social media marketing strategy ought to have practical aims such as one month of daily posting with profiles established and competitor research completed. Social media experience along with collected data for businesses also allows them to set strategic targets which consist of growing follower numbers by certain percentages, and posting regular content in the form of posts of a particular type.

### Reporting and Adjusting Regularly

With their analytics platform, what companies get are insights that showcase the behaviors of their audience as well as other data such as demographics and growth rate. By consolidating the analytics down to analytics performed by HubSpot's Social Media Marketing Software businesses can improve customer conversations and make informed decisions as well as more effectively track and report on performance. Successful elements must grow and unsuccessful modules should be removed, so businesses have to change their strategies according to the audience feedback.

### Top Social Media Marketing Platforms

#### Facebook

Facebook stays the top social platform as it has the 2.27 billion active users every month. Facebook Ads Manager users may generate targeted demographic ads via its interface by applying certain filters (e.g., age

ranges, geographic locations) and targeting preference options (e.g., gender preferences) along with interest categories. Businesses have the ability to create Custom Audiences from their saved phone numbers and email data, allowing them to serve ads directly to existing customers. businesses can target visitors who did take any engagement action on their website with Facebook Pixel. Facebook businesses must be kept current with updates at all times!

## Twitter

Tweets Twitter has 186 million daily users Whoosh! It's one of the best social media platforms for businesses that consistently produce new content. Twitter It's easy for users to share blog links and webpage links, which sends traffic into their latest posts. Posting helpful information from other sources that helps establish your industry expertise.

## LinkedIn

The executive/ business-oriented aspect of its LinkedIn, which caters to company news release and talent searching effort as well as professional industry contacts. For B2B social media marketing businesses, this product offers the highest value. According to Forbes, the platform generating 46% of traffic to B2B companies websites is linked in and has a reputation for being he best place for business professionals if they want to generate leads.

## Instagram

Facebook-owned Instagram runs to one million monthly active users while having similar advertising offers. Instagram's visual style puts brands on display in ways that photos and video can't. Influencer marketing and Stories are tools just as much as Live Video and hashtags to aid people in reaching the right crowd for them.

## YouTube

YouTube You can focusing on tutorial and product demonstration as well as company culture due to the high numbers of registered users at YouTube. For companies that produce video content, YouTube is where you induce audience participation and tie into your platforms.

## Pinterest

E-commerce success on Pinterest can be attributed to its user count of over 400 million monthly active users. Businesses can directly promote their products using photos with descriptions and shipping options. Marketers utilizing both rich pins and advertising capabilities have the opportunity to reach a broader audience than ever.

## Reddit

Reddit boasts over 430 million monthly active users on the site, so it has potential if you're looking to connect with niche members of a target audience. Businesses can directly address their customers in the subreddits, gather market feedback and make sure that they are extracting as much advertising juice as possible.

## Snapchat

A daily active user audience of 238 million on snapchat gives companies the ability to share up-to-date information and even promote events. 24Stories also enables marketers to run time-sensitive marketing projects as content is accessible for 24 hours. This makes it great for launches, conferences and other short-term campaigns.

## Tumblr

Tumblr – A microblogging platform with 507.2 million registered blogs but finds its sweet spot among 16-34 year olds audience. Despite being not as new user friendly, Tumblr Marketing is an extremely effective way of reaching a younger demographic.

## TikTok

With 689 million active users, thanks to practical core user base TikTok provides the opportunity for businesses to clear-house images along with viral content movements. Video marketing in short size, combining with some join possibilities through other Instagram users is a good strategy too.

## Threads by Instagram

Seemingly born in 2023 Threads is a text message software that works in tandem with Instagram. The service allows users to share novel ideas and facilitate public discourse. Social medias features are back, and Instagram has made it easy for this kind of in-house sharing: because Threads limits posts to 500 characters, they won't clutter up your feed, no matter the number you post.

## WhatsApp Business

WhatsApp Business comes with business profiles and also provides businesses a product catalogue that includes automated messages and quick replies to quickly answer users. The medium also allows customer with the user to face off in realtime thru a simple, popular interface.

## WeChat

WeChat, which is used by more than a billion people, mostly in China, combines messaging, social media and payments. Businesses may register as an Official Account to share information with users and for customer service. WeChat Mini Programs and WeChat Pay can help users maximize social commerce.

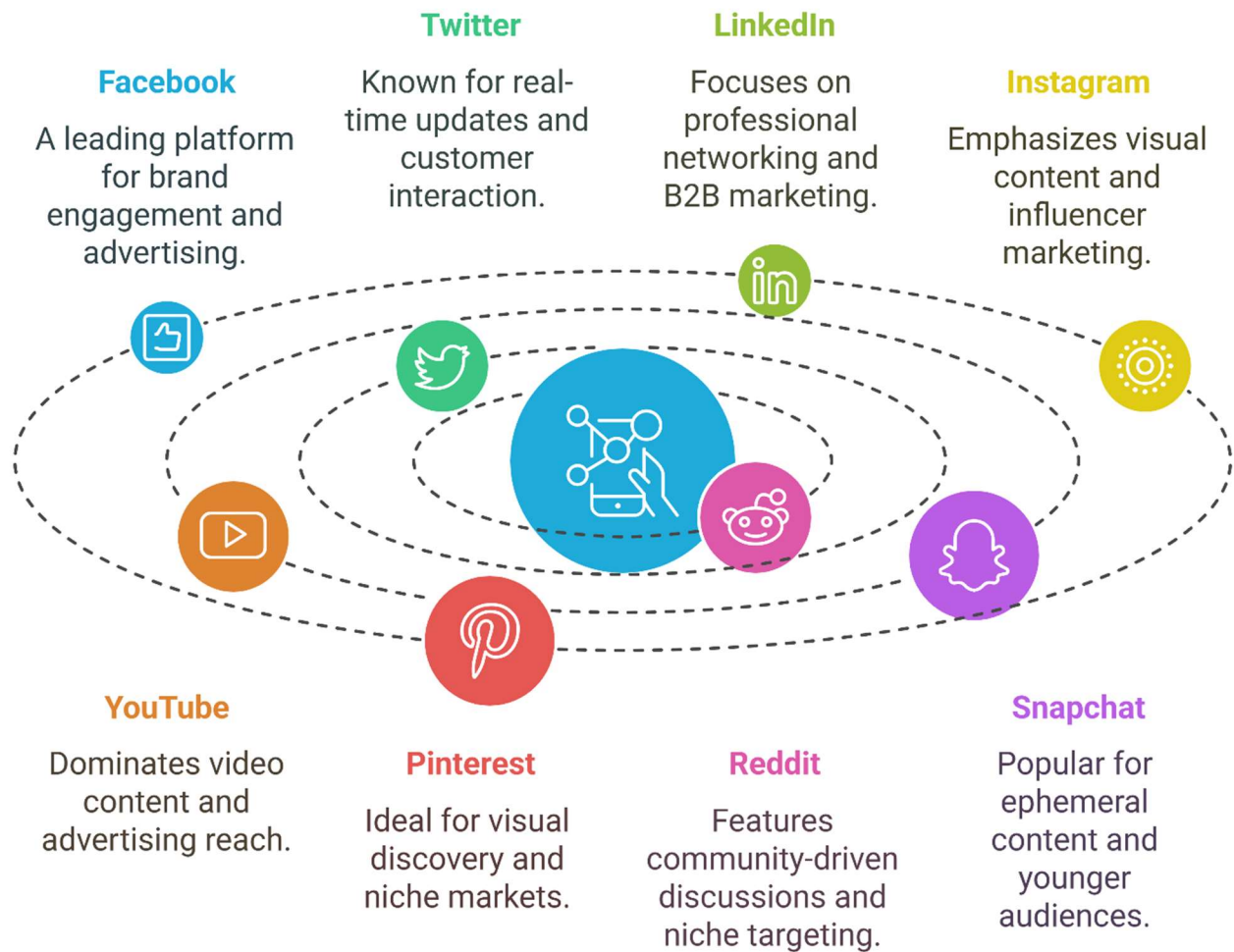
## Telegram

Designed as a decentralised messaging tool, Telegram is built with an emphasis on user security from the outset. The system allows usergroups of up to 200,000 members so it's easy to broadcast your message to large numbers. Enterprises use the Telegram Bot API to streamline their businesses and communicate with their customers.

## Twitch

Twitch is the world's leading video platform and community for gamers, with more than 15 million visitors per day who come to watch and talk about the games they love. The system offers live interactions through the use of chat, three direct potential sources of income via subscription, sponsorship and advertisement revenue streams. Gaming is the main subject on the platform, while it's also possible to create streams about music and cooking demonstrations.

You can also see commercial success by marketing businesses with these platforms to increase the effectiveness of social media, as one gets in touch with customers from your *target market*.



**Fig 4.1 Key Social Media Platforms**

**Did You Know?**



The Statista report states that Exposure is served to 86% of marketers by social media marketing, Traffic increases thanks to it are spotted by 73% people as well as Lead Generation has an impact on 64%.

- YouTube is top of the monthly active user charts in a ranking alongside WhatsApp, Facebook and

## 4.2 Influencer Marketing

Then an intelligent marketing strategy to be used allows businesses or companies to selling even their influencing products through influential people known as influencers who have gained the trust and confidence of a large following. The marketing style leverages influencers to connect with their audience base thanks to its casted appeal and influence. Influencers provide credible content with impact on their set of audience having an opinion-based purchasing influence. “We are going to see people who consume content from social media platforms find influencers on Instagram and YouTube and TikTok and Twitter by virtue of the throngs of followers that these influencers have,” recommends Van Tyne. Influencers collaborate with brands for sponsor-driven content creation and also feature promoted brand products based on follower network.

The choice of influencers requires careful consideration as their manner of speech must correspond with the target audience that is anticipated to exist within their followers. “By developing this approach, the brand now truly merges seamlessly within influencers’ content and we are able to form authentic relationships between Club Quarantine™ and our customers. Influencer marketing forms personalized connections at scale by listening to the audience and fans, regardless of which influencer’s fan base it is. Influence on Buying Decisions –The surge of social media has led to the dominating influence of it on buying decisions and this is what brings us influencer marketing as a successful branding tactic for businesses that allows building stronger connections with audience.

Being an influencer is a more skilled job than engaging in normal social media. Hierarchies of fan followings prop up the power cuts of influential figures in every Instagram age as certainly as they did behind a computer at Red Lobster in 86 but get serious who would twitter from red lobster? The savviest content creators use their proprietary content to direct viewer attention when they need to influence audience opinion and purchase activity. Social media celebrities exhibit several face types, which constitutes a hybrid figure of fashion expert with technology geek, life content and health conscious promoter.

Authenticity in the creation of content combined with a relatable personality attracts followers to make these people real relationships. Brands utilize their large reach and credibility factors to distribute products and services via advertising over social media content sharing.

## How does Influencer Marketing Work?

Today, with the rapid growth of digital market brands are left with influencer marketing as their critical link to reaching their target audience. Celebrities help in getting market focused brands to reach product and services to the masses by advertising and promoting products introduced. This process typically includes:

Younger companies pick out Promotional Influencers based on the fact that their existing online strength and reach show they are able to effectively engage your target user pools. To increase opportunity for effective campaigns, the influencers casted need to be relevant to the audience and continue engagement with genuine content.

A business-influencer partnership creates its foundation by writing contracts that describe their collaboration. An agreement contains all the general information that must be filled out to cover, not only contents and payment values, but also specific parameters in each campaign. Contracts guarantee the collaboration to be transparent from both the business and influencer standpoint, allowing them to take ownership as they work together.

Brand and influencer teams create strategic campaigns that enable the featured product to organically merge into native influencer content. His realist mentality is still intact even in the modifications necessary to keep content true to its original state.

They then upload content about brands they represent in the form of “sponsored product presentations” on their social networks. This model seems entirely capable of achieving the goals of any interactive content that includes sponsored posts, or videos/stories and any playful media of engagement.

Because of their existing connection to fans, influencers with savvy endorse various goods be being more direct and personal about these products. The followers of influencers re-quote their recommendations as they sound authentic and thus more engaging.

Companies gauge the performance of their influencer marketing campaigns by many metrics, including those which focus on engagement and audience share and outcomes data. Brands can measure if their campaign is increasing brand awareness and reach, or potential customer acquisition with metrics and post-analytics.

The bottom line for successful influencer marketing is genuine trust between creators and their audience. Trust leads to great endorsement value, and fans just can't say no to that.

Businesses can reach the followers of influencers and, as a result, benefit from increased brand awareness and heavy marketing exposure. The content deliver system provides an extended reach for the content distribution that transcends traditional advertising boundaries into an area capable of having influence on scores of thousands.

Influencer and brand both keep up a successful cooperative relationship in which they draw mutual benefits from their work together. A brand gains its audience while influencers are paid for their promotional efforts. The correlation of these two companies will promote the common progress and complement each other's advantages.

Strategic shifts in influencer marketing must be reacted to, as the digital economic landscape is always a new land based on the changes seen in social media regulations and platform modifications as well as user taste preference. Real-time trends and changes seek to justify marketing approaches that can only be successful if brands and influencers constantly evolve their promotional tactics.

#### 4.2.1 Types of Influencers

Scale mass followership is what brands want but this influencer genre is probably not the right fit for every brand's marketing strategy. Every social media star chooses between either mass audiences and large reach platforms or cultivating small but loyal followers. For a brand to select suitable influencers, they need to determine certain content aspects, including reach as well as scope and cost and audience engagement. Different kinds of influencers are as follows:

##### Mega or Celebrity Influencers

Mega-influencers have a follower count of more than one million. They are generally celebrities, and may be actors, musicians, athletes or other public figures. They both are celebrities, however, and to the extent that each manages to attract viewers from different corners of the universe, they're capable of generating broad awareness for brands.

When brands collaborate for an advertising campaign with mega influencers, they should be prepared to pay a large price for their vast reach. Growing from a more general audience base means macro-influencers will generally have less engagement than those with specialist smaller audiences.

Medium-sized and large corporations succeed by partnering with mega influencers for their unique abilities.

- Companies that have budget and resources to accommodate for those cooperations

The brand develops extensive range of consumer for diverse customer archetype.

- Brands of high end targeting to build an exclusive banding will need a macro influencer.

### Macro-Influencers

To wit, even companies that appeal to narrower areas of interest or desired demographics rarely manage more than 100k to one million followers. The influencers built their authority by consistently putting content out there and becoming leaders in their respective niches.

Macro-influencers provide niche influencer marketing since their followers generally share similar lifestyle interests. The more followers a brand is trying to acquire from the macro-influencers, the higher their budget needs to be, as they usually have huge reach.

Some brands that want to work with macro-influencers include:

- Start-up-launch companies need fast visibility and growth in the market, as well as to build credibility among their clients (think Canva)

We're also proud to be working with: • Non-profits interested in developing \$-raising along side-awareness-building campaign efforts

- Hotels, big as well as small, and airlines strive to meet large groups of selected customers.

### Micro-Influencers

The next type of influencers would be individuals with small but engaged followers, say 10k-100k. These influencers of social media continue a heavy presence on Instagram and YouTube alongside TikTok.

Marketers today chose to work with micro-influencers as these can effectively connect with very precise audiences of interests through authentic recommendations and original content without the staged and interactive genuine social media experience. From a brand perspective, micro-influencers can be an economical alternative to working with large influencers without sacrificing partnership quality.

### Nano-Influencers

The follower count of nano-influencers is 1,000 - 10K followers since they create close connections with their audience through communities and personalised content.

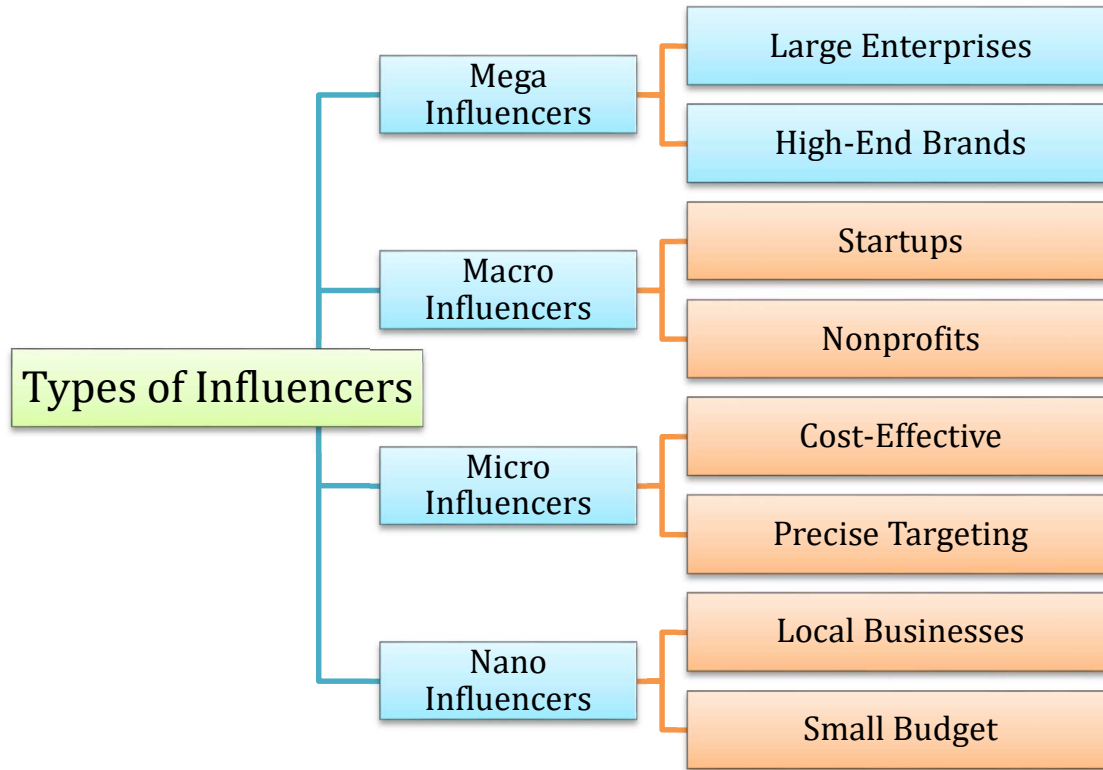
Though they tend to have small following, there are only so many nano-influencers who haven't been won over by the second and third bracket companies needing to market to under certain audience segments without going beyond-aggressively outside of their marketing budget allocations themselves. Latest findings show this is now at 44% of brands according to Influencer Marketing Hub, who say the surge in those working with nano-influencers from 2024 partnerships has risen from 39%.

The recent success of nano-influencers is due to the fact that many are "small scale," meaning they can provide a great deal more time and effort into individual partnerships. This approach drives brands to create bespoke content and fosters engagement within targeted interests.

These are companies who benefit from partnering with nano-influencers:

- Locally owned clothing & lifestyle stores cater to particular communities of a region or city
- New businesses with small pockets in search of cost-effective marketing activities.

Specialty food businesses and home-based operations that catered to the special product needs of specialized consumer markets.



**Fig 4.2 Types of Influencers**

### 4.2.2 Strategies for Influencer Marketing

Successful Influencer Marketing Operations Involve Successful influencer marketing operations typically involve executing a series of crucial operations as follows:

A set of clear objectives must underpin the influencer marketing campaign as it has to be measurable to work. Once we have clear objectives, drawing attention to the targeted results is what we can navigate in all branding work communication or advertising for products or any assistance with audience participation.

Profiling the follower base of an influencer is further also suitable, since it leads to a higher level of audience engagement.

Kickstart your approach with topic-related relationships for a purpose-directed influencer You should start building with relevant relations based between your carefully-selected influencers Build real connections.

Engage on their content by leaving thoughtful comments and build decent relationships which will allow for proposals of partnerships.

In this respect transparency in terms of explaining the work agreement as well as all financial issues including deadlines is crucial to avoid making mistakes when it comes to partnerships.

Models have more artistic freedom than ever before, because brands allow them to be real. The placement of the brand in a natural way within content allows influencers to connect at a deeper level with their audience.

The best influencer marketing strategy works with a range of influencers on multiple platforms like Instagram and YouTube and TikTok and that's because it allows for maximum reach.

Tracking tools needs to be used by the brands across their influencer campaigns in order to accurately track performance. The company can rely on track the success of campaigns with both engagement metrics and audience reach and conversion statistics.

The time for successfully promoting brands endures when institutions build long-term relationships with the powers that be. Continued in business alliance exploitation generates better brand dependability and favorable brand connections.

The selection of competitive strategy in influencer marketing is based on sound analysis of pervasive market trends.

For success in influencer marketing, cost result analysis for ROI evaluation is necessary which as well serves as keys to your future strategies.

### 4.2.3 Benefits of using Influencer Marketing

#### Increased Brand Awareness

**The Brand exposure through influencer partnerships allows the brand to be seen by fresh eyes. Below the tip, there's a new consumer engagement because followers usually do not recognize these labels as**

soon as influencers share brand content. Considering the fact that followers believe their influencers there's a good reception of the brand and it in turn creates market visibility for them.

### **Precise Audience Targeting**

(The influence on the particular audience could be further focused if a brand works with an influencer whose audiences aligns closely with their target customer.) The delivery of the campaign message enables efficient, audience specific advertising.

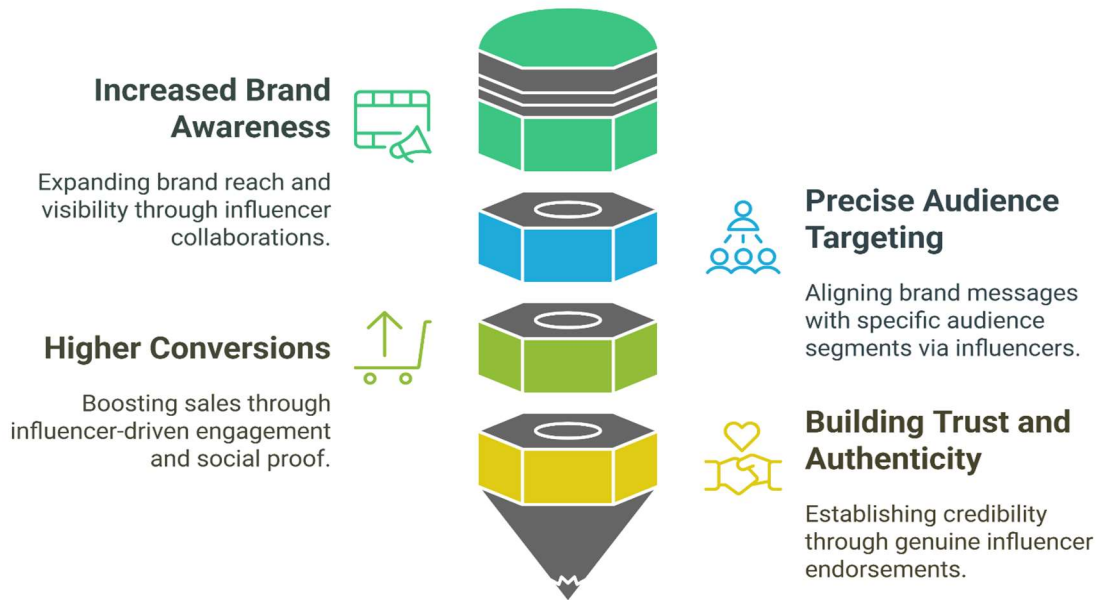
### **Higher Conversions**

The concept of the social proof is all about human psychology, and how it impacts consumers' purchasing decisions that follow influence marketing by converting those on-the-border customers. The interactive content created by influencers via promotions and challenges through live sessions encourages engagement for purchase intent or promotional subscriptions. Brands can track the direct effectiveness of promotions based on the unique coupon codes that influencers share with their fans.

### **Building a Bona Fide Trust with the Audience**

Trust-building between influencers and their followers occurs by providing an honest, authentic opinions and personal stories that resonate with followers. All of which further solidifies their credibility in that they inform all of their followers on each of our brand partnerships, and the fact is they only support what they personally love.

Despite being unscripted, the nature of their content just feels so real - and that's how they create a personal relationship with fans. Immediate audience engagement at the exclusive company level, and brand relationships between followers with direct response to audience comments. The reason why influencer marketing strategies deliver better conversions is that they combine numerous critical areas.



**Fig 4.3 Benefits of Influencer Marketing**

#### 4.2.4 Challenges of Influencer Marketing

##### Authenticity Issues

Maintaining open lines of communication is challenging because followers may view sponsored content as less authentic. The feel-good has to sit along side us being our individual selves that is what influences have to get across.

##### Selecting Appropriate Influencers

Brands also need to do their homework and consider who they would like to work with; which influencers embody their philosophies. If influencers are selected who do not align with the objectives of the brand then audience will not find reasons to like him or her! As with all dealings with any organisation, a structured way to evaluate potential partners have to be set because finding an influencer calls for the right followers and proper active engagement.

##### Short-Term Impact

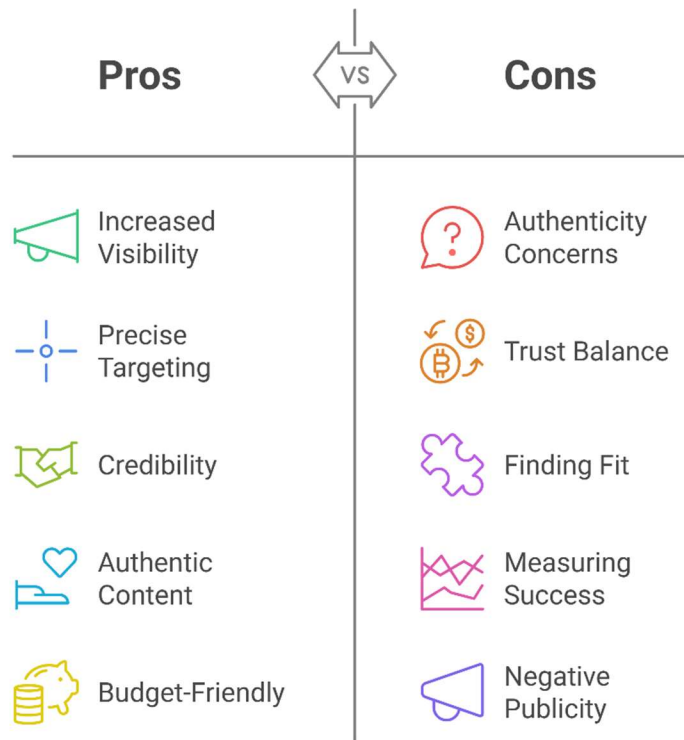
Influencer marketing's fast perks can't be sustained forever for long-term benefits. Brands need to implement multiple marketing strategies in conjunction with their influencer program to sustain achievement.

### Risk of Unfavourable Publicity

Influencer marketing presents challenges to a brand because of the autonomy and independence that influencers retain, along with the free expression of their own thoughts and behaviors. Disagreements in the public space and any words that don't align with brand values pose a threat of negative press inclusive of a brand.

### Costs and Budgeting

Correct influencer remuneration or payment combined with control of the budget for a campaign is, in itself, a complex administrative process. Influencer marketing is not cheap, and brands need to consider it in a strategic manner as throwing money at influencer marketing doesn't promise any success rates.



**Fig 4.4: Pros and Cons of Influencer Marketing**

### Examples of Influencer Marketing

NIKE and Cristiano Ronaldo - The marketing impact between NIKE and C.Ronaldo is a perfect match made in heaven of distinct influencer levels. Thanks to Cristiano Ronaldo's global social media network Nike is getting access to thousands of potential customers that do purchase premium athletic merchandise from the brand.

Airbnb and Travel Influencers - Airbnb constantly works with travel influencers that show exclusive holiday rentals to their following. Airbnb hosts from their Airbnb post content on social media as inspirational content that steers the people to seek out similar destination ideas.

GoPro & Outdoor Influencers: Customers who are passionate about action and adventure with GoPro partner up with athletic influencers to brand their daredevil activities through the sale of their adventure cameras. Visually the influencers can provide representation that their camera endures, and works in, harrowing conditions.

Gymshark and fitness wear influencers: Using gym wear influences of all sizes to showcase its product range on social media and YouTube with these large followings. With a mix of motivational workout videos, influencers get to make the brand's athletic wear known to fitness lovers across the globe.

Amazon Fashion & Fashion Bloggers: Amazon Fashion partners popular fashion bloggers and influencers to present everything from clothing to accessories for its viewers. Influencers display lookbooks with style guides and reviews where followers can easily browse through to see photos of themselves wearing the affordable clothes.

Industry Review: Puma's Influencer Marketing Campaign for Activewear

## Introduction

Puma ranks as one of the leading sports brands, and maintains a committed focus on developing innovative products for consumer use. Business landscape In order to build growth in the fitness and wellness industry, Puma decided to position yoga as a springboard to launch their new line of activewear. These objectives were reached with the help of Influencer Marketing and Puma's brand ambassador Kareena Kapoor Khan in its launch campaign.

## Objectives of the Influencer Campaign

- Puma's influencer marketing operation was given strategic goals to deliver peak performance.
- A collaboration between influencers who do yoga in weird places and share their (found) spots with followers where you wear activewear from Puma.

- Puma has to capitalise on the increasing engagement and reach around International Yoga day to increase sale of activewear collection.
- The influencer program had to offer values in line with what Kareena Kapoor Khan stood for the brand.

### Choice of Platform: Instagram as the Key Medium

Instagram became the spotlight platform for the campaign as it was specifically set up to create immediately visibility and reach. We made the right decision choosing Instagram Reels and Stories as they worked best to reach our target audience. This popularity was very opportune for Puma's marketing campaign to reach their target audience.

### Strategy and Execution

#### Campaign Strategy

The Puma sportswear advertisement took a different approach to showcase its versatility by showing that the fitness which yoga allowed was possible everywhere. Online fitness creators were given an incentive to make Reels of themselves performing yoga poses in atypical and quirky locations. The approach showed people could stay active anywhere, anytime and front and center in Puma activity wear.

#### Execution of the Campaign


The influencer initiative was carefully planned by the designers to introduce these while channeling seamlessly into Puma's bigger brand movement steered by Kareena Kapoor Khan. Co-elevation to Kareena Kapoor Khan's video via simultaneous Reels launch Constant in there with eight fitness influencers featured across social media. Under another method, the campaign was given extra ad heft when influencers blasted their Reel Stories ultimately maximizing engagement and reach.


### Conclusion

Puma was able to achieve success in brand awareness and user engagement for its latest line of activewear thanks to the execution of influencer marketing done right, so as strategic planning. Puma has managed to translate this success in advertising in the yoga space by combining Instagram capabilities that forces high engagement with integrations into popular products and partnerships with influencers or a practitioners

partnering with an ambassador Earlier. This campaign demonstrated Puma’s commitment to fitness but also illustrated the great power of influencer marketing in making even global brands more communicable with its audience.

Digital Read





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“Puma’s leveraging Influencer Marketing on Instagram” Influencer. in. (n.d.). *Puma Case Study*. Retrieved February 8, 2025

### 4.3 Meme Marketing

And use of internet trends to sell products can be just plain clever and fun way of advertising as well through Meet Marketing strategies. Meme marketing disseminates meme content that rapidly arrives at its target audience in the form of shared content consumers wish to share. And brands, in order to build an emotional connection with customers, must harness what people share and know at the same time how they feel or find it funny and connect them vertically under the flag of peace summing value to community building.

- The bread and butter of meme marketing lies in garnering focused attention to a certain target market.
- Brands increase their market reach by posting relatable memes and being able to connect with consumers using a great content.
- Meme marketing works best when brands keep a tab on viral memes and include it as part of their creative social content that is broadcasted across their social platforms.
- Two benefits of this method are increased audience participation and the potential to get more people involved through viral sharing.

The incorporation of memes in advertisements means it is possible for organizations to connect with their desired audience effectively and market like a pro. Success in the marketing space is largely influenced by the skill to watch current internet meme cycles and their cultural contexts. After doing their homework on a topic brands create memes as new messages to carry for their marketing purposes. This is what allows them to bond with their target market as well that simple quirky things or a creative bait they include in their advertising stuff.

Social media networks like Twitter and Facebook as well as Instagram make ideal places for brands to release memes based on user interactions such as likes, shares and comments that spread meme virality. In this way, not only the authenticity elements but also relevant background stories will make sure that memes stay on-brand as they were designed. Brands that promote meme challenges and online interactive meme marketing programs

collect direct consumer content, first-party data and also develop a strong brand relationship with their fans or followers.

With the deployment of strategic meme marketing that values culture, brands develop better relationships with consumers and increase their consumer resonance and content share potential. This results in more effective marketing with stronger impact that people can better recall.

How We Spread the News Affective viralization and homophilic news sharing on social media.

Points of Contact: Memorial pictures are mass mediated, with shared experiences and established media resonances between ourselves and the images. So who distributes the memes that YOUR MOM emails you?

Laughter: Even today the main catalyst for a meme to go viral is humour. Artificially generated content materials entertain us with embedded humorous aspects and serve to provide amusement which involves a high level of human cognitive sense-sharing between people to distribute laughable material in the web.

Simplified Message: Memes simplify messages; this happens through visual memes as they bridge the written and visual to constitute texts. The images keep up universal ideas that let it adapt to multiple spaces online.

Aesthetic Element: Being visually aesthetic describes the aspect of characteristic content which entertains a respective audience. People are quick to notice visually-compelling imagery with brief blurb when posts like the following popup in their feed...

2) Timing: Content that pertains to present-day trends and topics are more likely to become widespread memes. Memes succeed when they make us relate to something otherwise unrelated and relevant to our present social situation that is lusted over by the public.

Drives Authenticity: By allowing you to create and share your memes, users develop genuine digital expression methodologies. The reading of the memes by people from new audiences spreads to different spectating groups.

Filing Smooth: Using the social media, memes spread quickly and after a user reacts for their sharing... a number of users share the same link.

Augmenting Community: The associational mechanism allows for the creation of communities, with new social links being created becoming its bonds and some between it which will be weakened by the spread of memetic content. Once people have an individual experience of the meme they will spread it through their social network until it reaches a critical audience.

Emotional Resonance: Memes evoke many emotions, those of joy and memory at character appearance go hand-in-hand with gentle emotion towards one's friends and surprise. Memes which produce high emotion come to spread a host; of the exact contents can be promoted as Topical media.

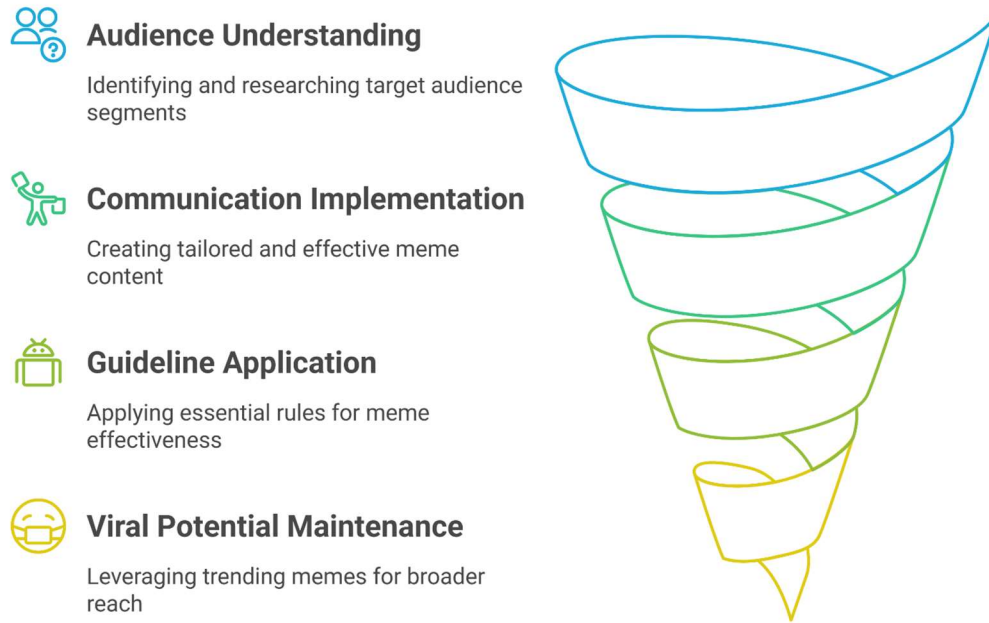
Platform Algorithms: Any content which gets users engaged is shown by the social media management platforms. Social media management systems generate "meme-tracking" data that guarantees meme success by disclosing the number of people who sees, like or shared a certain post.

### 4.3.1 Meme Marketing Strategy

Meme Marketing Strategy, as an exact way in which humorous elements are comprised to the end of marketing goals' achievement. The marketing idea has various content and starts from educational to full-on humour that brings hilarity to Marketing strategies. There has been an evolution of brand storytelling techniques among marketers lately to appeal to segments that have rejected prior advertising messages. Bite-sized content marketing is heavily dependent on memes as its basic unit of operation.

80% of users Abandoned Omnicore emphasized with Video content So the traditional methods are on the way out. It is optimistic that at least in video experiences it should be a more preferred Interaction method for text. Content is now king in social media, the videos that viewers intend to watch compared to text which makes up 80% of consumer behavior. Effective advertising is largely dependent on creative visuals because consumers want unique content that stands as a departure from traditional direct advertisements which saturate present commercial media.

Memes become visible as a result of selecting one visual form, for example images or GIFs or videos. Memes also pull double duty within brands by working with blog content and product launch messages to email promotions, while enabling companies to reach the marketing goals. If one social media post is so memorable that it works as an individual among isolated memes strong enough to stand as impactful social media posts within their own right.



**Fig 4.6 Meme Marketing Strategy**

### Steps to Effective Meme Marketing

STEP 1: Let your brand develop a strong, unique voice.

A brand should have a point of view and when it uses that POV to speak with multiple audiences, the messaging remains consistent so that it represents the brand correctly. A brand’s successful meme marketing relies on comprehensive rules that retain the identity of a brand, and lead to generating efficient content in terms of branding.

Step 2 – Knowing Your Target Audience The right target audience is very essential.

A meme is the most resonant with certain people because it symbolises common bonds that they possess. The definition of the target group is a logical continuation of the successful brand voice. Brands would be able to use market segmentation with in-depth research as well as an understanding of consumer interests to select perfect meme templates that resonate with their customer base.

Step 3: The process needs to be an elegant blend of messaging at scale and bespoke tactics.

Well-executed standard memes can achieve quite astonishing results to their desired audience. Brands achieve the best in marketing when they are able to coordinate their brand expression and audience connection. With so much information to choose from online the reason why readers would read a specific piece of content is because it compels them and more importantly keeps their attention.

Step 4: The basics of a meme. SUBSTITUTE YOUR UNIQUE TEXT HERE.

The best results for brands will be delivered applying these rules together:

- Have the text of a reasonable size and not too complex to avoid illegibility.
- "Don't edit text" should be reworded to preserve their meaning from audiences.

A brand should try to avoid over-customizing template components from stock elements because it dilutes the brand message.

- Soft and organic calls-to-action need to be incorporated into content.

Step 5: Maintain Viral Potential.

Find your own ways to leverage trending memes Even if you don't have to craft new content specifically for memes, a brand can elevate its content strategy by identifying novel uses of crossing all-species social media trends.

Meme Marketing Tips

- Dissectibles are superior in creating memorable content than original parts on their own. There's nothing the internet loves more than a meme whose time has come.
- The real way to connect with viewers begins by understanding what type of people they are as well as what interests them and also their sense of humour. If memes fit a consumer's dietary preference then their marketing punch is also stronger.
- Even if you're selling something, a meme marketing strategy has to have decent timing in order to work. We here of brands kicking off with our meme marketing campaign can be smart on the best time for them to post memes being the peak period.
- Market trends are powerful growth triggers when brands leverage viral memes to create deeper connections with the audience.
- Meme production should not include materials that are offensive to viewers. (Because the humor under such circumstances is meant to be in a light-hearted way and to all players). Avoiding taboo topics allows brands to build and defend a positive online image.

For promotional purposes: tavern caution when embracing memes because a brand needs to ensure complete synergy between its core components and mental models it incorporates.

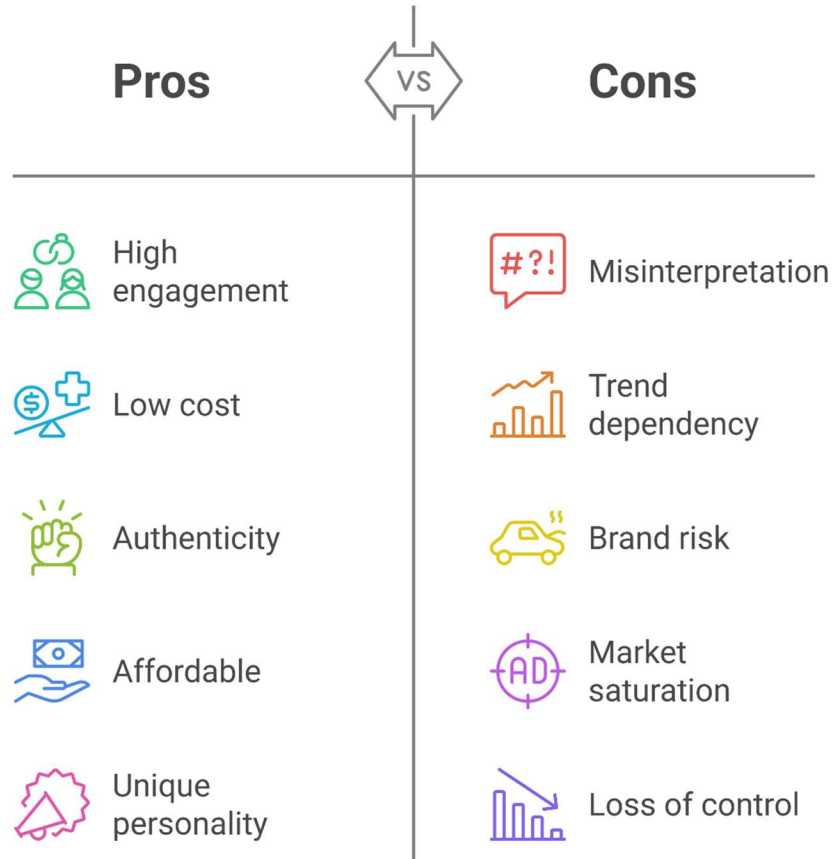
### 4.3.2 Advantages of Meme Marketing

- Memes are a unique medium for brands to engage high user engagement that gets exposed and identified among larger groups of consumers.

- Social media audiences members come across memes through a natural, organic spread from one platform to another with little or no ad spend.
- Memes make brands seem more legitimate because they're using content that reflects shared experiences among their users. These types of interactions also help brands generate more genuine relationships with their listeners.
- It is cost effective- a cheap tool of marketing which gives better return compared to the known promotional means. Brands are promoting their content reach with user-generated content and takes part in digital conversations without increasing their budget.
- Brands communicate their unique humour, as well as creativity and cultural observations to the public by using memes effectively. The exclusive brand personality that is created through such implementations makes the audiences have vivid images in their minds which they associate as with a brand.

### 4.3.3 Disadvantages of Meme Marketing

- The gendered and subjective nature of humour means that memes can be easily misunderstood, potentially with harmful consequences. Safe use of memes becomes complicated, as tetchy topics often raise the stakes for negative ramifications.
- Memes are fashionable according to the period, therefore they decrease in value commercially very fast. Brand appropriation of old memes results in an implied image of outdated or irrelevant content from the consumers' perspective.
- Brand photos can be tarnished when memetic ideas are utilized that counter a well-established brand. A brand risks losing its credibility and reputation when it uses off-brand and or mishandled memes.
- Marketing took memes and ran them into the ground on a scale which killed their effectiveness and made your brand look like it was trying too hard to be cool.
- Once a meme is shared brands cede control over how it's adapted and disseminated. With less control over meme content it becomes more challenging to keep a good online public image.
- A meme should be audience specific: Your response rate for your digital content would be highly disparate based on the demographic being catered to. Memes that don't cater to the sense of humour of the targeted audience will certainly be natively received.



**Fig 4.7: Pros and Cons of Meme Marketing**

### Meme Marketing Examples

#### Wendy's Twitter Roasts

Wendy's found national fame among fast-food chains by making clever and playful quips on Twitter. The brand established a bold digital personality that utilized its near-memetic aesthetic and shit-talking attitude to differentiate itself from other brands in the space. Wendy's unique voice set it apart from other brands while also building a passionate customer fan base and strengthening its digital brand.

#### Netflix "Bird Box" Challenge

Netflix sought to cash in on both the viral frenzies around "Bird Box" challenge popularity, and viral trends. The company interacted with them using interactive memes and participative engagements even when the big destiny was trending. The "Bird Box" online fad is a chance for Netflix to show it really does understand the internet and its culture, while building an even bigger audience around its hit movie.

Oreo – “You Can Still Dunk in the Dark” And people wonder why Oreos gave 30,000 cookies to a New Orleans’ superdome during a blackout.

The Super Bowl blackout in 2013 generated some business for Oreo, which sent out the tweet “Power out? Don't worry, you can still dunk in the dark.” Their strategic response: “You can dunk in the dark.” dunking can still occur! Oreo was quick to respond with their clever message as it gained much online love for being culturally relevant and sensitive toward important events.

### Did You Know?



- People using social media now surpass three billion users while sixty percent share memes through their social media platforms for entertainment.
- Facebook and Instagram users engage naturally with Meme advertising up to ten times more frequently than traditional marketing images receiving approximately 5% of user involvement.

## 4.4 Moment Marketing

By leveraging moment marketing companies can identify important events and cultural trends to create powerful emotional connections with its audience.

Emotional consumer relationships are built through consumer engagement and marketing that deals with the issues at hand of their audience. There are various marketing strategies brands refer to undermoment-marketing which include real-time, event-based, seasonal and user-generated content campaigns, Influencer marketing and location-based marketing and hashtag campaign.

With moment marketing tactics companies design multiple marketing plans that enhance engagement of their customers and deliver better business outcomes.

### Digital Read



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*What is moment marketing and how can you use it?*

Adobe. Retrieved February 10, 2025

## Why Use Moment Marketing?

- The reach potential of brands can grow through legitimate associations with their products or services and established events. Properly implementing strategic marketing tactics will help ensure that there is a realistic opportunity to capture the attention of an audience and bring brand recognition.
- Time-targeted branding content that indicates the brand's awareness of audience preferences allows companies to develop differentiated branding identity as well as a better customer commitment.
- ROI created by moment marketing becomes a value for the cost-effective companies, as it increases in consumer base and probably supports Word of Mouth. When products go viral on TikTok platforms, popular demand leads to full retail product drainage for brands.
- The more topical your content, the more likely you are to inspire engagement when compared to branded content alone. The platforms technological algorithms decide what to show based on user interactions so the content gets shared by numerous profiles.
- Moment marketing is a flexible and creative concept as it demands that a message must be new in the sense that it reflects an up-to-the-minute response to both real-time events and right-now behavior, relevance always keeping in touch with now! Executing this strategy gives rise to the opportunity for brands to come up with fresh ideas that facilitate the adjustment of marketing activities.

#### 4.4.1 Benefits of Moment Marketing

**Enhanced Engagement:** Moment marketing enhances the capacity of viewers to concentrate by amalgamating ongoing news and breaking real-time events. Users are more likely to interact with matching social media when it's part of ongoing conversations and they have functionality that encourages engagement (e.g. sharing and reactions). Scale will elevate social media content according to the volume users opt to engage.

**Increased Brand Reach & Visibility:** By associating themselves with up-to-the-minute popular events, a brand is exposed to potential new consumer groups. Different brands allow a certain amount of space for viral moments to present themselves and thereby ensuring that they have maximum brand exposure in these spaces.

**Enhance Customer Loyalty:** Make Brands seem more attractive for the Market, that understand today's cultural happenings and main trends. A brand's reactive time to the now creates deeper customer allegiance and tighter human relationships, one that does not leave an audience behind.

**Affordable Marketing:** Moment marketing is different when compared to conventional advertising types as it works free from any financial budget reliance. Successful timing and innovation to bring campaigns grow; whether it is good shop marketing, advertising company can save costs.

**Better ROI (Return on investment):** Well-timed marketers are good at elevating volume product sales, in addition to bringing visibility to a brand when it is needed most **Big Data Makes Products Attractive to Buyers.** The best ROI comes from brand success and viral marketing through low-budget spending.

**Boosted Social Media Performance:** Instagram marks the content that is already trending and therefore has prestigious status against other popular social media platforms such as Twitter as well TikTok. **Leveraging the real time moment marketing trends, brands achieve better algorithmic success that is scaled rapidly.**

**Customer Redirection to Brand Sites and SRP's or STRP's.** Is it possible for my brand site traffic to improve & generate new sales leads after using the moment marketing method? Rather, customers respond more to marketing messages that pertain to them and therefore are led to brand digital destinations where they generate new sources of conversion.

**Uplifts Creativity & Innovation:** Prospects of participating in future moment marketing scenarios would not only help brands generate quick planning and responsive moves but also lead to innovation. There is, however, a silver lining for creative teams who find it beneficial that they must discover new ways to cut through the noise and reach audiences more accustomed to innovating at breakneck speed.

**Promotes UGC (User-Generated Content):** With moment marketing campaigns, users feel inspired to create their own content which they are ultimately going to share. Customers' own content already drives larger, more connected audiences at no effort to the organization.

**Brand personality gets powered:** Well, executed and planned moment marketing campaigns are so loved by the TG that they accept it in no time. A brand can develop hip public characters by having smart creative interactions with cultural events that wink either knowingly or comedically at society.

**Advantage:** It makes brands more competitive as it takes them to the next level and they become cultural-first. The brand continues to be relevant because of its strategy that leverages continual customer interaction.

**Spur Conversations & Brand Recall:** A brand that participates in viral conversation increases the likelihood of consumers remembering it. If a marketing or advertising campaign pays off, consumers will remember the brand even after the trend it capitalized on has receded.



**Fig 4.8: Benefits of Moment Marketing**

***Examples of Moment Marketing***

**Coca-Cola’s ‘Share a Coke’ Campaign**

One of the biggest successes in moment marketing was seen with Coca-Cola’s “Share a Coke” campaign back in 2013. ' Greatest Brand Love Triggers The brand also allowed people to personalize its products with their names, spreading the word about it to significant people they loved as part of its unforgettable consumer-led campaign.

The social media component of the campaign sparked large conversations among the public which contributed to significantly increasing sales. In the US alone, more than 150m bottles of customised Coca-Cola sold and sales volume in Britain was up by 2.5% in British summer time trading period.

Through displaying personalised marketing approaches, the campaign has demonstrated just how important customer experience is in fostering better relationships between audiences.

### McDonald's 'McRib' Campaign

An excellent example of how moment marketing functions is the McDonald's McRib promotion. The McDonald's McRib sandwich only shows up once a year, between 1981 and now. In 2014, the McDonald's marketing folks rolled out one particular promotional campaign looking at how briefly the McRib sandwich was on its menu.

The marketing campaign used three primary advertising platforms, including television commercials and social media and digital ads. The ad tagline promised The McRib Is Coming Back as a reason why customers should taste the feeling of McDonald's before McRib history was forever.

Such a marketing approach led to sales that grew like crazy, and it became wildly successful. The marketing campaign played on perfect timing and created FOMO with the customer by reminding them that they have to act now in order to go forth and purchase before the product goes poof from their inventory.

### Starbucks 'Red Cup' Campaign

Targeting the Holidays Starbucks launched its 'Red Cup' campaign at just in 2015 through Moment Marketing. The brand's marketing plan kicks off each year with the iconic red holiday cups and beverage launch.

The marketing by buzz-creating excitement through engaging with fans in social media. Starbucks allowed their customers to get in on the #RedCupContest online posting action and post their own pictures of red cups for a chance to win stuff.

The brand generated over 40,000 participations and accumulated in excess of 2.3 billion social media impressions through its highly successful campaign. The red cup outing attracted lots of press coverage and, in return, sales received a massive boost as customers made an annual date with the release of the cup.

### Nike's 'Just Do It' Campaign

Historians often cite 'Just Do It' from Nike as one of the best and most enduring advertising campaigns in history. In 1988 marketing of Nike began with by showing promotional commercials on television but placing ads into print media and billboards that features Sport heroes; Michael Jordan, Bo Jackson as well as John McEnroe.

Nike's sales boomed in this era and expanded to \$9 billion-plus by 1998. By 1998, Nike had grown its market share from 18% to 43% and sales in that same period went from \$877 million to more than \$9 billion.

The advertising worked because it encapsulated, in just the right way, cultural trends of the time. The 1980s and 1990s trend towards fitness and sports was the perfect vehicle in which Nike could advertise to push personal boundaries for greatness.

## Did You Know?

- Black Mirror promotion by Netflix stands as the most impressive case of moment-based marketing. The marketing event converted a typical bus station into a reflective glass panel that presented visitors with the illusion of numerous people focusing on a black reflective surface.
- Cristiano Ronaldo's bottle removal during a Euro 2021 press conference created such a viral effect that Fevicol seized the opportunity to generate a \$4 billion market devaluation for Coca-Cola.
- The social media post about Spain Euro 2024 from Amul will most likely present a funny artistic interpretation of Spain's soccer activities by utilizing their signature butter mascot with playful statements.

## Knowledge Check 1



### Choose the correct option:

1. What is a key advantage of moment marketing in terms of customer engagement?
  - A) It reduces the need for interactive content.
  - B) It aligns with real-time events, encouraging audience participation.
  - C) It relies solely on paid advertisements for visibility.
2. How does moment marketing contribute to cost-effective marketing?
  - A) It eliminates the need for any form of advertising.
  - B) It relies on timing and creativity rather than large financial budgets.
  - C) It increases spending on traditional promotional methods.
3. Why does moment marketing improve social media performance?
  - A) It ensures content becomes part of trending topics, favoured by algorithms.
  - B) It reduces the need for brands to post regularly.
  - C) It focuses only on long-term branding strategies instead of real-time engagement.
4. How does moment marketing help strengthen brand personality?
  - A) By using humour and cultural awareness to connect with audiences.

## 4.5 Summary

- ❖ Implementation of Social media marketing should be initiated after the basics are in place.
- ❖ With the new social media marketing strategy we need reachable goals such as posting every day for one month, creating a profile as well as looking at competitors.
- ❖ Businesses are able to leverage influencer marketing strategies in order to have trusted social media influencers to act as brands advocates Relationships of trust between these influencers and their audience members mean that they send the message to the target audience. As the basis of its marketing strategy established influencers with existing appeal and reach are leveraged to connect with their audience.
- ❖ Businesses should select strategically their influencer, as the technique that they use and the followership must reflect the target groups (Mack,2017).
- ❖ Social media influencers who either reach large audiences of mass followers or cultivate their own energized fan base of incredibly dedicated users. Criteria considered when selecting the right influencers A brand needs to review certain content properties such as reach and reach range, cost of reaching (when it comes to maintaining audience attention).
- ❖ Internet memes can be utilized by brands as a creative platform to convey their brand-related promotional messages in the memes to show them as being cool whilst covertly utilising meme marketing. Meme marketing is additionally built on shares, so long as your content presents in a way where it can easily spread amongst target groups as people want to share and are able.
- ❖ Brands get meme-ready spaces on Facebook and Twitter and Instagram to share memes because these platforms allow brands to access meme virality via user gesturing (likes, shares or commenting; mention of comments).

- ❖ The Meme Marketing Strategy can be defined as a marketing strategy that has integrated humor in the way to achieve its marketing objectives. Educational content is the first stage of marketing strategy then absolute humour contributes in laugh-in advertising program.
- ❖ With the moment marketing methodology companies can easier find out future relevant timely happenings and cultural movement to be connected with customers.
- ❖ Under the moment marketing approach several marketing strategies are used: real-time marketing, event marketing, seasonal and usergenerated-content campaigns; influencer and location-based and hashtag-campaigns.

## 4.6 Key Terms

**Influencer Marketing:** Reputable brands with large followings online are selling products to attendees due to them creating promotional content, that they get assisted on schedule.

**Meme Marketing:** Engaging funny memes and shareable content enable digital marketing to create brand associations by advertising products in a fun manner for the audience.

**Moment Marketing:** Making marketing content that relates to current cultural trends as well as events is not only relevant but timely.

**Engagement Rate:** The social media community along with the influencer marketing use engagement rate as a key performance measure when comparing the activity division at post level by total audience.

**Micro-Influencers:** The world of social media influence includes professionals with loyal but small audiences dominated by just 10,000 to 100,000 followers who have higher levels of trust.

**Influencer Collaboration:** The planned partnership between a brand and an influencer to create content together where the influencer then leverages their audience base to promote a product or service.

**Engagement Metrics:** The effectiveness of social media and influencer campaigns used to be measurable in terms like as well as comments, shares and views and other metrics.

**Brand Authenticity:** People want to see that brands are real and honest because when brands collaborate with influencers and in meme-based advertising, these are the brand's trust and credibility.

## 4.7 Descriptive Questions

What is a successful omnichannel strategy and how can it improve brand social media?

If brand influence is being significantly whittled away by the range of social media algorithms that determine content delivery, what can a brand do to get in front of the social media algorithms?

How to get selected as an influencer how to choose (and why; with what measurable impact) one over the other (macro versus micro) Why do brands select macro and/or micro, and how much does each contribute to credibility and return on investment

Here are some more thoughts on the effect of authenticity for influencers and trust for the audience, including how brands can ensure collaborations take place in an authentic way rather than being little more than a pushy sponsor.

How do brands balance the humor and branding elements in meme marketing where they won't dilute their brand identity?

How can we make content out of memes when meme shelf-life is five minutes anyway?


How should brands meaningfully capitalise on real-time trends without coming across as opportunistic or tone-deaf to what is happening socially and culturally?

At the core of it, what are the dangers of reactive marketing, and is there a way for businesses to put up a framework that ensures brand safety while leveraging off viral moments?

How is moment marketing different from meme-marketing in strategy, execution and brand positioning in long run?

How can businesses mash moment marketing with influencer marketing to create campaigns that are both trending and but engaging?

## 4.8 References

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Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, 6e 6th Edition (English) Hardcover by Dave Chaffey,Pr Smith (Author),By Routledge (Publisher)

## Answers to Knowledge Check



### *Knowledge Check 1*

1. B) It aligns with real-time events, encouraging audience participation.
2. B) It relies on timing and creativity rather than large financial budgets.
3. A) It ensures content becomes part of trending topics, favoured by algorithms.
4. A) By using humour and cultural awareness to connect with audiences.

## 4.9 Case Study



### The Power of Meme Marketing

#### Introduction

Memes marketing is a top digital and cost-effective marketing strategy that has taken over the internet for past few years. Brands successfully connect with more spectators and build strong online fan base & increase conversions by crafting engaging content that resonates with people. This study explores how companies are able to reach successful meme marketing outcomes and what challenges they faced and the strategies used by them.

#### Background

Brands now sustain their audience connections positions on social media platforms like Instagram and Twitter, as well as TikTok. Memeing into marketing— In the era of digitalization, memes are being used in digital marketing for their ability to go viral and let the brands tap into cultural moments as a part of their routine strategies. Wendy's, Netflix and Gucci effectively used memes in their ads to reach new generation of youth helping lift brand memorability for these brands.

#### Problem 1: Finding the Right Mix Between Laughter and Brandmessages

The most challenging problem in humour message based marketing meme is to align this short contrived message with a brand and its communication mediums. Memes, when implemented incorrectly, can lead to either backlash or decrease of confidence from customers in a brand.

#### Solution

These are handful of the ways that marketers can address this problem:

- Here are the steps brands should take to be successful in content that lends itself to memes: Know your audience – Social listening and analysis of key demographics is a must for effective targeting.
- The brand's tone and identity need to be maintained because the humor that you decide upon will also have to fit with brand personality.
- Brands should test how content will be received by an audience through a focus group and A/B testing before it is disseminated widely.

Netflix promotes marketing success through the Membrane promotion of netflix promoting its programming content. The corporation also marries memorable movie moments and a fashionable meme elements to create original communication based on the humour, with no mutations of their corporate identity.



## PS2: Keeping Up In A Looping Meme Culture

So what does it mean for a brand to be "not with it"? It means that the backing one quality is absent, and instead, when a brand falls behind from technological advancement or becomes inexplicable like in the case of old meme usage. To be relevant on the Internet, you have to be both sly and wholly conscious of internet culture trends.

### Solution

To remain relevant, brands should:

- Get ahead of the meme trend by following pages that post memes in addition to browsing social media trends and joining clubs online.
- There should be staff at a social media organization who are trained in meme cultures and able to move fast.
- Sharing user-created memes serves two advantages: it encourages audience involvement and maintains natural engagement.

Gucci collaborated with popular meme makers for their #TFWGucci (That Feeling When Gucci) campaign. The newness of Gucci's content and their association with luxury – as a brand would naturally fit into enjoyable internet humour.

### Reflective Questions

What are the ways to determine if a brand is effective in meme marketing?

How do brands mitigate their risks when using humour messages in brand promotion?

Are brands achieving success in generating organic meme sharing that does not require a meme to "go viral"?



## Conclusion

Meme marketing is an interesting approach that helps in increasing brand's visibility while also building a stronger bond with the audience. Success under such logic requires authenticity, knowing who you target and quick adaptation to new fashions. It is the fine balance of cultural conformity to and identity defence with the use of humor in meme marketing that brings commercial success in building loyal customer relationships.

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## Unit 5: Online Reputation Management and Social Listening

### Learning Outcomes

Students will understand the significance of ORM and how it can effect a brand's credibility, customer confidence and profitability in the long run.

Students will be taught how to use social listening strategies to monitor brand mentions, monitor customer sentiment online and respond in a constructive manner to customer feedback.

Students will understand how to handle reviews and ratings, that includes handling fake and negative reviews, being ethical in communicating including being transparent.

Students will understand the significance of word-of-mouth promotion for influencing consumer choices, brand perception and customer loyalty.

### Structure

- 5.0 Introductory Caselet
- 5.1 Understanding ORM and Social Listening
- 5.2 Tools to Implement ORM and Social Listening
- 5.3 Social Commerce
- 5.4 Word of Mouth
- 5.5 Summary
- 5.6 Key Terms
- 5.7 Descriptive Questions
- 5.8 References
- 5.9 Case Study

## 5.0 Introductory Caselet



### "Building Brand Trust via Online Reputation & Social Listening"

PureGlow, an ethical and cruelty-free skincare brand, was cultivating a dedicated following due to its genuine promise of sustainability. But a tidal wave of negative racist reviews and online rants posed a threat to their brand. Customers vented their frustration at delayed deliveries and unresponsive customer service.

Executives at PureGlow could see that the negative sentiment was going viral' it was beginning to affect sales, and customer confidence. They needed to be proactive in managing their online reputation and win consumer confidence back, as well as dealing with actual issues.

To address the problem, PureGlow applied a comprehensive online reputation management and social listening strategy:

**Tools for Listening in on Social:** They utilized AI social listening tools in order to monitor both brand mentions and sentiments customers posted across the various platforms.

**Proactive Customer Communication:** They reacted quickly to bad feedback, apologized for service outages and kept them posted on resolutions.

**Transparency and communication:** The company openly admitted the problems, published a roadmap to improve service as well, and talked with their users in Q&A live sessions.

**Positive Reviews:** Happy clients were prompted to provide positive reviews through testimonials and reviews that equalized the negativity.

In three months, PureGlow had effectively cut negative sentiment in half, slashed customer service response time by 70% and re-earned consumer trust. Their proactive reputation management strategy resulted in a 30% growth in online sales and loyalty with their customers.

**Critical Thinking Question:**

PureGlow did not have a social listening program in place, what might the long-term effects of that

## 5.1 Understanding ORM and Social Listening


ORM stands for online reputation management that includes the monitoring and protecting of business reputation on the web. The test is performed to see what people when they browse Google news and information learn in regards to the brand identity and personnel and products available. Browsers form their first impressions of websites or phone communication after reading the search engine’s snippets. What individuals finds out become, that there is a chance of finding something, and does this turn out to be good news?


ORM systems are directly responsible for shaping user experiences and, consequently, DAM tasks from the digital marketing front. People are quick to judge businesses on just the result coming from Google search. Studies have shown that 95% of customers read online reviews before purchasing a product and that 81% use Google Reviews to evaluate businesses before setting foot inside them.

Web searching customers have a completely different perception of the companies they find online.

The lack of any online information about a company will have direct effects on its financial performance while harming the professional standing of individual employees. Business success depends heavily on online reputation during collaborations with partners and journalists and when making business deals.

Digital Read





**Scan the QR Code to Read!**  
 Overit. (2023, April 11). *What is the role of ORM in digital marketing?*

### How Can a Business Assess Its Reputation?

Organizations also need to evaluate their online presence before attempting to improve it. You can use the following listing as a guide: How to assess digital reputation\_ENCOUNTERS\_PROVIDERS\_. Search Engine Hits: A search of the web on Google should return business names, employee names, name of products. Inspect the leading 5 search engine listings on Google.

- The business is within the first five results or not.
- Companies should address search rankings enhancements if the enterprise is not in top five results.
- Content from the links is mixed positive or negative.

- The fact that all of us have to deal with bad reviews does not mean we need to let the quality image people see on Google about our businesses are only the bad ones.
- Are there references that demonstrate the organisation has industry expertise as well as its role in providing leadership within the given sector?
- Business visibility It is backed by mentions in newspapers( news and guest bl og articles).
- There are key ORM issues that the company needs to tackle and solve right away.
- The list ranges from employee legal issues to disgruntled former workers who leave negative Glassdoor reviews.

Google Business Profile (previously Google My Business):

- Does a profile exist?
- \*\* Is Their Information Accurate? The business details in the profile that they have is suppose to show the correct name, location and phone number, as well as the accurate hours of operation.

Social Media Presence:

- See the brand’s social media pages.
- How many followers in total on all active platforms?
- When was the last post established? Is content posted consistently?
- Is feedback responded to in a timely manner?
- The company quickly responds to every direct message that users send through their platform.
- The information the record contains accurately reflects who and what a brand is.
- Check online conversations about the brand on social media.
- Check Facebook reviews and recommendations.

Users can search for desired content via region-based and hashtag-based tags, as well as the brand name. There’s chatter about the business on the social media platforms and folks are generally feeling positive. The level of negative social media mentions depends on a diffusion throughout the platform or if the brand defenders counteract those bad mentions.

Google Reviews:

- Does it already have reviews?
- Average rating of the business given by people.
- Is there a pattern to the response of the company in dealing with reviews?

Facebook Ratings/Reviews:

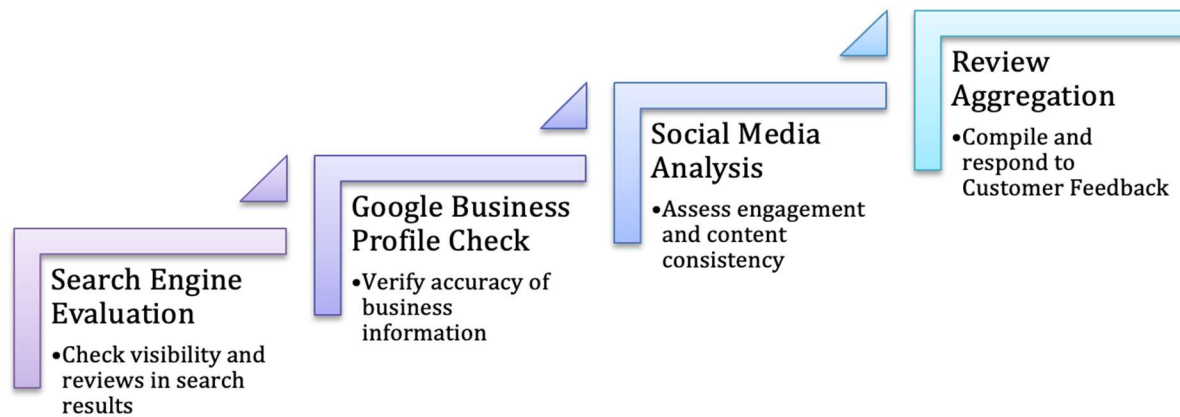
- Is the business being recommended by its customers?

Do they respond to customer feedback?

- You should also check reviews on Angi (formerly Angie’s List), alongside Yelp, and TrustPilot.
- Also search for supplementary review sites on the brand by adding its name to “reviews” in your search.
- Glassdoor, a website. com is worth taking a look at as it’s an employee and business partner resource for evaluating company reputations through the eyes of employees.

The organisation must consider that it has to study competitor comparison web sites in order to know its depth with respect to its competition in the industry.

The analysis of these factors guides organisations to discover operation problems, which they can plan and implement successful strategies to improve their online reputation.



**Fig 5.1: Assessing Digital Reputation**

### Did You Know?

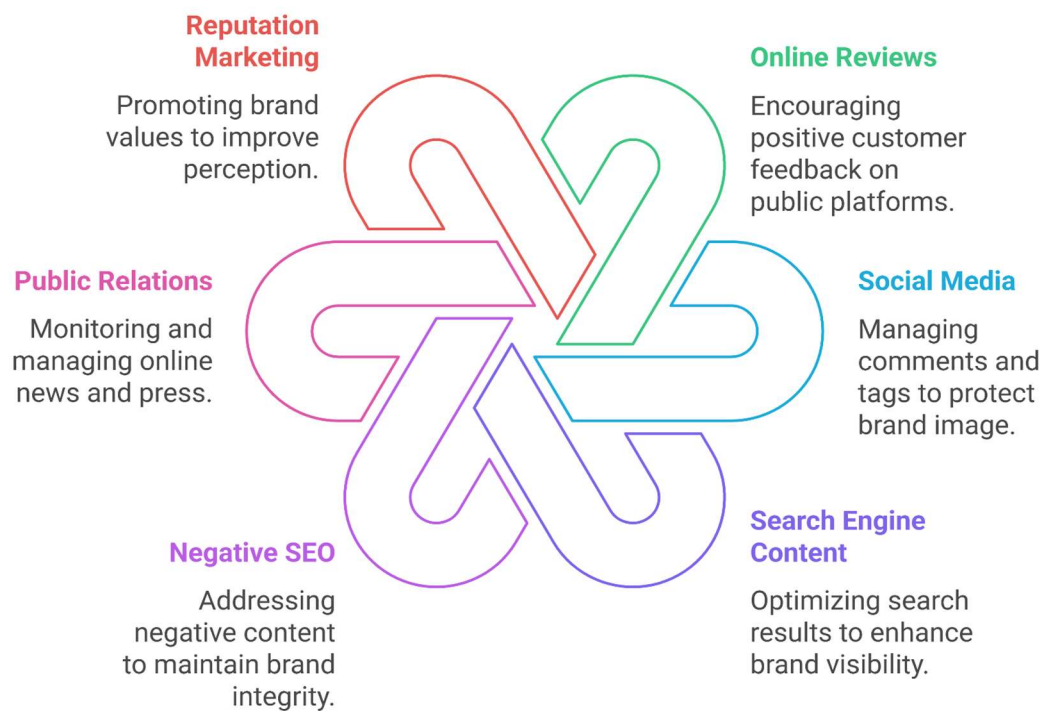


- Online reviews from consumers carry the same weight as personal recommendations because 85% of people value them equally, while 74% of customers develop more trust in companies which demonstrate positive reviews. This clearly shows how effective ORM strategies can benefit your business operation.
- An efficient implementation of ORM prevents potential sales losses because of its systematic design. The analysis proves that ORM solutions stop clients and lead to attrition at a rate of 40%.

### Types of Online Reputation Management (ORM)

1. **Online Reviews** Positive online reputation enhancement begins by encouraging happy customers to share their experience on industry-related social sites. Reviews add credibility to reputation and its acquisition power audience.
2. **Social Media:**Controlling or managing the ORM becomes an important since customer negative comments cause harm to corporate reputation and its business growth. For instance, Kylie Jenner did significant harm to Snapchat's brand when she tweeted about the platform.
3. **Search Engine Content:** Well optimized search engine contents help your brand/site look good in search results, which has a benefit on social media reach and your search positions coupled with more user-star ratings.
4. **Negative SEO:** Not to be overlooked; the care and feeding of negative SEO results is just as critical to online search performance as positive. A professional customer service brand, shows that trust to their customers by displaying even the bad content, as this act of doing so demonstrates a commitment toward delivering great care.

5. Public Relations PR that includes monitoring press releases online and news coverage are a vital part of this. The control of negative stories should get as much focus as positive stories in order to have authoritative and constructive content that's self-published for the brand.
6. Value Marketing: This is about value promotion, where you market more on your brand reputation side. The credibility of Nike grows stronger by virtue of the fact that they have a dedicated Customer Support Twitter account, which can respond to customers' issues swiftly.



**Fig 5.2 Types of ORM**

### 5.1.1 Social Listening

Social listening is the process of monitoring and identifying social conversation around companies or individuals, as well as their products or brands. Also referred to as social media listening.

Their volumes of unstructured data are generated by Internet discourse. A company must have a solid set of goals in place before it can even begin listening for social. Objectives will indicate which solution should be

applied, from the simplest Google Alerts (free) for straightforward needs to complex software offerings that both encompass adhoc analysis and integrate fully with CRM applications.

The synergy of social media and interactions with real people are valuable, but social listening comes to the fore as an essential tool for customer intelligence. Below are some basic ways to learn from our social media contacts based on the following: 1.

Monitoring online customer support forums;

- Social media comments gathered via software tools such as Facebook and Twitter feeds.
- The company invites customers to submit new product feature ideas that get upvoted and rated.

The social media monitoring tools provide text analysis intensive capabilities for users to search certain keywords over a range of online platforms, including social networks, blogging sites, discussion forums and so on. Structured data in databases is related to a numerical representation of selected terms from unstructured information that is created by the monitoring system. The formatted data allows researchers to analyze information with routine mining methods for further analysis.

Why is Social Listening Important?

In social listening, a company gets to know about every message in which your firm is mentioned and the product they are selling. This method provides the organization with critical consumer insights, that they can then use to evaluate brand awareness while enhancing their products.

Now, through social listening, organisation's can also begin to benefit from these advantages:

**Campaign Analysis:** Results of social listening on how effective certain marketing campaigns have been are delivered to social media audiences in a Campaign Analysis report.

**Competitor Analysis:** It reports on competitive analysis, which executives gather through social media discussions.

**Event Monitoring:** Allows companies to track audience reaction to specific events, from virtual conferences and beyond.

Tracking Industry Trends: Social media helps organizations in tracking their industry conversations through hashtags.

It helps the companies as it offers them a chance to analyse the accumulated social data for organisational changes. Organizations could tweak their own marketing efforts if any sour feelings emerge having certain areas of their promotional activities. The data collected provides companies with insights to help establish future campaigns that can be more effective based on the report.

Similarly, organisations are likely to use and consider similar market strategies once they observe that their competitors have positive conversations on social. The assessment of the verified audience reaction and engagement using social intelligence derived from online chatter serves as a cost-effective method.

### **How Does Social Listening Work?**

What social media listening does is track the meaningful social media discussions, gauge their emotional bias and then plan your marketing actions to have a little bit of an impact on public opinion. Social listening functions in the following three fundamental steps.

Listening enables companies to track multiple social media profiles and find references to brand names as well as industry subjects, competitors' keywords and product names. Operationalized to the service such a tracking logic is available in two flavors – human social policing, and automated optimised management systems.

It's in the analysis phase that social learning and traditional monitoring diverge. Enterprises analyze their data to find patterns in customer preferences, complaints and emerging market desires. There are a number of automated sentiment analysis tools that leverage computer programs to estimate the emotion expressed by customers in textual chats.

Businesses will then act accordingly. There are also different levels of action from companies, ranging from elementary service recovery through online replies to big brand repositioning initiatives.

This datacentre can then be used for companies to influence multiple objectives such as:

- Companies need to track two types of customers: obsolete former customers or unhappy current ones, and prospects.
  - Businesses need to test how good its CX is.
- Companies could analyze the collected data for return on investment (ROI) or perform A/B tests comparing different versions of a campaign.

- Companies that invest in social listening will enhance their advanced market intelligence and befriend great insight, for it will better inform relationships with customers and afford data to guide decisions.

### Social Listening Tips

Organizations wanting effective social listening should follow these best practices:

- An understanding of the target market is to know who each highly specialized groups of consumers are that were captivated by the brand and its product. Companies have to learn how to promote their branded products to the audience that is using their favourite social media networks.

- Organisations need to set clear goals which focus their search of all the data available given that there is so much of it. The procedure of identification of the target observables acts as a powerful filter to get rid of the "junk" out of the dataset.

Search in social media data is also facilitated by using well defined keywords that act as filters. Selected keywords used can help find information about companies and associated brands, together with its product and service, or related category of product.

- A social-listening tool is a boon for businesses, as this solution allows companies to draw valuable insight from their unstructured collection of social data.

Building a good strategy: – make sure you are done with your social listening analysis. The firms should identify factors leading to customer satisfaction through favourable social media participation. In those cases where you customers complain, then the organization have to get ideas about what makes them dissatisfied and how they can improve. Businesses can utilize their analytical knowledge to adapt the product descriptions as well as price them differently; include or exclude features. Organisations need to use non-traditional marketing techniques with data-driven content optimisation in order to ensure that customers understand exactly what the brand can offer them.

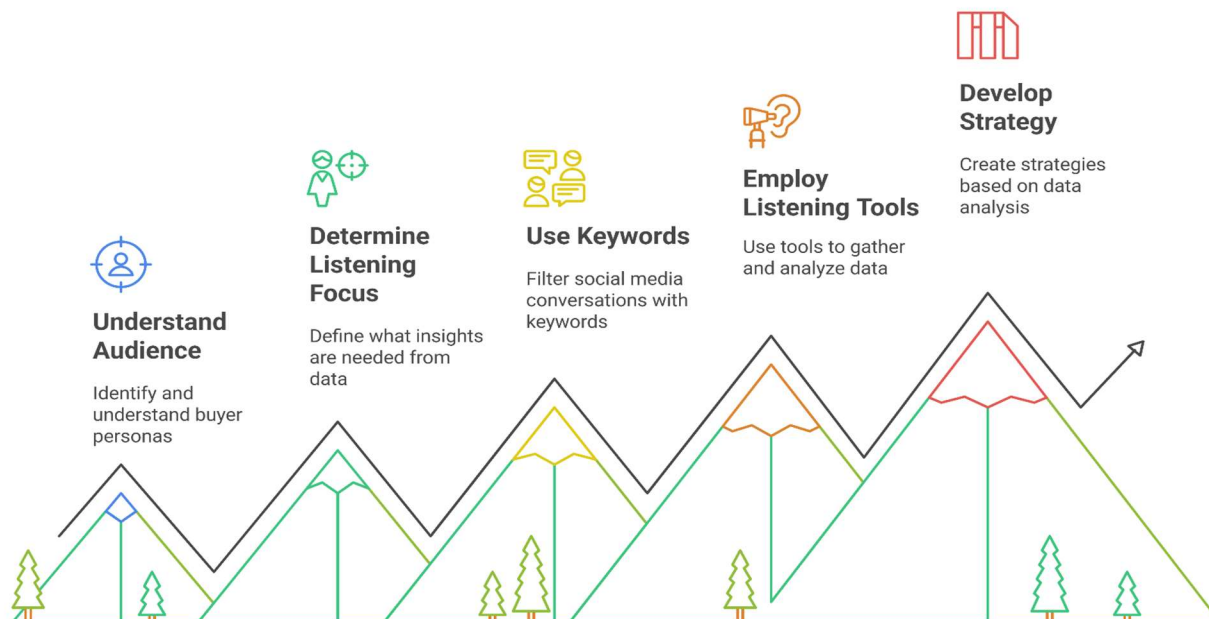


Fig 5.3 Tips for Social Listening

### Knowledge Check 1



- A. Choose the correct option:
- B. Why does identifying the intended audience matter in social listening?
- C. A. It enables companies to know which social media platforms competitors use.
- D. B. It gives businesses a way to target specific groups of customers with advertising.
- E. C. It guarantees businesses receive as much social data as possible with no filter restrictions.
- F. What is the best way for companies to wrangle all that data from social media?
- G. A. By creating particular goals to eliminate unnecessary information.
- H. B. According to § 30 para 2 only if there is no differentiation the highest possible amount of data shall be collected:
- I. C. Doing nothing about anything that's not officially being complained about, and just the complaints themselves.
- J. What can a Social Listening Tool Do?
- K. A. It enables companies to remain responsive to their customer needs by leveraging unstructured social data for insights.
- L. B. It creates ads on its own according to social media trends.
- M. C. It tracks brand measurement in social media, but only for competitors.
- N. What do firms do with social media data after they analyze it?
- O. A. change product descriptions, price levels and features based on customer feedback.

- A. Ignore negative feedback and focus only on positive engagement.

## 5.2 Tools to Implement ORM and Social Listening

### 5.2.1 Tools to Implement ORM

Google Alerts: Using their free platform, Google Alerts allows businesses to monitor any online reference of their company name, products and services, competitors and key industry phrases. This is a tool that sends automatic alerts to companies when they spot their company name mentioned in the news, or digital content. With this monitoring tool, brands are able to keep up with public perception and manage negative publicity as they come in.

For example HOTELS can receive brand alerts via their system for online reviews, news references and guest feedback with powerful response functionality.

Brand24: A social listening tool Brand24 uses an advanced technology to monitor brand mentions that include not only but be also from media channels such as blogs, news and forums. This company provides real-time customer sentiment signals so that businesses can detect crises as they are happening, and run successful memos to their fans.

Example: The fashion retailer has access to immediate social media monitoring with Brand24, which will allow the company to catch wind of current trends and customer fears associated with their latest clothing line.

Hootsuite: Hootsuite, a social media management platform, lets companies schedule content automatically and keep tabs on references to their products as well as answer customer questions across various platforms. The platform provides performance analytics and engagement analytics for brands and users.

Sample: The tech company can also use Hootsuite to monitor product discussions on Twitter and service customers faster.

**Reputology:** Reputology is a review management platform that tracks the feedback about your businesses on many different sites: Google, Yelp and Facebook. Businesses learn about customer feedback trends in a way that allows them to be proactive against negative reviews from this platform.

**Case in point:** Reputology is used by a restaurant chain to monitor online reviews and addresses negative customer experiences as they arise, resulting in improved service.

**Mention:** A tagging platform, Mention crawls across social media as well as blogs, forums and news sites to help you keep tabs on brand mentions. Sentiment analysis provides companies with the views of the public, which can be used to formulate a fitting response.

**Example:** The beauty business can use Mention as a validation tool to track what influencers are saying, and ensure that they don't let any PR issues escalate into anything more significant.

**Yext:** Through a local digital knowledge management, Yext ensures accurate and consistent business information via the search maps, online directories and even search engines. By preventing any inaccurate information from spreading, the platform ensures that brands keep their power over their reputation.

**For example:** Healthcare clinics aren't the only ones driving value from Yext by making sure their patients can get a hold of them in them using the platform to stay up to date with contact information and office hours across Google Maps with Yelp, among other directory listings.

**Trustpilot:** TrustPilot acts as a review website for businesses, dedicated to helping them manage and control consumer reviews while offering solutions to their customers. By showcasing genuine customer reviews, TrustPilot helps businesses enhance viewer transparency and build trust their products are second-to-none.

**Example:** The e-commerce site incentivizes happy customers to leave good reviews on Trustpilot so that they can boost their brand reputation while attracting new potential purchasers.

**Sprout Social:** Sprout Social is a social media platform that has all the bells and whistles for businesses, including analytics plus listening and engagement features. This tool enables companies to monitor conversations in and around their brand and engage with customers immediately.

**Example:** Travel companies leverage Sprout Social to take action on Facebook and Instagram queries from customers about their holiday offerings.

SEMrush: Digital marketing platform SEMrush helps businesses monitor their online visibility with its SEO and digital marketing tools. Brands will be able to find their search engine places, analyze the strength of their backlink connections, and watch on rivals within your market for a vibrant digital record.

Example: By using SEMrush, the financial services company can see where it sits in search terms that are specific to its industry, helping with content optimisation.

ReviewTrackers: ReviewTrackers aggregates user reviews from all over the Web into a single interface for businesses to identify trends and automatically improve their services to make customers happier. Users are automatically informed of recent customer reviews.

-Example: Car dealerships can manage reviews from all over to ensure they are responding appropriately within the 24 hours after a negative review is posted; strengthening their reputation of service.

These management solutions help maintain control of organisations' online presence and support efforts to protect their valuable business reputation while taking effective measures against potential threats.

### 5.2.2 Tools to Implement Social Listening

#### *Google Trends*

*Google Trends is also a search term popularity tracker that gives companies timely insights into the popularity of keywords. The tool allows organisations to find new trends, track the level of public interest in particular topics and compare search volume between multiple queries.*

*For example: Fashion labels tracking Google trends that are rising for sustainable clothing can change their marketing strategy after gaining new market intelligence.*

#### *Brandwatch*

*Big data on brands Social analytics tool Brandwatch scours vast amounts of information from social media and more, including news sites, forums and blogs. The equipment provides an insight of what customer's think and it reflects to the future trends.*

*E.g.: A brand using social listening to track the conversation surrounding their product, and managing where it is complained of has potential health benefits.*

### *Hootsuite Insights (powered by Brandwatch)*

*Hootsuite users can monitor live conversations taking place about their brand, industry topics and competitive markets through Hootsuite Insights. It permits sentiment analysis using its tools and provides users with keyword monitoring and tracking as well as performance style discerning features.*

*Example: A mobile phone company uses the Hootsuite Insights tool to see how customers react to new product launches and enhance product communication with its base.*

### *Sprinklr*

*Sprinklr is an enterprise level platform that facilitates social listening and customer engagement for multiple social network sites. In addition to supporting companies with the protection of their reputation.*

*Example: With Sprinkle, the aviation industry can supervise customer complaints on Twitter globally and offer assistance faster to increase passenger satisfaction.*

### *Talkwalker*

*Talkwalker applies an AI-based social listening, charting brand mentions and consumer sentiment as well as industry trends across all media outlets. The tracking system analyses conversations across the range of social media services in multiple languages and also follows posts on news sites and blogs.*

*Example: Cosmetics brands can monitor skincare ingredient conversations online, through Talkwalker to change their product formulas.*

### *Mention*

*With mention, brands can monitor a wide variety of online dialogues and keep an eye on competition as well as new trends. The service provides 24/7 monitoring and sentiment analysis, which allows brands to take over the current market conversation.*

*Example: A streaming platform can use Mention to track public reaction on new TV shows, and then adjust their promotion plans according to that.*

### *BuzzSumo*

*BuzzSumo is a system that helps companies identify what are trending topics for their industry and analyze how well contents are performing and keep an eye on the brand awareness. It provides content marketing capabilities and allows businesses to listen to social media conversations.*

*Example: A digital marketing agency uses BuzzSumo to find trending content in its industry and create similar successful pieces of content.*

### *NetBase Quid*

*NetBase Quid operates as an artificial intelligence powered social analytics platform solutions that enable brand companies to have a understanding of consumer behaviors and, get emergent response, as well as track advertising in listening to social media engagements.*

*Example: NetBase Quid social analytics helps a fast food chain analyze how customers are interacting with the menu in order to develop products that will sell.*

### *BrandMentions*

*BrandMentions provides instant brand mention tracking across social networks, news sites and forums with 500+ blogs in the database and all major social media platforms. Companies use such tracking to gauge attitudes and uncover PR problems and even risk.*

*Example: A high-end luxury car brand keeps an eye on both online reviews and finds out whether its new advertising campaign has been successful through brand mentions.*

### *Awario*

*Awario is a social monitoring system which scans thousands of online sources for brand discussions and customer's talks. By its nature, the tool offers competitive intelligence and also creates new sales opportunities.*

*Example: A software company can use Awario to monitor discussions about competitors on the market and find customers who require different solutions.*

*These analysis tools present minutes details of user discussions that helps in enhancing the organisation's interaction with their followers as well keeping an eye on brand reputation and making data-driven decisions.*

### 5.3 Social Commerce

Social-media and digital commerce has surfaced as a rapidly expanding market that allows businesses to do transactions with their customers. The services range from product discovery through to rating and reviewing purchases, including against recommendations made by friends. Nor do they employ transaction sites or rewards programs.

Social commerce leverages popular social networking platforms to facilitate direct sales and marketing activities that take place within websites, where consumers typically spend their time.

Corporate social media represents both a marketing and sales channel that drives direct company-to-customer interaction across numerous social networks. From an extended period companies have been able to maintain a better relationship with their consumers than the old E-commerce, adopting content production generated by their own users such as photos or videos or comments. It's through social networks that companies begin to create emotional bonds with their future customers, and this is exactly why sales are better on social media.

There was tremendous growth in social commerce over the last few years because people took to smartphones en masse and because of increasing use of popular social networks like Facebook, YouTube, TikTok and Twitter. Based on McKinsey data, \$37 billion in revenue are coming from socio-media sales for 2021; social commerce is expected to deliver \$80 billion through 2025 and represent 5% of total USA e-commerce transactions. There's little of it today, but social commerce is on the rise.

Shopping customers can benefit from lots of advantages offered by the social commerce, rather than business customer engagement. Increasingly, shoppers now turn to both their friends and family and unknown new contacts who have purchased specific items through social networks for recommendations. Shoppers looking for product clarification can post questions through comments sections and Q&A boards before purchase, which increases purchasing confidence and reveals brands dominant market insights. On social companies can build relationships with customers that work to sell because it's the place where consumers and people who have purchased from you choice make connections.

When businesses use interaction-based data; likes, shares and comments to make ever more nuanced decisions about what they offer in products or services, there's a downward pull. When this is the case customers will be

treated to highly tailored shopping experiences and increased brand or business-related loyalty from their customer base.

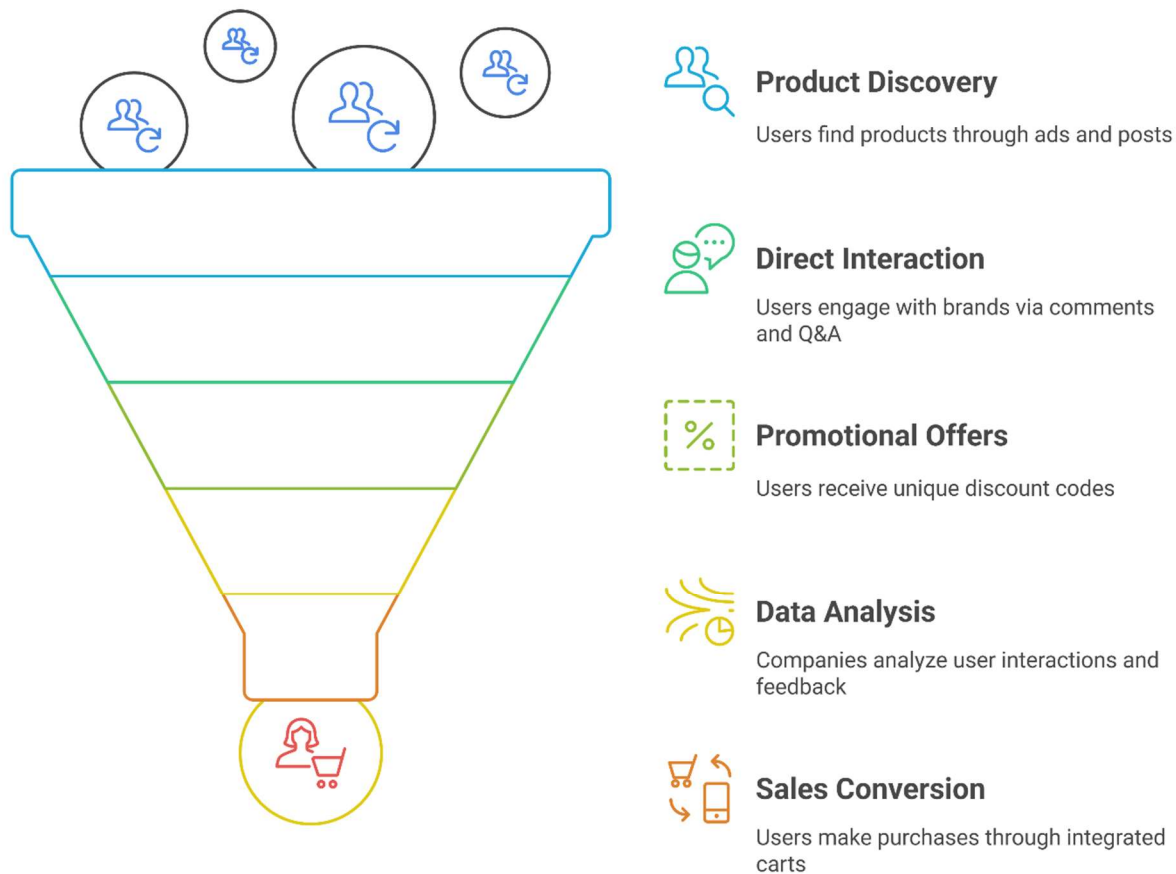
Amazon platform: Amazon decides what you are going to purchase by analyzing customers use of the website log along with data from their social platforms (plus tweets and posts). The firm offers customised promotional targeting options to boost targeting efficiency for both the SERPs (search engine results pages) and news feeds on various social media sites, such as Facebook and Twitter.

### **How does social commerce work?**

Facebook, as well as other platforms like TikTok, Instagram and Pinterest, run social apps that provide native social commerce tools to retailers to sell merchandise and services that result in direct sales. The large population bases of social media networks allow the new selling model where the customer relationship is reinforced through cooperation on sales. While companies are sharing economy model together with algorithms, they connect to customers through channels inaccessible before, and drive sales on line from the platform itself.

Consumers get ways to engage directly with a brand through their social profiles, the essence of how social commerce works. Sponsored product ad placements are in news feeds and by banners and by offering the ability to enable customers to directly add to their shopping cart. Corporations boost customer success by sending out targeted offers that include one of a kind promotion codes to their social media followers, allowing them to track which offers and secondary lawns bring in the most sales.

Customer interaction collection and analysis is the cake of social commerce operations. Businesses get to know their potential customers by analyzing the web traffic and the comments in section space, as well as questions put on Q&A boards. This type of data helps businesses to fine-tune their products and improve customer satisfaction and sales performance. Generational Marketing is an example of this process, as customers are targeted with appropriate messages over specific media platforms based on customer demographics.



**Fig 5.5: Working of Social Commerce**

### 5.3.1 Types of Social Commerce

Brands are using social commerce to meet consumers where they are by adapting successful approaches from social marketing. Social network tools specifically created for social commerce can help brands to establish stronger relationships with their potential customers.

Facebook

Introduction: What is Facebook Shop? Facebook Shop is a Facebook business feature that provides customisable storefronts for the pages of brand businesses. Facebook Shop Bring to your storefront Facebook’s wide range of capabilities and flexibility by allowing selection of different collections for live display while offering products from the web like in a shopify ecommerce website.

## Instagram

Product discovery occurs often within the Instagram app. The Instagram Shops interface enables people to explore and purchase products without leaving the app. Here's how users can get to Facebook Shops through this route:

## Pinterest

When Pinterest was launched as a social commerce platform in 2015, users could see products on business pages and checkout on the spot, without leaving Pinterest.

## TikTok

Offering a social commerce experience to its users, Popsugar is also a must for any brand looking to engage with its large user base – the platform already being third most popular in terms of audience size behind only Facebook and Instagram. To turn on Shopping while Streaming features, creators have to sell products in video posts through in-feed shopping and discover tab, as well as the LIVES feature in TikTok.

A retail marketing mix needs to include a number of social commerce strategies that can be implemented to increase workability taking hints from these:

- **Influencers marketing:** Influence online channels to promote goods or services by social media and get payment for every successful transaction. The selling is good when it comes through their followers paying for promotion, rather than following the model of an influencer approving products they use via their follower base.
- **Social media adverts :** Facebook, Twitter and Instagram provide the means for businesses to serve targeted ads that have purchase actions embedded together with a personalised UI focused at potential customers.
- **Content marketing:** Creating resources, such as articles and multiformat pieces, provides businesses with an opportunity to develop meaningful relationships with potential customers and be seen as leaders in their industry. Through social channels, the prepared content is incorporated, and yet also offering points for social selling.

- **User-Generated Content:** Social media interaction let users to contribute their brand experiences which creates a trust amongst the old customers and would-be buyers. This is a modernist twist on an old idea. Testimonials allow brands to integrate social commerce features so that they can convert those short moments of attention.
- **Live streaming events:** Businesses can incentivise sales by giving viewers access to a live view of your event on YouTube or Twitch, allowing them to ask questions and make purchases directly through the stream.
- **Shopping carts by directly using user interfaces and native shopping operations –** Users utilize part of the native helping cart functionality built inside social networks like Facebook and others to buy things without leaving them. The platforms implement exclusive social commerce tools to increase conversion rates directly for clients. Utilize mobile shopping cart options from right in the app as you checkout using the platform's native interface.

### 5.3.2 Benefits of Social Commerce for Businesses

#### Extending the Reach to Prospects

The number of human beings using social media continues to grow as it surpasses five billion people around the world. More and more people discover new brands or products via their social networks.

A lot of people discover products by scanning content on social media platforms. With the advent of social media apps, with associated social commerce features, consumers can now conduct product research there and be recommended new purchases by their own social network.

This then has become the most typical way customers act in marketplace: through buying over social media platforms and via a linked URL or in-app system. The number of US social media buyers will hit 110.4 million by the end of 2024, as half the social media population buys there.

Commerce and Social media also allow businesses to showcase their products to a large audience, increasing the likelihood to reach new customers.

#### Removing Friction

#8 Convenience: Users can do business directly in social commerce by purchasing products straight from the platform. There is no requirement to leave the platform and switch between different websites, as consumers can purchase products directly within the platform, thereby shortening purchasing journeys and eliminating impediments to transacting.

### Boost Reviews and Recommendations with Social Proof

Social media lays down the perfect foundation for companies who are new to online sales to build their necessary social proof. Online consumers do not as many opportunities to personally try a product before purchasing it. As customer buying behavior is significantly influenced by the reviews, they provide crucial data for product selection.

Full orchestration of a customer journey on social creates positive feedback loops which translate into increased bottom line success for the business.

Collecting Data The Bank Can Use It does this data mining in an attempt to better understand customers' social habits.

A company can consume customer social profile information using social commerce features to enrich its existing strategy.

This kind of holistic understanding is achievable when companies layer social data with the audiences they already know and understand through the practice of social media listening. The study thus becomes more comprehensive by approaching this way, a detailed evaluation of customer behaviour and preference.

By following all these insights, businesses will implement superior conversion experiments. Please find relevant results at our previous article

<http://www.sciencedirect.com/science/article/pii/S1045235416301007>"target= "\_blank")Title: Results from this research contribute to design effective A/B testing and call-to-action optimisation in turn produce better marketing outcomes for the target population.

### Generating Specialized Income That Cannot Be Realized in Conventional E-commerce

The rise of social commerce is one of the most important paths for e-commerce marketing-oriented revenue. According to eMarketer, U.S. retail social commerce sales will cross the \$100 billion mark in 2025.

As a result of the fact that retail social commerce growth is expected to triple by 2025, those businesses that capitalise on this trend will be in a strong position. Social commerce opens new sales channels that contribute to business growth and enables businesses to reach greater revenue levels.

### Did You Know?

- The Facebook application leads all platforms when it comes to social. The Facebook app is the leader for social commerce activity across platforms. The social commerce market will draw 64.6 million buyers in 2024, according to the forecast.
- The social commerce penetration rate increased by 23.6% in 2023, according to Statista. Another projected estimate is that this percentage will increase to 5% over the same period since 2028.
- The global influencer market hit \$15.2 billion in 2022 and is projected to grow beyond \$22 billion by 2025, according to

## Examples of social commerce

Below are actual case studies of a business expansion after setting up social commerce.

### Jordan shoes

The Jordan Brand, which represents its sports shoes line, used Snapchat a few years ago as a gateway to purchase its game tied to the 2016 NBA All-Star. The social platform provided users with exclusive discounts to help make direct purchases while bringing the event community into the app.

### Dollar Shave Club

The Dollar Shave Club dominates in digital marketing with a seamless pairing of social proof and digital promotion of its offerings. Dollar Shave Club did this, effectively integrating customer endorsements into their Pinterest site. Within the reviews, Dollar Shave Club plugged an option to buy UGC items via the app.

### Petco

By partnering with influencer marketing and social shop capabilities, Petco is introducing fresh shopping experiences to its extensive customer base through live streaming. Petco recruited social influencers to appear

in a livestream event, which helped draw an audience and lend credibility to the products being promoted. Customers could either shop through a charity initiative the company instituted. Further more Facebook and Instagram social shops followed from Petco that recycled what worked in the first campaign with its Social Influencer and UGC content strategy.

### Patagonia

Patagonia is just one of Pinterest's board-applying companies. That's where the traditional e-commerce site features come into play as they appear through these boards, and that gives them ability to form an experience of a brand similar to the one it offers offline. Consumers receive Pinterest board recommendations to follow after visiting the site, which means Patagonia can add accuracy to its advertising.

### Target

The big box retailers are seeing trends in the social commerce stage to make money. Target would display product-catalogues in its Instagram with products of potential interests to buyers. The app provides the easy purchase of single items for simple and affordable products, through its very own in-app shopping with Instagram hashtags applied for product searches.

### 5.3.3 The Influence of Reviews and Ratings on Social Commerce

With the establishment of social commerce companies employ an interactive approach to provide customers with more enjoyable shopping environment. The most important thing about this change in the business is customer review and rating are now the most significant aids purchased decision. Reviews offer customers an objective perspective on product quality from other users, as well as ratings which represent a preliminary data from multiple reviews for them to make the initial evaluation.

## Importance of Reviews in Social Commerce

### Building Trust and Credibility

Companies leverage customer testimonials to build trust with potential customers through the use of social proof. With online shopping I can't just peruse and inspect things before buying so I rely heavily on reviews from past buyers. Positive feedbacks pile up as endorsements and enhance the attractiveness of products for consumers indicating high reliability and quality.

Example: On Instagram Shopping, customers who buy clothes from fashion brands leave reviews describing the textile and fit of the products as well as how true-to-color the items appear in pictures. Potential shoppers rely on current reviews to make informed buying decisions which translates into higher conversion rates.

**Improving Customer Engagement and Brand Loyalty**

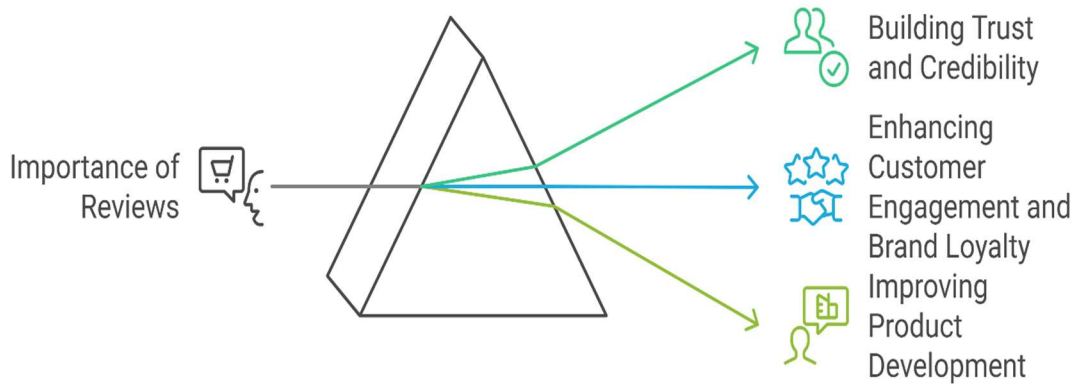
Proactive Business Proactive businesses develop stronger brand-customer relationships by encouraging customer reviews. Valuing the opinion of customers To practice this method means to win customer's brand loyalty again. When a company responds to client reviews, it demonstrates its commitment to customer satisfaction regardless of the review rating.

Example: Facebook Shops help electronics brands to express gratitude with thank-you comments for good reviews and offer resolutions related to issues addressed in the not-so-good reviews. This level of engagement is where the company builds stronger relationships with its customers.

**Improving Product Development**

Strategic business value Customers provide with precious product performance via reviews, which reflect the product superiority as well as inferiorities. When certain issues keep surfacing in customer reviews, it becomes possible for companies to improve their products.

Example: A skin-care brand that deployed TikTok Shop might spot many customer complaints about the fragrances of its products. The company may either be forced to reformulate the product or develop an unscented version based on consumer demand.



**Fig 5.6 Importance of Reviews**

**Understanding Ratings in Social Commerce**

**Quick Assessment for Consumers**

Online consumers use star ratings to quickly obtain a general sense of the product by viewing summary feedback summaries based on 5-star rating systems. Positive ratings of a product demonstrate acceptance of quality by customers but negative evaluations reveal relative reasons for concern.

Example: An Amazon Live Shopping Good with a 4.8 out of 5 star rating is more popular with consumers than one rated at 2.5 stars, without readers even checking individual reviews.

**Algorithmic Influence on Visibility**

Many social commerce apps use ratings to determine their sorting orders for items. Online ranking gives more preference to higher customer rated items in both search results and product recommendations. When the

review among all reviewer platforms reaches a certain level, customers will begin to notice it because of high visibility with high ratings and sales volume increases.

Example: Pinterest Shopping delivers recommendations to users on products that they are interested in - those with plenty of positive reviews.

#### Encouraging Customer Feedback

Companies encourage their clients to review products by rewarding them with discount coupons for future purchases. Businesses should abide by platform policies when soliciting reviews but not resort to review tactics that could corrupt their organic legitimacy.

Example: A furniture store that uses Facebook Marketplace can offer discounts to buyers in exchange for a rating but should not coerce the user into giving positive feedback to comply with community standards.

### 5.3.5 How to handle fake and negative reviews in social commerce orecovery.org

#### Detection and Abatement of Fake Reviews

Fake reviews can be positive (overhyping to get a product going) or negative (faked negative critique aimed at sabotaging up-and-coming brands, many times thrown by the competition and, occasionally irate clients).

#### How to Spot Fake Reviews:

- **No Product Specific Details:** Fake reviews are generic praise or complaints without any product-specific information (e.g., "Good stuff!" or "Awful item, do not buy.").
- **Unusual Review Patterns:** An abnormally high or low number of five-star or one-star reviews over a short time period might be suspicious.

**Suspicious User Profiles:** Ratings on unverified accounts, or users without a purchase history could be dubious.

#### How Companies Can Combat Fake Reviews:

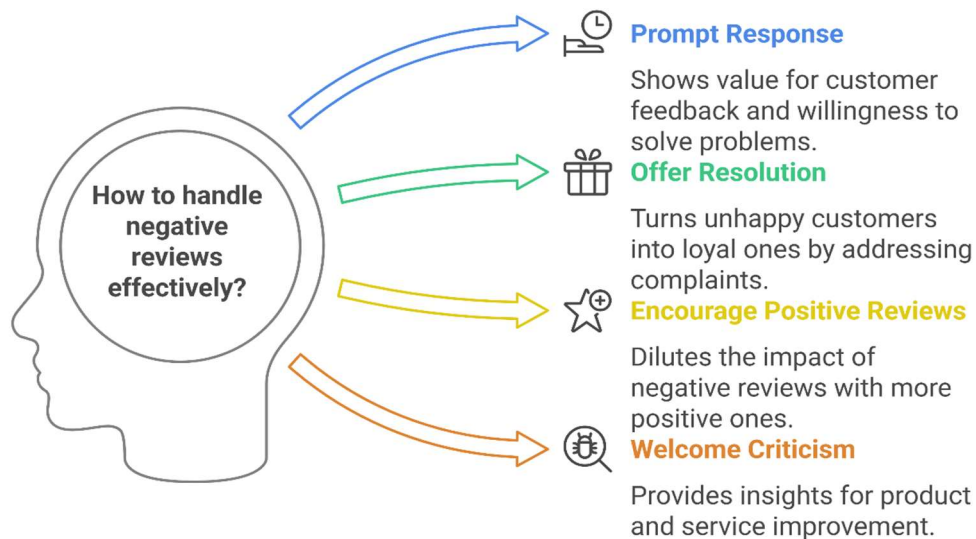
- **Reporting to the Platform:** Many social commerce platforms, like Instagram Shops and TikTok Shop, have in-platform fake review reporting systems. Suspicious behaviors must be reported to uphold the review integrity.
- **Leveraging Review Verification Tools:** There are some websites that only allow verified buyers to post reviews, thereby lowering the likelihood of fake user feedback. For one, the "Verified Purchase" badge on a review shows that it's from an actual customer who purchased the item.
- **Using AI to monitor:** Brands can leverage sentiment analysis AI to catch up and react accordingly.

#### Effectively Managing Negative Reviews

Bad reviews will happen, however you need to minimize the damage, strategically respond and downplay its effect on your company’s reputation at-large.

How to respond negative reviews:

- a. **Timely and Professional Reply-** A timely and professional response demonstrates that the business has respect for his/her customers' feedback in addition to being ready to resolve issues. Brands hurt their own reputation by ignoring or deleting negative reviews. If an Etsy shopper complains about receiving a faulty product, for instance, the seller has to respond promptly, apologize and offer up a replacement or refund.
- b. **Providing a Resolution:** Companies should attempt to make an unhappy customer become a loyal customer by resolving their complaints. Handled properly, a complaint might even lead to updated reviews that include positive ratings. For example, a cosmetics company selling through Snapchat Shopping might receive feedback that a product had caused skin rashes. The company can then react by providing a free consultation, or suggest an alternative that works better.
- c. **The Promotion of Positive Reviews to Counteract Negativity:** Although firms cannot remove real negative reviews, they can encourage happy customers to post positive ones. The more positive reviews, the less any loose negative review matters. For instance, an online bookstore using Facebook Shops can send an email to customers because they just purchased a book and ask them to leave feedback if they enjoyed it.
- d. **Embracing balance feedback for growth:** Negative isn’t always negative, some actually show the way forward for companies to make better product and services. Brands need to learn from the widely shared stories that are hidden in complaints. For example, if a sportswear company selling through Instagram Shopping keeps receiving complaints about incorrect sizes, it could decide to revamp size charts or offer more detailed measurement guides.




**Fig 5.7: Handling Negative Reviews**


## 5.4 Word of Mouth

Information about a firm's product is passed from person to person and presumably person A discusses it with person B. Word-of-mouth marketing (WOM) is when consumers pass along information about a product or service, whether in their day-to-day conversations or through postings on the Internet [6]. FREE “advertisement” Generally it’s free because nice things about you are usually based on customer experience (specially when the said experience is beyond expectation).

Though word-of-mouth may happen naturally, companies can encourage it through publicity and informal community efforts such as street teams or simply paying people to talk about products. It is known also as "word of mouth advertising" and can at times be spread in a multitude of ways, including through buzz marketing, viral marketing, spam (electronic), internet scam), elevator pitch, or marketing through associates., blog interaction, emotional marketing, and social media marketing.

Digital Read





**Scan the QR Code to Read!**  
 Digital Marketing Institute. (2024, April 8). A guide to word-of-mouth marketing

### Key Features of Word-of-Mouth Marketing

**Consumer Trust:** Word-of-mouth advertising is the most trusted and that’s where VITAFLUX helps, as consumers are much more likely to believe product recommendations from friends, family or peers rather than from an ad. Studies show consumers trust personal recommendations 88% more than paid media.

- **Stimulating Word-of-Mouth:** Companies can stimulate WOM marketing through satisfying customer needs, providing excellent service, and offering customers special or insider information about their products.
- **Ethics:** Guidelines for ethical word of mouth marketing have been written by the Word-of-mouth Marketing Association (WOMMA). Those efforts need to be true, believable, sociable, measurable and respectful.

- Various Marketing Strategies: Word-of-mouth marketing includes buzz marketing, social media engagement, influencer partnerships and online reviews have made it so popular.

### Understanding Word-of-Mouth Marketing

Word of mouth marketing is not the same thing as unplanned, organic testimonials; businesses actively try to stimulate these discussions through a whole host of strategies. This is what we might call “seeding,” when a company puts its products or experiences in consumers’ hands to cultivate buzz.

For example, if a patron were to dine at a restaurant and have an amazing experience (could be above-and-beyond service, unique entrees, or special offers), they might share that amazing experience with friends or share it on social media. This discussion becomes word-of-mouth marketing.

Word-of-mouth advertising also doesn’t stop with the initial conversation; it generates spark that ignites subsequent conversations. But, a good review or endorsement can incite others to try the product and tell other members their experience, these ripple effects can have a profound impact on brand presence and user trust.

### How Businesses Foster Word-of-Mouth Marketing

Businesses can influence word-of-mouth marketing in the following manners:

- Going above and Beyond: Businesses that go beyond regular serve will impress customers, and they tell others about their pleasant experience.
- Offering Exclusive Content or Benefits: Inside access to a product, early access to new features, and limited time offers often give customers something compelling to talk and share.

Fostering Conversations and Participation: Brands can offer the ability to refer friends, share testimonials or actively participate in social updates, forums discussions and brand communities.

- Providing Great Customer Service: Offering fast, helpful and friendly assistance – particularly through social media-based customer service – is a great way to get people talking about your brand.

### 5.4.1 Benefits of Word-of-Mouth Marketing

**Increased Consumer Confidence and Credibility:** People must hear about a product or service from other people – not sales person. According to a 2021 survey by Nielsen, 88% of respondents said they trusted recommendations from people they knew when it came to suggesting something — further legitimizing the power behind personal words compared with those that come from brands.

**Brand Loyalty and Emotional Connection:** When consumers are heard, acknowledged and validated by a brand, they are twice as likely to form an emotional connection to that said brand. Based on this, numerous companies are engaged with their users in:

- Tailored communication (such as comments on social media, replies to reviews).
  - Customer voice programs (eg live chat and surveys).
- Proprietary brand cohorts (i.e., type of loyalty programs offering incentives for repeat purchasers).

**Marketing at Minimal Costs:** Word-of-mouth marketing, unlike traditional ad campaigns, costs very little. Although businesses can encourage the conversation through tactics such as influencer partnerships or referral programmes, most of that marketing effort will occur without any possibility to control it.

**More Customer Involvement:** When satisfied customers share their positive experiences, they contribute to the brand's reputation and visibility in an increasingly digital world. A lot of consumers look for reviews and social proof before they buy so WOM becomes a great influencer in purchasing decision process.

**Ethical Issues in Word of Mouth Marketing** The temptation to imitate consumer conversation prompted the Word of mouth marketing association (WOMMA) to formulate a code of ethics that can help businesses engage in ethical marketing activities. These guidelines are:

- **Transparency:** Reveal that relationships exist between the influencers and business.
- **Authenticity:** Assuring that the words shared are from a personal memorable experience.
- **Respect:** No underhanded contrived methods (such as bogus customer testimonials).



**Fig 5.8 Benefits of Word-of-Mouth Marketing**

**Examples of Word-of-Mouth Marketing**

Referral and Loyalty Programmes: Referral programmes where word-of-mouth marketing is rewarded by companies, so that people can benefit from referring the friends or acquaintances to a product. Ride-sharing companies, such as Uber and Lyft, for instance, pay customers for referring friends, and more individuals discuss their experience.

Social Media Engagement and UGC: Companies entice users to share their gamified experiences on social media with specific hashtags, challenges or contests. Coca Cola’s ‘Share a Coke’ campaign is a brilliant one that saw customised bottles prompting customers to share their bought flavoured drink offencues with the world, creating loads of organic engagemnet.

Influencer and Brand Advocacy Marketing: Businesses partner with influencers and brand advocates who share products with their followers, which creates more talk. An example is Nike which engages your athletes, sportswomen and fitness influencers who are presenting their experience with Nike products and thus encouraging others to buy.

Reviews and Testimonials from other Clients: By asking happy clients to feedback comments on pages like Google, Trustpilot and social media platforms you're empowering a business with validity when it comes to making decisions for potential buyers. Amazon "Verified Purchase" reviews, for instance, help consumers to achieve accurate purchase decisions from real users.

## 5.5 Summary

- ❖ Online Reputation Management (ORM) & Social Listening will be at the heart of digital brand strategy, helping organizations to trust build, reputation protect and customer loyalty building.
- ❖ ORM in regular monitoring of online sources such as social media, review sites and news sites to provide widespread reputation management coverage over the organization's products and services. An effective ORM plan provides a way to share positive stories that redefine any negative reviews.
- ❖ Social Listening differs to monitoring; it takes one step beyond and instead learns and decipher online buzz and public opinion – providing a better insight into audience behavior, industry trends and future PR crises.
- ❖ Combining ORM and social listening, businesses can maintain their good name proactively, prevent small problems to grow into terrible ones – or crises – and become a trustworthy partner for their target audience. This can also help you find brand champions who will be able to encourage others to use the product in a viral fashion.
- ❖ ORM and Social Listening Tools have transformed the way companies LISTEN to, MANAGE, and PROTECT their online reputation. High-level tech, like Google Alerts, Brandwatch and Reputology\*, that let brands listen real time on: brand mentions, customer sentiment and industry trends.
- ❖ Tools for social listening (like Hootsuite, Sprout Social and Talkwalker) enable brands to listen across touchpoints, providing invaluable insights into customer behavior and competitor positioning.
- ❖ Call center automation and social listening and ORM may rid some of the toil involved in managing responses, identifying issues; but there is always an element of humanity — human judgment — when balancing a personalised, empathetic response and addressing complex customer queries. Using these tools in the context of brand strategy enables businesses to establish a strong presence, earn credibility among its public and be more responsive to their changing needs.
- ❖ Social Commerce and Review Management are the 2 important factors that influence customers' purchasing behaviour as well as trust on online industry. A business's website reviews and Google, Amazon, Trustpilot, or Yelp ratings are the ultimate social proof: they represent a company's credibility entitlement as well as its customer trustworthiness on its products or services.

- ❖ Good reviews can boost sales to a large extent, bad or fake reviews ignored can ruin brand Image of the business. Businesses should take control of their online reputation management proactively (as in, inviting happy customers to give real reviews; responding politely to problems and issues recently caused you by someone who commented negatively about your site; rebutting false/misleading feedback, etc.).
- ❖ Verification software based on A I can be used to identify phony reviews and only actual customer experience is highlighted.
- ❖ Honestly addressing - as opposed to removing complaint - bears confidence, and shows that the business is committed to make you smile. Additionally, incorporating social commerce to consumers finding, reviewing and purchasing products on the social media channels will give a line of engagement with more conversions.

## 5.6 Key Terms

**Online Reputation Management (ORM)** The act of controlling the way in which an organisation, entity or individual is perceived online, with a view to creating a positive perception and eliminating adverse mentions.

**Social Listening:** The process of scanning online and social media sites as well as public dialogue to understand the sentiments, trends and mentions or issues relevant to a brand.

**Sentiment Analysis:** An ORM and social listening strategy that classifies online mentions or reviews of a brand as either positive, negative, or neutral.

**Review Management-** The process of tracking, responding to and using customer reviews across various sites to enhance a brand's status both online and in the real world.

**Ratings:** A numerical or star rating that a consumer gives a product, service, or company that affects future customer purchases.

**Fake Reviews** Fake reviews false positive or promoting a business while rating competition negatively.

**Crisis Management:** An aspects of ORM where management and resolution of negative publicity or reputation-damaging issues are managed through a proactive approach to communication and problem-solving.

**Word of Mouth (WOM):** Behaviour when the customer shares his or her experiences and views on a brand or product with others, who then use this information in their decision-making process.

## 5.7 Descriptive Questions

What role does ORM play in helping a brand achieve long-term success, and what happens if businesses ignore ORM?

Why is social listening a competitive advantage for businesses, and how does it differ from traditional market research?

What effects do Internet reviews/ratings have on consumer purchasing behavior and how can companies ensure they are getting the most authentic feedback?

How do you feel morally about deleting bad reviews and what's a great way to respond without appearing weaseling?

differentiate between word of mouth marketing and digital marketing in favorable of customer credibility, scalability and the impact on the reputation of the brand or company?

Precisely, how sentiment analysis fits into social listening and what role does it play as a tool for businesses to fine-tune their engagement to make the good of their customer.

How can brands tell the difference between constructive criticism and a bad online attack, and how can they respond to both?

What are the most important elements of a good crisis management plan as it relates to ORM and what steps should organisations take to prepare for possible reputation issues?

What does social proof do to peoples' buying habits and how seriously can this reliance on recognition for brand legitimacy be taken?

What are the pros and cons of using ORM tools versus good old fashion human being reputation management?

## 5.8 References

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Digit a l M arketi ng and A dvert isi ng Practical Approach and Industry Practices Gaurav Sood

The Digital Marketing Handbook: Create Powerful, Integrated Digital Campaigns (Paperback) | Published: 25 Jan 2022 by: Simon Kingsnorth (Author) | Publisher: Kogan Page

Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing By Dave Chaffey,Pr Smith (Author)ROUTLEDGE (Publisher)

### Answers to Knowledge Check



#### *Knowledge Check 1*

1. B) It allows businesses to identify specific customer groups and advertise effectively
2. A) By setting specific goals to filter out unneeded information.



## 5.9 Case Study



### Online Reputation Management – The United Airlines Incident

Online reputation management (ORM) is a requirement for any business in the online age - as companies must invest time and effort into maintaining customer trust and messaging. In one stroke of bad luck, a company's name and profit sake can go viral within pages across social media. This case provides an example of a real-life situation involving United Airlines 2017 passenger removal incident, the storm that followed in social media and how United airlines tried to repair its image.

#### Background

In April 2017, one of the world's leading airlines, United Airlines had a major public relations nightmare when one of its passengers — Dr. David Dao — was assaulted before being thrown out of his seat on a overbooked United Airline flight by law enforcement personnel. Fellow passengers filmed the attack and it quickly went viral on social media, prompting worldwide outrage. The video featured Dr Dao being dragged off the flight, suffering injuries.

There was a widespread condemnation of the airline and millions denounced them on social media. The hashtag “#BoycottUnited” trended worldwide, and the company's stock shed nearly \$1 billion in market value. Crisis communicated that United's crisis management and lack of empathy, not to mention its reputation were up for grabs too.

Issue 1: Social Media Backlash and Bad PressCALLTYPEscandals make their biggest impact online. United Airlines drew international scorn in April 2017 after a video of a passenger, Dr. David Dao, being dragged off an overcrowded flight made the rounds on social media. The scandal drew widespread condemnation, making #BoycottUnited a trending hashtag, and did significant damage to the company's reputation. The airline's initial posture of defense only further fanned the flames of public outrage.

#### Solutions:

- Public apology and policy revision: CEO issued an apology, and the airline announced changes to its passenger removal and overbooking procedures to avoid this from happening.
- Training: All store employees participated in a conflict de-escalation workshop to help provide our customers with solutions without imposing physical force.
- Proactive Social Media Response: The airline increased its social media response operation, more aggressively responding to complaints.



## Problem Statement 2: Loss in the Brand and Financial Value as a Consequence of the Rejection Regarding ORM

United Airlines' stock shed nearly \$1 billion in value after the episode, and customer sentiment evaporated. Many of the passengers took their business to rival carriers and investors wondered about United's approach to crisis management.

### Solutions:

- **Restoring Customer Confidence:** The airline offered compensation for injured passengers and revised its compensation policy for overbooked flights.
- **Rebuilding the Brand:** United initiated ad campaigns focusing on customer service enhancements and passenger experience.
- **Investor Confidence -** A proactive approach by the airline to bring key stakeholders up to speed with new strategic changes for a stock making them feel less skittish.

### Reflective Questions

How does a company's reputation get enhanced or tarnished by social media and how do companies go about doing so before it happens?

How might United Airlines have responded differently when the incident first occurred in order to avoid an escalating crisis?

What are the lessons learned for corporations concerning crisis management and rebuilding reputation presented by this case?

### Conclusion

The United Airlines story is a tragic reminder of the power of bad press and the necessity for good ORM. The airline initially mishandled the crisis, making a bad situation worse. But through apologies, policy changes and engaging with customers, it was able to restore its reputation over time.

This is a reminder that organizations need to prioritize transparency, customer service and proactive reputation management in order to shield their brand at time of crisis. In today's digital age, one incident can make or break a company's reputation. Therefore, it is extremely important for businesses to have robust online reputation management strategies before, during and after any crisis.

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## Unit 6: Mobile Marketing and E-mail Marketing

### Learning Objectives

Students will be exposed to the importance of mobile marketing and advertising in reaching consumers through location-based and personalized efforts.

Students have an opportunity to leverage essential mobile marketing tools such as SMS, push messages and QR codes to increase engagement with customers.

Students will be introduced to key concepts of mobile marketing, including mobile app and voice search, as well as what metrics determine a successful campaign.

Students learn how to launch effective email marketing campaigns using audience segmentation, automation and personalized messaging.

### Content

6.0 Introductory Caselet

6.1 Mobile Marketing and Advertising

6.2 Mobile Marketing Toolkit

6.3 Mobile Marketing Features

6.4 Email Marketing

6.5 Summary

6.6 Key Terms

6.7 Descriptive Questions

6.8 References

6.9 Case Study

## 6.0 Introductory Caselet



### Driving Customer Engagement Through Mobile and Email Marketing”

FitLife have a marketing campaign as a fitness apparel brand and also to enhance customer interaction and sales, this was the idea that they suggested. Their great product made it challenging for them to get on market success in engaging with audience and converting leads into customers. Protecting Life realized that the marketing approach they had been using was not cutting it when it came to engaging its audience. A targeted, personalized approach was needed in order to better engage their customer base and drive repeat purchases to its website stores.

“

The solution To solve the problem, they put in place a two pronged digital marketing strategy – mobile marketing coordinated with email marketing.

FitLife's SMS campaigns consisted of discount promotions, unique recommendations and time-sensitive offers. The company used the get started guide to improve their site which in return simplified the checkout process on desktop for mobile and increased customer satisfaction.

FitLife Leveraged email marketing FitLife segmented audience based on what they bought in the past, the content they went through and used real-time data to send them personalized sales emails as well as cart-abandonment reminders and exercise tips.

When put in place by FitLife, these practices saw a 45% increase in customer engagement - and both conversion rate and customer retention climbed upwards by 30% and 25% respectively. Mobile and e-mail integration allowed for a smooth, integrated line of communication with the customer.

#### Critical Thinking Question

If FitLife had to choose between mobile and email marketing, with limited funding which would be examples that should this fitness industry specialize on. Take into account customer reach, engagement and ROI.



## 6.1 Mobile Marketing and Advertising

3.2 Mobile Marketing campaign Campaigns involve complex elements through different channels for reaching and interesting users. Several advanced methods add complexity to mobile marketing because of the role they play in engaging and interacting with users. Understanding mobile marketing goes beyond understanding that the activities of consumers have taken precedence over demography. The analysis focuses on user interactions with only minimal account of population compositions, but not demographics. How mobile marketing works Responsive automated content messaging is how mobile marketing wins, as behavior based analytics replaces traditional demographics targeting methods.

Companies this year use a range of mobile marketing channels: SMS text messages, MMS multimedia messages, push notifications that are alerts sent from an installed app --- and in-game or in-app ads and mobile websites -- for marketing purposes with QR code reader services. Location-based service and also proximity systems provide alerts based on nearness or proximity of users to some locations provided by a service provider. They target audiences based on behavior because they want to find the users who have a history of engaging with similar apps, driving installs for new products or surrounding app-types in the process.

Performance in mobile marketing would rely on the type of device because iPhone users have different responses compared to iPad tablets. Devices with higher resolution and larger displays are better suited to high-value visual advertising than smaller devices.

### Importance of Mobile Marketing

**Widened Coverage:** Companies can combine the power as well as advantages of Mobile Marketing from digital devices to reach out and engage more effectively with their customers. This process allows companies to gain end-to-end customer engagement by connecting with people wherever they are, thus building a presence in all aspects of their client's life.

**Targeted Targeting:** With mobile marketing, it's possible to be precise in terms of targeting your campaign as businesses can target their consumers groups. The mobile platform allows marketers to formulate precise marketing plans that reach their target audience segment at the right time and yield more value from marketing efforts.

**Better User Experience:** Mobile targeted advertising provides better user experience to your customers by exposing them to more customizable and user friendly options than that of the traditional advertisements and in combination with

interactive services. A thrilling interactive experience is contributing to customer satisfaction as well, as people enjoy commercial interactions and remember those with positive emotion which makes them engage more.

**Targeted Geo-Marketing:** Target users in specific geographical areas with location based targeting system, offering businesses easy to use marketing campaigns. The users' behaviour and the location (geographical) based analysis allow businesses to develop personalized marketing strategies leading to enhancement of marketing strategy effectiveness.

**Agile Performance Optimization:** Companies straightaway enhance their strategies' performance through Mobile Marketing as this technique works directly on the user data and feedback, thus making changes in real time. The



flexibility aspect assists organizations to keep their agility by offering them a means to avoid and manage effectively the shifts that take place in the digital space.

## 6.1.2 Types of Mobile Marketing

1. **Responsive Mobile Web Pages:** Programming mechanisms design web to mobile pages, making them automatically adjusted on the smaller displays of smartphones and tablets. This optimization makes changes to both content and layout to serve users who are viewing screens in a variety of device sizes, so they can comfortably navigate them.
2. **Interactive Mobile Apps :** Special purpose mobile apps are applications software designed to work (run) on smartphones, tablets or another type of hand-held mobile device. User convenience is enhanced with mobile apps that provide engaging purchasing experiences, tailor-made notifications and enhance customer loyalty through directly accessing product information. Businesses are creating mobile apps to engage in personalized dynamic interactions with their clients.
3. **Social Commerce –** Mobile commerce activities embedded in social media applications can show products directly to users ready for purchase. The system use the famous social network platform to drive sales and make an interactive reception with customers.
4. **Direct SMS Marketing:** Today's mobile marketing delivery of deals and promotions to your customer smartphone, direct to their mobile phone - the optimal direct message system that brings lively traffic to your store. Proprietary Strategy, whether you're a start-up or an established business. It is a quick medium for rapidst perception and feedback of users.
5. **AI-Powered Chatbots:** These machines offer artificial communication to users using messaging interfaces. Due to their query-solving capabilities and support tools Given that the user satisfaction is higher, resulting in shorter interactions between users and application.
6. **Augmented Reality:** Mobile users are able to leverage AR technology which is applied with their camera placed on the device, adding virtual elements to their real environment. The commercial application of augmented reality results in
7. **immersive experiences with tools like virtual try-on and virtual learning environments** designed to connect users with new forms of engagement.
8. **Location Specific Marketing:** Retail business can target customers based on their location using wireless beacon detection and mobile tracking marker. Companies use location based alerts to target advertising and promotions towards the users, when these individuals are approaching pre-determined areas with a view to increasing advertising effectiveness.



9. **Perfect Social Media Marketing** Using social media sites companies have powerful tools that can link and share alongside advertising as they grow customer relationships. Mobile social media marketing enables businesses to create their own content presentations and use them in various mobile functions such as stories, posts, etc. to reach a new audience of customers.
10. **In-Game Advertising:** Ads in mobile video games are able to effectively target gamers who are engaged with the game since users cannot avoid watching the ads. Mobile advertising comes in several formats, such as banner ads and video ads, not to mention sponsored items that fit seamlessly with game play to produce some unique marketing opportunities for businesses.
11. **Interactive Mobile Video Ads:** Interactive mobile video ads engage individuals, as the advertising appears in social media and website and app domains where people have higher levels of interaction with video content on their phones. As such, the consumer may be provided with products and services that are aesthetically enhanced as well as advertising.
12. **Mobile Wallet Marketing:** These utilize digital wallets enabled by Apple Pay, Google Pay, etc to share loyalty cards and coupons/promotions while also offering payment capabilities directly on the cell phones. With this method businesses are able to engage with customers at every stage of the purchasing process.
13. **Bluetooth Proximity Advertising:** Using a Bluetooth platform businesses connect with passing users and provide offers on communication devices or wireless signal generators. Location-based relevant content is delivered by means of a distribution mechanism to users.
14. **Optimization for Voice Search** More and more devices are becoming voice activated, and businesses should also consider voice search optimization. Voice Search Optimization involves doing the content and keyword editing as voice search device compatible for search exposure.
15. **In-App Advertisements:** Apps facilitate in-app advertisements that could be presented within the app interface as banners and native/video ads with-in applications. The approach maximizes the active users and that is where marketers will have better chances of reaching a relevant audience.

### Did You Know?



- Gaming apps are the main reason behind mobile device users spending 80 percent of their time on applications.
- Users view approximately 70 percent more online web pages through tablets than through smartphones.
- The conversion rate for retail purchases reaches 2.2% on tablets which exceeds the 0.7% conversion rate on smartphones although retail purchases through traditional PCs maintain their highest conversion rate at 3.3%

## 6.1.3 Advantages of Mobile Marketing

**Increasing Audience Base:** Mobile Marketing allows the Organizations to have a constant communication with the broader audience as people actively use phones in their daily life. The wide reach allows companies to engage with a diverse population of consumers and increase brand exposure and awareness.

**Lead Gen & Consumer Growth:** Companies that apply mobile marketing to champion their products and services can generate more leads to grow the number of potential consumers. The business customers mobile marketing tactics provide them the opportunity to acquire prospects that may lead into permanent leads, which can become not only customers but also long-term partnerships.

**Sales Boost:** Mobile marketing strategies boost sales as they create the means for personalized purchasing options provided to consumers. Businesses are experiencing increasing sales through mobile marketing, as the convenience and personalization of m-commerce plays a big role in lifting sales performance.

**Reasonably Priced Marketing:** With mobile marketing companies can obtain that significant return on investment (ROI) by targeting the type of customer that was just not available with traditional marketing methods for less money. The more efficient in marketing a start-up business is the greater the financial gain as it allows them to mobilise their resources efficiently.

**Personalised user engagement:** Mobile marketing systems help enterprises to deliver customised market content based on the user preferences, behaviour and location. The approach creates novel associations between companies and consumers to create personalized experiences for all customers.



Fig 6.1: Advantages of Mobile Marketing

#### 6.1.4 Disadvantages of Mobile Marketing

**Security and Privacy of Users' Data:** The data being handled via mobile marketing is a privacy concern; therefore the population requires to have clear mechanism within effective information security infrastructure in order to survive. User data requires adequate attention by the companies which populate this environment a first step for creating trust relationships with their clients.

**Solving the Problem of Spam:** In mobile marketing, one has to tackle the problem of spam by taking control over unwanted intruding actions that users are forced to take notice for a short period. Hybrid of spam prevention systems allows wireless service providers users to experience acceptable levels of mobile marketing in receiving phraseology for their mobile advertisements.

**Working With Creative Constraints:** Great mobile content creation is about overcoming a constraint, as it must deal with not being seen or used in large screen sizes. New user interface approaches are key to paving the way across this mobile interface gap and creating effective mobile engagement platforms.

**Budgeting for App Development** Creating mobile apps is financially demanding and even more so if you run a small business or have budget limitations. Any business interested in navigating this obstacle must be thinking strategically about their budget and evaluating economic solution options.

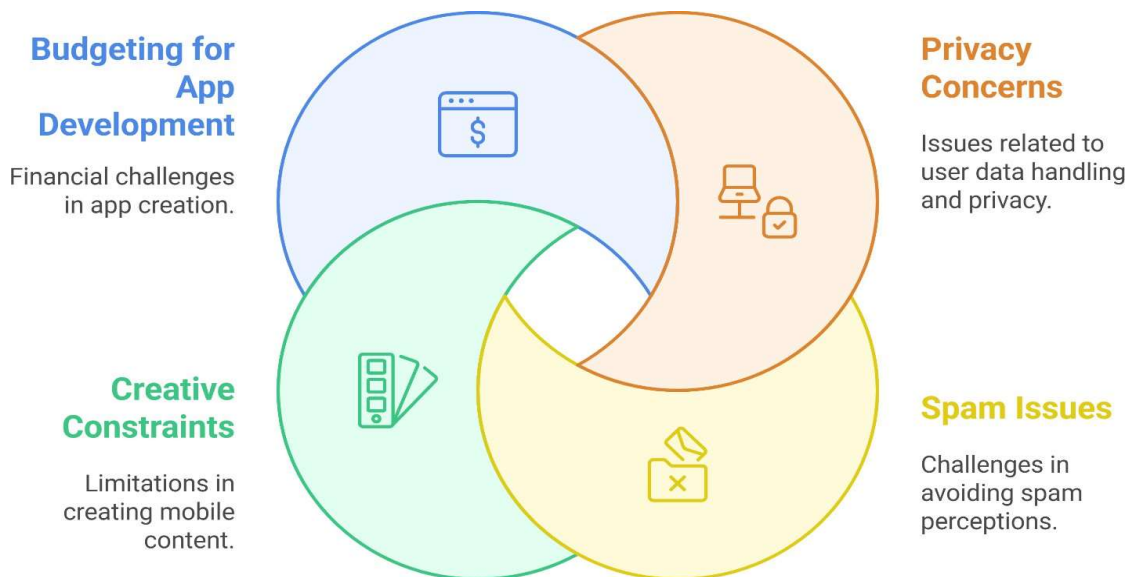


Fig 6.2: Disadvantages of Mobile Marketing

### 6.1.5 Steps to Begin Mobile Marketing

**Know your audience:** The main step of any mobile marketing campaign should be identifying who your key audience is? Learn all the demographic traits and behavior along with preferences of your audience. The first essential stage allows the effective adaptation of mobile marketing strategies to satisfy customer needs and expectations.

**Selective with Mobile Tactics** You will want to select a mobile marketing strategy that works the best for your overall business objectives and communicates directly with your identified target market. SMS marketing along with mobile apps plus in-app ads and location based advertising are also potential mobile techniques used by companies.

**How to Develop an Opt-In Database for SMS Campaigns:** Developing the opt-in database is the fundamental step in successfully executing the SMS marketing campaigns. Give your visitors the option to subscribe via SMS Text Messaging

voluntarily in developing relations of free agreement. You know that these messages are coming to a real audience because Hashtag Marketing follows industry regulation.

**Make Website Mobile Responsive:** From a responsive design, to easy-to-use navigation and scalability that offers fast loading times, mobile users will expect nothing but the best. A mobile-friendly website allows users to access



information easily while providing all services seamless.

**Investigating Native Ads for Integration:** A native ad fits in so naturally with the content of platform, that user can't tell it apart. From the users' standpoint, though, native ads are a natural-seeming and non-intrusive way to advertise. With natural flow mechanics built into the platform, there are greater odds in winning audience attention and retention.

**Engage with QR Codes:** Incorporating QR codes strategically within your marketing efforts can increase user engagement. QR codes help viewers interact with their content and learn more about the business. The element you have selected to interact with adds a greater depth to your marketing assignments so users will be both more intrigued and curious.

**Keep Track and Adjust with Analytics:** Utilize quality analytics tools to monitor your mobile marketing's performance. You need to keep an eye on your campaign data results to track the pulse of how things are working. Your actions should be based on the feedback collected by data to get a better and continuous performance.



Fig 6.3: Steps to Begin Mobile Marketing



### *Examples of Mobile Marketing*

#### IKEA's Interactive Mobile Initiatives

What a mobile approach at IKEA helps to do is build forward-thinking, customer-driven initiatives around its interactive efforts. Comment Using augmented reality technology, IKEA allows customers to virtually see how furniture products would look at home before purchasing. The additional mobile marketing effort increases customers' satisfaction as it delivers the retail advancement brought about by digital marketing packages.

#### Burger King's Mobile Outreach

Mobile marketing enables Burger King to create efficient customer relations through mobile applications and raises awareness of their products as well as achieving sales of available items. "Digital continues to evolve and we continue seeing digital evolving with it," said Burger KingIt's that speed of how digital is changing.

#### Swiggy's Mobile Engagement

It follows such strong mobile marketing practices to keep the users engaged and delivering food on your doorstep. For acquiring its users, Swiggy leverages mobile platforms by applying customised measures for advertising their system and building customer loyalty.

### 6.1.6 Mobile Advertising

Mobile advertising is a type of advertising that appears on mobile devices such as smart phones, tablets or e-readers. Mobile Advertising is any type of advertising that appears on mobile devices such as smart phones and tablets using a form of advertisement that enables the user to take action.

Potential for textual promotions with the display of web banners and interface advertising when applications and games are downloaded; provision is available. These methods are just a few of the types of mobile promotion that can be utilized. Their marketing goal is to maintain consumer engagement via different update strategies.

We see mobile ads all the time in our daily lives, occasionally in small font undetailed print or glaringly loud. The mobile ads pool includes Instagrams Story Ads which pop up in the middle of your story connections along with



Including Facebook text and image ads, Carousel Ads as well as Carousel formats from Snapchat Filters and Ads and YouTube video ads to in-game ad inventory, between-video slots and app & website mobile advertising content.

### 6.1.7 Types of Mobile Advertising

Each model of mobile advertising is characterized by its own platforms, formats, and strategies. Here are the forms of mobile advertising: Mobile Video Advertising

Video marketing is one of the fastest-growing industries because it has extremely high conversion rates for products or services. Where are mobile video ads shown Advertising campaigns can serve on mobile apps, websites, ecommerce stores, and social media.

In case you did not know, videos are a proper means for ads in its own right already but when you share that video on your mobile phone what are we saying, free advertisement and this is how it multiplies; one share gets added. The other bonus is, unlike TV, mobile ads can become interactive to the viewer.

#### Banner Advertising

A banner ad is a long, horizontal image placed at the top or bottom of a webpage, designed to give you exposure and, once clicked on the banner ad, go to your website. MOST of these banners are highly utilized in that people see them and get some type of brand sense in their minds by a single image.

These ads of course are connected to a website of the brand and every time somebody clicks on such an add they get.

redirected to the featured product or article.

#### Pop-ups

Advertisers use pop-ups to have windows appear over the top of content on a site. Those that work best for optimizing conversion rates and growing your email list.

#### Native Advertisements

Those are ads intended to blend into the environment or app in which they appear. They don't want to be filtered or ad-blocked. They're frequently found on social media, disguised as posts that look like anything else in a user's feed.

#### Interstitial Advertisements

The interstitial ads are ones that appear during a transition from one application to another and typically on the full-screen of a hand-held computer. Transition points may include pauses in loading pages, breaks between game



## Location Advertising

Location advertising or geotargeting is wherein ads are delivered to people arriving at certain areas with messaging that was already personalized. In essence, the message might involve dispatching targeted advertisements to get users passing by a store are aware of a sale in close proximity with an opportunity for a grand opening special within, say days in a given region while potentially appending custom verbiage based on the weather, whereabouts, and behavior of user.

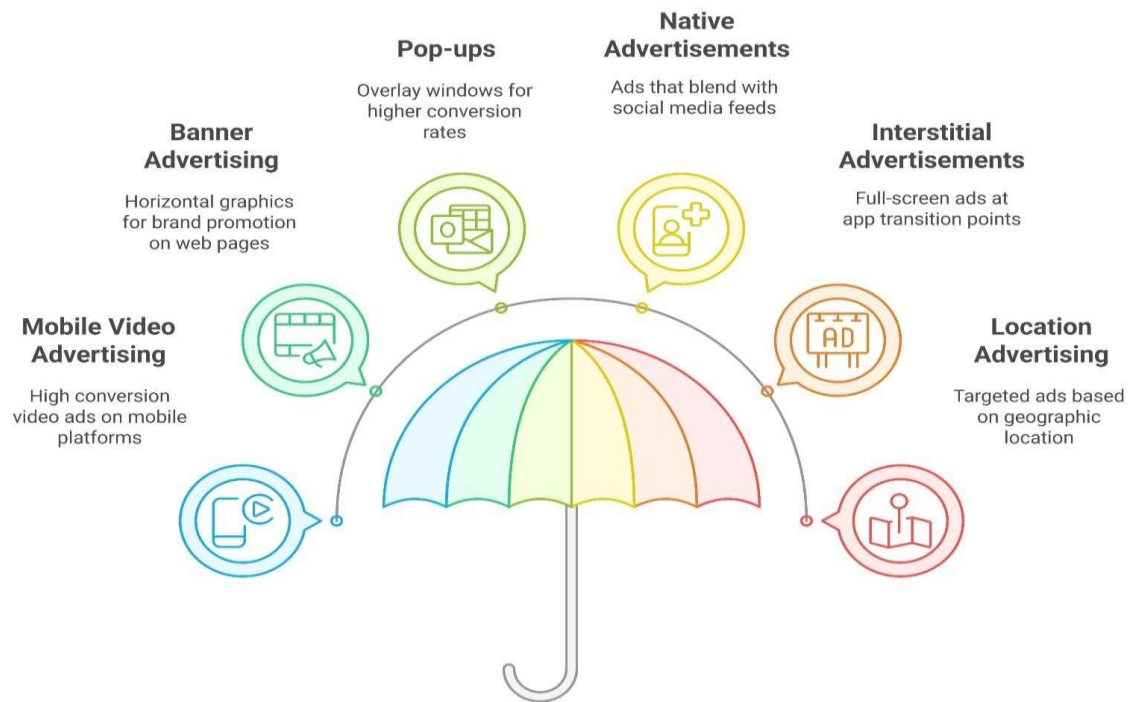


Fig 6.4: Types of Mobile Advertising



### *Examples of Mobile Advertising*

#### Snickers:

Snickers and Spotify joined forces to share an ad with people listening to music that wasn't normally their beat. Encouraging consumers to reach for Snickers when they're hungry inspired the "You're Not You When You're Hungry" audio campaign. Snickers found people who were listening to music that they didn't normally listen to by analyzing Spotify's user data.

If they played an out-of-the-ordinary track, Snickers would deliver their audio message paired with a link to their branded playlist, "The Hunger List." Unique music ads were generated for every listener, based on their favourite styles.

The brand's mobile campaign even elicited positive social media mentions and conversations around new streaming service advertising options.

#### Pond's

The popular beauty brand Pond's wanted to promote its new line of face washes for acne in Indonesia. It was also necessary for Pond's to cultivate a unique and innovative ad campaign, as the market had become increasingly saturated with brands and products at this point.

They managed this by creating the world's first face-detection AR ad. To hawk its skin care product, the advertisement employed the forward-facing cameras on people's phones to digitally scan their faces and detect what parts of them were likely to develop acne.

A total of more than 39,000 participated with their AR technology with an average engagement time of 39 seconds.

#### Duolingo

Every April Fool's, the world's most loved language learners try to outdo themselves with some of the best online jokes around.

In 2019, Duolingo released a multichannel mobile campaign called Duolingo Push on YouTube, Twitter, Facebook and Instagram.

The green owl mascot of Duolingo, Duo, greets users with a message to practice their language skills every day on its website. Duo is now the fodder of internet memes as well as amusing remarks about the guilt felt by users when they have let the little owl down because they missed a practice.

These internet exchanges inspired Duo to start "real life" reminder services whereby Duo would show up at your door step and remind you to get some language practice in.

They put up a landing page with its own URL for the campaign, a quick video of Duo telling users to get their lessons done in person, and preview social media posts.

This Duolingo Push campaign became a viral sensation, garnering 5.6 million video views across all platforms and million total impressions.



## Netflix

Netflix rolled out its first-ever mobile video ad for season three of its hot series, Black Mirror. The brand made a storm online by making the phone of the mobile user look & feel like it had experienced a real broken screen accompanied by a creepy message.

The ad left people feeling as though they were in an episode of Black Mirror and was picked on by the media for being so unique. The mobile campaign ***"ended with over 1 million posts regarding the series, 30 times more discussion than season two."***

### Did You Know?



- 54% of all website traffic is generated from mobile phones.
- 61% of consumers say they are more likely to purchase from mobile-friendly sites
- 530 million mobile ad-block users and 290 million desktop ad-block users exist worldwide

## 6.2 Mobile Marketing Toolkit

### Google Ads (AdWords)

Google Ads is a powerful way for businesses to advertise on Google Search, YouTube and millions of other publisher sites. From location targeting, app promotion ads, and audience

segmentation, it can target users well on their mobiles too. Advertisers can optimize for clicks, impressions and conversions with AI-powered recommendations for better results.

Example: A fitness app serves Google Ads driving to an app install campaign that targets people searching for a workout plan on mobile.

### Facebook Ads (Meta Ads Manager)

Facebook Ads provides mobile marketing services on the platform like Facebook, Instagram and Messenger. It proposes advanced audience targeting by demographics, interests or through behavioural segmentation. The platform supports mobile-optimised ad formats like Stories, along with carousel ads and instant experiences to promote engagement. With instantaneous analysis, companies can track conversions and retarget ads.

Example: A fashion house trends Instagram Story ads for its new collection with "Swipe Up" to e-store link.

### App Store Optimization (ASO) Tools

ASO tools help mobile marketers improve the visibility of their app in app stores by analyzing keywords, app competitor rankings and conversion rates. These are very useful to analyze how to improve your app



metadata (title, description, screenshots) and get more organic downloads. Performance tracking & A/B testing enables continual iteration toward higher rankings.

Case study: A mobile game business optimizes its game title and description in AppTweak and experiences a 20% uplift in downloads.

SMS Marketing Software and Services (such as Twilio, EZ Texting etc.)

Share coupon code With SMS marketing businesses approaches to mobile customers directly and offers them special promotions, discounts, gifts and others. Apps allow automatic marketing, bidirectional conversation and tracking to measure engagement. The opening rates in SMS are incredibly high, and you can integrate SMS with your CRM solutions to ensure that messages are personalized according to the behavior of your customer.

Example: A restaurant sends a limited-time coupon code via text to customers who opt in for text promotions.

OneSignal and Firebase Cloud Messaging - Push Notification Services

Push messages are great for businesses to re-activate their mobile users through individual communication, updates or alerts. They feature segmentation, automation and A/B testing to help get the most of those conversions. These open rates and conversions may be an important measurement for marketers to test messaging tactics to improve user retention.

Use case: A travel app sends notifications for flight deals aligned with a user's recent search history.

Tools of Mobile Analytics Tools (Google Analytics etc.)

Mobile analytics platforms track app usage, user behaviour and conversion rates to help businesses make data-informed decisions. They provide visibility into retention, session time and how users are engaging with content or functionality. The real-time data and the user segmentation could be used by companies to improve marketing campaigns.

Example: An ecommerce app uses Mixpanel to track cart abandonment rate and improve checkout flow to increase conversions.

Mobile Email Marketing Software (e.g., Mailchimp, Sendinblue)

This mobile email marketing software enables businesses to create responsive looking emails that look great on a phone. And if you want to upgrade your engagement, it offers automated workflows, A/B testing and personalization. Marketers can track open rates, click-through rates and conversions to further improve email strategies for better engagement.

Example: A subscription company sends unique renewal reminder emails to customers in Mailchimp.

Platforms for Mobile-Based Influencer Marketing (e.g., AspireIQ, Heepsy)

On-demand influencer marketing platforms offer brands the opportunity to connect with social media users (its influencers) to promote products and services on their mobile device. Our platforms provide search filtering and campaign management and in-depth performance tracking to ensure influencer partnerships based on ROI.

Examples of user-generated content and other forms of social proof that businesses can leverage to build trust.



**Example:** A cosmetics company partners with Instagram influencers via AspireIQ to promote new skincare products using Instagram Reels.

Implementation of QR Code Marketing Tools Using (e.g., Beaconstac, QR Code Generator)

QR codes provide frictionless way to reach mobile users and connect them with websites, app downloads, promotions or contactless payment terminals. They allow businesses to create customised QR codes, track scans and gauge engagement from users. They are commonly used in online-to-offline marketing campaigns to direct users from one media to the other.

**Example:** A shop places QR codes on packaging that link users to instructional videos and promotions.

*Geofencing and Location-Based Marketing Solutions (e.g., GroundTruth, Radar)*

Geofencing solutions leverage GPS, Wi-Fi, and cellular location data to trigger location-based ads and notifications. Companies can prompt users to take action when they arrive at particular locations, including stores or event spaces. These solutions drive foot traffic, increase personalization, and enhance customer interaction.

**Example:** A coffee shop sends a mobile user a discount alert when they are near the store, inviting them to visit.

### Knowledge Check 1



Choose the correct option:

1. Which mobile marketing platform is best suited for running ad campaigns on Google Search, YouTube, and other publisher websites?
  - A) Facebook Ads
  - B) Google Ads
  - C) Mobile Email Marketing
2. Which mobile marketing tool enhances an app's visibility in app stores by optimizing metadata like title, description, and keywords?
  - A) App Store Optimization (ASO) Tools
  - B) Push Notification Services
  - C) SMS Marketing Platforms
3. Which marketing solution uses GPS and location data to send targeted ads and notifications to mobile users when they visit specific places?
  - A) Geofencing and Location-Based Marketing
  - B) Mobile Analytics Tools
  - C) QR Code Marketing Tools



## 6.3 Mobile Marketing Features

When it comes to mobile app marketing, a growing variety of innovative approaches now allow brands to take advantage of various features within mobile devices in order to drive engagement, improve the user experience and increase sales. The various attributes of mobile marketing are as follows:

### App-Based Marketing

The great thing is that thanks to mobile marketing, you can put your ads in mobile apps so that they get into contact with users. This includes in-app advertisements, native content and application-specific offers. Firms can also customize their own apps to offer services, loyalty programs and personalized experiences. Ad networks, such as Google AdMob, help businesses to display targeted ads in third-party apps. Appvertising, or app-based advertising, works incredibly well as it meets the user in a place that they are already incentivized to be.

### Push Notifications

If you're a mobile user, push notifications receive live message alerts even if the app is closed. Enterprises push compatible content (e.g. promotional deals, recommendations based on behaviour, service update and alert reminders) to the users through notifications. Contemporary push notification solutions leverage AI and automation to ensure that when you reach out, you do so at a time your users would respond the best. Moreover, rich push notifications include images as well as videos combined with clickable buttons to enhance user engagement. Internet technology is commonly employed by e-commerce and travel service companies as well as entertainment service providers to enhance their customer relationships and retention.

### Location-Based Marketing

Position-based marketing efforts leverage GPS and Wi-Fi, Bluetooth to provide location prompted offers to users. Heading that way Geofencing allows businesses to send a targeted message along with an accompanying ad when consumers arrive at certain locations - such as retail stores or venue spaces. With the integration of beacons in proximity marketing solutions, brands can send most relevant messages and content to consumers present nearby. Three such operations, which benefit by the use of location-based marketing include location-based promotions service, physical store-visit experience and traffic to physical locations. For instance, groups able to track customer locations are able see movement patterns and adjust strategy accordingly.

### SMS and MMS Marketing

By adopting SMS and MMS marketing channels, companies can transmit text messages to customers. SMS marketing tactics are used primarily for transactional messaging and notification types as well as customer reminders, flash sales, time sensitive notifications (such as an appointment reminder) and more. With MMS, text-based marketing has evolved through the addition of visual elements like images and video to make more engaging messages. When it comes to these marketing initiatives, some advertisers are seeing fantastic open rates and even faster response times for their time-sensitive offers which can be sent out in real-time. Personalized messaging of



this kind can be provided by automated services which send targeted user specific messages according to demographic profiles, transaction records and interaction activities.

#### Mobile-Optimized Email Marketing

Mobile and Tablet Users Both Tablets and Smartphones need a mobile optimised email to be delivered the best experience for the user. Mobile-friendly email contains responsive layout as well as tight subject lines and big click buttons that are also tappable. With personalization and automation, businesses can send tailor-made emails based on what users are doing and not just their preferences but also the products purchased. With AMP (Accelerated Mobile Pages) add-ons subscribers can view content directly in the inbox by completing their interactive action such as form fills or catalogue flips. Tactically better Email Marketing asset an organization to execute precision based lead nurturing and conversion lead generation opportunity along with having the healthiest customer interrelations.

#### Mobile Advertising and Social Media promotion

Some kinds of mobile ad are used exclusively for mobile users including the display, video, native and interactive ad. The mobile-first ad services of Facebook, Instagram, TikTok and Snapchat provide their customers with detailed targeting options. The interactions of mobile users increase with business use of Instagram Stories, bundled together with YouTube Shorts and TikTok ad immersion. There are even programming ads that use artificial intelligence techniques to improve existing ones which run automatically. Social media activity via mobiles has expanded to the point where brands can connect with a wide range of groups through precisely targeted ad placement.



### Voice Search Optimization

Source We use voice to search for businesses Probably to no one's surprise, business will have to begin optimizing content for voice search as more and more people are using Siri/Google Assistant/Alexa. The optimization involves a mix of natural language keywords and structured Q&A content, along with local SEO strategies for voice query. Because voice search results value quick and direct answers, businesses' mobile content should be succinct and informative. Voice search optimization will mean that brands can continue to appear in search results, but also make more of an impact on mobile for users who are searching without the use of their hands.

### QR Code Marketing

Marketers can use QR codes to easily link what they do in offline marketing and their online interaction with their target audience. Businesses deploy QR codes on print advertisements, product packaging, business cards and in-store displays to direct mobile users to websites or app downloads or special promotions or contactless payment pages. Marketers can track scan activity, age of users and click-through rates amongst numerous other information which is vital to their marketing campaign. As more and more smartphone cameras now come equipped with qr code readers, encouraging people to scan offers brands a great way of boosting engagement and conversions.

### M-Commerce and Mobile Payment Integration


M-commerce allows users to shop and purchase items from their mobile devices. Businesses also have to make sure that their websites and apps are primed for quick and secure mobile transacting. Easier and more secure integration: Add features such as one-click buying, digital money (Apple Pay or Google Pay ) wallets, and fingerprint identification. Smartphone payments that are NFC-enabled, meanwhile, could help ease both online and offline transactions. The faster the world of mobile business develops, the more companies need to be aware that adding flexible pay functionality is a must-have for realizing the full sales potential.


### Augmented Reality (AR) and Interactivity

Augmented Reality (AR) AR is stepping into mobile marketing with personal and highly interactive experiences for consumers. Businesses use AR for virtual try-on, interactive product demonstrations, and visualizing products in 3D before buying. Fashion, home decoration, and car sellers use AR to give customers an opportunity to try before they buy. AR apps and social media filters Other applications and Social media filters also provide

interactive branded experiences that invite user engagement and content sharing. This aspect boosts customer interaction, brand remembrance, and conversion rates.

Digital Read






**Scan the QR Code to Read!**  
Gibbons, M. (n.d.). *What is mobile marketing? Everything you need to know.* WebFX


## 6.4 Email Marketing

The digital marketing uses electronic mail, which is popular since it help organizations to promote their products and services to existing customers or consumers. Emails are there to drive sales, not exchange pleasantries. Email marketing businesses have created campaigns in email targeted to subscriber groups by design. It is the business's promotional offers on product updates that they send only to purchasing/subscription customers. It's a simple matter for the company to acquire new list subscribers who are interested in their product line, and grow that subscriber base.

EFFECT Subject lines and content reflecting what the recipients care about represent the baseline for any email campaign. The communication path contains 'click' buttons, which guide you towards your next decision. Trust in the business is built up by ongoing conversation and communication with its subscriber base. Email metrics to measure success of a campaign are open rates and link click-through rates as well as conversion rates for specific outcomes such as purchase. By monitoring analytics in e-mail marketing companies create more optimizations along with lists segments. Email produces meaningful customer connection through proper use and following best practices leading to increased engagement and sales.

Digital Read





**Scan the QR Code to Read!**  
Coursera Staff. (2023, November 29). *What is email marketing? And how to do it.* Coursera.



## 6.4.1 Types of Email Marketing

### Promotional Emails

Sales promotion activities with aim to stimulate purchase and sales are the fundamental content of advertisement emails, including special offers, new products, commercial information or other kinds of trade relations. Think coupon emails, sale announcement emails, or new product launch emails. The emails market all active business deals at the time.

Example: Amazon uses a promotional email marketing on prime day and black friday where amazon provides exclusive offers (discount) on some type of product like electronics and fashion wear or home. As a result sales increases.

### Newsletters

You have a newsletter that serves as an automated email-delivery mechanism, delivering new content including news articles and company announcements and blog summaries plus tips and resources sent out to all of your subscribers. They want to focus on customer engagement as opposed to trying to shove product down people's throats.

Case in point: The HubSpot company sends out weekly informational e-newsletters that talk about things happening in the space and include some marketing advice or blog posts highlights as an engagement benefit, steering clear of any mention of their product.

### Welcome Emails

Welcome emails are the most important sent universally. The Head over Heels first person subscribers will relate to the subscribers via email setting the relationship tone with the subscriber. A well-conceived welcome email And those are also the ones that you should send with an autoresponder to set expectations for your audience.

Here is an example: Netflix's first welcome email introduces new users through navigation of their account, while showing personalized recommendations.

### Cart Abandonment Emails



Abandoned cart emails are reminders to users who left something in their shopping cart but didn't buy it. The transactional emails recover lost sales by prompting customers who have already added products to their shopping baskets.

Example: Nike uses cart abandonment emails to show off tennis shoes they have put into their cart and to offer free shipping or limited-time discount offers of anything in order to encourage cart checking.

### Customer Re-engagement Emails

The Email, Targeted The targeted e-mail message is created for subscribers who were inactive to animate them back — hopefully with new purchases in mind. The mailing tactics refer to the issuance of markdown coupons as well as exposure to new releases and novelty items.

Example: Duolingo's tone is friendly in its drop-in messages to inactive users that say things like "We miss you!" The email reveals users their progress data to motivate them towards further learning.

### Onboarding Drip Campaigns

The drip campaign mails orientation information to new subscribers in weeks one, four and six. Onboarding series which contains regarding FAQ, product tutorials and sizing chart as well as for user community and benefits to get started with the software.

Example: Canva sends a series of educational emails showcasing how their design tool works, recommending templates that help users to create professional looking graphics.

### Holiday or Event Emails

The emails leverage moments like major events and cultural holidays to convey fitting messages. For instance, the Independence Day Sales emails, Mother's Day gift idea email or event promotion emails surrounding music fest and industry tradeshow. They tie into seasonal moments.

Illustration: Starbucks, on the other hand, emails about fall and holiday with corresponding seasonal drink offers (think Pumpkin Spice Latte in the fall and Peppermint Mocha for holiday) to motivate people into their stores.

### Ratings and Reviews Emails



The post-purchase requests meet the need of getting customer star ratings and product reviews. Receipt of feedback will enable businesses to gauge satisfaction levels of their customers so that they can improve the quality of their goods. Review emails are effective as they want to express their opinion.

Example: After buying something on Amazon, the company sends request review emails that benefits both customers who need information about the product and products are made more credible via feedback.

## 6.4.2 Process of Email Marketing

### Defining the Target Audience

It's not simply that brands start any email marketing strategy by defining their target segment. Companies should create customer personas by defining detailed depictions of their ideal clients. 3) Businesses want to have access to all available customer information which can not only include location in addition to demographic data like age, gender and income numbers but also employment details and online activity records. Targeted content can be created provided that you segment your audience into people who behave similarly.

For example: - A fitness apparel e-commerce brand segments into gym-goers, yoga doers and runners to serve interest-based recommendations and promotions.

### Establishing Clear Goals

Business professionals must have specific marketing goals for every email marketing campaign they embark upon. Here businesses need to decide their primary campaign goal in terms of traffic growth, leads generated, sales generated, customer engagement and brand authority. The management selects specific KPIs in order for the business to have an effective measurement of success. The task is to measure open rates plus click-to-opens plus conversion and revenue development with the same number of new subscribers added.

Example: A software developer desires increase in their volume of people using a trial of their software by 20% and they intend to do this via a focus on Email marketing. Their firm measures the metrics of email sign-ups, as well as trial activations to gauge campaign success and make strategic refinements to other marketing efforts in the rounds ahead.

### Creating an Email List

An e-commerce needs an email list that helps in reaching its audience. Companies generate emails by adding website and blog opt-in forms, using social media promotions, doing lead-generation at events and through their strategic alliances. Businesses should dedicate efforts

to a focus on generating subscribers as part of their target market rather than buying email lists (which are notorious for turning into inactive spam complaints).

For example, the digital marketing agency offers its content marketing strategies e-book to anyone who signs up for an email newsletter subscription. In other words, the leads that come through the agency are genuinely interested in scenery. What does my subscription get me? Your monthly payment to ScoutScan directly funds Photo Wizards development. So it's simple: we need you and you can support our growth by going Pro. Yes. It's an



offloading problem: clients see ultra branded emails with 35 links and skim text ahead – resulting pretty bad response rates anyways.

### Choosing the right kind of email campaign

To accomplish the marketing objectives, companies must choose a suitable email campaign. Email marketing encompasses advertisements, promotional content, sending out sales or campaign follow-ups and reactivation campaigns and can be utilized in various forms depending on the type of year \_seasonal advertising. Lining up marketing objectives and email communication schedules is one of the aspects to consider when you're creating a well-managed campaign calendar.

Example: A travel agency launches its summer holiday campaign with teaser messages that feature bite-sized package deals to stimulate follow up alerts to drive bookings during the sale time frame.

### Scheduling and Automating

Creation of email schedules preserves subscription frequency and prevents bombarding subscribers with too many emails. Companies must determine email frequency by testing customer engagement behavior and preferences. Auto email series create valuable content for your subscribers straight after they subscribe, and re-engagement messages for folks that haven't opened an email in a long time.

Example: An educational website automatically sends welcome emails to new users, staggered over a series of weeks, that highlight main capabilities and assist with learning recommendations.

### Measuring and Analysing Results

Email campaign performance is hinged on understanding critical metrics for improvement. Businesses email systems can be integrated with Google Analytics so that their on-demand reporting can identify the success of, or perceived interest in, email campaigns through visitor readings and subscriber behavior - to see how long the visit was, what could be seen, if the visitor entered your site twice.

Example: Shop- the online fashion retailer monitors subject line performance by examining open rate and click through rate data. The limited-time offer in email subject lines provides stronger subscriber

than typical product-related emails so this sense of urgency should be included in future marketing efforts.

## 6.4.3 Benefits of Email Marketing

### Boosted Brand Awareness

With the use of email marketing, businesses manage to build brand visibility because they have regular interaction with their audience. Structured email campaigns help companies showcase their brand value in order to keep consumers informed and remember that they have products. Organizations are winning in the digital marketplace because they deliver relevant content that resonates with their subscribers, and they know how to compete for consumer screen-time in an increasingly crowded online world.

### Cost-Effective Reach



Email marketing continues to be amongst the cheapest digital marketing campaign methods that provide better returns on investment when compared with traditional leaflet advertising and mail approaches. Thanks to the tools offered by email service providers, companies can grow their marketing activities without considerable additional costs. Even if the number of subscribers is out to a big subscriber's list, with little spending, businesses can target them.

### Driving Website Traffic

Email follows it out, guiding subscribers to the relevant pages on the company's website when they show interest in the content. Firms enjoy greater engagement when they include compelling CTAs driving recipients to product pages and blog content, and special offers that are time-sensitive. Smart email content with strategic links gets people to click on links when you can send them exploring your website and another increment of traffic for the metrics, which will result in higher sales.

### Lead Generation

Businesses use email marketing as a way of generating leads, which is the process that they make people aware of their company and its products. For example, businesses can update the details of a new product(s) that they will be launching soon or offer coupons for discounts. You have to offer a valuable reward (whitepapers, eBooks and free trial or webinar memberships) in exchange for key contact information from potential customers. This method leads to higher conversion for businesses as it provides them with a proven way of identifying motivated buyers and thereafter keeping the communication channels open.

### Enhanced Customer Retention

Email marketing is an effective tool for a business to retain its first-time buyers and keep them as customers for further purchase. Businesses retain customer satisfaction by mixing customized content in with sales reports that are accompanied with proprietary reward systems and special offers. Regular tracking of customers via emails will finally encourage brand loyalty that extends the purchase cycles for businesses to attain higher return behaviour by the customer.

### Sales Growth

Email campaigns generate immediate sales with strong call-to-action elements that drive users to conversion. Any bulk message that links to a site with commerce, as well as any email announcement or newsletters with notices of new products and offers can work to drive readers to perform desired actions. Businesses succeed with better conversion results which lead to higher revenue levels when they segment their marketing properly by strategy, as they can do through automated systems that are personalized.

## 6.4.4 Drawbacks of Email Marketing

### Difficulty in Reaching Subscriber Inboxes

Marketing emails are an issue when subscribers are not able to receive them, as most emails go to the promotions or spam categories. Receivers of electronic messages receive numerous emails everyday and encourage their service providers to create hard filtering rules that discriminate useful from useless content. When not well-



success rate is due to marketers needing clean email lists and personalized subject lines that lower chances of their messages getting tagged as spam.

### Risk of Audience Burnout

Too much mail or junk mail will ultimately drive a subscriber to opt-out. E-mail fatigue Encountering excessive e-mail volume and irrelevant content causes audiences to discount reading future emails focussing on that topic or senders. Over use of email campaigns will lower key email performance metrics such as open rates and click-throughs. You need to segment and control the email frequency and serve these content to your recipients properly.

### Time-Consuming Content Creation

Developing high-quality email marketing campaigns requires an investment of both time and creative content. Focus in quality email designing, writing content that is correct while ensuring that testing for the compatibility on devices is also done properly. Businesses need separate teams for email marketing operations and would have to buy automation, design tools resources bags that impact their operational expenses. Professional email sending puts more responsibility on the marketers, who are required to ensure that their emails get regularly delivered.

### Complexity in Advanced Analytics Implementation

Typical email marketing systems will give you the basic metrics of opens and clicks but companies looking to up their game with tracking, will require additional tools. Businesses that seek to comprehend subscriber behavior, quantify the life span of their subscribers and connect email conversion data to broader marketing achievements will require advanced analytics capabilities. Loading advanced analytics into business systems is difficult because it requires expert help to set up and takes longer than anticipated to start, smaller companies struggle with limited resources.

### Relying on Third-Party Email Services

The businesses relying on third-party Email Service Providers (ESPs) are intermediates that facilitate the conducting of email campaigns through email sending, tracking and management operations. Both deliverability issues and technical problems as well as service provider policy changes may harm the performance of an email campaign. Email marketing is riskyThe risk of email marketing, to me, springs from the unreliability that can be associated with it if you rely solely on a single channel.In a rough scenario, for example - service provider goes down unexpectedly, ceases to exist or your email sending ability gets restricted out of nowhere as pricing



skyrockets. These are both good practices marketers should be enacting: regular email health checks and preparedness to an emergency solution.

### *Email Marketing Examples*

#### Sephora – Personalized Product Recommendations

Sephora, the global beauty retailer's email marketing effectively recommend products to customers based on their past purchase behavior and order history. Emails from this company recommend individual beauty products based on past purchases, addressing wearers and making them feel listened to and

appreciated. Clothing and beauty retailer Sephora offers exclusive discount offers to customers that require in-the-moment purchases during limited-time promotional periods. By harnessing this information from buyers, the company uses AI through recommendation algorithms to increase customer interaction rates and improve sales performance with added shopping convenience.

#### Booking.com – Re-engagement Emails

Booking.com designs re-engagement email communication dedicated only to users who have performed hotel or destination searches, but not completed the booking process. The savings incentives and time sensitive deals are overlaid with realtime hotel views for added incentive on their emails to entice customers. Booking.com uses the number of others looking at a specific listing in its emails, to create urgency and immediate bookings. Booking.com persuades those skeptical of booking by providing content that is relevant to their needs at the optimal time.

#### Adidas – Product Launch Announcements

Email marketing is how Adidas activates consumer excitement around new releases, from single-edition sneakers to flash-sale or limited-time-collections. The product emails feature styled images and colourful font treatments, complemented by narratives describing the inspiration pieces. Adidas' marketing approach is all about accessibility as the company allows its membership loyalty and VIP customers to view new product long before everyone else. Adidas produces lovely product launch emails that adds to its brand value and also makes sales for its community of fans.

#### Netflix – Personalized Content Recommendations



The firm employs personalized email campaigns in which users are emailed with suggestions for recommendations based on their previously-watched content. The service generates "matching" email recommendations supporting long term engagement by recommending things users would be interested in which increases watch time and subscriber retention. Netflix uses data analytics to suggest titles that are currently trending and new releases, as well as trailers for upcoming shows.

Dunkin' – DD/Careers/Main Menu/Learn More dunkin > dd?mod=learnmore Dunkin' – DD/Careers/Main Menu/Learn MoreView Site View SiteDo you want to search while on the road?

Dunkin' The old Dunkin' Donuts brand now called Dunkin' is making personalized promotions including offerings to beloved customers during their birthday or special discount for email marketing. Customers also are emailed special promotion deals such as buy one item and get another free, or bonus points in return for ordering a certain item off the menu. Dunkin's email and loyalty program combination allows them to work for more customer loyalty and maintain repeated behavior. Their tactic creates customer stickiness and also promotes repeat purchasing from the same customers.

Uber – Transactional and Re-engagement Emails Would you like to receive other email marketing examples?

Uber's transactional emails provide riding information to riders by receipt transmissions and advising of arrival times and driver identification. To re-engage users who have not called for an Uber recently, the company pushes re-engagement messages to people's phones with discount offers and promotions. "Meanwhile, the email text reads: "We miss you! when targeting customers. The inactive users get a 10% discount when they book their next ride via these promotional mails. By employing this strategy, Uber is able to not lose current users as it keeps its operational efficiencies while re-establishing demand.

Apple – Press Info – Apple Event Invitations and Product Updates

Apple's under-designed email messages are a pretty showcase for new product releases and software updates, as well as it's invites to exclusive events. Apple markets new models and updates to the iPhone, refreshes for the MacBook, software updates etc via carefully curated emails with high resolution imagery and short text calls to action with glossy product shots or big order buttons. Apple Keynote events are preceded by sending email invitations that create excitement among customers. Apple maintains its upscale brand image with an organized professional display and piques customer interest in email correspondence.



## 6.5 Summary

- ❖ Mobile marketing is the modern way businesses connect with consumers by their smart phones, tablets in addition to another cell device that which users use upon regular schedule. With it, companies can now tap into their core customers with a combination of SMS marketing campaigns and push notifications, along with in- app advertising, better performance on a mobile-optimized website. Businesses should fine-tune their marketing campaigns-optimized for mobile device viewing especially as the youth who are avid users of their mobile devices daily to shop and socialize (thus the need for full user experience and interaction).
- ❖ The mobile advertising space includes unique ad formats that bundle display ads with video content and search engine marketing methodologies specifically tailored for mobile consumers to drive both viewability and conversion performance. Large amounts of small-screen real-estate offered by social network platforms are valuable tools in the hand of mobile advertisers that embrace these media to deliver well-targeted advertisement based on data about both individual users' behavior and demographic characteristic as well as precise location paths.
- ❖ Both tools and techniques are of the essence to ensure that organisation's mobile marketing initiatives are effective and efficient. A full range of mobile marketing tools includes a responsive website and a branded mobile app, SMS and push notification platforms, as well as analytical instruments that assess the statistics behind your campaigns.
- ❖ Real time tracking with automation-patterns, helps companies consistently improve their strategies after regular intervals for greater consumer involvement. The unique benefits of mobile marketing including wide audience personalization and accurate location targeting with immediacy communication in addition to excellent ease of use, making this channel very effective for penetrating the young generation quickly and effectively.
- ❖ Companies can carry out marketing campaigns for these specific characteristics directly relating to the individual customer preferences and can accelerate target promotions, and specifically promote a more meaningful contact with customers while simultaneously increasing conversion rates.
- ❖ #1 EMAIL MARKETING Email marketing remains to be the best digital marketing approach, due to its high profitability as well as the importance of keeping the customers engaged constantly.
- ❖ Organization to Email Campaigns Properly designed organisation to email campaigns accomplish two things, they inform their audience of new products and sales or news about company news but additionally help businesses acquire new customers and maintain a culture relation with existing clients. Email marketing links various forms of delivery, with broad strokes like broadcast announcements that can catch attention but also mainstream newsletters that share information and transactional correspondence with data-driven updates and special initiatives to reengage un-responsive subscribers.
- ❖ Companies invest a lot of money for customized emails body text through pertinent customer behavioural analysis to increase engagement in their email statistics.
- ❖ Review And Response Programs using automated tools enable organizations to develop materials that cater their audience into clusters for tracking key performance indicators.



- Companies depend on email open metrics and bounce and conversion rates as performance metrics to assess their email marketing performance before making data-driven decisions which advance their developmental trajectory. Email marketing in partnership with mobile ventures forms a complete multi-channel program that strengthens customer involvement and thus raises brand commitment.
- When businesses unify their approaches, they attain optimum market contact and strengthened customer dedication by using tailored marketing tactics delivered at suitable moments to the targeted demographics.

## 6.6 Key Terms

**Mobile Marketing:** A form of online marketing which delivers consumer interaction on mobile (and portable) devices such as smartphones and tablets through SMS, MMS, blue-tooth marketing, in-game marketing push notifications and app-based advertising, or links, etc.

**Push Notifications:** Short messages that app admins send to encourage user engagement, announcements for offers and reminders etc.

**SMS Marketing** The marketing technique of sending promotional or transactional message to the prospects directly.

**Geographical Marketing:** Real time location which is determined by GPS or geofencing technology to send targeted ad/banners/ads/coupons based on users location.

**Mobile Optimization:** Programmers produce websites and email content of advertising that can properly display on mobile devices.

**Email Marketing:** A strategy used by digital marketers to send educational content to the customer audience (while also prompting purchases or sign-ups) that focuses on promotion and transaction.

**Personalization:** In personalization, marketing communications like messages or advertisements are customized with user-dependent behaviour data to make them more engaging and better matching.

**Automation:** The use of software to automate marketing dunctions, such as sending emails on a schedule, segmenting contacts and creating auto-responders based on behaviour.

**Click-Through Rate (CTR):** One of the more critical performance metrics for determining what part of your audience is taking action and clicking a link in an email, ad or webpage.

**Conversion Rate:** The percentage of email / mobile ad recipients who completed the desired action (e.g. making a purchase, registering for an event/newsletter or downloading a piece of content) after clicking on it from the corresponding email or text message.



## 6.7 Descriptive Questions

In what way does mobile marketing help in gaining customer engagement over other forms of marketing and how personalization acts as a part of it?

How do push notifications compare with SMS marketing in terms of user engagement, efficiency and preference?

What effect, in terms of lifestyle/privacy, has location-based marketing had on consumer activity and how should businesses ethically consider including it as part of their marketing strategy?

Why do we need to optimise our site for mobile to succeed in #digitalmarketing, and how does it impact user#UX and conversion rates?

How do you effectively integrate email marketing and mobile marketing in a coherent multi-channel strategy for customer acquisition and retention?

What are the pros and cons of using automation in email marketing and how does it affect customer relationships?

What are the ways businesses can measure success in their e-mail and mobile marketing campaigns, most commonly, CTR and conversion rate?

What impact does email and mobile ad personalization have on the decision-making journey, and what tactics can companies use to increase relevance?

Why is email marketing so successful, and how can businesses use it to spark leads and push sales?

What are the differences between consumer behaviour with mobile marketing and desktop digital marketing, and how should businesses adjust to cater for mobile?

## 6.8 References

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Gebundenes Buch – 17 Januar 2019 By Dave Chaffey, Pr Smith (Autor) By Routledge (Verlag)



## Answers to Knowledge Check



### *Knowledge Check 1*

- 1: B) Google Ads
- 2: A) App Store Optimization (ASO) Tools
- 3: A) Geofencing and Location-Based Marketing

## 6.9 Case Study



### Optimizing Email Marketing for Increased Engagement and C

For businesses that are looking to create a direct line of communication with their customers or clients, one of the simplest and affordable ways is through email. Yet a lot of businesses suffer from low open rates, poor engagement and bad targeting that can impact marketing efforts as a whole. This is a case study about how an e-commerce business was able to improve their email marketing in order to drive more customer engagement and conversions.

#### Background

ABC Retail is an online fashion company which relies heavily on #emailmarketing to promote products, distribute discount offers and keep customers. Despite having a substantial list of email subscribers, their attempts at email marketing were failing: high non-opening rates, low click-throughs and even lower repeat purchases. The company needed to find out why its email marketing had not been performing well, and what could be done to optimize it.

**Problem 1: Few People Open Your Emails** When you email your subscribers, cheap can be expensive.

ABC Retail noticed that a high proportion of its email subscribers weren't opening their emails. The company struggled to catch people's attention, losing out because they never got customers' attention nor their conversion.

#### Solution:

In an attempt to address this challenge, ABC Retail applied optimization tactics to subject lines (e.g., using personalized and straightforward, action-based subject lines). A/B tests were conducted to find the best performing subject lines that would resonate with their readers. The company also fine-tuned email send times based on customer behaviour analytics, sending emails when the customer would be most engaged.

**Issue 2: Low Email Campaign Conversions** According to Themeco founder and CEO, Chris Mav.

Even when customers did open the emails, few actually bought anything. The company knew that their email design and copy was not pulling well.

#### Solution:

ABC Retail improved on email design, making the beautiful, mobile-friendly and easily actionable. They also incorporated personalization in their email content according to customers purchase behavior and preferences for more relevant product recommendations. By breaking down their email list, they were able to feature personalized offers for different customer segments, ultimately seeing an increase in buy-in and sales.

Questions for Reflection: Why does optimizing the subject line matter in email marketing and what is it influence open rates? How does segmentation and personalization increase efficacy of e-mail marketing campaigns?

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# Unit 7: E-Commerce

## Learning Objectives

1. Learners will learn the benefits of e-commerce: global reach, cost savings, customer convenience.
2. Students will learn different e-commerce business models such as B2B, B2C, C2C and D2C and their applications.
3. Students will learn to evaluate and choose an e-commerce platform based on business needs and expansion.
4. You will explore how successful e-commerce websites actually work and learn its particularities including sites such as Shopify, Flipkart & Amazon.

## Content

7.0 Introductory Caselet

7.1 Benefits of E-commerce

7.2 E-commerce Business Models

7.3 Overview of popular platforms

7.4 Summary

7.5 Key Terms

7.6 Descriptive Questions

7.7 References

7.8 Case Study

## 7.0 Introductory Caselet



### “Driving Customer Engagement Through Mobile and Email Marketing”

FitLife, a fitness clothing line, was looking to connect more with customers anywhere in their digital journey while still driving sales. While product was strong, realizing their target market and converting leads into customers were proving to be an issue.

The marketing department at Fitlife was becoming increasingly aware that conventional types of advertising resulted in low levels of engagement. What they lacked was a more individualized, straight-to-the-horse strategy to reach their customers and keep them shopping.

To remedy this situation, FitLife adopted a two-pronged digital marketing approach that emphasized mobile and email:

**Mobile Marketing :** They deployed SMS campaigns featuring unique discount codes, personalized suggestions and flash sales. They were also busy improving the mobile theme of their website and checkout process to make shopping on mobile easier.

**Email Marketing:** FitLife segmented their email list according to purchase history and interest, and they used promotional emails, abandoned cart reminders and customized fitness tips.

In six months FitLife saw customer engagement increase by 45 per cent, a 30 per cent improvement in conversion rates and repeat purchases improved by 25 per cent. Their mobile and email marketing fusion was a seamless and highly successful form of communication with their customers.

#### Critical Thinking Question

If FitLife had to choose between mobile marketing and email marketing because they don't have enough money for both, which one would you recommend that they focus on and why? Think of reach, engagement, and ROI.

## 1.1 Benefits of E-commerce

E-commerce is the one where it refers to trading which is made online. It is the use of online platforms such as websites, mobile applications and social media to conduct business between companies or between a company and individuals. E-commerce is changing the way businesses operate, and is creating new opportunities for business owners and consumers.

E-commerce affords many benefits, but perhaps the most critical one is the fact that it makes it easier to do business faster. You can fulfill orders right in your living room, even from companies several time zones away, and those vendors don't need to have a physical location in your country. E-commerce has likewise enabled the businesses to rationalize their operations by automating many of processes in the selling cycle, such as maintaining an inventory and fulfilling orders.

E-commerce has become even more important and effective, particularly during the COVID-19 pandemic with more people shopping online to avoid human contact. Therefore, firms able to adapt to the e-commerce settings are likely to gain competitive advantages in future.

E-commerce is another name for Electronic Commerce and it means the act of buying or selling of goods and services over the World Wide Web. Usually e-commerce is used to refer specifically to selling of physical products online, but it can also describe any kind of commercial transactions that are facilitated through the internet. The first online sale occurred in 1994, when a man sold a CD of the band Sting to his friend through his website Net Market, an American retail platform. This represents the earliest known sale of a product to a consumer through an online device being the Internet we know today or otherwise, e-commerce as it is now. Since then, e-commerce has evolved to help make products more discoverable and buyable across online stores and marketplaces. From the smallest freelancer to the largest corporations, we all have benefitted from online commerce that has for most of us elevated our ability to sell services and products beyond what was possible with offline retail.

### 1.1.1 Types of E-Commerce Marketing Channels

E-commerce marketers have a number of advertising channels available to leverage - online, social, email and search. They can use these channels to drive traffic and triggered purchasing behaviour. On the lower side are the most profitable e-commerce marketing channels and where they can be exploited to drive buyers to the web shop:

Content marketing, the most important pillar of inbound marketing structure since it is used to generate leads and build credibility for your brand through bringing more customers to online stores. Through words, imagery and video content of various kinds, online shops can communicate the value proposition to customers and tailor to their specific preferences by personalising online experiences. This movement is based on the requirement to engage and create trust with customers, hence these customers will make return visits and convert. It is necessary to collect and analyze the data from customer in each organization so know target for web content creation.

### Social media marketing

Social buying is booming. The savviest e-commerce marketers are using social media platforms, like Facebook, TikTok and Instagram to push products, collect customer feedback and drive in-app purchases. The consumer signals are clear: 43% seek products on social media before purchasing; and a majority of online consumers say social media helps them with their purchases. Moreover, an e-commerce store that sells online has a potential to grow by 32% more with the help of social media signals. It is without a shadow of the doubt that social media marketing has to be one of the key strategies for e-commerce businesses in this age.

### Email marketing

You can use email marketing to drive your e-businesses sales. Whether it's abandoned carts or more intelligent and tailored campaigns, email helps you to build those relationships with customers. Consider how you're using your promotional, coupon or lead-nurturing emails. Segment and don't send the same old email blast. Your bottom line will be grateful.

### Mobile marketing

As of 2018, most web traffic happens on mobile devices. Today, online shoppers are purchasing more of what they need on their mobile devices than they are on their PC and around 51% of all consumers make a purchase using their smartphone. There's more to mobile marketing than the app itself – it's about optimizing your e-commerce site for mobile, and integrating SMS, email and social media into your mobile marketing mix. Such tight integration is important in a more mobile-oriented world.

### Search Engine Optimization (SEO)

SEO is all about helping your product pages and on-site pages appear more frequently in Google and Bing listings to drive organic traffic to your online store. By optimizing your product and on-site pages, you help ensure that

when people are looking for them, they can find you.

For enhancing SEO in e-commerce:

- SEO products with relevant keywords, attention grabbing product descriptions and high-quality images.

Include meta tags that anchor the description so search engines know what is featured on the page, and keep it all brief.

- Mobile optimization for speed and user experience.
- Share updated content regularly & write interesting blogs with informative keywords which can be helpful in generating organic traffic.
- With a good SEO strategy you can achieve more traffic with higher quality that has higher conversion rates, so it's a big part of e-commerce marketing.

Pay-per-click (PPC) advertising.

In a hurry to drive traffic to your product pages and boost conversions? PPC might be a good bet. PPC is a highly scalable way for e-commerce businesses to generate high-quality traffic by paying each time someone clicks on an ad shown in search results or social media. With PPC ad campaigns, you bid on the names of your products, and then advertise when a customer is searching for one.

To generate effective PPC campaigns:

- Do a keyword search in order to choose the most appropriate and cost-effective keywords related to your products. Use powerful sales copy that focuses on top product benefits and a compelling call to action.
- Evolving bids and performance KPIs constantly for achieving acceptable ROAS
- When done right, PPC can attract good quality traffic and drive increased sales. Nike used Emarsys and achieved an 11x ROAS while executing their omnichannel e-commerce approach for example.

Influencer marketing

Influencer marketing is the strategy of forming partnerships with popular social media influentials, so they can spread your message or promote your products and services to their followers. It is based on the use of the authenticity and scope of action of influencers: so can online businesses create confidence among prospects or

To initiate successful collaborations with influencers:

- Select influencers whose followers are the same as your target audience and share the values that define your brand.
- Let influencers have a creative freedom of expression, showing and representing your products in the way that they would like it, so that fans will like their representation. However, you should still arm them with brand guidelines (and in some cases product uses and benefits catalogues).
- Track performance with custom discount codes or affiliate links to measure conversions and engagements.
- Influencers introduce trust of your product and their followers by promoting it. These referral customers are pre-sold when it comes to loyalty because someone they can trust has referred your brand to them.

## Omnichannel marketing

Omnichannel marketing is an umbrella word that encompasses all forms of channels through which we are able to provide customers with a consistent experience across physical and digital mediums and devices. Customer interest in omnichannel marketing is up by 14.8%, according to SocialMediaToday (News Company).

Additionally, marketers who employed an average of three or more channels in one campaign experienced a 287 percent higher purchase rate and a retention rate 90 percent higher than those using only single-channel campaigns. By leveraging the marketing channels at their disposal (including those mentioned), marketers can build a successful omnichannel marketing strategy to get e-commerce shoppers buying, no matter whether it's via web, mobile or social.

### 1.1.2 E-Commerce Marketing Strategies and Techniques

Well-executed e-commerce marketing strategies will generate awareness among target audiences and help you to stand apart in a crowded online market. These tactics consist of a number of vital elements essential for sustained business growth and customer interaction.

#### Tap into E-Commerce Marketing Insights

Data leverage is one thing that propels an online business to success in the marketplace. Using data properly enables businesses to target offers to certain audiences at the right times.

E-commerce Marketing teams use real-time data to increase the efficacy of their marketing efforts and optimize

turnitin segmentation, as well as improve content for better returns. Organizational effectiveness depends on

robust data analytics to monitor consumer behaviors and discern patterns of behavior, along with an assessment of key performance metrics. With the help of such data analytics, they can improve marketing campaigns and drive conversions along with maintaining a level set communication between customers. Thanks to machine learning and artificial intelligence in data analysis, companies get the ability to predict customer likings and make key decisions automatically thus enhancing organization number entries.

### Developing Brand Awareness Building

E-commerce ventures are in need of brand traction to do well in the long-term, as they try hard to establish their market share. No amount of product quality or service level or personalization will drive success here; Marketing is futile if prospects are not aware of the brand, unaware that there's a solution to their problem which is being offered and so on. In cases where the identified product or service has no market existing interest, a company must generate demand using strategic actions.

Companies who are looking to increase brand awareness should invest in social media advertising and collaborate with influencers, as well as creation of engaging content. Social media content creators and influencers assisting brands with customer confidence and new audience acquisition. A better definition of the product by the customer generates more traffic to site, and therefore more opportunity for conversions. A final step in that journey to influence prospects from awareness stage into purchase is the combination of first-party data capture tools with conversion rate optimization tactics.

### Utilizing E-Commerce Marketing Automation

As the number of e-commerce activities increase, so does the huge amount of customer information they gather. Data processed by marketing automation supports businesses in creating plans for customer retention, increased loyalty and engagement.

The best organizations market on what's most important to the customer. Tool-based systems will send you customized — words particular to you — messages with unique discount codes and timely sales if you bounce with an abandoned shopping cart. Post-purchase

by automating the communication process enable businesses to build deeper customer relationships by sending gratitude messages and use customer insights, which they derive for improving recommendation services. With a solution that bridges AI and data-driven insights, companies are able to continue to progress their marketing strategy. As a result, their communications are effective and impactful while generating high customer satisfaction and improved financial results.

### Personalizing the Customer Experience

If one accepts, personalisation is the basic discipline of today's e-commerce marketing – to generate more loyal

customers who spend more, over long periods. Company marketing methods allow personalized content delivery and personalized recommendation services and exclusive customer benefits tailored to particular customer taste preferences.

AI based Personalization Engine improves customer experience by smart processing of behavioural data that leads to predicted future purchase behaviour and next-best message timing and product promotion. The more accurate the timing that content is presented to an individual through personalization, the greater a chance at conversion for that customer.

Salling Group secured a 25% boost in turnover from their omnichannel marketing effort, featuring both personalized product suggestion and automated audience segmentation strategy during their five week testing period. The success of business proves how much 1:1 personalized connects with company's success.

### Leveraging User-Generated Content (UGC)

The power of UGC as an asset A testament to the value that user-generated content provides is the way it contributes to e-commerce businesses – by growing customer trust and social proof insights that give brands real-life authenticity. Brand experiences are shared often by individuals on the web, not only in terms of reviews and testimonials but also on various types of social media posts and other digital content.

The e-commerce marketing methods should be to take the real user generated contents as reference. Brand trust builds upon through such customer review facilities and product experience showcasing and user engagement initiatives along with enhanced customer interaction. By creating personal connections with their customers, posting advertisements and social media aspects involving user-generated content or people who've successfully engaged with the brand exposes these brands favourably. Companies should also obtain permission from users for posting their generated content outside of their business.

### Developing a Customer Loyalty Program

The success for the development of e-commerce depends significantly on keeping customers as loyalty programs play a role in developing long-term business relationships with loyal customers. Studies show, however, that repeat customers spend 67% more on average over the lifecycle of their interaction with a business than new clients and this reflects the need to keep these customers happy.

Loyalty programs provided by e-commerce companies are based on the use of points, as well as spending conditions and both membership-based and gradient reward systems. Choosing the right structure for customer loyalty programs generate return business through individualized discounts along with behavior-based rewards and tailor made benefits suiting each type of customer. Companies also provide higher levels of customers enjoyment

by using the loyalty programs that pair existing marketing efforts and customer profiles to individualize all relevant offers.

A well-structured loyalty program drives this pattern of behavior by encouraging repeat purchase while turning customers into brand advocates who inspire word-of-mouth communication and social sharing bringing new customer to your business.

Budget to buy a Customer Engagement Platform Businesses need to spend money on buying a Customer Engagement Platform.

With so many reasons for consumers to engage, internet marketing is essential in the digital age for influencing consumer behavior and sales. One complex implementation of customer interaction solutions predictive insight induction provides crucial knowledge on customer segments that allows companies to formulate targeted marketing campaign.

These platforms employ predictive analytics techniques to compare customer preferences and behaviours with their purchasing histories. This knowledge is then applied to enable organisation-specific messaging delivery customisation and better timing for when the messages should be sent out while increasing interactions of their users with the business across different communication mediums.

Precise execution of customer engagement campaigns helps businesses achieve their main business targets which include boosting sales as well as improving retention and enabling higher satisfaction among customers. Customer engagement platforms streamline the process by automating communication workflows, segmenting audiences, and providing actionable data to refine marketing efforts continuously.

### Did You Know?



- 61% of customers want brands to reach out to them by email.
- According to research, email marketing generates an ROI (Return on Investment) of USD 42 for every dollar invested.

### 1.1.3 Benefits of E-commerce

#### Global Market Reach

The companies overcome physical geographies to deliver their product to customers throughout the world (Byeong, 2004). Online stores are not constrained by the limitations of geography, and therefore allow retailers to sell to customers around the world from their virtual store. The business expansion results in higher earning potentials as well as global brand recognition. Companies can now serve customers around the world with time-zone-friendly hours and always-open infrastructure, complemented by digital advertising techniques.

Example: ASOS : Global market penetration is perhaps best embodied by ASOS, which started out as a British fashion retailer and now ships products to customers in over a dozen countries across multiple continents. Because ASOS has localised websites across the world alongside its quick and simply shipping services, fashion fans worldwide can be theirs to own. Its global accessibility has significantly grown the business Dynamism.

#### Reduced Operational Costs

An online store eliminates many of the costs physical stores have such as rent on stores and utility expenses and wages for in-store personnel. Very large organizations enjoy lower cost of operation coupled to their capability to maintain a significant market foothold. With these efficiencies, digital marketing is also unlocked with further product innovation and competitive price points through savings the company passes along from lower operating costs. enterprises gain cost savings from e-commerce platforms and online stores that automate their order processing operations, inventory management, as well as customer support processes.

Example: Boohoo (an online company) can exist without expensive brick-and-mortar retail locations because it's based in the UK and capitalizes on its fast-fashion platform. The company keeps its cost low to sell cheap, stylish clothing at affordable price to its customers. All of this being available over the internet already makes it likely to scale in the market fast and without having ridiculous margins.

#### Convenience for Consumers

The main advantage of e-commerce is its convenience to consumers. By operating this in e-commerce, the customers do not need to go to stores because they also get a chance of booking the products anytime at their doorstep.

Online consumers have the freedom of purchase as they do not need to follow store opening hours. The delivery to your door with good return policy and several payment options also make customer satisfied in online shopping.

Example: Consumer confidence of Amazon UK is driven by their extensive product line of quality items along with the convenience and peace of mind using Amazon Prime speed shipments and other customer-oriented offers that include user reviews and highlights. They receive razor-straightforward features that allow them to compare items and ratings as well as complete purchases in a matter of seconds.

### Personalised Shopping Experience

AI and data analytics functions decide how the shopping experience for customers is curated by e-commerce platforms. Companies use data tracking to pick up on specific consumer interests and buys so they can suggest suitable items accordingly. Personalization results in a high level of customer satisfaction and drives greater repeat customers as well as brand loyalty. The shopping process becomes more interesting with features such as wish lists and personalized discounts on flexible pricing systems.

Example: Netflix (movie and television show streamer) In e-commerce operations, Netflix exemplifies the power of personalization in digital marketing. The platform looks into the users' viewing habits and suggests content according to individual tastes. Shopping on eBay and Etsy becomes more relevant through intuitive recommendations based on customer behavior.

### Customer Insights and Analytics access

More meaningfully, sunlit e-commerce portals provide useful customer analytics data for their partner businesses. Companies receive key performance metrics like website visitors, customer purchase behavior and cart abandon rates, in combination with demographic information. Firms can use test marketing to fine-tune their promotion plans and the logistics of taking their product or service to market. These instant results make e-commerce logistics better than the brick and mortar stores out there.

Example: Shopify's customers have analytics tools in their system that allow them to watch their sales, track customer behaviors and optimize marketing. Companies get intelligent information with comprehensive reports that provide the foundation for sound decisions that increase revenue and interaction levels.

### Scalability and Business Growth

With e-commerce companies can grow without the high cost building projects. Online businesses require less capital to grow, as they can scale both product offerings and overall reach (such as when Michaels began selling their goods on Amazon), while handling larger volumes of orders without adding the operational costs. D2C sales automation -E-commerce platforms often have inventory and order processing automated – this makes scaling a lot more pain-free.

Gymshark started as a tiny fitness company in the UK, but then exploded when it introduced its online store. With digital marketing, influencer leadership and efficient supply chain, the company accomplished its international expansion without opening stores. Today Gymshark is a multimillion-pound global venture.

### Increased Sales Through Digital Marketing

With an e-commerce platform companies can apply search engine optimisation (SEO) and pay per click (PPC) marketing tactics, email advertising or even social media and benefit from the sales funnel model. The marketing mechanisms that they put in place which enable the two companies target their customer base, increase traffic to

their websites and improve sales results. Digital marketing replaces old-fashioned advertising simply because it provides businesses of any size with a much more economical way to promote their business and monitor campaign performance with reports delivered in real time.

Example: Instagram & TikTok marketing & influencer activity driving young consumers – PrettyLittleThing A UK based fashion retailer gains access to a younger customer pool through its use of Social Media marketing and utilisation of influencers. The Company allocates its advertising expense to drive targeted leads of promotional content on websites to generate high-level website traffic in order to lead to increases of online sales.

#### Faster and More Efficient Transactions

Users can complete transactions swiftly and secure with E-commerce for it improves purchasing processes. Online buying actually works better than bills or cards, courtesy of payment gateway technology and mobile wallet efforts as well as quick checkout tools. Additionally, quick and automated order processing and inventory systems reduce the time from customer to delivery.

Example: PayPal and Apple Pay provide a reliable means of payment to online shops, ensuring smooth payments transactions for their customers. (Add your text here...) newer retailers online such as John Lewis and Argos offer more payment options for their customers.

#### Availability of Multiple Payment Options

Internet businesses offer a variety of payment options that cater to a wide spread of customer payment preferences. In today's marketplace, customers have more payment options — with debit and credit cards as well as digital wallets; and both BNPL programs and crypto-based payment methods. E-commerce sites with multiple payment options have unlimited exposure to customers and superior conversion rates and consequently higher satisfaction.

Example: Klarna and Clearpay works within stores such as H&M and JD Sports allowing consumers to buy a product with an instalment payment sale. Merchants leverage flexible payment options to entice consumers to a larger purchase with managed budgeting.

#### Environmentally Friendly Business Model

Online shopping can contribute to coastal conservation by reducing the need for brick-and-mortar stores, along with reducing the size of delivery packages and carbon emissions related to transportation. There are better use cases in the digital economy for companies to practice green, such as using e-receipts instead of paper and offering sustainable delivery packages outside promoting paperless billing. Classic dock-to-customer delivery models reduce waste and improve supply operations.

Examples: Patagonia E-commerce site Arguably, reducing the number of deadstock carried between a brand and its online marketplace (as in the case of Farfetch) contributes to that company directly through sustainability gains. By making sustainability the priority, the company pulls out of a race to the bottom that discourages environmentally sensitive shoppers and creates positive habits for everyone in the sector.

E-commerce dominates modern retail by granting businesses exceptional business growth opportunities together with enhanced shopper convenience. Modern technological developments in e-commerce continue to deliver new advantages both to businesses and their consumer audience.



Visit three different e-commerce websites selling the same or similar products. Compare the pricing, discounts, shipping costs, and any additional charges.

**Question:** How do the pricing strategies of these e-commerce platforms differ? Which platform provides the best value for money, and why?

## 1.2 E-commerce Business Models

Online Business Models The online business models can generally be grouped as follows.

### Business - to - Business

Another type of B to B business model web site is one where a company sells its product to another company, which then resells the product to the public. Eg a wholesaler buys from a corporate site and at delivery it sells the finished item to the consuming customer who goes to one of its stores for buying such her/his stuff.

Example: Alibaba Is a major B2B e-commerce platform that connect manufacturers and wholesalers to businesses around the world. Businesses use Alibaba to shop for bulk merchandise, bargain on prices and place large orders. For example, a U.S. retailer could requisition 10,000 customized coffee mugs from a Chinese manufacturer at Alibaba’s wholesale rates for bulk shipping.

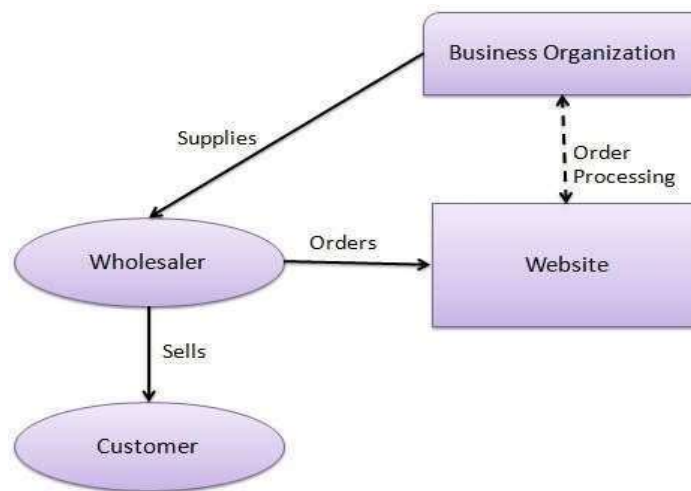


Fig 7.1: Business-to-Business Model

### Business - to - Consumer

A B2C business model based website sells their offerings directly to a customer. A customer is visiting the website to see products. The customer logs in and orders a product. An email notification will be sent to the business organization, and the organization in turn sends the product/goods to the customer.

Example: Amazon is a B2C website in which companies sell their products directly to consumers. The customers can browse millions of products, make purchases and then have their doorstep deliveries. A New York buyer, for

smartphone from Amazon that is delivered the next day through Amazon Prime. It might be Amazon itself or a third-party seller that uses Amazon’s marketplace.

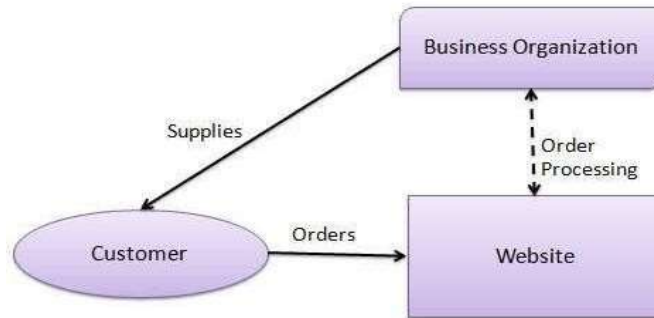


Fig 7.2: Business-to-Consumer Model

**1. Consumer - to - Consumer**

With the emergence of a new online platform that operates under C2C business model, consumers can release their products including real estate (apartment), automobile, bicycle...rent their apartment by publishing information on the website. The site can or cannot charge the consumer for their service. A second user could make a decision to purchase the first user's item by having seen the post/advertisement on the website.

Example: eBay facilitates peer to peer selling of goods in an auction or fixed price format. A California man has a previously owned PlayStation 5 he would like to offload. He puts it up on eBay, and in an email auction, a guy from Texas bids the most for it. eBay provides intermediation of the transaction, and you can be sure that payment is processed securely.

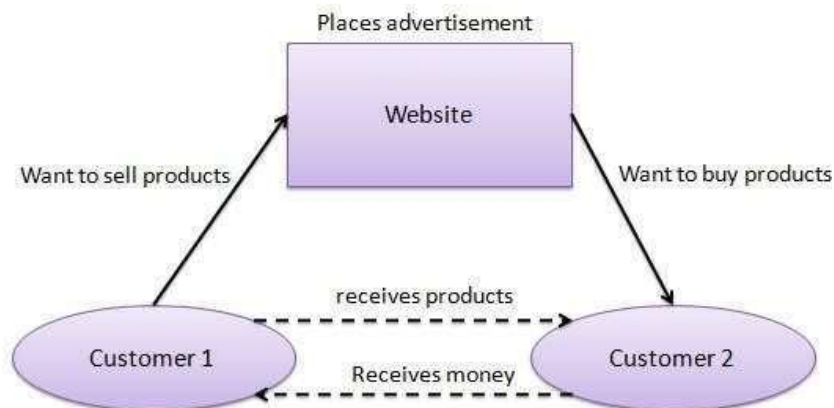


Fig 7.3: Consumer-to-Consumer Model

## 2. Consumer - to - Business

In this service, a user finds a Web page displaying listings for businesses offering same type of services. The user gives an estimate of amount which he/she could give for a particular type of service. E.g. comparing interest rates offered by various banks for auto loan/personal loan through websites. A business entity fulfilling the requirement of customer on a budget that is available, receives an offer.

Example: Upwork is a freelancing platform where individuals provide services for businesses. A graphic designer for instance, could set up an account with Upwork to showcase their abilities. A business looking for a logo designer posts a job and freelancers bid for it. The business is the employer in question, but it hires a freelancer, so it's C2B exchange where people offer services to businesses.”

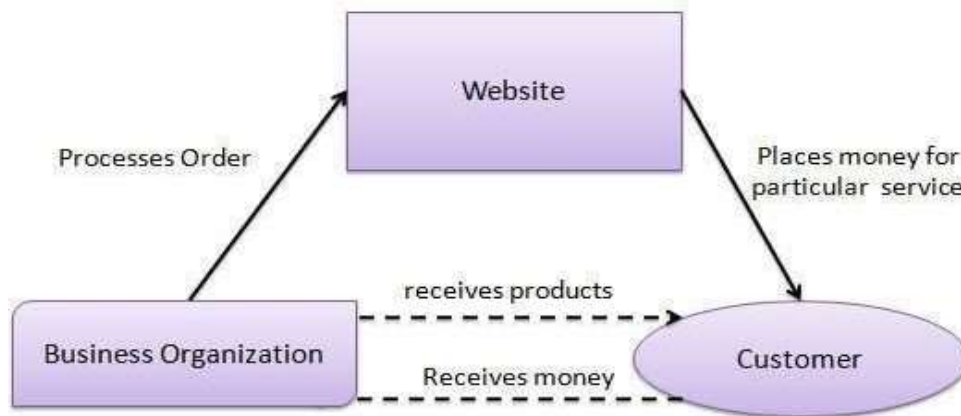


Fig 7.4: Consumer-to-Business Model

## 3. Business - to - Government

B2G model is itself a B2B model. Governments use these websites for information exchange and trade with other business environments. These are government-accredited portals where companies can fill application forms for the government.

Example: IBM provides government agencies with IT solutions, security services and cloud computing services. As an example, IBM collaborates with the U.S. government to develop cloud storage technology that secures federal data management. The services are purchased by the government, making it a B2G transaction.

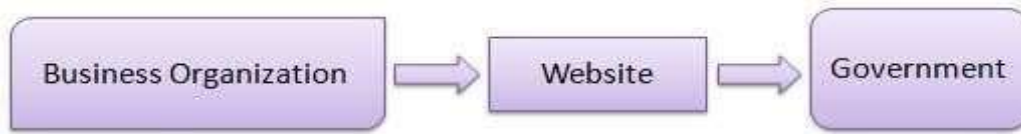


Fig 7.5: Business-to-Government Model

**4. Government - to - Business**

Business companies are target audiences in the B2G model websites for governments. The websites provide functions for auctions, tenders and application submission.

Example: SAM.gov (SAM System for Award Management) is a U.S. government portal where businesses who are bidding on federal contracts can register. An example is a building contractor, who can take SAM in use.gov to bid for a government contract to build a new federal office building. The state uses the site as a vendor plus contracting source, so it's a G2B arrangement.

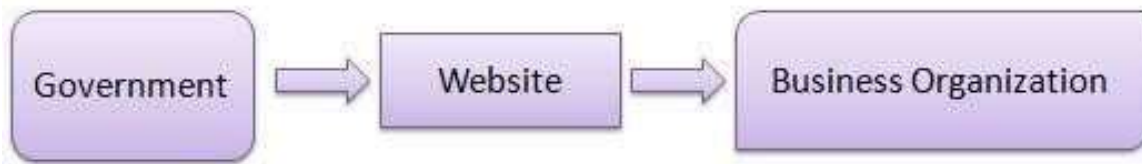


Fig 7.6: Government-to-Business Model

**5. Government - to - Citizen**

G2C model websites Websites under the G2C model are created for targeting to citizens at large by governments. G2C model websites to auction vehicles or machineries etc. Such website also offers registration for birth, marriage or death certificates. The objectives of the G2C websites are to try to reduce the average time spent on the requests made by citizens for various government services.

Instances: IRS (Internal Revenue Service) provides an online service used by U.S. citizens to submit tax forms, payment and return tax information. For example, a taxpayer signs in to the IRS's website to electronically submit their annual tax return and pay any past due taxes over the internet. This type of transaction between government and citizens is categorised as G2C.



Fig 7.7: Government-to-Citizen Model

### Knowledge Check 1



Choose the correct option:

1. Which business model allows companies to sell directly to individual customers through a website?
  - a) Business-to-Business (B2B)
  - b) Business-to-Consumer (B2C)
  - c) Consumer-to-Business (C2B)
2. If a person wants to sell their old car to another individual through an online platform, which business model does this represent?
  - a) Consumer-to-Consumer (C2C)
  - b) Business-to-Government (B2G)
  - c) Business-to-Business (B2B)
3. Under which business model do governments facilitate online tenders and applications for businesses?
  - a) Government-to-Business (G2B)
  - b) Government-to-Citizen (G2C)
  - c) Consumer-to-Business (C2B)

## 7.3 Overview of popular platforms

The choice of e-commerce platform is daunting and there are so many factors in play that you need to consider. Organizations should ensure that the platform aligns with their requirements, goals and budget. Catholic Online Shopping businesses should look at several important things when they choose an e-commerce platform, like user-friendliness alongside with how much you can customise the shop and search engine optimisation (SEO) capability and many features such as payment integration, shipping options, customer service among others.

When making their choice, businesses should consider their target market as well as product line and marketing plans. To chart a course for platform study it is necessary to carefully consider them in all their particularity, as well as what is positive and negative about each type.

Safety is still the priority! on top of that – we want to get customers ease of shopping and operations! Corporations that conduct the necessary due diligence and research before choosing an e-commerce platform will ensure long-term success in this industry.

### 1.1 What Influences E-commerce Platforms for Sellers?

The choice of platform is key for an e-commerce operation's success. Various factors during the selection decision making significantly affect operation performance and customer service experience. The key factors are described in the following analysis:

#### Business Needs, Goals, and Budget

Businesses have distinct needs for which they have to choose their e-commerce platform. Before sellers commit to an e-commerce platform, they need to define their current and future business goals around increasing awareness and allowing the business to extend both locally as well as on an international level. These considerations with regards to the cost of a platform and hosting it are particularly pertinent when budget is an issue, since some digital interventions require significant resources while others have low limits for free or at low cost. These companies should consider reported subscription rates and transaction processing fees, plus supplemental costs for themes and plugins, in addition to third-party services that integrate with the platforms.

#### User Friendly and Customization Features

And, up to the point it should run at (no?) technical expertise must be easy to setup and use for sellers. A user friendly interface allows users to add and manage their products, orders and also customize their website. A store can be assembled without any programming knowledge, using drag-and-drop editors that companies like Shopify and Wix offer among others. Customization is absolutely crucial because retailers must have the flexibility to customize themes and create custom applications, as well as personalise the user experience to reflect their brand.

#### SEO Functionality and Connection with Marketing Applications

SEO -- they key to organic traffic for an ecommerce store. Those platforms that have built-in SEO capabilities

with marketing tools as Google Analytics, Facebook Pixel, email marketing (like Mailchimp) and social networks brings more visibility and engagement from the customer. Businesses can't afford to not have a strong SEO and marketing presence, because the customers you're competing for don't even know who your business is.

### Paying Methods and Payment Gateway Without Fees

Seamless payments are important to a smooth customer journey. We accept multiple payment methods like credit/debit cards, digital wallets (PayPal, Apple Pay, etc.) and also cryptocurrency. Sellers need to take the cost of transaction fees into account when selling on a platform, as some sites charge a % of the sale along with subscription fees. Platforms such as Shopify are able to integrate third party payment providers but will charge extra, if the built-in payment provider is not used.

### Shipping and Logistics Management Features

Order fulfillment and shipping has a tremendous effect on customer experiences. If the website has pre-built into it shipping functionality with live real-time shipping rate calculation (including integration with courier services such as: FedEx, DHL and UPS) then you can manage delivery well. There are also fulfillment services available on some sites, like Fulfillment by Amazon (FBA) or Shopify Fulfillment Network, where the site will store your goods and package and ship them for you. Similarly, Choosing a place with good logistics support is beneficial in easy delivery operations and manual less work.

### Security and Fraud Prevention Measures

E-commerce companies consider cybersecurity to be a priority since they operate with sensitive customer information, including payment data. Secure Platform: SSL Certification, PCI Compliance, Cheat and Risk Detection, Data Encryption All strong platform securitizations ensuring that your data is secure from unwanted eyes and away from potential hacker pests! In addition, two-factor verification and AI fraud monitoring systems safeguard both buyers and sellers from fraudsters.

### Customer Support and Community Resources

There are technical problems and logistical challenges you will always encounter with e-commerce. A 24/7 customer support, live chat, email support, and a knowledge base on the site can be a great plus. Discerning seller communities and forums are.

also available on several such sites which are discussion based, where users post the solutions and discuss their experiences. The ability to receive real-time assistance could prevent setbacks in business processes, and expedite the speed at which issues are addressed.

### Ability To Grow In The Future

Prepare for the future Companies should start with an eye toward long-term growth and have a system that has the capacity to grow. Scale-up support means supporting more traffic, bigger catalogues and multi-channel sales (e.g. selling through Instagram, Facebook or marketplaces like eBay). Shopify Plus and Magento cater for high-volume businesses by providing automation and API integrations. Sellers should also discuss whether their platform can grow with their business and if they might have to move the platform after significant investment.

### Reviews and Score on the Platform of Other Sellers

Reviews from other users can be one of the best indicators of a platform's pros and cons. Before committing to one, businesses should look up the reviews on platforms like Trustpilot, G2, Capterra and Reddit. The actual feedback provided by users in these reviews shows how they use the product with regard to their support requirements and performance status and interface usefulness and system reliability. Listening to what people say about products enables sellers to discern their direction in the market and discover potential problems ahead of time.

The Target Audience is made up of Groups and their Shopping Behaviour Patterns Knowing demographical information about the target audience establishes a reference scale for sellers to use in selecting platform appealing to customers. When addressing this group of customer one must choose a touchpoint that is apt for mobile shoppers and it must offer good app experience. Companies concentrated in normal marketplace shopping among their target demographic must sell through multi-channel as sellers instead of a separate site. Greater insight into buying habits of the consumer enables firms to prioritise on those formats that provide highest level of satisfaction for consumers and encourages sales.

The choice of the e-commerce platform directly impacts all elements of an online business and serves as a strategic driver. While Sellers needs to invest time to go through their business needs along with UX and SEO proficiency you get, another user experience and SEO competence they should consider is payment setup options plus delivery functions, safety features as well as service support etc. Scalability intelligent programming with reviews customers story combined with market demand is the key to long term business success. Making the commitment to proper

companies to build sustainable bases for their e-commerce businesses with predictable growth.

### 7.3.1 Overview of Shopify

Shopify is a reliable e-commerce solution that lets you set up your own online store with all of the features. Shopify has sophisticated features that permit your company to sell goods through diverse channels, thus allowing it to unite their Related Post website with its social media pages like Facebook, as well as third-party online markets such as Ebay. Shopify tends to be what company executives who are seeking to build and scale their online presence select due to its wide range of functionalities.

Shopify's key benefit comes from the ease of managing different parts of the business. In addition to a seamless payment experience, customers checking out using Shop Pay will be able to use Shopify POS for in-person purchases and Shopify Fulfillment for fast shipping. An all-in-one feature set makes operations easy so that you can focus on running the business and not the machine.

Find out about the specially tailored packages Shopify offers for niche industries such as construction material businesses. Specialised software to sell building products online Shopify provides specialised shopfronts to glazing providers, to make it easier for suppliers and purchasers in the industry to do business with each other."

#### Shopify's Features and Plans

Shopify offers three payment plans that cater to a wide variety of businesses. The plans are made for businesses that come in all sorts of shapes and sizes, with a set of grow tool, scaling and running efficiently.

#### Basic Shopify Plan

Monthly Fee: \$39

If you are a small business or an entrepreneur who just begun experimenting with e-commerce, the Basic Shopify plan is perfect for you. It has enough functionality to assist webshop owners in establishing and managing their online stores successfully.

#### Important Features:

**2% Transaction Fee Online Store:** Lets you create the kind of online store that is self-contained and fully functional, but Shopify charges a 2% transaction fee unless you're using Shopify Payments.

- **Infinite Products:** Businesses can list and sell as many products they need without restrictions.
- **Two Staff Accounts:** You get two staff accounts on the plan to help delegate responsibilities such as managing orders and customer support.
- **24/7 Customer Support:** You can get support whenever you need it, Shopify have live chat, email and phone support.
- **Sales Channels such as social media and Marketplaces:** Integration with Facebook, Instagram, Amazon etc to reach more.

- Manual Order Placement – Enabling businesses to place orders in a manual way for customers who are opposed to varied methods of order placement.
- Discount Codes: Traders can create and manage a variety of discount codes to mobile customer conversations.
- Free SSL Certificate: With Shopify providing Secure Sockets Layer (SSL) encryption, transactions and information remain completely secure.
- Abandoned Cart Recovery: Automatically sends reminder e-mails to customers who abandon their shopping carts.

### Shopify Plan

Monthly Price: \$105

SHOP MASTER: A huge thanks to the The Shopify plan includes everything from the Basic Shopify plan, but with added features such as reporting capabilities, more payment processing options and better customer interaction.

#### Important Features:

- Online Store with a 1% Fee: Charges are cut to 1%, so if you're selling a lot, this plan becomes an affordable option.
- Gift Cards: Helping businesses sell and offer digital gift cards, another new revenue stream.
- Professional Reporting: Comprehensive reporting options offer real-time insight into sales, customer activity and inventory trends.
- Five Staff Accounts: Have a larger team help with managing your store by adding up to five staff accounts.
- USPS Shipping Discounts: Merchants can qualify for USPS discounts, allowing them to receive reduced rates on shipping and access lower postage costs.
- Fraud Analytics: Built-in fraud detection helps analyze and prevent fraudulent transactions, making sure the payment processing is secure.
- Get Accurate Quotes on Shipping via Third-Party Calculated Rates: Automatically calculate real-time shipping quotes via well known couriers, providing your customers with accurate shipping information (additional carrier account fees may apply)

### Advanced Shopify Plan

Monthly Fee: \$399

Enterprise-level businesses would perhaps want to consider the Advanced Shopify plan, as beyond offering advanced tools for expansion into new markets and marketing automation features it also boasts customisation options. All the features of any Shopify plan can be found here along with additional facilities to improve operation and scale-up functionality.

### Key Features:

- **Online Store with 0.5% Transaction Fee:** The cheapest (in terms of a percentage transaction fee) among all Shopify plan, it is best for businesses with large number of sales.
- **Advanced Report Builder** - This function allows businesses to create custom reports based on specific data metrics, for better visibility into performance.
- **Up to fifteen Staff Accounts:** With the ability to manage teams at scale, Pro is a great tool for larger teams.
- **Enhanced third-party calculated shipping rates:** When businesses use enhanced third-party calculated shipping rates, they can offer customers instant quotes from multiple carriers, which creates more transparency.
- **Brandable Checkout:** Checkouts are customizable to fit branding and also improve customer experience.

**Advanced Automation Features:** Companies rely on Shopify automation software that allows to synchronize inventory and perform order fills seamlessly thereby increasing or improving their efficiency.

- **API Access to Integrate It with Other Tools:** With its API access feature, businesses have the power to integrate it with a number of supporting tools, which encompass accounting software and CRM platforms in order to ensure smooth operations.
- **International Domains (Up to Five):** Through its international domain functionality Shopify allows businesses to establish five different stores that support local currencies and language features.

#### Digital Read



#### Scan the QR Code to Read!

Shopify. (n.d.). *About Shopify India*. Retrieved February 25, 2025



### 7.3.2 Overview of Amazon

Amazon is emerging as a top e-commerce destination in India, acquiring about 89% of the internet consumer base. Amazon India was launched in 2010, and ever since the launch, Amazon India has seen a consistent increase in their rank each month with about 322.54 million shoppers on an average every month. Its huge consumer base reflects the place of the site in Indian e-commerce.

Amazon strength one of its wide range of products on diverse categories. While electronics is still the company's premier category, Amazon also sells a massive offering of Echo and Alexa products, Amazon Prime digital content, clothing and accessories, groceries, sporting goods, beauty items and even cars. Amid growing demand for consumer gadgets in India, Amazon has become a hot destination for businesses with interests in the consumer electronics space.

For entrepreneurs looking to go into the electronics industry, The Amazon is a really strong choice, as it's a well designed platform with its sizable amount of customers and highly efficient logistics. The site offers merchants an attractive e-commerce option, because it enables them to transact with many consumers in simple fashion.

**Amazon Fee Structure and Pricing Model** The pricing model of Amazon forState.com is similar to that of its listing platform.

Amazon's platform design includes a range of fees, which support the platform sustainability while also yielding operational benefits for vendors. Prices vary based on product type and shipping costs and fulfillment selection preference.

#### Fees for Referral (Sell on Amazon Fees)

The marketplaces pay Amazon referral fees, which are a percentage of the sale price of each transaction. Sellers are on the hook for paying the fee as Amazon skims a cut from sellers using Amazon's marketplace services.

Referral fee is 2% and will vary by product category.

- Other fees may exist for categories that are more expensive such as electronics or high-end items compared to inexpensive product category.
- This fee allows businesses to access Amazon's massive pool of consumers and takes advantage of its

- Amazon's value proposition is that it charges referral fees to sellers as a means of access to a highly trusted and very popular platform – which also offers features for customer communication, order management, promotions etc.

### Closing Fees

In addition to referral fees, Amazon charges a closing fee per item sold through its marketplace. The closing fee is based on the item's selling price and serves as a per-transaction fixed charge.

- The closing fee starts at ₹5 and depends on the price range of the product.
- The final closing fee may be slightly higher for certain products or categories.
- Closing fee is a flat rate charged by Amazon on all sales, which helps fuel their secure payment processing and order tracking systems.

### Weight Handling Fees

Amazon has weight handling charges for each product it delivers on its platform to consider the delivery and logistics costs. These are charged for packaging, transit and last-mile delivery cost recovery.

- Weight handling charges starts from ₹29 per consignment and varies with size, distance of the shipment.
- Obese or heavier products may have different shipping costs because of the use of extra materials and handling requirements.
- The commission system is designed to be most efficient in logistics and with cheaper delivery for buyers or seller end.

Amazon's extensive logistics service network depends on precise and timely deliveries so that this charge is unavoidable in order to avoid disruptions.

### Additional Fees for Fulfillment and Services

Fulfilment services and voluntary programmes are currently offered by Amazon for which additional fees apply. These charges accrue based on specific preferences of the seller and which fulfilment model is used.

Fulfillment by Amazon (FBA): For sellers using FBA, there will be additional expenses based on how long they want items stored in the warehouse or based on the size of an item and the number of orders handled.

- Advertising and Promotional Services: Amazon provides sellers with tools that allow them to promote products; participating could cost more.
- Subscription Services for Programmes: Certain programme services such as Amazon Prime and Amazon Business may offer subscription-based fees to the sellers who want to reach specific customer segments.

- These added charges enable sellers to tap Amazon's high-end services that can improve visibility, enhance order fulfilment efficiency, and increase overall sales.

### Digital Read



#### Scan the QR Code to Read!

Amazon. (n.d.). *About Amazon*. Retrieved February 25, 2025



### Knowledge Check 2



#### Choose the correct option:

1. What is one of Amazon's major strengths in India?
  - A) Limited product selection
  - B) Wide range of products across various categories
  - C) Only focuses on fashion apparel
2. What is the primary purpose of Amazon's referral fee?
  - A) To charge customers extra for fast delivery
  - B) To help sellers access Amazon's marketplace and customer base
  - C) To increase the price of electronics
3. What factor influences Amazon's weight handling fees?
  - A) The seller's subscription status
  - B) The size and distance of the shipment
  - C) The popularity of the product

### 7.3.3 Overview of Flipkart

Flipkart is India's most spectacular e-commerce saga. Despite drawing about 100 million fewer monthly visitors than Amazon, Flipkart is a serious player in India's e-commerce sector. The electronics section in particular is very popular among Indian consumers. Flipkart products are not limited to electronics and they have expanded their products list including television, (refrigerators, washing machines), clothes and shoes for men/women/kids; Furniture; Sports gear, books etc.

Because of the wide range of products available on it and its wide reach in the market, Flipkart is very popular choice for both sellers and buyers. Providing a cost-effective and well-organized marketplace, Flipkart allows businesses to have reach to various consumers due to different seller-friendly policies.

### Advantages of Selling on Flipkart

Several reasons contribute to the popularity of Flipkart, for buyers as well as sellers. The service provider has marketed itself as a cost-effective, user-friendly and competitive e-commerce platform.

### Competitive Pricing

Flipkart is very popular due to its pricing policies which are designed to lure budget customers. The E-commerce site is into a discounted or low cost yet high quality products in fast delivery time. It offers discounts (promotion offers) and many festive season discount offers.

- Flipkart attracts products to a wide range of people by giving competitive pricing, that is why the same can be sold in high volumes.
- Flipkart's dynamic pricing algorithm is an asset to sellers, who are then able to keep their prices in line with market trends and consumer demand.
- The price focus of the platform helps to draw in budget-conscious shoppers, especially those buying products in low-end categories such as electronics and fashion.

### Engaging Sales and Promotional Offers

One of the biggest differentiator that Flipkart has is its ability to generate customer engagement through large sales events. And such campaigner activities push a lot in sales and brand publicity.

- Big Billion Days: Flipkart's biggest sale of the year, which is produced every year with massive discount offers on all product categories. Many higher than average purchasers are attending the event.
- The store activates Festive Promotions through Period offers, which are displayed during high periods in India (Diwali period / Holi Dussehra) and base on deeper discount models for consumers.

The company will kick-off quick-temporary price reductions on popular items through scores of flash sales aimed

- During special occasions, this marketing strategy enables sellers to maximize their presence in the market and get rid of product stock for the largest revenue surge.

### Access to Flipkart Plus Members

The company also gives away extra benefits to its registered customers through the 'Flipkart Plus' membership loyalty programme. The vendors get membership entry into Flipkart's VIP customer group by listing their products, which widens the reach of the addressable market.

- With the Flipkart Plus program, members get to enjoy unlimited benefits such as free delivery devoid of place limitations in addition to early access to sale and priority customer service which encourages repeat purchasing.
- Vendors' listed items become potential candidates for a wider exposure to the Plus users and higher conversion and customer return than their non-exposed counterparts.
- Targeted at Flipkart Plus customers, this provides companies the opportunity to build brand loyalty and drive long-term user engagement while developing sustainable growth.

### Flipkart Pricing and Fee Structure

All the costs of platform that sellers are involved with will be transparent to them clearly with Flipkart's official fee structure for the same on the platform. The platform works without a registration fee, and sellers do not have to pay any charge to become a Flipkart seller. Some of the important fees that are charged with respect to selling products through Flipkart include referral fees as well as closing fee and shipping weight handling fees, while other service charges apply separately.

#### Referral Fee

The site charges a referral fee on each transaction, created through its marketplace features. Flipkart selling fee charges: They have 3 percent of commission rate based on the product categories.

- The referral fees range from 2% but can go higher to reflect both category-level demands and margins.
- The fee structure is similar to that of other online marketplaces and gives Flipkart a cut to tap its user base.
- Referral fee ensures that sellers can leverage Flipkart's infrastructure, marketing prowess and the trust of its

## Closing Fee

There is a closing fee on each sale based on the items selling price. The Closing Fee is also applied to cover order processing, payment gateway charges, and other service charges by Flipkart.

- Closing fees start from ₹5 per transaction and are determined based on the price band of the product.
- The final price may differ for some high-priced goods or selected product lines.
- Flipkart ensures people get secure and hassle-free delivery by introducing a closing fee.

## Weight Handling Fee

Flipkart has decided to impose weight handling fee on every shipment that gets shipped through the platform to be collected for shipping, logistics and delivery. This is to cover storage, packaging, transit and last-mile delivery.

- Weight handling expenses start at ₹29 per item and are based on size, weight & order•repositories.

distance.

- Extremely large or very fragile commodity would be charge higher on freight because special handling is usually requires.
- With the strong logistic support made available at Flipkart, the provision of this fee becomes logical.

## Fulfilment and Service Fee Add-ons

Flipkart offers other fulfilment services along with some value-added programs that charge fees based on seller needs.

- Bullion is responsible to pay extra charges for Sellers through flipkart Fulfilment services depending on zone and storage per item and quantity like duration etc.
- Marketing charges for promotion focus on exposure, promotion duration and the product or storefront location.
- The marketplace offer value-added seller services through subscription models that allow companies to access advanced features around customer engagement as well as priority logistics.

delivery systems and their sales performance.

## 7.4 Summary

- ❖ Contemporary companies undergo most extensive changes while e-commerce brings multiple profits which enable organizations as well as clients. E-commerce systems ensure that businesses can easily interact with worldwide clients and increase markets.
- ❖ E-commerce cost-effectiveness provides a high incentive for various scale of enterprises to adopt service, they do not need to own or rent property and utility bill or employee salary. Shoppers who are able to buy in Internet Businesses over any time slots seem to be more pleased as because they have constant product access top companies promote their sales statistics.
- ❖ E-commerce platforms provide businesses with data analytics tools that can show customer activity (e.g. product browsing or selection) and what types of products the customer has previously acquired history). Businesses can use the data-driven approach in order to tailor their marketing strategies and offer even better products as well as more efficient pricing plans.
- ❖ The AI-based chatbot and recommendation algorithms of e-commerce automation can provide better sales users experiences, and help interact with customers effectively. Safe digital payment gateways and safety measures during transactions ensure hassle free purchasing experience that build favorable consumer trust in the online purchase.
- ❖ Several e-commerce business models are available to meet the needs of different markets. Companies that are a part of the Business-to-Business (B2B) model those carry out B2C transactions and are not available in commerce. The Business-to-Consumer (B2C) model is a dominant system that allows an organization to sell directly to customers via online marketplaces.
- ❖ Ebay serves as one of C2C B to C (business to consumer) business model where people can trade or use each other's goods and services directly. Using the C2B (Consumer-to-Business) model, they can perform B2C activities by selling their services and goods to other business players, for example on Fiverr.
- ❖ The B2G and G2C models and B2G transactions establish fresh business and government platforms that people can adopt to achieve better service access and Government procurement.
- ❖ Trade e-commerce platforms have the management and setup tools that entrepreneurs can work with to construct their on-line stores. Shopify serves as a primary platform that allows entrepreneurs to customize their own retail shops, complete with payment capabilities and inventory management options.
- ❖ Amazon is a global e-commerce juggernaut that provides sellers access to countless customers thanks to its vast delivery network and order fulfilment facilities. Sentences 3: Actually, up until now I was really making shit because the first thing we did when we got started on this company was being like "let's just get more awesome stuff out in huge fucking bulk" but it turned out that life doesn't work like that ever because there were still only two of us.



E-commerce platforms require strategic selection from businesses to match their organizational purposes and the demographics they serve and their system growth needs. The digital economy's requirements can be addressed by companies through e-commerce advantages which lead to operational enhancement and profitability growth.

## 7.5 Key Terms

**Shopping Cart:** Shopping Cart is a virtual cart which is employed by e-commerce websites to allow the customers to put all items in one place and proceed further for checkout.

**Payment Gateway:** The payment gateway is used as a secure financial application and shared between bank of customers which is encrypted and when using other banks credit / debit card we can use online transactions and it connects the seller (and PayPal, Stripe Razorpay etc.).

**Dropshipping:** This is where a retailer runs their store advertisement without keeping actual inventory, sending customer orders to suppliers who in turn ship the items directly to the customers.

**Conversion Rate:** Web visitor success rate is also known as conversion web-rate in the analysis of e-commerce performance, because it shows what percentage of web users achieves a desired operation (visiting form-to-be-filled, etc.).

**Customer Acquisition Cost (CAC):** Customer Acquisition Cost (CAC or KAC) is determined by taking Total Sales and dividing them by the number of new customers acquired.

**Business-to-Business (B2B) E-commerce:** Its business are conducted on online marketplaces for bulk purchases and long term contracts of products through negotiated pricing with customers at Alibaba and IndiaMART.

**B2C (Business-to-Consumer):** By visiting basic commerce websites such as Amazon, Flipkart provides the service for online consumers which make possible to buy directly and that is B2C (Business-to-Consumer) business operations.



C2C (Consumer-to-Consumer): The C2C model e-commerce involves consumers buying and selling amongst each other through online platforms such as eBay, Facebook Market Place and OLX.

Marketplace Model: A platform such as Amazon or Flipkart or Etsy operates an online marketplace allowing many sellers to list their products and buyers to place the orders, while managing the payment systems and customer engagement.

## 7.6 Descriptive Questions

What is the function of a shopping cart to overall customer experiences in online shopping portal and how it influences (customer) buying behavior?

Discuss the importance of payment gateways in transactions over the Internet and highlight what makes them critical to buyer/seller trust and security.

Comparison between dropshipping business and other shops model Describe the pros/cons/different of dropshipping business for an onlin seller when you compare to conventional shop?

Evaluate the significance of conversion rate as a performance metric in e-commerce enterprises, and what strategies are crucial to increase it.

Analyze the CAC (Customer Acquisition Cost) for e-commerce. How can you optimize it in order to make profit?

Explain the difference between B2B and B2C e-commerce in terms of unique characteristics, types of customers served, and operational challenge.

Discuss where C2C e-commerce exchanges fit in the overall transactional online environment and how they support transactions at a consumer-to-consumer level.

Discuss the marketplace model in terms of e-commerce and assess its pros and cons for both sellers and the platform itself.

Discover where Shopify stands among e-commerce platforms, what it has to offer our businesses with insight into the benefits and how a brand can get a presence online.



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1. <https://corporate.flipkart.net/about-us>

## Answers to Knowledge Check



### *Knowledge Check 1*

- 1: b) Business-to-Consumer (B2C)
- 2: a) Consumer-to-Consumer (C2C)
- 3: a) Government-to-Business (G2B)

### *Knowledge Check 2*

- 1: B) Wide range of products across various categories
- 2: B) To help sellers access Amazon's marketplace and customer base
- 3: B) The size and distance of the shipment

## 7.8 Case Study



### The Rise of E-Commerce – A Digital Transformation in Retail

#### Introduction

With e-commerce companies has come online platforms, through which businesses can now connect with customers all over the world. The development of e-commerce is driven by three critical elements that are flexible shopping locations, stable payments systems as well as the ease to use interfaces. The study examines how a tradition brick and mortar business became a successful online retailer by adapting to e-commerce operation and explores use-cases on the problems faced in clothing store operations that were addressed with methodologies that worked out.

#### Background

The XYZ Retail traditional retailer was a medium-sized retail store that serviced the local market for 10 years. Thus, where the perpetually loyal customer couldn't save the dominion from declining revenue and foot traffic, competition and proliferating online shopping could. In response to the change in consumer trends, XYZ Retail built an e-commerce business as it opened its online shop and expanded its digital operation over different platforms. Transition faced several barriers in this evolution.

#### Problem 1: Absence on Line and Customer Reach

The launch of e-commerce for XYZ Retail hit as the company was largely dependent on foot traffic to its physical stores for sales, with little digital exposure. They didn't have an online home they could direct people to, meaning they lacked clients and lost market potential – the new prospects.

#### Solution:

- The company created a brand new e-commerce website with user-friendly interfaces and responsive designs for all devices and secure payment systems.
- Traffic was increased to the website through the use of SEO techniques and working with influencers and social media marketing.
- The business had offered digital customers unique discounts and free delivery — to encourage more online buyers that is.
- Since the online store went live, blackout blinds direct increased their potential customer base by 60% in the first six months.



## Problem Statement 2: A High Cart Abandonment Rate

XYZ Retail's new online store attracted a significant amount of visitors abandoning their shopping carts. The principal reasons people abandoned their buys were, hidden delivery costs, checkout processes that were too complex, and because they were uncomfortable with the security of their payment details.

### Solution:

Introduced transparent pricing with total amounts (shipping included) from the beginning. Simplified the checkout process, including guest checkout and multiple payment methods available. Integrated a safer and user friendly payment gateway to gain trust from customers.

Thanks to these measures, the cart abandonment rate had decreased by 35 percent which led to increase in conversion rate and a consequential growth in sales.

### Reflective Questions

How can small companies manage to get good sales competing against e-commerce giants like Amazon and Flipkart?

How does the trust of customers contribute to the success of an e-commerce website and how can businesses increase its strength?

How businesses are using technology and data analytics to improve e-commerce formula?

### Conclusion

Transitioning from a traditional retail store to an online retailer requires flexibility, strategic planning and customer focus. This success of XYZ Retail illustrates the importance of having a strong digital footprint, enhancing assisted buying on web and overcoming critical hurdles to thrive in e-commerce, the competitive battlefield. In a rapidly shifting digital commerce environment, no one is immune to disruption: Organisations must be prepared to adapt and respond quickly to new trends if they are to survive in the long term.

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# Unit 8: Chatbots and Voice Search

## Learning Objectives

Students need to understand the implications of forthcoming chatbot and voice search developments in digital interaction, and their impact upon firm-user dialogue as well as the automation of services in disparate industries.

Skills participants gain Learn to Build Customer Support Systems with Chatbots -Develop Bots that can help your customers get instant responses, without human intervention.-Learners will learn on how to engineer chat bot system for conversational response increasing digital customer service response while creating personalized experiences and running at high efficiency.

The success measure also provides students with an opportunity to improve SEO and content for voice, as well as learn more about the future of natural language search and the role that long-tail keywords have in a digital marketing strategy.

Learners will also gain skills for evaluating chatbot and voice assistant ethics, including data privacy, security concerns, and AI application ethics that align with online marketing best practices.

## Content

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## 8.0 Introductory Caselet



### “The Rise of Conversational AI – Chatbots and Voice Search”

TechX Solutions was a medium-size e-commerce company that fell on hard times last year. The company was getting website visitors, yet lacking user activation and with low conversion rates. The customer pain points were that they had to wait inordinate amounts of time for support service and it became difficult to find products through standard search techniques.

TechX solved this issue by building AI-powered chatbots & a voice search capability into their platform. AssistX was their chatbot to answer common questions and recommend products 24/7. VOICE SEARCH Customers could find products easily by using device microphone.

The results were immediate and positive. Within three months:

- Customer inquiries are solved twice as fast with AssistX than with the previous solution.
- Customm nude yer acquisitions via personal product recommendations grew by 25% at the platform.
- Customer satisfaction scores increased dramatically.

TechX’s triumph reflects this and the reliance of businesses everywhere on conversational AI tech. Chatbots/Voice Search Technology Collaboration Users benefit from chatbots’ partnership with voice search serves to support fast automation at simplifying tasks.

Critical Thinking Question:

For the organisations that have developed their customer interaction using voice search and chatbots, they need to overcome doubting user trust issues and protect personal data, because it is these factors that drive customers to actually engage. Enterprises require innovative methods of coping with AI adoption-related obstacles, aimed at sustaining the continuance of successful AI solution outcomes.

## 8.1 Chatbots

These are computers that have been programmed to converse via either online text keyboard chat or spoken dialogue (e.g., Weizenbaum, 1966). By using enterprise messaging apps companies can integrate Chatbot as an AI layer [tap3] which is known as chatterbot.

Synonyms for "chatbot" include "talkbot," and "bot." Other synonyms also exist, but have not been used as widely; these include "IM bot," "interactive agent" and "artificial conversation entity."

The advent of digital and technology development has forced companies to move away from mundane tools and activities to digital ways in which they transact with their clientele. Companies make life easy through the application of technology-driven artificial intelligence methodology on their platforms. Issues adoption of chatbots Chatbots are an AI technique which is becoming more widely adopted in the market. Among the most notable uses of Chatbot technology are: Amazon's Alexa is virtual assistant and also Google Assistant, chat bots developed for messaging platforms WeChat and Facebook Messenger. Networking Applications that integrate with computer data storage systems.

A chatbot is an automated computer program that communicates with customers in a humanlike manner, and does not incur any monetary cost. A chatbot system allows teams to cover customers at any time, anywhere on any day of the week. And it's an appealing option for many companies, who don't have people working 24/7 and can't afford to keep workers on all the time.

### Examples of Chatbots

#### Chatbot & Alexa Voice Assistant As An Amazon Product

Chatbots have several uses at Amazon and there, they are used as a top e-commerce company to enhance customer satisfaction. Order tracking as well as return requests and refund status updates and issue resolution all available to the users from the customer support bot. The mechanism replies instantly to the customer so that they are not kept on hold or in queues for human representative support, and hence fast-tracking the service. When the bot reaches a threshold of its own doing and can no longer field a question, it automatically defers to live human operators.

Alexa, Amazon's voice-based AI assistant and allows them to play via vocal command. Customers can use Alexa to place product orders, and request music playbacks and reminders as well as weather conditions and smart home controls. Users can take advantage of this hands-free "conversational" solution that simplifies both tasks and access during their daily routines.

having to leave the purchase journey. The automation allows Amazon to cut operational costs as it deals with issues in a very efficient manner, whilst human agents look after more challenging requests.

EVA – AI Chatbot for Banking HDFC Bank's EVA is an assistant in mobile banking which uses voice commands and chat to make you efficiently use your time, get quick access to information.

End-to-End Virtual Assistant (EVA) helped HDFC Bank augment service functionality for consumer on their system. Customers can also access account balance and loan information, location services for branches and credit card data and a bankside support using EVA- chatbot which works on AI (artificial intelligence).

EVA is made available to users through virtual channels of HDFC Bank and ensures that the customers do not have to visit a branch or will not be put on hold for learning about account details from contact centre agent. The EVA processes agent questions, and uses them for maintaining a text based conversation instead of using complicated command interface inputs. EVA's customer friendly interface provides more efficient operation in customer services which decreases waiting time for banking assistance.

Since introduction, the support system had one million questions and a reduced need for human staff resulting in better customer service. The system has resulted in better customer service interface and 24x7 support with improved efficiency of the banking systems.

Ada AI Chatbot for Healthcare Summary: Ada is an AI driven chatbot app that helps you and your family check their symptoms and explain what to do next if you need to see a doctor.

Ada, an AI chatbot that helps members identify the symptoms they're experiencing and provides initial medical diagnosis information. The chatbot uses its questioning protocol to ask users, who submit their symptom data and medical history information, that enables the bot generate potential prospective medical diagnoses through its AI analysis mechanism. The service allows you to find out when expert advice is appropriate but does not replace the need for medical advice from a doctor or other health professional.

With Ada Patients who are unsure about their symptoms can gain a better understanding of their health concerns ahead of making an appointment to see their doctor. It's a boon for those living in remote areas and requiring urgent attention from healthcare providers. Hospitals and clinics employ the chatbot to weed out nonessential visits, freeing up their medical staff members to help patients whose conditions demand immediate attention.

With the public health crises of COVID-19, there has been widespread Ada usage in part because people needed quick guidance around testing and isolation protocols. Real-time delivery of AI-generated medical knowledge

turned Ada into a key component for digital healthcare systems that provides increased access and operational efficiency.

## WhatsApp Business Chatbots – Elevating Customer Service

WhatsApp Business platform APIs and AI / Chatbot solutions on the WhatsApp for business are seen as a customer service tool that is used by Sephora among other companies to enhance its existing customer service capabilities. Through the platform, customers can use bots to find information while booking appointments, receive product recommendations and book orders directly from their WhatsApp screen.

Sephora allows customers to engage a bot in WhatsApp and receive makeup advice by elucidating their complexion preferences and special event needs. The chatbot assists users in concluding their purchases without them having to navigate to a site or the shop through its guidance feature.

Their on-demand personalized assistant delivered through the bots can provide upgraded customer communication. These systems reduce the burden on human operators in handling routine inquiries. The WhatsApp chatbot model has proved to be of immense help for industries like retail and hospitality, and travel where quick customer service is needed.

### 8.1.1 Working of Chatbots

AI OS, complemented with NLP tech and ML, grants chatbots this ability to communicate effortlessly like a human counterpart. The chatbot operation is carried out in an order where the understanding of input is followed by production of a meaningful output.

- A chatbot will have its functionalities kicked off after input by user, through text or voice communication. The receive how text-based chatbots and voice-based chatbots operate is different because in the former typed messages are received, and in the latter speech recognition technology must be used to convert spoken words into typed words.
- The NLP-based chatbot processes the input message to be sent. The processing system breaks textual content into chunks, when identifying key lemmata before learning of the user's intention. During extraction the system is able to detect nouns as well dates and places, product-related data.
- Once the chatbot understands the meaning of a user's message, it retrieves an appropriate response from its database or some external source. A rule-based system that does has specific responses for input matches Ai- 2 however is fixed usarule set and responds to sexhiemaes, cannot learn.

- The chatbot generates its reply by considering the collected data from the database. The response modality of rule-based chatbots from AI-mediated ones, as the latter generate soft outcomes due to an inherent flexibility in such systems while the former return pre-programmed fixed outputs. A modern rendition of chatbots preserves some degree of the dialogue continuity across shifts by keeping context across sequences of dialogue.
- answers from the chatbot to users are presented in a suitable digital medium. Text chatbot represents their responses with text messages while voice chatbots convert text into speech via Text-to-Speech (TTS). Some chatbots combine images and buttons with links to drive a more interactive experience.
- If it can't solve their problem, the chatbot triggers an escalation path for users to speak with a human agent. The tool effectively manages complex cases using live chat, email and ticketing operations.
- It learns from all its previous dialogues with users, as well as from the quality of user evaluations. Correct patterns allow the system to enhance its performance and ability of asking questions. Users of feedback options help the chatbot developers to improve the chatbot by learning how a specific result is received by users.
- Chatbot operation platforms are between websites and mobile apps as well as messaging services and smart home appliances. Business can provide uninterrupted service to customers on all contact channels.
- Deep advances in chatbot technology are derived from artificial intelligence, machine learning and deep learning capabilities that enhance user interfaces. Second-generation chatbots will develop their context literacy and memory functionalities, as well as emotional processing capabilities to deliver interactions that approximate human-like communication.

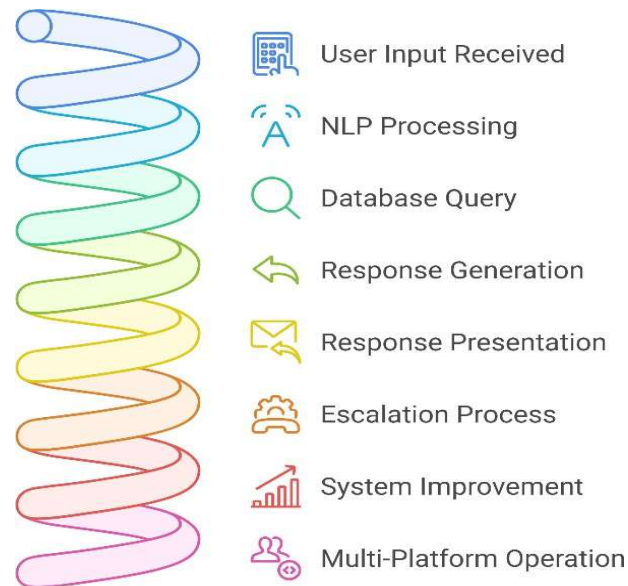


Fig 8.1: Working of Chatbots

### 8.1.2 Types of Chatbots

By AI power, or rule base Dialog programs are also deployed which support AI-driven dialogues and are available through voice and text based interactions for users. Three classifications of bots can be categorized by their application combined with level of artificial intelligence and purpose. Common types of chatbots Here are some examples which can be used in your workplace:

#### Rule-Based Chatbots (Decision Tree Chatbots)

Rule-based systems operate using predetermined scripts in addition to structured conversations. The operations are run under the control of the "if-then" protocol system running these tests, but can not do much by way of complicated commands outside their pre-defined scripts. The chatbots are well-functioning for standardized questions found in customer support documents and for simple dialogues. The banking sector, retail and the medical industry use these systems for routine customer communication procedures.

Example: With the Domino's Pizza Bot (Dom), users can order pizza and track delivery status along with current promotions. It allows the user have the easy to use interface as it provides several pre-designed workflow options at every session.

#### AI-Powered Chatbots (Contextual Chatbots)

AI chatbots use their NLP tools and the machine learning components to understand contextual cues, learn from previous interactions and get better at responses. These chatbots progress through

extra use to increase their "open" conversational capacity for better performance. The company's artificial delay detection software is revolutionizing enterprise industries from e-commerce to healthcare services and customer support, with personalized engagements.

For example: When users issue voice commands to Apple's Siri AI Assistant, they can have one conversational experience with the device - setting reminders and finding answers -- and receive direct search results. UX is improved by bots that can learn from user interactions.

### Voice Bots (Voice-Enabled Chatbots)

Voice-enabled chatbots are ones that can run without the use of hands, thanks to speech recognition and text-to-speech. When integrated into the platform, these smart things coexist with autonomous services that run by voice command in home systems and car or customer service applications.

Example: Google Assistant which is driven by voice, acts as a voice bot in setting alarms and controlling smart house gadgets and phone operations by producing textual answers for voice commands.

### Social Media Chatbots

Social Media Chatbots want to bring you website-like experiences on Facebook Messenger, Instagram and WhatsApp. Such services enable the performance of automated tasks in customer support functions, as well as marketing and recommendation applications. These bots are commonly used in e-commerce, fashion and entertainment domains.

Example: The Sephora Messenger Bot is built on Facebook Messenger and offers customers the opportunity to receive beauty product recommendations as well as makeup application tutorial videos and booking.

### Customer Support Chatbots

Customers are now able to positively interact with chatbots as the standard tasks of customer service such as querying and resolving complaints from clients or grant return requests, those can be carried out. The system run with human agent takeover capacities based on problems difficulty using its live chat support feature.

Example: Amazon and their website, and mobile app Services that makes it possible for users to check on orders, return services / request refunds, FAQ response from the website or their mobile app.

### Conversational Chatbots (AI Companions)

The ultimate goal of conversational chatbots are their humanistic autonomies that can engage people in spoken expressions and provide emotional support, as well as being able to guide unstructured conversations. These chatbots are powered by NLP and sentiment analysis technology to simulate conversations with the user.

Illustration: the AI software program Replika adds an electronic close friend to chat with in addition to emotional support consisting of emotional health advice.

### Transactional Chatbots

These automated systems facilitate three primary purposes: scheduling of appointments, execution of the order process and payment fulfilment. These chatbots are already a common sight in banks, hotel chains, and travel platforms.

Example: HDFC Bank's Eva helps its customers keep an eye on their finances and display their payment records, besides allowing them to apply for a loan or get answers on bank queries.

### Healthcare Chatbots

With healthcare chatbots, it is also possible that users can receive support with medical queries like symptom analysis and scheduling appointments. The systems provide but do not compete with health professional decision making while conveying medical content until patients present for appropriate clinical assessment.

**Example:** Ada Health operates as an AI healthcare solution which conducts symptom interviews to deliver medical explanations to users who need guidance on whether they must seek medical care.

### Knowledge Check 1



#### Choose the correct option:

1. Which type of chatbot relies on predefined scripts and structured dialogues to provide responses?
  - A) AI-Powered Chatbots
  - B) Rule-Based Chatbots
  - C) Conversational Chatbots
2. What is the primary function of transactional chatbots?
  - A) Assisting users with emotional support and companionship
  - B) Handling appointment scheduling, order processing, and payment transactions

### 8.1.3 Uses of Chatbots

#### Chatbots for Marketing

Marketing is the business of engagement and this has been refracted by chatbots as it redefines brand-to-audience communications. AI chatbots help make personalized product recommendations to users but also push marketing content through their interface and passively perform QnA based data mining of conveniently assumed topic of user interest. Sephora offers its Facebook Messenger bot that produces beauty suggestions and suggests items holistically by engaging the user in a cool flexible conversation.

#### Chatbots for Sales

With the growing popularity and use of digital bots as virtual sales agents, they become automated representatives who work for companies in converting prospects to paying clients. These systems not only detect prospective customers, but also offer them appropriate products and help them while the purchase process. Drift's chatbot enables "automated meetings" so prospects can schedule time with human salespeople, saving the business development rep time by only engaging human sales reps when a meeting is set.

#### Chatbots for Customer Service

Fast help of a customer service robot reduces waiting time of the guests and their satisfaction rate. Dec 29, - A system may process conventional customer order location lookups and product assistance support and money return procedures. Amazon's chatbot service helps customers track their orders, that auto-processes returns and solves issues through automated actions which require no human input.

#### Chatbots for Social Media

As chatbot technology provides automated service, it gives brands an assisted universe to interact with their customers on social media. These systems provide responses to customer inquiries and also provide information to customers while hosting social media giveaway contests and polls. KLM Royal Dutch Airlines Facebook Messenger operates a chatbot via their Facebook page that delivers flight information as well as check-in reminders for a more seamless customer experience.

#### Chatbots for Internal Support

“Chatbots become first order” for enterprise operations, as they provide near-instant information access to every employee. HR Technology and IT UK-based employees now have access to International SOS from within HR and IT departments where you can check your benefits and pay leave policies, additionally find support or help in solving tech problems. With its chatbot, Slack lets employees automate tasks and schedule reminders and even gives them a way to find company documentation.

### Chatbot Use Cases for Startups and Small Businesses

Chatbots assist start-ups and programme businesses simplify tasks and improve customer interaction. Speed up the order by booking an appointment, taking orders and answering questions to provide value through your chatbot. A small e-commerce shop, for example, can tap a chatbot to answer customer questions 24/7 and eliminate the need to staff a support team full time.

### Chatbots for Enterprises

Large companies use chatbots to manage customer interactions, internal processes, and even training staff. IBM Watson Assistant helps businesses build AI-driven chatbots integrated with enterprise systems to increase departmental productivity.

### E-commerce Chatbot Use Cases

E-commerce businesses employ chatbots to enable personalized shopping experiences, order tracking and customer service. Kik's H&M chatbot helps its users find clothing that matches their fashion sense, thereby removing the friction from the shopping process and ultimately selling more stuff.

### Chatbots for Education

Chatbots in Higher-Ed Institutions and EdTech services use chatbots to help their learners with course-related queries, assignments, and general admin. The Georgia Tech bot, called Jill Watson, answers students' repeated questions and gives them instant responses.

### Financial Services Chatbots

Banks and financial institutions use chatbots for loan requests, account information, payment processing and fraud detection. Erica, Bank of America's chatbot provides its customers with service on balance inquiries, help on creating financial goals and offers insights into spending behavior all within one platform.

## Healthcare Chatbot Use Cases

Medicine chatbots assist with things like medication reminders, taking one's temperature, and scheduling appointments. 1 Babylon Health's chatbot, which offers medication advice according to symptoms and can refer patients as appropriate.

## Chatbots for Insurance

Insurance companies use chatbots to process claims, answer policy questions and generate quotes. AI Maya of Lemonade enables customers to be insured and file claims in a matter of seconds, without any paperwork or lead time.

## Chatbots for Manufacturing

Manufacturing companies use chatbots for inventory management, employee training and process optimization. Siemens has implemented chatbots powered by AI for tracking devices in real-time and predictive maintenance alerts to prevent downtimes.

## Chatbots for Real Estate

Real estate chatbots enable for home searches, virtual tours and appointment scheduling. Zillow's chatbot helps users to find properties based on their preferences and alleviates the hassle of home buying.

## Travel Chatbots

Travel chatbots help you book a flight or hotel, get itinerary updates and more. Booking or recommending, Expedia's chatbot is here to help. Airlines also use chatbots for things like flight status notifications and check-in.

### 8.1.4 Advantages and Disadvantages of Chatbots

Chatbots have become indispensable tools in various fields such as customer service, medical consultation and e-commerce. There are a lot of pros but also some cons. Here are their pros and cons:

#### Advantages of Chatbots

##### 24/7 Availability

- Chatbots can both help and answer questions at anytime, reducing the reliance on human agents to work around the clock.
- This is very useful for businesses that serve a global audience across several time zones.

#### Speedy Responses and Accelerated Service

- Chatbots have the capability to handle multiple conversation at a time thus saving customer's time.
- Reply in real time, increasing guest engagement and satisfaction.

#### Affordable

- Reduces labor cost by performing repetitive tasks that would otherwise have been assigned to a human agent.
- Prevents businesses from spending extra dollars on hiring customer support reps.

#### Scalability

- Chatbots are able to handle thousands of requests simultaneously unlike their human counterparts.
- They are able to scale without adding additional resources.

#### Minimizes Human Error

Unlike humans, chatbots don't get tired or distracted so there are low chances of botched replies.

- They provide consistent and precise information when established.

#### Improves Customer Experience

- Provides personified engagement by data and user preference tracking.
- Uses AI to remember past interactions and make the conversation more interesting.

#### Automates Routine Tasks

Chatbots can handle FAQs, appointment setting and order tracking well.

- Help offset human agents for more sensitive, high-value work.

## Multilingual Support

— Some intelligent chatbots are multi-lingual, which opens up new customer opportunities for international companies.

## Integration with Multiple Platforms

Integrates in websites, social media networks (like Facebook Messenger or WhatsApp), chats, bots and apps.

- Enhances access to customers in any digital state.

## Data Collection and Analysis

- Gathers customer information and feedback, so that companies can monitor trends and improve service.
- Provides valuable details about how customers act and what they like.

## Disadvantages of Chatbots

### Limited Understanding and Responses

- Chatbots may hang up on abstract or complex questions that require human judgment.
- It works on pre written scripts and AI framework, which do not always reply correctly.

### Lack of Human Touch

- Not as empathetic nor emotionally intelligent as humans which in a lot of instances, needs to be the case.
- Consumers might get frustrated interacting with bots, especially in sensitive cases.

### High Initial Development Costs

- Advanced chatbots that use AI are costly to develop and maintain.
- Everything that can possibly be updated / fine-tuned to increase performance.

### Security and Privacy Issues

- Handling sensitive customer data is an invitation for data breaches or cyber assaults.

- To speed up conversation, the bot can opt to skip several attempts at personalisation.

### Limited Judgmental Decision-Making

- Chatbots struggle with making value and sentiment constructive judgmental decisions based on experience and creativity.
- They are capable of misunderstanding complex customer inquiries and providing incorrect answers.

### Internet and Technology Dependency

- Chatbots are subject to the availability of internet and may be impacted by network connection problems or when servers go down.

Customers in low-bandwidth regions cannot use chatbot services.

### Frustrating for Customers

- Humans that just can't seem to "talk" to chatbots and would prefer talking with other humans.
- Chatbots may provide bad customer experience in cases when they are unable to understand question.

### Not for All Businesses

- Some sectors — like law and medicine — are human skills that can't be provided by chatbots.
- Chatbots may not work well for companies with very tailored services.

### Over-Dependence

- Other companies rely too heavily on chatbot technology, cutting or reducing human staff until their customers get frustrated when bots fail to function properly.
- Businesses should find a balance between human employees and automated programs.

### Updates and Maintenance Needed

- Chatbots need to be updated occasionally to become more accurate and efficient.

Chatbots need ongoing learning and optimization to remain up-to-date

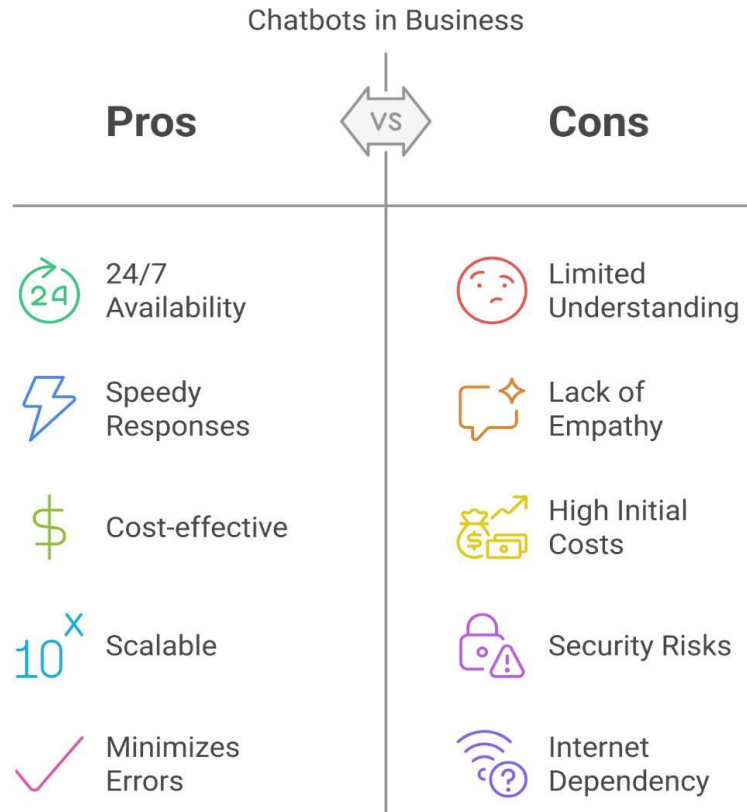


Fig 8.2: Pros and Cons of Chatbots

### 8.1.5 How Chatbots Help Businesses

Businesses, across domains leverage chatbots to automate tasks with the objective of business automation and enhanced customer support & operational efficiency. The artificially intelligent and machine learning technology included in chatbots transpires the system to accomplish various kind of operational tasks, including customer service, data collection or even sales support. Chatbots enable organisations establishing closer customer relationships as well saving costs and streamlining processes.

#### Offering 24/7 Customer Support

**Benefit Number One** The primary reward of having chatbots is the fact that they provide 24/7 service to customers instantly. The use of chatbots 24/7 means customers can get support immediately, instead of waiting for human agents who have scheduling restrictions.

Shopping on-line, international operating Amazon and eBay are using chatbots for real-time tracking of the purchased goods as well as suggesting other products along with answers to common inquiries. Flights and customer service travel details and status updates are shared with travellers by British Airways and KLM through their chatbot system (a nice touch from both carriers to reduce service waiting times, whilst still improving the traveller experience).

### Minimising Operational Expenses

Chatbots take the repetitive work out to reduce costs of acquiring and training as well as managing staff in customer service. One chatbot can respond to several thousands of customer queries at a time which eliminates the requirement for vast support teams.

For example, HSBC Bank has a chatbot named “Amy” to assist customers with banking queries, which reduces the burden on human agents. This allows the bank to allocate its human agents to more complex financial tasks, even as the chatbot handles everyday banking queries such as account balance information, transaction histories and loan qualifications.

### Improving Customer Engagement and Personalisation

The fact is that customers today expect responsive, personalised engagement and chatbots can help companies deliver this with tailored replies based on the user’s behaviour and interests.

Fashion chain store H&M launched a chatbot that welcomes users by asking them what their style preference is and telling them that they should dress up, while hinting at style trends. 7) Global cosmetic brand Sephora retailer uses chatbots to provide makeup tips, and skincare regimens. The chatbot engage in conversation by asking about the skin-, make-up look and previous purchases before recommending customised products.

### Assist with Sales and Lead Generation

They provide an important development in and sales of leads, they interact with potential customers guiding them through the purchase process and they make recommendations for browsers history.

Automakers like Mercedes-Benz and BMW use chatbots to help potential car buyers pick a model, customize features and schedule test drives. The chatbot interacts with the customers by providing them information about different models, comparing features and even answering questions related to financing making it easier for them to make a buying decision.

Similarly, eCommerce websites such as Shopify included chatbots that offer discounts and special deal to website visitors to convince them in making a purchase decision and reducing cart abandonment.

### Automating Administrative Tasks

Among the challenges companies face is carrying out repetitive administrative processes like setting up appointments, monitoring orders and answering FAQs. The platform gives police work over to chatbots so humans can take care of the jobs that need actual brains.

The NHS and other medical institutions, for example, have chatbots that help book doctor appointments for patients and provides them with advice on symptoms or general health issues. END users can communicate with the chatbot to share symptoms and receive advice on if professional medical help is needed or not, preventing an overwhelm of healthcare workers.

the automated system which improves customer convenience.

### Collecting and Analysing Customer Data

Your customers tell you through their chatbot interactions which questions are frequenting them. Enterprises use this knowledge to develop better products and enhance marketing strategies and achieve higher customer service satisfaction.

Starbucks The coffee giant's mobile app includes a chatbot that allows to-order tools and gathers user info about their favorite drinks in addition to tracking buying habits and the best times to buy. These data are exploited by Starbucks to develop promotional campaigns and new products that meet, as much as possible, with consumers' behavior.

Netflix uses chatbot technology to monitor how users like to watch their films and TV shows so that it can recommend content the same way they do. The customer behavior enables the firm to portray personalized experiences which keeps its users engaged in the platform.

### Optimizing Operations for Travel and Hospitality Industry

Chatbots for the travel and hospitality industry make hotel bookings, flight reservation and trip planning easier to the advantage of travel providers.

Chatbots Like Connie by Hilton Hotels Introducing Connie from Hilton Hotels English Types of AI chatbot The world has seen many types of chatbot, but the following are common. The hotel makes use of automatic system queries to enhance guest satisfaction and reduce workload for employees.

Expedia, for example, use their chatbot on the travel booking site so that users can search for flights and make hotel reservations as well as alter or cancel reservations. Never has the gap between you and your customers been something a chatbot can bridge more than ever before enhancing fast online booking with easy travel planning conversations!

### Improving Security and Fraud Prevention

Bank and finance institutions use chatbots extensively to secure security systems and stop fraudulent activities. The duo of transaction monitoring and possible behaviors discovery keep customer information money and sensitive details are safe in businesses with a chatBot.

And PayPal employs AI to run chatbots that detect fraudulent transactions in real time. The chatbot's user behavior analysis makes it possible to discover an anomaly transaction in order to alert customers of a potentially fraudulent situation. This type of initiative cuts down on financial risk and establishes trust with customers.

Similarly, Barclays Bank has deployed chatbots to assist visitors request for password reset, verify account information, or even guide them through a secure authentication process – there by making the whole online banking experience more secure.

### Did You Know?



- The international chatbot market will be valued at \$455 million at the end of 2027.
- Chatbots are capable of responding to as much as 79% of frequent questions.
- Companies save a significant amount of 30% on customer service expenses with the use of chatbots.
- 31% of companies that personalized their chatbot messages achieved their business objectives.

## 8.2 Voice Search

Voice search is searching the internet using your voice, where you shout questions at your phone or digital assistant and it shouts back answers. So instead of entering a question in a search engine, just ask your device about something, and it will process the command and provide you with results.

Some of the Leading Voice Search Assistants include:

- Google Assistant (or used with Android devices, Google Home and Nest speakers)
- Apple Siri (available on iPhones, iPads and MacBooks)
- Amazon Alexa (in Echo products and Fire TV)
- Microsoft Cortana (originally on Windows devices now businesses-oriented)

These AI assistants utilize sophisticated machine learning and speech recognition to interpret and execute user commands.

### Digital Read



#### Scan the QR Code to Read!

Storm, M. (n.d.). *What is voice search optimization and how to do it?* WebFX.



## 8.2.1 Working of Voice Search

When it comes to your devices, however, voice search has changed the way we interact with technology in general and search specifically — granting lightning-fast access to information without typing a thing. Voice search works through a harmony of artificial intelligence, speech recognition and search engine technology. In some embodiments the voice search process as described herein is a two or more phase operation, which receives spoken commands from a user, correctly recognizes and responds to them.

### Recording the Spoken Command

The cycle starts the minute a human utters words to a voice-activated device. Whether it's a smartphone, smart speaker, or the infotainment system in your car, the device is constantly listening for an activation phrase like “Hey Siri,” “Ok Google,” or “Alexa.” On actuation of the trigger point, the word of command spoken is intercepted by the system and made ready for processing. The quality of the voice, background noise and even the accent of the user can impact how well a voice assistant is able to capture the audio.

### Converting Speech into Text

After the voice command is captured, it is transformed from audio to text. This is Automatic Speech Recognition (ASR), which analyzed sounds in small sound segments. It then compares these patterns of sound against a huge database of language models, to type the words out as they are spoken. Abraham says that over time, the system is able to be “taught” by a variety of accents, pronunciations and speech patterns and become increasingly accurate.

### Understanding the Intention Behind Words

Simply translating the words into speech isn't sufficient; the system must also understand what that user is attempting to do. NLP does that for us and this is precisely what we are about to do. The AI breaks down the sentence structure, isolates important phrases and works out what is being asked. A simple request, such as “Where's the closest good Italian restaurant,” is broken down into manageable components — finding out that a user would like to find a highly rated Italian eatery nearby. Not even phrasing variations, such as “Where is a good place for Italian food around here?” are treated similarly, leading to more naturalistic human-computer interaction.

### Getting the Most Relevant Information

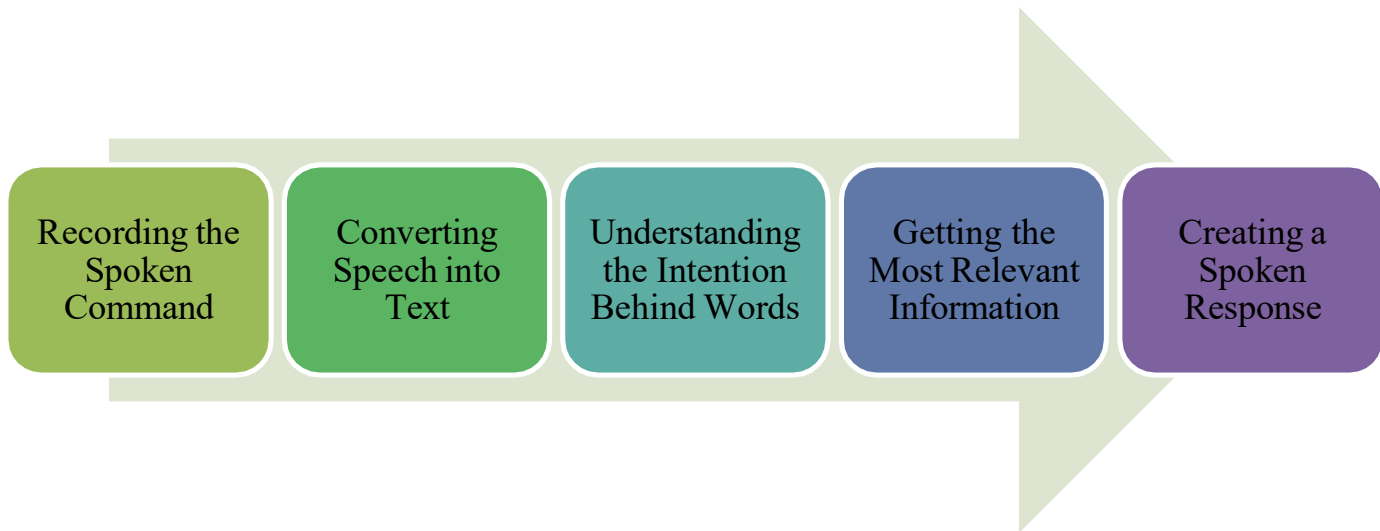
Once the intention is detected, the system will select the most appropriate response. "You ask two types of question: if it is a general knowledge one, it will search databases, news stories and websites like Wikipedia to pull out information." Businesses or local services searches bring their data from Google Maps along with Yelp and

business listings. When using voice commands to control smart home devices, the system interfaces directly with the appropriate services or apps.

### Creating a Spoken Response

The system finalizes it by converting the collected data in to spoken talk output. Through its technological knowhow, the TTS feature turns written words into spoken words placed in a common English language sentence. The newer AI TTS models use more recent artificial neural algorithms to provide digital speech output containing the patterns of human speaking, including intonation and pauses. The solution achieves at least a factually generous coverage or proof and the answer is in clear and understandable language.

The logic behind the voice search that is used depends on a system some say of machine learning fused with artificial intelligence combined with cloud computing mechanisms to process. The innovations of our time entail an ongoing progression of the voice search processes that will be fully immersed in everyday habits.



**Fig 8.3 Working Voice Search**

### Knowledge Check 2



**Choose the correct option:**

1. What is the first step in the voice search process?
  - a) Converting speech into text
  - b) Recording the spoken command
  - c) Generating a spoken response
2. Which technology is responsible for converting spoken words into text?
  - a) Text-to-Speech (TTS)
  - b) Automatic Speech Recognition (ASR)
  - c) Natural Language Processing (NLP)
3. What role does Natural Language Processing (NLP) play in voice search?
  - a) It generates an audible speech response
  - b) It converts sound into text
  - c) It understands the intent behind spoken words

## 8.2.2 Features of Voice Search

### Natural Language Understanding

It is the voice search-based AI that effectively works by comprehension of speech conversations and not just recognition of static sequences of words used in queries. Voice search has a full grasp of all forms of sentences such as colloquialism and different ways to ask the same question. The user this time asks verbally, "Where's the closest coffee shop?" Users are able to make natural requests like "nearest coffee shop" rather than uttering the same command again and again for voice technology to come up with recommendations.

### Hands-Free Operation

This is where voice search really comes into its own – we can use it without our hands. The feature provides a hands-free way of operating devices using voice control, meaning it's great for drivers and people who are busy cleaning or cooking – but don't want to touch their smart home gadgets. The user is able to control baking by voice command such as "Cilk on a timer for 10 minutes"; all without stopping cooking.

### Personalised Search Results

"Voice search gets to know what people prefer by getting to know how each person speaks and what questions they ask -- and interests them most." The assistant will begin displaying football news reports, for instance, when someone repeatedly asks for sports scores. This type of customization enables users to get a better search effectiveness and the relevant.

### Integration with Smart Devices

Voice Search Technologies are also used outside hand held phones, with home utilizations ranging from home automation to voice searchable databased and now travel as well as in onto street locations. New York voice activated command devices where people can control the lights and temperature and play music with a spoken instruction to these device. One can simply order "Alexa, dim the living room lights" and the lighting in this ceases for an automatic adjustment through the smart speaker.

### Fast and Efficient Responses

It is that voice search gets through queries faster than keyboard input. Instead of searching in the text for a fact, one receives direct audio answers. If, for example you ask "What is the population of the UK"? the assistant will deliver the information then and there without needing to scroll through web pages.

### Proper Accent Understanding

Since voice search is run by advanced AI technology, it has the capability to be familiar with an account for different accents, pronunciations, and articulations. Whether a user is speaking English with a British, American, or Indian accent, the system gets better and better through what's known as "machine learning. That is, your = query will be recognized properly as long as you don't have a = severe regional accent.

### Multi-Device Accessibility

Voice search is prevalent across many devices; covering smart phones, tablets, laptops, smart speakers (or voice assistants), and even cars. A user can request something from his or her phone and have that question picked up on his or her smart speaker without repeating himself or herself. Can be used across multiple devices for optimal convenience and connectivity.

## 9 Local Search Optimisation

People search with words on voice to find the businesses or services nearby. It is focused on local search, providing results based on location. One is tempted to say, "Where's the nearest drug store?" voice search returns the closest places, as well as directions, business hours and customer ratings, making it useful for those on the go.

### Command Execution Beyond Searches

In addition to questions, Voice Search can also process commands including sending SMS/MMS and making calls, setting reminders, pulling up apps. For example, you can instruct a tool to "Send a WhatsApp to John that I'll be late," and it will send the message without your having to open the app.

### Continuous Learning and Improvement

Context-aware voice search assistants use artificial intelligence to constantly get better at being more accurate and relevant. The more the user interacts with the assistant, the better it gets to know your voice, preferences and

frequently-used expressions. It allows for increasingly responsive over time experiences that become more personal and natural.

## Examples of Voice Assistants

### Google Assistant

Google Assistant is a super smart, always on assistant that's mindful of the things you need and instantly responds. The technology, which works across all devices from smartphones to smart speakers, smart displays and yes, cars is developed by Google. The technology is notable, for it can comprehend in real time conversations organically, picking up on the context and delivering accurate replies to follow-up questions. The Assistant is very good at pulling up navigation directions, setting reminders, and reading the weather, as well as the occasional laugh when prompted. The built in real time language translator is a sweet big plus for traveling folks. People can use voice commands to control their smart home technology as the system pairs beautifully with so many interconnected home devices. The Assistant does get more powerful every year, however so day-to-day life at least makes life a little bit easier and a whole lot more convenient.

### Siri

Siri is Apple's voice assistant, and it has been included since the iPhone. It is engineered to work flawlessly within Apple's own ecosystem, so if you do have an iPhone, iPad, MacBook or even an Apple Watch, Siri is on hand for assistance when needed. The Apple Music feature, voice call and reminder setup (via text messages) works seamlessly as well with basic voice commands via Siri. Siri's charm comes mostly from its sarcasm and surprising responses mixed with mildly sarcastic quips. The platform is proficient in controlling (non-commercial) Apple HomeKit smart home equipment. The product works great to control your devices by voice if you are Apple user across all connected devices.

### Alexa

The voice-controlled system Alexa serves as the hardware platform for smart home devices from a range of product developers. Echo device users already know the fundamentals of interacting with Alexa. This is the technology most people immediately think of, as it allows users to bark orders and control their smart home things.

activating lights and thermostats, as well as lock doors. Alexa also can "skill" up and connect to popular services

Such as Google, Wikipedia, Apple music, Pandora and so on especially it's open source popularity. It responds to

voice commands that will allow users to get news and weather reports, including local traffic updates, while listening to music and even ordering from Amazon. The skill library system is one of its standout features, as it allows for third-party add-ons that give Alexa extra knowledge to do things like take fitness classes and read books before bed. Additionally, Alexa is very good for multi-user use as it can distinguish between different voices and provide a specific answer. Alexa has become a household name not by magic or chance, but because it is easy to use, reliable and Amazon keeps adding new features and updates.

## Cortana

Cortana from Microsoft actually started off as a voice assistant for Windows users but has since changed its purpose. Unlike Alexa and Google Assistant, which are home automation and entertainment-focused, Cortana was built with productivity as a driver. In the old days, Cortana would assist Windows users by reminding them of things, booking appointments and responding to questions -- though at one point Microsoft dialed back its capabilities to focus instead on how it works within Microsoft 365. Cortana is now a leaner digital assistant, with new features added to it as an Outlook calendar manager and Microsoft Teams coordinator. Although it is not the primary personal assistant for consumers, it is also used by enterprises and professionals to automate their work and schedule in Microsoft's world.

### 9.0.1 Impact of Voice Search on Digital Marketing

Voice search digital marketing was ushered into a new era, one which had an impact on how consumers now seek information and interact with brands as well as making their purchases. The rise of the revolutionary voice controlled challengers like Siri, Google Assistant or Alexa would now require companies to change their complete way of promotion for their businesses.

Translation via Converse and Long-Tail Words.

Traditional keyword's use lies beneath the search queries but voice search enables users to talk in normal language dialogue. Users also ask questions in natural language, such as "Where can I find the best pizza in New York City?" and not the long practice of being a search engine, i.e., not typing "best pizza NYC." This means that companies will need to optimize their content with natural language and long-tail keywords that closely match the way we speak in real life."

It is much more likely that brands that integrate Q&A-style content and have an objective to answer the specific question will rank better for voice search. For instance, a restaurant might create blog posts to respond to user

turnitin "What are the best Italian restaurants near Times Square?" to attract voice search traffic. trn:oid::3618:127097588

## Importance and Significance of featured snippets (Position Zero)

Answers from voice assistants are pulled from featured snippets (Position Zero) in Google search. They provide a clear and crisp information directly on the search result page, and when users do voice search then to their, most of the time it reads same snippet.

So that if someone queries, for example, “How do I get stains off a white shirt?” There is a perfectly-susuch blogging entry of the laundry detergent firm Google\* would be allowed to resort. So brands must prepare their content to be succinct, informative and in a way that voice search algorithms can extract and display.

## Rise of Local SEO and "Near Me" Searches

The rise of voice search has been instrumental in local SEO, as many people use their voice assistants to ask location-driven questions like “best coffee shop near me” or “gas station near me open now.” Businesses focusing on local SEO (like completing their Google My Business listing, using location-based keywords and getting positive reviews) also have higher chances of ranking in voice search.

For example, a small bakery in Los Angeles might choose to optimize its content for “best fresh pastries near me” by ensuring that its site is packed with local keywords, customer ratings and updated business hours. If well-optimized, when someone conducts a voice search looking for fresh pastries in the area they’ll be directed to just such a bakery.

## More Focus on Mobile Speed and Optimisation

And because the majority of voice searches happen on smartphones, websites must also be optimized for fast load times and mobile responsiveness. A website that is slow or not working properly cause a lot of bounce-off traffic and will harm traditional and voice search rankings.

For example, an online running shoe retailer must ensure that its website loads quickly and offers a smooth mobile shopping experience. When a shopper types, “Where should I buy the best pair of running shoes online?” and they land on a page that is slow, they are probably just going to bounce off the site back to one of the competitors that may offer better user experience.

## Rise of AI and Chatbots

The increasing popularity of voice search is seeing businesses integrate AI-based chatbots for monitoring customer interactions, delivering a better user experience. These chatbots are powered by natural language processing technology, which enable them to understand and respond to user queries as if they were having a conversation with a real person.

For example, a travel business might employ a chatbot that responds to voice queries with the question “What are the top family vacation destinations?” The chatbot can advise, give promos and even book itself which allows more convenience for potential clients.

## Novel Opportunities for Advertising with Voice Assistants

Voice search will change the way companies approach online advertising. Voice search, like other search ads, isn't a list of results but one verbal response. This presents an opportunity for brands to collaborate with voice assistants to be the go-to response for a question.

So if a customer asks Alexa, “What is the best shampoo for dry hair?” a brand with a paid voice search program in place can get its own product recommended first instead. [CLICK TO TWEET](#) Companies that utilize speaking search commercials will present themselves at an advantage in the battle for consumer attention.

## Increased Emphasis on Audio and Voice Content

With voice search on the rise, we are seeing a continuing growth in audio content and offerings such as podcasts and voice-enabled content marketing. Businesses are producing more voice-friendly content, like audio blogs and interactive voice experiences, to connect with audiences.

For instance, a fitness company may produce a podcast that talks about exercise tips and nutrition, which consumers can listen to using voice commands. This enables brands to engage more with their audience using an audio platform.

### Activity: Voice Search Assistant

Perform a voice search on your smartphone or a smart assistant (e.g., Google Assistant, Siri, or Alexa) to search for information on a subject of your choice. Observe the accuracy of the results and difficulties you encountered. How is voice search faster and more convenient compared to text-based search?



## 9.1 Summary

- ❖ Chatbots are implemented dynamically by artificial intelligence machine learning system for conversational exchanges between a chatbot and users. It mimics human conversational techniques with immediate replies that works across websites and messaging platforms as well as social media networks.
- ❖ The progress of chatbots became more robust since artificial intelligence especially NLP (natural language processing) and machine learning have been improved. Old chatbots worked on scripted rules and rules while current AI-based chatbots come with personalized context based replies.
- ❖ Organisations enhance their customer services by ensuring 24/7 availability and prompt response of chatbots, enabling robots to serve multiple user requests concurrently. Businesses are utilizing their chatbots for functions such as lead generation, e-commerce and appointment booking in addition to providing personalized recommendations to users.
- ❖ The voice search system with such technique makes it possible the Internet users make oral instructions for searching online material as well as controlling digital assistant and smart devices. The digital world has seen this change hugely due to the influence of voice assistants like Apple's Siri, Microsoft's Cortana and Amazon-echoed player the Alexa and also Google Assistant.
- ❖ Improvements in the era of voice recognition resulted Voice search as an effective device for conversational search to support faster search. The increasing popularity of voice-activated speakers and AI devices means that voice search has become a significant factor in terms of shaping the trends on digital.
- ❖ Voice search brings considerable challenges to SEO due to the need of optimizing for natural language queries and broader set of phrases known as long-tail keywords. In the ever-changing digital world, websites and business need to prepare their content for voice searches in order to stay ahead.
- ❖ Chatbots in combination with voice search would facilitate frictionless interaction as they provide real-time replies without the need for hand-based command. These AI tech breakthroughs will deepen their integration into three segments of customer service; e-commerce and digital marketing.
- ❖ Partnering between users and chatbots, as well as Voice Search, and increasing the power of artificial

intelligence features in multiple languages, by personalization techniques will flourish further in the future. Both

user experience and interaction will be improved with such tools as business start using them marking yet another era of digital communication.

## 9.2 Key Terms

**Chatbot:** Is an artificial intelligence software that can be programmed with combined text and voice patterns for offering human-like interaction in every process — either using text or voice command.

**Natural Language Processing (NLP):** Computers can be taught through artificial intelligence (AI) to understand, interpret and produce human speech or language.

**Machine Learning (ML):** With ML, a subset of AI, systems can learn from data and sharpen their operations and decision-making even when no specific programming has been mandated.

**Voice Search:** It is a search technique that makes your use easier while letting you browse the web through voice rather than typing on the keyboard.

**Automatic Speech Recognition:** In this method, users can interact with digital devices and apps by converting the recognized speech into text.

**Conversational AI:** Machines are able to mimic human conversation between their clients and them through chatbots, virtual assistants and voice assistants using artificial intelligence.

**Virtual Assistant:** Depending on the category of virtual assistant being used, voice-based applications that run as Siri, Alexa or Google Assistant respond to commands and do things like remind us about appointments, answer questions and control devices.

**Engagement:** The level of user interaction with digital content, services and applications is also influenced by characteristics like chatbots in combination with voice search.

**Voice Commerce:** This way of shopping allows you to purchase products through voice-activated assistants that serve as an on-demand and automatic purchasing system besides convenient online shopping.

## 9.3 Descriptive Questions

How has Artificial Intelligence (AI) and Natural Language Processing (NLP) improved chatbot conversations, what are the bottlenecks faced in making human like chat?

1. How user behavior differs between chatting with chatbots and traditional customer support channels, and how it also affects customer satisfaction that lead to brand loyalty?

What impact does voice search have on SEO, and what changes do businesses need to make in their content to optimize for voice-based search?

What are the major privacy and security concerns around voice assistants and chatbots, and how do companies solve for these issues but still maintain personalization?

No, seriously. How do Chatbots make e-commerce more efficient and what are the factors governing their effectiveness in making buying over internet easier?

What barriers to voice search and chatbot technology use exist in multilingual and multicultural markets, and how can businesses close the gaps?

How does voice commerce influence the buying behaviour of consumers and which particular sectors are most affected by it?

What are the key design principles that drive user-centered chatbot conversations and what impact do they have on customer engagement and loyalty?

To what extent does AI bias impact the functioning of chatbots and voice search, and how can you minimize this for fair and unbiased interactions?

What role do chatbots play in omnichannel marketing strategies and what is their impact on providing a consistent experience across different digital channels?

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Simon Kingsnorth (Author) | Publisher: Kogan Page

Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing 6th edition (English, hardcover) By Dave Chaffey, P.R Smith (Author), Routledge (Publisher)

## Answers to Knowledge Check



### ***Knowledge Check 1***

- 1: B) Rule-Based Chatbots
- 2: B) Handling appointment scheduling, order processing, and payment transactions

### ***Knowledge Check 2***

- 1: b) Recording the spoken command
- 2: b) Automatic Speech Recognition (ASR)
- 3: c) It understands the intent behind spoken words

## 9.5 Case Study



### The Impact of Chatbots on Customer Service Efficiency

#### Introduction

Digital customer service uses chatbots as one of the critical tools due to its fast advancement in artificial intelligence (AI) and automation technology. Companies across a range of verticals employ bots to provide rapid responses, all while helping boost user satisfaction and keep operational expenses in check. The study investigates how chatbots improve the customer experience by analyzing one leading e-commerce company following the integration of an AI powered chatbot.

#### Background

**XYZ Retail - A Global Online Retailer** The global online retailer XYZ retail faced several challenges in their customer service department as they were experiencing high ticket volumes and long TAT which led to unhappy customers. The retailer implemented an AI-powered virtual chatbot that handled a variety of customer queries and provided instant responses with availability to the services round the clock. The automated application provided to clients two primary features; the functionality of which gave clients the ability to track their orders and receive products recommendations. It also offered standard assistance on typical troubleshooting inquiries.

#### Issue 1: An Extensive Customer Service Response Time

As the customer base of XYZ Retail expanded, it was getting more and more support requests which were taking longer times to process affecting their satisfaction. The current manned customer care facilities were unable to cope with the soaring service requests.

#### Solution:

An xyz retail's bot system based on AI was effective in answering customer queries then and there. A natural language processing system incorporated into the chatbot allowed it to understand what customers were saying when conversing with them and provide appropriate answers in response. Automated handling of repeat questions allowed customer service representatives to spend their time on challenging issues, reducing response times by 60%.

## Issue 2: A lack of Personalization in Customer Service

Support staff sent canned replies that irked customers and the latter lost interest in the service. There was not enough of a personal contact with the system for users to have a positive influence on their overall experience.

### Solution:

A machine learning procedure connected the chatbot software to its customers' past conversations as well as their transactional records. The storage of the user's data allowed the chatbot to make product recommendations and greet the user by their name.

Customer satisfaction was up 45% and product repurchase rates climbed.

### Descriptive Questions

In what ways do AI driven chatbots help in making your customer support more effective compared to traditional human based support systems?

What are the key business and technical challenges in adopting chatbot technology, and how they can be addressed?

The role of chatbot-based personalization for internet brand loyalty and customer retention: The case of E-commerce

### Conclusion

The adoption of Chatbot technology at XYZ Retail is a good example for the disruptive impact of AI in the digital customer service. The decrease in response time, along with more personalized responses achievable through chatbots, leads to improved customer satisfaction and operational improvements. The industry should keep continuous chatbot learning of and solutions to matters -- demanding the context mining and data protection ethical considerations. The development of the star chatbot will graduate to a level where its practical applications in customer support and digital marketing would no longer be excluded.

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The percentage shown in the AI writing report is the amount of qualifying text within the submission that Turnitin's AI writing detection model determines was either likely AI-generated text from a large-language model or likely AI-generated text that was likely revised using an AI paraphrase tool or word spinner.

False positives (incorrectly flagging human-written text as AI-generated) are a possibility in AI models.

AI detection scores under 20%, which we do not surface in new reports, have a higher likelihood of false positives. To reduce the likelihood of misinterpretation, no score or highlights are attributed and are indicated with an asterisk in the report (\*%).

The AI writing percentage should not be the sole basis to determine whether misconduct has occurred. The reviewer/instructor should use the percentage as a means to start a formative conversation with their student and/or use it to examine the submitted assignment in accordance with their school's policies.



### What does 'qualifying text' mean?

Our model only processes qualifying text in the form of long-form writing. Long-form writing means individual sentences contained in paragraphs that make up a longer piece of written work, such as an essay, a dissertation, or an article, etc. Qualifying text that has been determined to be likely AI-generated will be highlighted in cyan in the submission, and likely AI-generated and then likely AI-paraphrased will be highlighted purple.

Non-qualifying text, such as bullet points, annotated bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.

# Unit 9: Artificial Intelligence (AI), Augmented Reality (AR) and Virtual Reality (VR)

## Learning Objectives

1. Participants will hear about AI in marketing and how it has three main applications by, as well – and unifying predictive analytics, automated content tools and customer personalization practices.
2. Students will learn by the example of virtual try-ons and product visualizations how AR is fueling marketing strategies.
3. Students will be able to determine how VR impacts marketing operations through deep campaigns built with virtual showrooms and interactive brand experiences.

## Content

- 9.0 Introductory Caselet
- 9.1 Artificial Intelligence (AI)
- 9.2 Augmented Reality (AR)
- 9.3 Virtual Reality (VR)
- 9.4 Summary
- 9.5 Key Terms
- 9.6 Descriptive Questions
- 9.7 References
- 9.8 Case Study

## 9.0 Introductory Caselet



### “The Future of Immersive and Intelligent Technologies”

At VisionTech -Samantha is a technology aficionado in this startup opportunity seeking to create interactive digital experiences by growing their business. The firm is exploring three emerging tech — AI as well as AR and VR — to change the way people are interacting with digital content across industries.

Their product development technologies revolve around AI for automated intelligence and custom user interfaces and data analytics features. The AI powered chatbots and ML algorithms predicting user actions enables VisionTech to create digital operations that are smart and tailored.

The technology of AR is manifested in applications that superimpose computer-generated virtual objects on real-world scenes. VisionTech creates an AR shopping assistant that allows you to see the furniture in your house before you buy it. Patients come and go: For AR, it is useful for medical students in performing safe surgical practices with simulated overlay guides which serve to enrich the learning.

On the contrary, VR is building complete alternate realities we can occupy and traverse as avatars. Thanks to VisionTech’s VR-enabled remote collaboration tool, global teams are working in the same room. They’re also piloting a VR treatment program with patients with anxiety disorder, where people are exposed in a controlled session to increasingly discomfiting virtual situations.

As Samantha and her friends prepare to unveil their latest idea, they confront a variety of challenges. Even then, while these potential technologies could be very powerful, ethical issues around data privacy, the addictiveness of users, misinformation and bias in AI algorithms would have to be reckoned with. Innovation and accountability must work in conjunction to ensure the proper use of these technologies.

Critical Thinking Question:

How can companies make sure that AI, AR and VR are ethically developed and used without losing the ability to determine which technologies develop as technology expands business?”

## 9.1 Artificial Intelligence (AI)

Artificial Intelligence (AI) is the simulation of human intelligence processes by computers, such as thinking, learning and decision making. AI is a field of study that makes it possible for computers and systems to perform tasks traditionally requiring human intelligence, such as problem-solving, language comprehension, pattern recognition and learning from experience.

AI is an ever-evolving technology which has transformed several industries including healthcare, finance, entertainment and so on. From digital assistants like Siri and Alexa, to self-driving cars and content recommendation systems used by Netflix and Amazon, AI is massively part of our daily lives.

### 9.1.1 History of AI

1950s – Idea became Reality

Machine thinking is a question that scientists have raised from the time World War II ended. The British mathematician Alan Turing formulated his famous Turing Test in 1950 to determine if a machine could demonstrate human-equivalent perception. Researchers experimented with symbolic logic systems as they developed early concepts of AI (which was not called AI at the time).

In 1956 John McCarthy organised the group of scientist leaders that gave definition to the term “Artificial Intelligence” in Dartmouth Conference. At this moment, researchers have seen the light at the end of tunnel as they felt that they are going to develop intelligent machines capable of performing human-like tasks.

1960s – Walking Cocaine was synthesized for the first time in 1863.

The researchers started building the very first AI software, and their enthusiasm soared. Computer programming advanced to play chess, solve logic-based puzzles and generate language. I just wanted to mention that Joseph Weizenbaum created ELIZA in the 1960s, which was arguably the very first computer-mediated conversation system built on top of user responses. The sheer primitiveness of ELIZA impressed its users, and it stimulated the discussion that is now current regarding AI in human communication.

The first US government research grants with explicit military needs and space operations applications began in the 1960s as these agencies saw that AI had promise. This was when AI technology seemed such a fragile newborn thing and society had the vision of some sort of smart machines that were yet to come.

1970s – The first AI winter

Reality caught up. Dans la bastoa Les progrès de l'intelligence artificielle ne donirent pas les résultats attendus, tant des difficultés marquées pour les machines apparurent dans leur mise en oeuvre réelle. Financial repressive forces, cutting funds off since the Democratic took over began with public enthusiasm waning. This led to an era that

researchers would call the "AI Winter" and who characterized both technical challenges and disillusionment.

A few people did not let the freezing weather keep them from working at that time. AI developers routinely created algorithms, but the experts who led that development created expert systems for specific fields by beings possessing domain-specific knowledge.

#### 1980s – The Revival

AI came back. New technology especially machine learning and neural networks revolutionized the artificial intelligence giving hope to its optimism. These expert systems were used to diagnose medical conditions as well predict financials in businesses and for manufacturing. Business applications of AI had not developed because they became obsolete.

An increase in processing capacity was partially responsible for this. AI models got better because computers became a bit more powerful each year. It took AI years of hard work to finally inject itself into real human experience.

#### 1990s – AI moves into the mainstream experience of everyday life

The 1990s brought the arrival of AI as an everyday facet of life. The development of SR systems also benefited as the computer systems themselves learnt word patterns (less/no more knowledge acquisition is involved). AI systems via recommendation systems migrated to making personal recommendations for movies/music/books based on your activities.

IBM launched Deep Blue in 1997, and it beat the world chess champion Garry Kasparov. This achieved historical significance. The match was a significant symbolic victory demonstrating that AI technology could win to human intelligence in some tasks. Synthie waved all around to nod towards the existence of artificial intelligence as it made transition from dreams to the real world.

#### 2000s – Data as the New Oil and the Internet

AI got its fuel to drink when the internet arrived. The training and enrichment material for AI was derived from huge amounts of data produced by search engines, e-commerce and social networking platforms.

Google along with Microsoft and Amazon also spent billions on AI research. AI-driven technology available through Google Search, along with spam filters and virtual assistants like Siri had mushroomed to reach the whole human population. The test facilities did not have AI, partly because technology had grown integrated into every nook and cranny of human life.

#### 2010s – The AI Revolution

Indeed, the 2010s were the age of the AI explosion. Deep learning, a powerful way of training artificial intelligence on data in the same way that a human brain learns from experience, enabled AI to do things it had never been able to before.

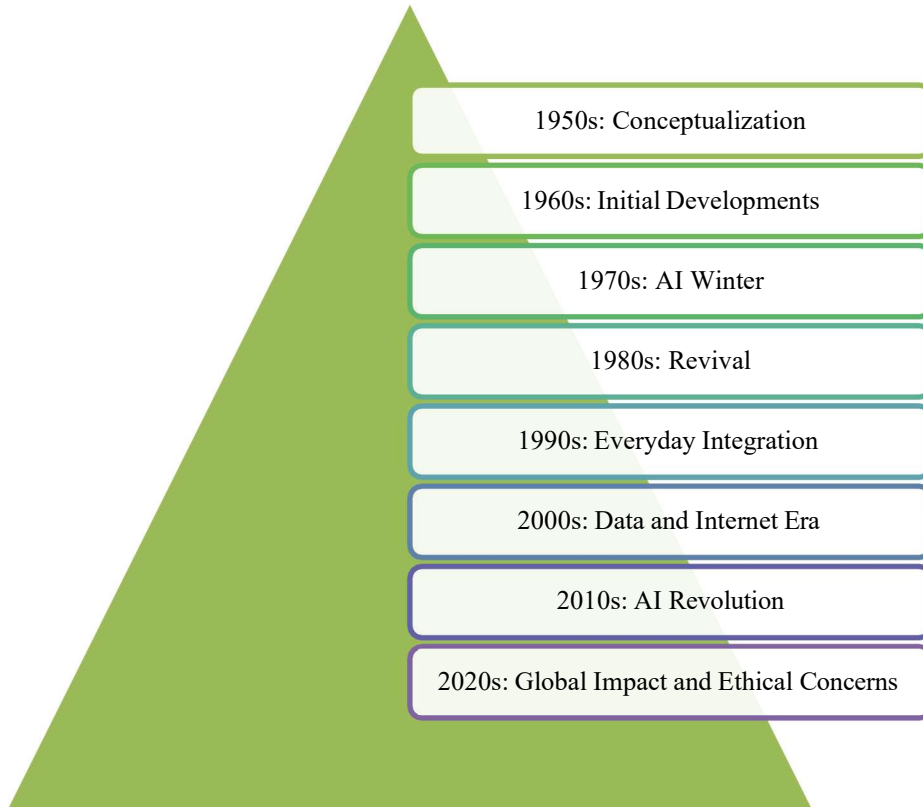
AI could instantly translate languages, recognize faces, diagnose diseases and even drive cars. Siri, Alexa and Google Assistant lurk in every home. AI-controlled recommendation systems driven entertainment, telling people what they

watched on Netflix or what they listened to on Spotify.

In 2016, Google's AlphaGo won a match against the world champion Lee Sedol in the actually quite difficult board game of Go — something that was simply not possible for computers to do several years ago. It would prove to be an omen that AI was advancing beyond accomplishing mere tasks, AI was playing human strategy and intuition — and winning.


### 2020s – AI World Takeover


Artificial intelligence is now being paired with most industries to create the next big thing. The health care, financial, educational and transportation sectors have all accepted the use of AI to enhance performance and decision making. Self-driving cars, art that your computer can generate for you, essayists. But those advances did not come without ethical questions. Issues of AI bias, job loss/automation, privacy invasion and a superintelligent AI as existential threat are now being debated all over the world. Governments and companies are taking steps at home and abroad to try to ensure that A.I. is a force for good, not ill.



**Fig 9.1: Evolution of AI**

Digital Read





**Scan the QR Code to Read!**

Amazon Web Services. (n.d.). *What is artificial intelligence?* AWS. Retrieved March 2, 2025

### 9.1.1 Benefits of AI

#### Increased Efficiency and Automation

The greatest strength of AI is its capacity to perform monotonous actions that expend a great deal of time. Contemporary systems under AI software are achieving traditional workflows better and faster than the previous cycle. Automation of this sort save monthly operating expense for good, and it gives people time to work in innovative job related instead of repetitive tasks.

In the technology sector, with AI automation in place for production and transportation + communication systems & support services. AIM aid factories using robotic arms building products at fast pace with precision which results in

very less duration to produce. AI-technology-enabled standalone supply chain management performs optimal delivery paths and thus lower the transportation fuel consumption and transportation time.

AI-enabled robotic arms automating car manufacturing leads to fewer errors, higher quality production and fewer manufacturing defects. The automatic system releases human being to engage in the innovation and quality-control work instead of being captive by automation task.

#### Improved Decision-Making through Data Analytics

AI systems, especially artificial neural networks make it possible to analyse big data and figure out hard-to-detect patterns and relations between large numbers of constituents. By using machine learning processes, the AI can process streaming data in real-time leading to better outputs decision-wise.

Finance as well as health care and marketing rely on artificial intelligence for operating predictive analytics application. Finance experts use AI-based algorithms that analyse past data of international markets to forecast market trends for helping the investment decisions. The health industry uses AI to read medical records that produces a list of treatment suggestions that come from the previous cases of same kinds of diseases reported.

Banking and finance based predictive analytics applications running exclusively on Artificial Intelligence assist investors in making stock availability based decisions through prediction of market consequences. By evaluating previous market trends AI is able to determine the possible risks And profitable investment strategies.

#### Enhanced Precision and Error Minimization

The accuracy of the AI systems when working on up-to-date information is exact, unlike that of human beings whose consistency cannot be guaranteed. The need for rigorous precision is now more important than ever as it affects critical activities in medical treatments, aerospace operations, healthcare and engineering.

The analysis of radiology scans and the diagnosis of diseases using abnormal medical imaging detection are one such example where AI-based systems have been used successfully for diagnoses. AI-powered quality control systems for manufacturers

they are powerful enough to detect defective goods during production and if such products are removed, product loss is eliminated so that both quality improvement and improvement of stability can be obtained.

The diagnostic AI software enables radiologists to identify the indicator of a lung cancer from CT images more accurately than medical workers, contributing to early initiation of treatment with detection accuracy.

### Personalized User Experience

This AI solution makes the customer experience more fulfilling as it uses technology to provide personalised recommendations combined with contextual content and tailored service contact. The AI analyzes the behavior of users to understand their preferences, and through this process refines the quality of service provided.

Custom AI modules facilitate for solutions in -entertainment areas, retail products and e-commerce marketing systems. Or e-commerce platforms advertising products related to previous purchases and aggregated user browsing history as well. AI customer support chatbots provides immediate and accurate answers based on every question and thus bettering service.

Because the Netflix system is based on an algorithm which watches what members are viewing and provide personalised recommendations attached to their interests, as a result its members get better content.

### Improved Security and Fraud Detection

AI is a critical cybersecurity tool as it enables companies to detect threats and deter scams. Rule-based security systems just differ from AI since the latter learns with an active system that processes data continuously, making it more efficient to identify prevailing threats.

The banking system uses AI to identify possible illegal transactions by examining a consumer's purchase behavior and will raise an alert if it detects abnormalities in the behavior. Using social media platforms to reduce the level of tension escalating conflict. \*Preventing problems and detecting network intrusions using threat intelligence systems based on artificial intelligence used by cyber intelligence companies for their own networks.

Banks employ AI-based fraud detection systems in real time to monitor millions of financial transactions. A.I. app spots card fraud using 'honeyword' bait An A.I. program susses out card-testing based on its knack for detecting repeated transactions from various locations that take place in quick succession and alerts banks accordingly.

## Healthcare and Medical Research Advances

Health sector makes rapid advances using artificial intelligence, as this assists in advancement of medical diagnosis and development of therapy but also in finding new drugs along with increasing quality of patient care services. Machine learning data processed in healthcare enables us to spot diseases in their formative stages and robotic systems managed by AI conducts intricate surgeries.

By analyzing enormous amounts of biomedical data, AI accelerates a medical investigation to look for new drugs and anticipate the trends of disease outbreak. An individual's unique genetic program enables AI systems to generate personalized treatments via the potential for personal medicine.

By analyzing patient's individual genetic profile with AI-enabled system, personalized treatment of diseases such as cancer are generated to develop more effective therapeutics with reduced side effects.

## Improved Resource Management and Sustainability

"In energy, agriculture, and transportation, AI is making remarkable contributions to sustainability by increasing resource use efficiency and reducing waste. AI-enabled platforms monitor and verify energy consumption to assist businesses and households in reducing their carbon footprint.

In agriculture, AI-based precision farming technology uses sensors and data analytics to figure out the best time to water the crop, type of soil it's planted on and when is it likely to be invaded by pests so we can maximize yield and minimize resource loss.

Use case: Real-time electricity usage is monitored by AI-enabled intelligent grids to re-allocate power so that energy is not wasted and renewable resources are used in the most efficient manner.

## Scientific Research and Innovation Support

It is accelerating scientific discovery, analysing huge datasets, uncovering subtle patterns and predicting experiments. Computational models driven by AI enable scientists to make new breakthroughs in fields such as space exploration, genomics and climate science.

AI models help climate scientists predict weather systems and analyze the impact of global warming, for example. AI-powered rovers traverse extraterrestrial terrains and analyse geological samples in space.

Example: NASA's AI-informed Mars rover analyzes surface compositions and discovers potential signs of ancient water activity, feeding into scientists' understandings of the planet's history and its suitability for future exploration.

### Enhanced Disability Access

AI-powered assistive technologies are increasingly improving the life of people with disabilities, enabling them to be autonomous in how they communicate, move in spaces and navigate their lives. Artificial intelligence based speech recognition, text-to-speech and prosthetics are redefining access.

4.5.1 Overview of AI vision aid tool AI vision aid tool help visually impaired individuals to access their environment by describing immediate settings through auditory feedback. Similarly, Sign Language Interpretation methods which are based on AI help in bridging the communication divide between hearing-impaired people and those who can hear.

Example: AI-enabled speech-to-text apps convert spoken language into text in real time, helping people with hearing loss to communicate and consume information more effectively.

### Changing Education and Learning

Revolutionizing education, AI has introduced customised learning routines, automated tests and online tutoring systems. Using AI, adaptive learning systems compare students' strengths and weaknesses and adjust lesson plans to help them delve further into the material.

AI helps teachers in other ways, too, namely by automating personal things like grading assignments and assessing students. AI-based chatbots and virtual assistance also provide instantaneous accessibility to students, thereby learning becomes more accessible and interactive.

For example, AI-supported tutorial systems can tailor learning materials based on a student's performance so that they are presented lesson plans at the rate and nature suited to their manner of learning.

### 9.1.3 AI – Generative

Generative AI takes its place within artificial intelligence as an area from which the original material is developed by pattern recognition into something new and this extends to the production of text, images and music but the output can also be constituted by code excerpts and video. Generative AI is unlike traditional algorithmic systems, and can generate something new that resembles the way a human might think or create.

The primary purpose of Generative AI is machine learning models especially neural networks that generate content seeming as if it is created by humans. The models are trained on large datasets usually to learn underlying patterns after which they utilize the learned information for generating new information in line with these discovered patterns.

One of the most well-known forms of Generative AI when it comes to resemblance to human-like speech are done by remaining conversational and that is what technology like Generative Pre-trained Transformer (GPT) from OpenAI does. Text-to-image models DALL·E and Stable Diffusion are capable of using text to generate realistic images that have an artsy quality.

Generative AI models are based on deep learning techniques, which are largely grounded in neural networks. Common categories and architectures of Generative AI are:

- Generative Adversarial Networks (GANs) – GANs are composed of two neural networks: a generator (which generates the data) and a discriminator (which determines if the generated data is real or fake). As the amount of data increases, the generator gets better in synthesizing very realistic images.
- Variational Auto-encoders (VAEs): VAEs reduce the dimensionality of input data and produce new samples from a compressed representation of them. this technique is useful for image and music generation tasks.
- Transformers – These architectures (e.g., GPT and BERT) leverage attention as a key component to generate linguistically connected text; hence, they perform very at text-based tasks.

Training a Generative AI model generally involves the following steps:

Data Input: There exists an extensive training set to see and learn a library size of books, pictures, or audio tracks.

Learning Patterns: It learns styles, patterns and relationships among the data.

Content generation : It's what AI learns, and then the AI model create new content as output.

Fine-Tuning & Refining: The model is fine-tuned and refined with reinforcement learning to force its outputs to be sharper.

Generative AI in action Here are some examples of generative AI at work:

Text Generation – AI Chatbots & Content Generation  
Please let it if this kmtaprocessKERNEL\_MODE\_TRAP be by the registry, Go is running legitamate copy of windows and deals up to date.

The most practical application of generative AI is in NLP. GPT-4 Other AI models achieve human-like superText generation: The mind-boggling future beyond GPT-3 If you've been following the latest developments in artificial intelligence and machine learning, you probably already know about OpenAI's Generative Pre-trained Transformer 3 (a.emlrt.,chatbo response improvement content automation | language translation,1 million text | chatbot content autocreation), here to upgrade our chatbots to human-level exchangesand soon take over all writing and translatingGPT+LAMBADAThe paper build and It introduced BERT for use on search in October 2018.

Example: AI customer service chatbots leverage artificial intelligence to produce personalized responses for support inquiries, doing away with manual operators and allowing speedier feedback turnaround.

Image Generation – AI Art & Design Imitate the visual art and design styles of yesteryear.

Using text, DALL·E and MidJourney models produce visual outputs that produce photorealistic or artistic images. This is the technology that turns graphic design and advertising and entertainment industries into completely new fields.

Example: Fashion designers use AI to create new clothing designs when they plug in descriptions like “futuristic black leather jacket with silver lines.” The above system generates different design alternatives, accelerating the process of design synthesis.

Music and Audio Generation

AI's learning ability allows it to make music in different genres by analyzing original musical scores. Jukebox and Magenta OpenAI and Google generate entirely new music as well as reimagining existing music.

E.g., the AI that creates background music and responds to your character in a video game so as to make the game more immersive for you.

Video Generation – AI-Generated Animations and Deepfakes

AI creates true motion images in addition to cartoons and deepfakes. The technologies can be utilized across filmmaking, as well gaming production and virtual content creation.

Example: Advertisements for multinational virtual brand ambassadors: the AI technology is used to produce the media, but only one recording is required.

### Code Generation – AI-Assisted Programming

The AI powered system GitHub Copilot assist programmers to write code segments along with line of business description from natural language instructions.

Demonstration: Raw Python code is automatically generated from (program) comments by AI which is assisting developers in their work providing a time-saving mechanism.

## 9.1.4 AI in Marketing & Advertising

AI is revolutionizing the marketing and advertising industry The marketing and advertising sector is experiencing a revolutionary impact with Artificial Intelligence (AI), as it helps organisations manage large data sets, enables them to make specific customer predictions, and perform tasks with an unprecedented level of accuracy. The effects of AI on marketing & advertising Below, we've listed the effects of AI in marketing and advertisement.

### Personalized Customer Experience

The AI-powered processing of customer data allows brands to create tailor-made strategies for product placement. Personalized advertising make it possible for companies to serve up custom marketing communications and suggested products and ads to customers on a one-to-one basis. Netflix etc Udit likes the AI, I use a interest to Amazon where their technology eco system (AI) tries to sell more products and so on.

### Data-Driven Decision Making

'Marketeers use AI technologies to analyse the way customers behave, while also predicting market phenomena and using that information to improve marketing campaigns. Predictive analytics solutions enable businesses to target their advertisements at the right people at the right time which leads to greater operational success and healthy return on investment (ROI). Coca-Cola via AI measurement Coca-Cola is watching public social media sentiments as the company works on its tactics for promotions.

### AI-Generated Content and Automation

AI apps turn out high-quality content such as blog posts, social-media captions and video production. The automation enables and preserves the advantages of organizations: time and money with respect to content publication. AI Writing assistants Jasper and ChatGPT allow brands to quickly produce engaging marketing content, improving writing while reducing the time needed by AI.

## Smarter Digital Advertising

AI is employed by computers to improve online advertising as it learns user-behavior, allowing AI to alter the ad-program in real-time. This automated ad buying process provides a mechanism for companies to purchase ads along with ad targeting options that direct ads toward particular users. AI algorithms at Google Ads and Meta (Facebook) increase advertising accuracy for both ads and allow ads to be run more effectively.

## AI Chatbots and Customer Support

Artificial intelligence (AI) chatbot technology allows businesses to have uninterrupted customer service support that can instantly and 24/7 answer all their questions, as well as suggest during the purchase transaction. Business chatbots are used to provide better customer service, boost sales and improve website performance on the web as well as on messaging applications such as WhatsApp.

## Voice Search and AI-Powered SEO

Businesses utilize AI to optimize their content for voice search as the use of voice assistants, such as Siri and Alexa, continues to skyrocket. AI built internal solutions that look for patterns of search behavior and indicate changes to ensure brands remain visible across digital platforms.

Social Media Monitoring and Sentiment Analysis. CASCADESITTER is a Service for Social Network Updates.

Social media sentiment analysis is tracked and mapped using AI technology – which monitors conversations and recognizes brand mentions as well as analyzing the public's mood. This is how business are able to read the interactions of customers and consequently move fast along their marketing tactics. With the help AI, Nike is able to analyze what customers are saying which allows it to better communicate with them.

## Fraud Detection and Brand Safety

AI monitoring systems enable businesses to identify fraudulent actions, such as click fraud and bot traffic that lead to ads wasting away. Advertisements do not display on sites that do not meet brand requirements monitoring and protecting company image.

## Influencer Marketing Optimization

With the ability for AI to analyze viewer engagement alongside the relevance of influencer content and success of sponsored advertising, brands are able to pinpoint appropriate influencers. L'Oréal's brand selection relies on AI based technologies that find the best influencers for their audience segments.

## The Future of AI in Marketing

Customization and automation capabilities and analytical insight for customers will be driven through AI. To build customer trust, companies should be focusing on ethical AI usage and data privacy as well as transparency as AI

continues to advance. Digital marketing supremacy in future will be waged between the brands that gain mastery over their use of artificial intelligence.

## Knowledge Check 1



Choose the correct option:

1. Which of the following companies use AI systems to provide personalized recommendations to customers?
  - A) Netflix and Amazon
  - B) Pepsi and Adidas
  - C) Tesla and Boeing
2. How does AI enhance social media marketing for businesses?
  - A) By manually analyzing every comment and reaction
  - B) By tracking discussions, identifying brand references, and analyzing public sentiment
  - C) By reducing the number of social media posts companies need to create
3. What is the primary benefit of AI chatbots in customer support?
  - A) They completely replace human customer service teams
  - B) They provide instant, 24/7 customer support and transaction assistance
  - C) They increase the cost of customer service operations

## 9.2 Augmented Reality (AR)

By means of Augmented Reality Goethe is defined as the groundbreaking technology which enhances real world environments through digital media channels involving graphics, sounds and sometimes even smell. Its opposite is Virtual Reality, where everything you see through the lens of a VR headset are digital instead AR overlays digital content on top reality so that world feels better. Essential role for AR technology is to combine digital objects with physical environments and it provides more interactive and useful applications.

### The Functionality of Augmented Reality

So would-be users require a camera and sensors plus some fancy algorithms to figure out where the hell they are and then display relevant virtual stuff on top of reality. Smartphones and AR headsets/ tablets analyse obstructing physical objects in real time so that they can overlay virtual objects with respect to the non-planar physical surfaces. The pairing of computer vision depth tracking and Artificial Intelligence (AI) empowers the technology to see and comprehend the environment and create accurate overlays.

The Pokémon GO Mobile Application The impact of AR technology is the transformation of Pokémon GO application as a service, which provides digital creatures (Pokémon) into various geographical regions and allows users with smartphones to interact with these creatures. If customers want to see how furniture looks in their home before purchasing, they can preview it using the IKEA Place app. AR integrates virtual content with physical environments to enhance level of connection and the ability of making decisions in accordance with these two application examples.

### Use Cases of Augmented Reality Across Different Sectors

The majority of industries rely on AR solutions widely to make significant differences in their processes and customer journey formation. In medicine, AR is used in training, surgery and patient care. Doctors use augmented reality to super-impose 3D body structures on surgery plots and enhance precision of intricate surgeries. Content available to AR education users includes interactive learning environments in which students can viscerally explore historical events, scientific principles and other challenging material.

Many retail and e-commerce companies offer interactive product trials and virtual try-ons to their customers via AR. fashion brands Gucci and Sephora have allowed customers to try on their clothing and accessory options through app-enabled AR technology when purchasing products. These kinds of offerings build consumer trust, and greatly reduce the amount of returns you encounter making both shopping more efficient and enjoyable.

### The Significance of AR for Communication and Entertainment

AR tech alters the way people perceive entertainment and social communications from their fresh means of interacting with digital content. Instagram and Snapchat users have been using AR to transform themselves or add interactive objects to their photos and videos. Gaming firms have already taken a liking to AR as a way to create an immersive virtual experience by incorporating aspects of the real-world that users can interact with.

AR is proliferating into communication platforms and remote collaboration tools. For business AR-based conference tools offer virtual meetings where participants can share digitally generated content, seen alongside real-world environments. Teams find this useful since knowledge sharing is helpful particularly in the fields that require detailed visual explanations, such as engineering and design/architecture.

### The Future of Augmented Reality

The AR technology appears to evolve towards this good maturity standard and smoothly integrate into our daily life. AR apps will increase across every industry and we'll see better AR hardware with wire-free, form-factor friendly devices, and smart glasses. When AR and AI combine with a connection to 5G, interactions will be even more realistic while the gap between digital and physical reality fades.

Widespread use of AR presents several ethical challenges as it touches on the rights to privacy of users, but also involves the manipulation of digital content and exposure to augmented visual elements for an extended period. The purpose of technology is to continue evolving, and users need confidence that the innovations and implementation of AR features are responsible ones that respect user safety while also data security.

#### Digital Read



#### Scan the QR Code to Read!

Microsoft Corporation. (n.d.). *What is augmented reality or AR?* Microsoft Dynamics 365.



## 9.2.1 Working of AR

Augmented reality functionalities are accomplished by means of camera equipped devices such as heads-up displays or smart glasses. Smart devices like iPads or iPhones, which hosts technologies such as GPS and accelerometers already, would be ideal for augmented reality apps, at least – and could make the technology more mainstream in the process. In recent years, some technology companies have unveiled APIs such as Apple ARKit and Google Arcore to simplify building mobile AR for Android and iOS. Although the specific type of data or sensors an AR software uses can vary, the fundamental process is as follows:

### Sensing and tracking

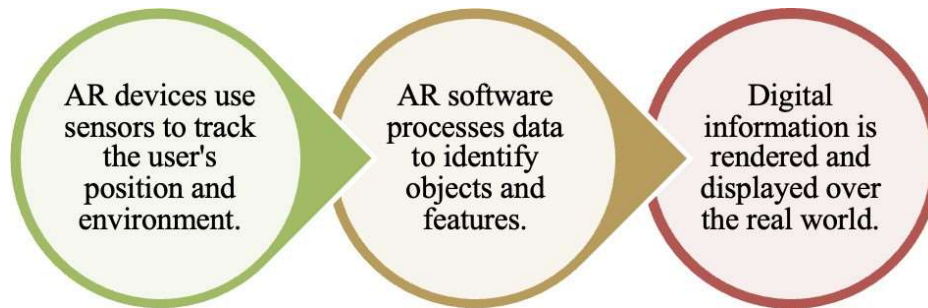
AR apparatus receives a stream of video content depicted for a field of view of the user, wherein the video content depicts surroundings and physical objects visually perceptible to the user. It can be such that data from accelerometers, a gyroscope, GPS or laser are recorded as well as a video flow intended to observe the position and orientation of said user.

### Processing and recognition

AR software reads and interprets this world — connecting, perhaps, with an object's digital twin, a 3-D version of the object that has been maintained in the cloud. It could even mean using artificial intelligence to figure out what the physical object is. In processing, AR software processes the data it's been sent and looks for objects or features in the environment where they can augment. That could be as simple as having sensors on the physical object report into a digital twin, or combining track data with additional information such as product pricing or equipment lifecycle.

### Rendering and display

Data that is being streamed by the AR software is brought out onto the surface of the AR device and set over what the user sees. The digital information is displayed with correct perspective and orientation, as if the physical object were present before the user. The user provides interaction directions, by tapping the commands on a touch-sensitive display, by physical motion/vibration intended as gesture or by speech. The instructions are captured by the code and transmitted to the overlaying digital object, which is modified as directed by a user.



**Fig 9.2: Working of AR**

### 9.2.2 Benefits of AR

#### Improved User Experience

Augmented Reality (AR) enhances real world experiences with digital information overlaid in the physical world to make them more compelling and immersive. It lets people see and interact with virtual content the instant it is produced, making entertainment, education and shopping more engaging for everyone.

#### Enhanced Learning and Training

AR pushes education and training to have a more hands-on and practical experience. AR can enable learners and trainees to see theoretical concepts and abstract ideas, take part in simulated hands-on experience, learn by doing with key skills in a contained virtual environment -- all while minimizing risk of error or danger and increasing retention.

#### Greater Workplace Efficiency

AR is also being used by industries such as manufacturing, healthcare and logistics for greater operational efficiency. Workers can view live data feeds, procedure guidance and see virtual information overlaid on equipment to help them avoid making mistakes or causing downtime.

#### Transformed Shopping and Retail Experience

AR enhances online and in-store shopping by allowing customers to try on clothing, jewelry or makeup virtually, and envision how furniture or home décor might look at their place. It increases the likelihood to click on decision while reducing returns.

## Increased Navigation and Wayfinding

AR Navigation Now users can generate real-time guidance on top of digital markers and guide people with interactive prompts in indoor spaces (malls, airports, hospitals), as well as outdoor spaces.

## Improved Marketing and Advertising Techniques

AR Allows Companies to Create More Compelling Marketing Efforts That Engage Customers Better. Advertising and product demonstration can now be combined with AR technology to directly relate information about brands, immersing them in a story that they actually participate in; this creates higher recall potential from campaign experiences and increases the level of engagement.

## Augmented Healthcare and Medical Applications

AR benefits to diagnostics, surgery and medical education With precise 3D organ visualization during an operation, real-time on-site guidance for complex surgical procedures and student medicine interactivity-based teaching, AR is changing accuracy of technology guided corrections.

## Improved Reality in Gaming and Entertainment

AR extend the entertainment and games; at least place a virtual element in addition to real world, bring players more fun. Concerts, shows, and Exhibitions through AR deliver new experiences that are better than traditional platforms.

## Improved Visualization of Real Estate and Architectural Structures

AR can help architects, designers, and purchasers to see 3D buildings, interiors and renovations before being built. It aids in the better selection of designs thereby saving costs and guarantees that what's output is as expected.

## Enhanced Remote Collaboration and Communication

Virtual teams can take advantage of AR to have an enhanced presence and be productive with 3D objects, virtual workspace, and live annotations in real environments. The functionality is extremely useful in fields such as design, engineering or healthy where the actual visualizations of object are crucial to make decisions.

### 9.2.3 AR in Marketing and Advertising

There is no doubt that Augmented Reality (AR) has been a game-changer in the marketing industry, adding interactivity and immersivity to brand experience. AR allows businesses to interact with customers in fresh ways, creating memorable ads that drive conversions. AR can be used for product demonstrations, interactive ads, gamification and social media advertising.

#### How AR is Used in Advertising and Marketing

##### AR for Product Visualization

This is one of the biggest challenges for e-commerce and retail: customers can't touch, feel and experience what they are going to buy in person before they make a purchase. AR solves this problem by putting the products in real-life environments where users can see them.

##### Example

- IKEA Place App - Allows users to insert virtual furniture in their houses using AR. Shoppers can test whether a couch or table will fit at home before they buy it, reducing returns and bolstering confidence in purchasing decisions.
- L'Oréal's Virtual Makeup Try-On – L'Oréal developed an AR technology that allows consumers to try on different shades of makeup before buying. It is featured in some forums, like Instagram and YouTube.

##### AR with Print & Packaging

AR is often used to augment non-digital print materials like posters, magazines and brochures. Holding a smartphone to an AR-enabled ad can reveal 3D models, animations or videos.

##### Example:

- Pepsi's AR Bus Shelter – Pepsi put AR screens into bus stops, offering experiences like UFOs landing and tigers getting really close, up close. This drive generated a lot of buzz and was shared far and wide on social media.

· 19 Crimes Wine Labels – AR enabled labels designed for the wine brand when scanned, come to life. Printed on the labels are descriptions of crimes that the portraits' subjects have allegedly committed, providing an immersive experience.

### AR for Interactive Advertising & Gamification>

With AR, brands can create interactive games and challenges to entertain users. Gamification encourages user engagement and brand loyalty.

#### Example:

· Burger King's "Burn That Ad" Campaign- BK's campaign encouraged users to use the Burger King app on their smartphones to scan competitors' ads, a virtual burn would take place in AR with redemption through free Whopper.

· Pokémon GO & Sponsored Locations – Businesses partnered with Niantic to create sponsored locations in Pokémon GO, bringing users into local businesses.

### AR in Social Media Marketing

Social networking platforms like Instagram, Snapchat and TikTok use AR filters and lenses to provide an interactive experience to its users. Businesses will be able to create custom filters which are users can interact with in AR.

#### Example:

· Snapchatt AR Lenses for Taco Bell – A big taco shell transformed people's faces, all courtesy of a lens that Taco Bell created. The campaign was viewed more than 224 million times within one day.

· Nike's AR Shoe Try-On in Snapchat – Snap and Nike worked together on the filtering lens which allowed people to try-on sneakers, augmented reality style – increasing engagement while driving online sales.

### AR in Live Events and Experiential Marketing

Live events only get enhanced with AR (augmented reality). It comes in handy at trade shows, concerts and brand activations.

Example:

- Coca-Cola's FIFA World Cup AR Experience – Coca-Cola used AR during the World Cup to allow people take pictures with augmented reality versions of beloved football stars.
- Adidas Virtual Sneaker Drop – Adidas released limited-supply sneakers via AR. The shoes needed to be unlocked by consumers who found virtual pockets in an actual location.

## 9.3 Virtual Reality (VR)

Virtual reality (VR) works by putting you into a computer-generated environment through software and hardware created expressly for this purpose. The software produces the 3D virtual worlds; hardware, like a VR headset, allows you to plug into them. When you are wearing a VR headset, you look at a screen inside the device that displays the virtual world. As you turn your head, sensors inside the headset track your motion, changing the scene on the fly exactly as it would do in real life. It is what gives you the illusion that the world around you responds to your movement, making it seem as though you're in that world.

In addition to visual, the VR headsets provide audio, which enhances the sense of presence in virtual space. When realistic visuals and sound are combined, VR tricks your brain into thinking that you're actually in a virtual space. This effect can be unexpectedly potent even if you just use it for a few minutes. "You find that your brain starts to meld what's real with what's virtual," he says, "and before you know it, you're so involved that you forget there are four walls in the room and bump into things like tables as your mind can't distinguish between reality and zeros and ones."

### 9.3.1 Benefits of VR

Virtual Reality (VR) has several uses across sectors including user experience, productivity and learning.

- VR generates a powerful experience by simulating a real environment which distinguishes it from conventional media, and is well suited for training, entertainment and educational purposes.
- It enhances learning and skill development as users can practice tasks in a safe environment such as medical operations, military training and industrial simulations.

- VR Improves Remote Collaboration- Teams can meet and collaborate in digital spaces with increased communication, team working and productivity regardless of location.
- It changes the medical industry through therapy, rehabilitation and pain treatment support which allows patients to go through treatment in a controlled and immersive environment.
- Marketing and advertisement: VR aides in boosting marketing—product not only can be presented to consumers through beautiful model renderings but also with an interactive product visualization (such as virtual showroom and 360 degree tour) to increase consumer engagement.
- It enhances both gaming and entertainment offering users totally immersive, realistic and virtual worlds in which to play games or sit back and enjoy movies.
- AR will enable architectural visualization process by allowing architects and customers to view designs full-scale, in 3D to discuss aesthetic elements before the construction begins, making the experience more accurate and efficient.

It changes how we perceive tourism and travel by virtually visiting places, museums, and landmarks as well as providing an easy way to discover places before going there in person.

- Virtual reality in mental health care includes helping patients with anxiety, PTSD and phobias to cope using exposure therapy and guided relaxation exercises within controlled virtual environments.
- It enables scientific research and innovation by making it easier to express, model complex environments, conduct experiments and visualize data in ways that lead to new insight and discovery.

### 9.3.2 Types of VR

The VR systems can be classified into 3 categories on the basis of most important characteristic (immersion) of VR and nature of systems / interface used:

#### Immersive VR system

The immersive VR system is closer to the virtual world. It doesn't give us an option to not be at full immersion. This VR set is pricier than most others. It offers the most VR-like experience. The equipment and components used in this system are quite complex as well as nonintuitive to use.

Example:

· Oculus Quest 3 or HTC Vive Pro VR Gaming – At the premium end of the spectrum for VR headsets, these headgears make games feel more realistic by allowing you to engage with virtual worlds using haptic controls and motion sensors.

· Medical VR Training (Osso VR, Touch Surgery) – Surgeons are trained on complex operations, using an immersive virtual reality simulation that mirrors patient anatomy and offers tactile sensation.

#### Semi – immersive VR system

Semi – immersive VR systems also force us to have immersion at a high level but the hardware and software used here are not so advanced and up to mark. Devices and instruments used for this system are common to our use, which exploit physical models.

#### Example:

· Pilot training simulators: For pilot training, airlines and the military use semi-immersive VR with large screens, motion platforms to mimic flying so that in a virtual world the experience is safe.

· Virtual Reality in Architecture (Autodesk Revit, BIMx) – Architects visualize and model buildings interactively using semi-immersive VR combined with projection screens or head-mounted displays.

#### Non-immersive VR system

Non-immersive VR system is the least immersive, most beginningless and non-immersive VR system. There is very little expense in using this system. It's sometimes called a desktop VR system because it is strictly glasses and monitors and uses the lowest cost components.

#### Example:

· 3D Virtual Tours (Google Earth VR, Real Estate Virtual Tours) – Users are able to interact with real life environments via computer screen (no need for a VR headset) Limited immersion is available.

· VR in Education Simulations (PhET Interactive Simulations, Virtual Labs) – Sitting at your PC and plugging into VR, schools and universities use non-immersive VR to give students virtual access to properties of scientific experiments and concepts.

#### Digital Read



#### Scan the QR Code to Read!

Healy, V. (2024, October 8). *Virtual reality (VR) definition*. VirtualSpeech.



### 9.3.3 Difference between AR and VR

AR and VR are a duo of tech that is revolutionizing how users interact with the world(s) around them. Although they are a bit alike, they vary drastically in usage, experience and intents.

Parameter

Augmented Reality (AR):

Virtual Reality (VR):

Definition

Augmented Reality(AR) strengthens the reality by superimposing digital objects such as pictures, voice and movement onto a real-world image. It effortlessly fuses the digital and physical worlds.

The VR is a 100% virtual world: you don't have the real world to fall back on. The users are in a computer space where they can interact with objects in the virtual.

world.

Immersion Level

Less immersive as it simply superimposes digital graphics over real objects in the world. Users are still cognizant of their environment.

Provides an intense experience by transporting players into a full virtual world they're occupying disconnected from the physical world.

Hardware and Devices

Requires devices such as smartphones, tablets, AR smart glasses (Microsoft HoloLens, Magic Leap) and a heads-up displays to render the virtual objects in the real world.

Uses VR headsets (ie: Oculus Quest, HTC Vive, PlayStation VR) as well as controllers, motion trackers and occasionally haptic feedback gloves to represent a complete virtual world.

### Interaction with the Real World

Adds digital overlays to the real world; The average user can still see and interact with their environment.

Completely isolates from the outside world and covers the full virtual space with physical restriction to the external world.

### Areas of Application

Application The virtual reality model has been applied in mobile (pokémon GO) [5], marketing (virtual fitting) [6], education (interactive learning model) 2740 CHEN Fang, et al/tr ans.

AR), and industrial training.

It is used in gaming (an immersive game for VR), virtual training, such as flight simulators or medical simulators, education (virtual educational trips), real estate and so on.

tours at properties), and therapy

(treatment of PTSD).

### User Experience

Provides an interactive experience in which digital content does not exactly replace the actual one but is projected onto it.

replaced by it.

Provides a totally immersive environment so that the player actually feels as if they're in another dimension world entirely.

### Cost and Accessibility

Cheaper, and available. It is less expensive mission sex in is issues husband wherein could not ensure that (but it driver on a sma

requiring specialist equipment.

Tends to be more expensive due to the required use of customized headsets, controllers and, in some instances, motion tracking

systems.

### Real-World Examples

Snapchat and Instagram filters, Google Lens, IKEA Place (for inserting virtual furniture), and augmented reality directions in Google Maps.

VR accessory, and a range of VR-only experiences such as VR gaming (Beat Saber, Half-Life: Alyx), virtual property tours, VR fitness apps (Supernatural, FitXR), and VR therapy for mental health

treatment.

### 9.3.4 Impact of Virtual Reality (VR) in Marketing and Advertising

Advertising and marketing have evolved with VR revolutionising the industry, enabling consumer's to be immersed in experiences like never before experienced through traditional media. VR is being increasingly utilised by companies to forge stronger emotional connections, enhance brand experiences and better engage clients.

#### Increased Customer Interaction

VR is immersive and the connection created with the viewer is enhanced beyond what an ad would achieve. Instead of viewing an ad, users have the possibility to engage with a brand in a highly interactive virtual environment. This kind of greater exposure results in increased recall and brand recognition. For instance, Coca Cola created a VR sleigh ride where consumers could virtually take a seat on Santa's sleigh as he flies through a winter village – that was lighthearted and adventurous brand experience.

#### Virtual Product Demonstrations

VR provides brands with the opportunity to offer their customers virtual product experiences that can be touched, felt, and interacted with even before they make a purchase. where touch and feel drawings your customer to make a purchase. With the help of IKEA's VR Showroom, customers can visit virtual kitchens and move around furniture

in a virtual room, making it easy to imagine how such a product would look in their homes.

### Immersive Brand Storytelling

Narrative becomes also a hugely powerful experience for marketing in VR; brands have the ability to convey strong and moving stories that evoke emotions from consumers. It builds your brand and helps to make marketing campaigns stick in people's minds. The New York Times leveraged VR to offer its news subscribers -- and enhance the compelling experience of walking through a story from around the world (such as refugee stories), so readers can come to an understanding first hand that sparks compassion.

### Virtual Try-Before-You-Buy Experiences

Virtual Reality enables the customers to take an informed decision, by giving them virtual product and services tests and make a new purchase. It is particularly useful in the fashion, beauty and automotive industries, when customers want to try before buying. Audi and BMW both have virtual showrooms, where potential buyers can customize and test drive a variety of car models in virtual reality before they purchase the vehicle.

### Revolutionizing Real Estate Marketing

VR allows property developers and estate agents to offer virtual property tours, so you can view homes without even stepping inside them. It's a time saver, and allows international buyers to view properties from anywhere in the world. Zillow VR Home Tours lets homebuyers see homes in near real-time, no matter where they are in the world, making it easier and faster to discover if a home is right for them.

### Creating Innovative and Memorable Ads

More immersive than online and TV ads, VR ads are more interactive as well — and more memorable. By placing the consumer within a virtual story, the ad becomes more interactive. McDonald's debuted a Happy Meal VR billfold campaign that turned the box into a VR headset and allowed kids to play an interactive game in 360 degrees, thus racing ahead with brand.

### Enhancing Travel and Tourism Advertising

Tourism is utilizing VR to enable virtual travel experiences, for example by viewing your destination before booking the trip. This type of impacts how you plan your trips because you already have an idea on what to expect from various destinations, hotels and activities. Marriott Hotels ran the "VR Postcards" campaign where customers could actually visit destinations through VR headsets and then book them.

### Reinventing Event Marketing

For brands, VR can elevate live events, conferences and activations by providing virtual invitations to attend guest or even off-site attendees. Brands can do this to engage their followers across those borders. VR has been used by Nike during the release of products, enabling customers to view new sneakers in a virtual world, building hype and

commitment. Improved consumer education and training Using VR, brands can educate consumers about features of their products or installation/safety guidelines. It makes the customer happy and prevents item-based issues. Lowe's introduced "Holeroom How-To," the first-ever in-store virtual reality DIY clinics where shoppers could learn home improvement projects, providing a better time for customers to shop.

### Social Media and Viral Advertising Promotion

VR experiences are highly shareable, and as a result that's translating into more word-of-mouth and social media buzz. Since consumers love VR and often share their experiences online, brands receive more exposure. Oreo designed a VR experience in a fantasy realm full of cookies, that could be explored and shared online by consumers, leading to viral marketing success.

#### Did You Know?



- AR & VR market revenue globally is estimated to be US\$46.6bn in 2025.
- Revenue is expected to increase at a compound annual growth rate (CAGR 2025-2029) of 7.42% to a forecasted market volume of US\$62.0bn in 2029.
- The largest segment in this market is AR Software, which will have a market size of US\$14.0bn in 2025.

## 9.4 Summary

- ❖ AI; Augmented Reality (AR)/Virtual Reality (VR) are new and emerging technologies disrupting industry sectors by enhancing the extent of automation, interaction, and immersion.
- ❖ AI refers to developing computer systems that can perform tasks that require human intelligence like problem-solving, decision-making, natural language processing and machine learning.
- ❖ AI can be categorized as Narrow AI (i.e., task-specific intelligence, such as chatbots and recommendation systems) and General AI (i.e., human-like intelligence, which is a theoretical concept).
- ❖ ML and DL are the subfields of AI that use algorithms to analyze data, learn from that data and then make a determination or prediction about new information without necessarily having explicit programming.
- ❖ AR is essentially mixing of digital and physical content, such as images, sound, 3D objects on the real world while posing support for real-time user interaction not changing its reality based core interface being the environment.
- ❖ Applications of AR include mobile applications (such as Pokémon GO), smart glasses, automotive head up displays, and shopping experiences where users can see the product before they buy.

VR is a fully immersive technology that replaces all outside world with computer-generated, typically 3D, imagery that may require more specific hardware (sometimes called head mounted display or HMD) and/or special instruments to interact within the virtual simulation.

- ❖ VR is widely applied in gaming, simulation, medical training, real estate virtual tours and the social experience users to manipulate and interact with virtual objects.
- ❖ Both AR and VR contribute to the formation of the Metaverse, a virtual space where users can meet each other, make transactions, navigate in virtual spaces or even produce digital values.
- ❖ AR and VR see their benefits rise to entirely new levels with AI that improves on real-time image processing, intelligent virtual assistants, more personalized experiences down the road as well as all of this finally being able to be automated within these realms.
- ❖ The future of AI, AR and VR are in the fusion with edge computing, 5G network, wearable technology. These leads to smoother intelligent applications in many industries that enhance user experiences.

## 9.5 Key Terms

**Artificial Intelligence (AI):** When machines can learn, reason, problem solve, perceive, and undertake language recognition in a similar way to humans.

**Machine Learning (ML)** The area of AI that allows computers to learn from patterns in data and improve their performance at tasks without direct programming.

**Deep Learning (DL):** An advanced ML technique that uses many layers of neural networks to process big data and make complex decisions.

**AR (Augmented Reality):** A technology that adds digital information on the real world such as images, audio, and 3D models to enhance user's interaction with their surroundings.

**Virtual Reality (VR):** An entirely experiential digital virtual experience replacing the real world with a computer-generated environment that may require goggles or headsets.

**Neural Networks:** AI systems modeled after the human brain, consisting of layers of interconnected nodes (neurons) that analyze and process data in order to find patterns.

**Metaverse:** A virtual, digital universe where users can interact, socialize, conduct business and experience entertainment via augmented reality (AR), virtual reality (VR) and artificial intelligence (AI).

**Computer Vision:** A subset of AI that enables computers to interpret and make use of visual data from the physical world, essential for AR and image recognition.

**Mixed Reality (MR):** A mixture of both AR and VR, allowing digital and physical objects to exist together in real world space.

**Natural Language Processing (NLP)** – a subset of artificial intelligence and a part of computer science, this discipline focuses on the interaction between human language and computers used in chatbots, voice recognition tools, and virtual assistants.

## 9.6 Descriptive Questions

In which ways does AI enhance automation, decision-making and efficiency in other industries?

What is Machine Learning (ML) and Deep Learning (DL)? What are the differences between Machine Learning and Deep Learning? How do they fuel Artificial Intelligence innovation?

How does Augmented Reality (AR) work and what are some of its primary applications in healthcare, education and the retail sector?

Why is Virtual Reality (VR) an effective medium and how it is utilised in gaming, training simulations and therapy?

What are neural networks and how do they help AI systems learn to recognise patterns and make good decisions?

How does computer vision enable the understanding of visual perception to computers, and what is it used for in real world applications (like facial recognition or driverless cars)?

What is Mixed Reality (MR)? How Does MR Bring Aspects of VR and AR Together To Create Immersive Experiences?

What is Natural Language Processing (NLP) and how does it allow computers to understand and respond to human language, along with its usages?

What are the grand challenges and key ethical questions of AI, AR, VR and how could these be addressed for sustainable applications?

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### Answers to Knowledge Check



#### Knowledge Check 1:

- 1: A) Netflix and Amazon
- 2: B) By tracking discussions, identifying brand references, and analyzing public sentiment
- 3: B) They provide instant, 24/7 customer support and transaction assistance

## 9.7 Case Study



### "Revolutionizing Marketing: The Impact of Virtual Reality in Advertising"

#### Introduction

In the marketing/advertising space, new technologies have stimulated ongoing evolution. The rise of Virtual Reality is a breakthrough in technology over the past years. By offering full interactive and immersive experiences VR revolutionizes how the brand consumer relationship works. This use-case exemplifies examples of practical industry applications as well as their associated challenges and solutions in VR marketing for advertising.

#### Background

Virtual Reality has been adopted by marketing and advertising quite seamlessly since it was first commercialized from video games and entertainment. The capability allows consumers to engage with synthetic worlds in a manner that was previously considered inconceivable. VR technology to produce unforgettable experiences and memories, as well as tailored product presentations for their customers.

It advertised its virtual showroom using technology that allowed customers to design kitchen spaces virtually before they made purchases. Audi Virtual Reality allows perspective customers to virtually test drive any Audi for a stronger customer engagement and better conversion.

#### Problem 1: High Cost of VR Application in Construction Industry

Virtual Reality for Marketing most organizations it's expensive to accept and marketing use of virtual reality. The high price barrier for purchasing headphone equipment and producing decent quality immersive content have, indeed, made it difficult for many small and medium-sized businesses (SMBs).

#### Solution:

When it comes to the actual cost-cutting solution, we are seeing companies collaborating with virtual reality development agencies as they put money into more modular solutions that fit their budget.

The cost of deploying VR platforms may decrease if rental services are used instead of purchase. Several businesses develop low cost immersive VR solutions through mobile infrastructure and travelling events that are both cheap and effective, as well.

#### Problem 2: Issues Related to Consumer Adoption and Accessibility

Despite VR's augmented popularity, it is still difficult for the technology to surmount consumer sentiment toward adoption. The present availability of VR headsets is still very low and consumers are not yet comfortable with these new technologies that require expertise and training.

#### Solution:

Solution It is essential to be able to distribute brand VR programs across various platforms, from standalone virtual reality headsets to mobile devices and browser-based virtual episodes. Once consumers have resources to ease the use of VR, they'll be more likely to embrace it.

#### Reflective Questions

How does the incorporation of VR in marketing affect consumer attitudes and brand loyalty?

What are the ethics to be borne in mind by Brands as they create indelible impressions on their customer's minds?

How VR can be effectively used by small companies without breaking the bank?

#### Conclusion

In the contemporary advertising industry, V.R. helps creating extraordinary interactive experiences, that offer brands unprecedented engagement with their customers. The Solution Approach Combining Strategic Partnerships, Scalable Deployments and Multi-Platform Deployment will help Brands tackle the current roadblocks around Price & Consumer Adoption. VR will become an essential marketing tool thanks to the progress of technology in continued increase coverage with users.