

A
PROJECT STUDY REPORT
ON
Promotion of an Event through Digital Marketing
- A Case Study of Selected Event

BACHELOR OF BUSINESS ADMINISTRATION



S.S JAIN SUBODH P.G. (AUTONOMOUS) COLLEGE, JAIPUR
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The errors and inconsistencies remain my own.

ASHISH VIDHANI

DECLARATION

I hereby declare that this project report entitled **Promotion of An Event through Digital Marketing- A Case Study of Selected Event** Is a record of work done by me and that it has not previously formed the basis for the award to me for any degree/ diploma, associate ship, fellowship or other similar title of any other institute/ society.

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CERTIFICATE

Certified that this project report entitled **Promotion of an Event through Digital Marketing -A Case Study of Selected Event** is a record of project work done independently by Mr. Ashish Vidhani under my guidance and supervision and that it has not previously formed the basis for the award of any degree, fellowship or associate ship to his.

Dr. Tapasya Julka Malhotra

S.S. Jain Subodh P.G. College

Jaipur

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Chapter 1

INTRODUCTION

Introduction

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

There are many facets of traditional marketing and examples might include tangible items such as business cards, print ads in newspapers or magazines. It can also include posters, commercials on TV and radio, billboards and brochures. Traditional marketing is anything except digital means to brand their product or logo. Another overlooked means of traditional marketing is when people find a particular business through a referral or a network and eventually you build a rapport with them.

The world of digital marketing continues to evolve and as long as technology continues to advance, digital marketing will as well. Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Specifically, digital marketing is similar to traditional advertising, but using digital devices. However, digital marketing is considered a form of inbound marketing and its goal is for people to find you. Businesses put content (or ads) out for individuals to find. People may conduct an organic online search, a paid search; find their business on a social network or by reading content that has been published online such as a blog or an article. The more they see you or their content, the more familiar they will become with their brand and they will eventually develop a trust and a rapport with you through this online presence.

Because of its longevity, people are accustomed to traditional marketing. Finding ads in magazines and newspapers, or reading billboards are still familiar activities and people still do them all the time. Most of the time, traditional marketing is reaching only a local audience even though it is not limited to one. One of the primary disadvantages of traditional marketing is that the results are not easily measured, and in many cases cannot be measured at all. In most cases, traditional marketing is also more costly than digital marketing. And perhaps the biggest disadvantage today is that traditional marketing is static which means there is no way to interact with the audience. It's more like you are throwing information in front of people and hoping that they decide to take action.

One benefit to using digital marketing is that the results are much easier to measure; and another is that a digital campaign can reach an infinite audience. It is also possible to tailor a digital campaign to reach a local audience but it can also be used on the web and reach the entire globe when appropriate. Digital marketing is also a very interactive means of reaching an audience since it makes use of social outlets. There can be plenty of direct contact between the audience and the business which means that the business can get some very valuable consumer feedback. One of the disadvantages to using digital media marketing strategies is that it can take some time to realize measurable success.

The world has transitioned into a very digital environment. Not only are magazines going digital, we perform many of our daily tasks such as banking online and much of our reading is done on e-readers. Because of the rise of the digital age, it just seems like common sense to invest in a digital campaign. Even though traditional marketing still has a place, it is diminishing in our digitally based world. For today's businesses, it is imperative to have a website and use the web as a means to interact with their consumer base. There are some successful traditional marketing strategies, particularly if you are reaching a largely local audience, but it is important to take advantage of digital marketing so as to keep up in today's world.

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing technology. In fact, this extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones.

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about their products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what their company says about their brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences. Digital marketing and its associated channels are important – but not to the exclusion of all else. It's not enough to just know their customers; you must know them better than anybody else so you can communicate with them where, when and how they are most receptive to their message. To do that, you need a consolidated view of customer preferences and expectations across all channels – Web, social media, mobile, direct mail, point of sale, etc. Marketers can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle. The deeper their insight into customer behavior and preferences, the more likely you are to engage them in lucrative interactions.

Through Digital Marketing “Brands can now be direct sellers, content producers, bloggers, tweeters and even friends without having to rely on media to deliver those messages. Consumers can seek out those brands, connect with them through social networks, tweet about them, and instantaneously let all their friends know what they think about them or what they plan to buy.”

Marketing using electronic media such as the web, email, interactive TV, IPTV and wireless media in conjunction with digital data about customers characteristics & behaviors.

This Specialization explores several aspects of the new digital marketing environment, including topics such as digital marketing analytics, search engine optimization, social media marketing, and 3D Printing. When you complete the Digital Marketing Specialization you will have a richer understanding of the foundations of the new digital marketing landscape and acquire a new set of stories, concepts, and tools to help you digitally create, distribute, promote and price products and services.

INC Magazine rated the first course, marketing in a Digital World, as one of The 10 Hottest Online Classes for Professionals in 2015. In addition, this course was also ranked in the top five courses across multiple MOOC providers as determined by user ratings on class-central.com. Finally, the Digital Marketing Certificate was the top coveted certificate on Coursera in 2015.

People spend twice as much time online as they used to 12 years ago. And while we say it a lot, the way people shop and buy *really has* changed, meaning offline marketing isn't as effective as it used to be.

Marketing has always been about connecting with their audience in the right place and at the right time. Today, that means that you need to meet them where they are already spending time: on the internet.

Enter *digital marketing* -- in other words, any form of marketing that exists online.

At HubSpot, we talk a lot about *inbound marketing* as a really effective way to attract, convert, close, and delight customers online. But we still get a lot of questions from people all around the world about *digital marketing*.

Whilst a seasoned inbound marketer might say inbound marketing and digital marketing is virtually the same thing, there are some minor differences. And after having conversations with marketers and business owners in the U.S., U.K., Asia, Australia, and New Zealand, I've learned a lot about how those small differences are being observed across the world.

Digital marketing is an umbrella term for all of their online marketing efforts. Businesses leverage digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers.

From their website it to their online branding assets -- digital advertising, email marketing, online brochures, and beyond -- there's a huge spectrum of tactics and assets that fall under the umbrella of digital marketing. And the best digital marketers have a clear picture of how each asset or tactic supports their overarching goals.

Search Engine Optimization (SEO)

The process of optimizing their website to 'rank' higher in search engine results pages, therefore increasing the amount of organic (or free) traffic that their website receives.



SEO (SEARCH ENGINE OPTIMIZATION)

Content Marketing

The creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, or customers. (Learn what goes into a modern content marketing strategy [here](#).)



CONTENT MARKETING

Inbound Marketing

Inbound marketing refers to the 'full-funnel' approach to attracting, converting, closing, and delighting customers using online content.



INBOUND MARKETING

Social Media Marketing

The practice of promoting their brand and their content on social media channels to increase brand awareness, drive traffic, and generate leads for their business. (Discover 41 resources for learning how to leverage social media marketing here.)



SOCIAL MEDIA MARKETING

Pay-Per-Click (PPC)

A method of driving traffic to their website by paying a publisher every time their ad is clicked. One of the most common types of PPC is Google Ad Words.



PPC (PAY PER CLICK)

Affiliate Marketing

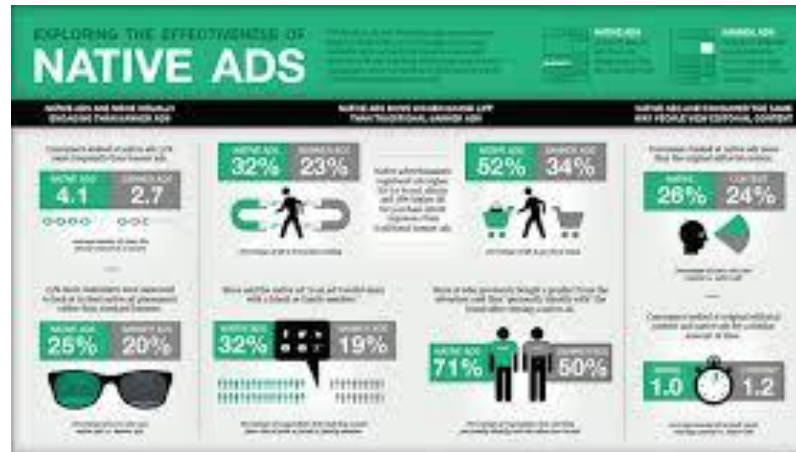
A type of performance-based advertising where you receive commission for promoting someone else's products or services on their website.



AFFILIATE MARKETING

Native Advertising

Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. Buzz Feed sponsored posts are a good example, but many people also consider social media advertising to be 'native' for example, Facebook and Instagram advertising.



NATIVE ADVERTISING

Marketing Automation

Marketing automation refers to the software that exists with the goal of automating marketing actions. Many marketing departments have to automate repetitive tasks such as emails, social media, and other website actions.



MARKETING AUTOMATION

Email Marketing

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people towards the business' website. (Check out these 15 successful email marketing campaigns for inspiration.)



EMAIL MARKETING

Online PR

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space.



ONLINE PR

On the surface, the two seem similar: Both occur primarily online, and both focus on creating digital content for people to consume. So what's the difference?

The term 'digital marketing' doesn't differentiate between push and pull marketing tactics (or what we might now refer to as 'inbound' and 'outbound' methods). Both can still fall under the umbrella of digital marketing.

Digital outbound tactics aim to put a marketing message directly in front of as many people as possible in the online space -- regardless of whether it's relevant or welcomed. For example, the garish banner ads you see at the top of many websites try to push a product or promotion onto people who aren't necessarily ready to receive it. On the other hand, marketers who employ digital inbound tactics use online content to attract their target customers onto their websites by providing assets that are helpful to them. One of the simplest yet most powerful inbound digital marketing assets is a blog, which allows their website to capitalize on the terms which their ideal customers are searching for.

Ultimately, inbound marketing is a methodology that uses digital marketing assets to attract, convert, close, and delight customers online. Digital marketing, on the other hand, is simply an umbrella term to describe online marketing tactics of any kind, regardless of whether they're considered inbound or outbound.

Digital marketing can work for any business in any industry. Regardless of what their company sells, digital marketing still involves building out buyer personas to identify their audience's needs, and creating valuable online content. However, that's not to say that all businesses should implement a digital marketing strategy in the same way.

For B2B

If their company is B2B, their digital marketing efforts are likely to be centered on online lead generation, with the end goal being for someone to speak to a salesperson. For that reason, the role of their marketing strategy is to attract and convert the highest quality leads for their salespeople via their website and supporting digital channels.

Beyond their website, you'll probably choose to focus their efforts on business-focused channels like LinkedIn where your demographic is spending their time online.

For B2C

If their company is B2C, depending on the price point of their products, it's likely that the goal of their digital marketing efforts is to attract people to their website and have them become customers without ever needing to speak to a salesperson.



E-COMMERCE BUSINESS TO CUSTOMER

For that reason, you're probably less likely to focus on 'leads' in their traditional sense, and more likely to focus on building an accelerated buyer's journey, from the moment someone lands on their website, to the moment that they make a purchase. This will often mean their product features in their content higher up in the marketing

funnel than it might for a B2B business, and you might need to use stronger calls-to-action (CTAs).

For B2C companies, channels like Instagram and Pinterest can often be more valuable than business-focused platforms LinkedIn.

Unlike most offline marketing efforts, digital marketing allows marketers to see accurate results in real time. If you've ever put an advert in a newspaper, you'll know how difficult it is to estimate how many people actually flipped to that page and paid attention to their ad there's no surefire way to know if that ad was responsible for any sales at all.

On the other hand, with digital marketing, you can measure the ROI of pretty much any aspect of their marketing efforts.

Website Traffic

With digital marketing, you can see the exact number of people who have viewed their website's homepage in real time by using digital analytics software like HubSpot. You can also see how many pages they visited, what device they were using, and where they came from, amongst other data.



WEBSITE TRAFFIC

This intelligence helps you to prioritize which marketing channels to spend more or less time on; based on the number of people those channels are driving to their website. For example, if only 10% of their traffic is coming from organic search, you know that you probably need to spend some time on SEO to increase that percentage. With offline marketing, it's very difficult to tell how people are interacting with their brand before they have an interaction with a salesperson or make a purchase. With digital marketing, you can identify trends and patterns in people's behavior before they've reached the final stage in their buyer's journey, meaning you can make more informed decisions about how to attract them to their website right at the top of the marketing funnel.

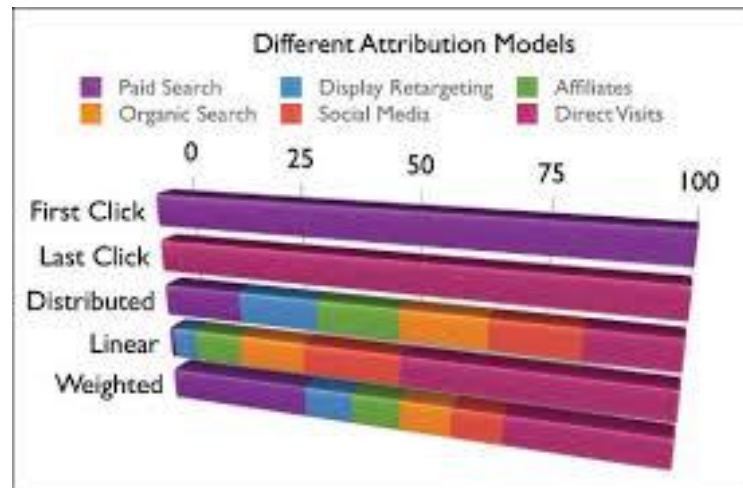
Content Performance and Lead Generation

Imagine you've created a product brochure and posted it through people's letterboxes -- that brochure is a form of content, albeit offline. The problem is that you have no idea how many people opened their brochure or how many people threw it straight into the trash.

Now imagine you had that brochure on their website instead. You can measure exactly how many people viewed the page where it's hosted, and you can collect the contact details of those who download it by using forms. Not only can you measure how many people are engaging with their content, but you're also generating qualified leads when people download it.

Attribution Modeling

An effective digital marketing strategy combined with the right tools and technologies allows you to trace all of their sales back to a customer's first digital touchpoint with their business. We call this attribution modeling, and it allows you to identify trends in the way people research and buy their product, helping you to make more informed decisions about what parts of their marketing strategy deserve more attention, and what parts of their sales cycle need refining.



ATTRIBUTION MODELING

Connecting the dots between marketing and sales is hugely important -- according to Aberdeen Group, companies with strong sales and marketing alignment achieve a 20% annual growth rate, compared to a 4% decline in revenue for companies with poor alignment. If you can improve their customer's journey through the buying cycle by using digital technologies, then it's likely to reflect positively on their business's bottom line.

Many small businesses struggle with deciding which kind of marketing to do, because their budget will only stretch to one or the other, not both. The decisions that must be made are not easy: which method of marketing will give me the most bangs for my buck? How do I know if my marketing is working? Who should I trust with my marketing? Should I do it myself? The answers may surprise you.

To clarify the terms, the use of print ads on newspapers and magazines is a simple example of traditional marketing. Other examples include flyers that are put in mailboxes, commercials both on TV and radio and billboards. On the other hand, when a business invests on building a website, advertising the brand name through different social media such as Facebook, Twitter and YouTube, this kind strategy is called digital marketing.

Production and marketing of goods and services are the essence of economic life in any society. All organizations perform these two basic functions to satisfy their commitments to their stakeholders – the owners, the customers and the society, at large. They create a benefit that economists call utility which is the want-satisfying

power of a good or service. There are four basic kinds of utility – form, time, place and ownership utility. Form utility is created when the firm converts raw materials and component inputs into finished goods and services. Although marketing provides important inputs that specify consumer preference, the organization's production function is responsible for the actual creation of form utility. Marketing function creates time, place and ownership utilities. Time and place utility occur when consumers find goods and services available when and where they want to purchase them. Online retailers with 24*7 formats emphasize time utility. Vending machines focus on providing place utility for people buying snacks and soft drinks. The transfer of title to goods or services at the time of purchase creates ownership utility.

Continuous exposure to advertising and personal selling leads many people to link marketing and selling, or to think that marketing activities start once goods and services have been produced. While marketing certainly includes selling and advertising, it encompasses much more. Marketing also involves analyzing consumer needs, securing information needed to design and produce goods or services that match buyer expectations and creating and maintaining relationships with customers and suppliers. The following table summarizes the key differences between marketing and selling concepts.

The expanded concept of marketing activities permeates all organizational functions. It assumes that the marketing effort will follow the overall corporate strategy and will proceed in accordance with ethical practices and that it will effectively serve the interests of both society and organization. The concept also identifies the marketing variables – product, price, promotion and distribution – that combine to provide customer satisfaction. In addition, it assumes that the organization begins by identifying and analyzing the consumer segments that it will later satisfy through its production and marketing activities. The concept's emphasis on creating and maintaining relationships is consistent with the focus in business on long-term, mutually satisfying sales, purchases and other interactions with customers and suppliers. Finally it recognizes that marketing concepts and techniques apply to non-profit organizations as well as to profit-oriented businesses, to product organization and to service organizations, to domestic and global organizations, as well as to organizations targeting consumers and other businesses.

As noted earlier, exchange is the origin of marketing activity. When people need to exchange goods, they naturally begin a marketing effort. Wroe Alderson, a leading

marketing theorist has pointed out, 'It seems altogether reasonable to describe the development of exchange as a great invention which helped to start primitive man on the road to civilization'. Production is not meaningful until a system of marketing has been established. An adage goes as: Nothing happens until somebody sells something. Although marketing has always been a part of business, its importance has varied greatly over the years. The following table identifies five eras in the history of marketing: the production era, the product era, the sales era, the marketing era and the relationship marketing era

In the production era, the production orientation dominated business philosophy. Indeed business success was often defined solely in terms of production victories. The focus was on production and distribution efficiency. The drive to achieve economies of scale was dominant. The goal was to make the product affordable and available to the buyers. In the product era, the goal was to build a better mouse trap and it was assumed that buyers will flock the seller who does it. However, a better mousetrap is no guarantee of success and marketing history is full of miserable failures despite better mousetrap designs. Inventing the greatest new product is not enough. That product must also solve a perceived marketplace need. Otherwise, even the best-engineered. Highest quality product will fail. In the sales era, firms attempted to match their output to the potential number of customers who would want it. Firms assumed that customers will resist purchasing goods and services not deemed essential and that the task of selling and advertising is to convince them to buy. But selling is only one component of marketing. Next came the marketing era during which the company focus shifted from products and sales to customers' needs. The marketing concept, a crucial change in management philosophy, can be explained best by the shift from a seller's market – one with a shortage of goods and services – to a buyer's market – one with an abundance of goods and services. The advent of a strong buyer's market created the need for a customer orientation. Companies had to market goods and services, not just produce them. This realization has been identified as the emergence of the marketing concept. The keyword is customer orientation. All facets of the organization must contribute first to assessing and then to satisfying customer needs and wants. The relationship marketing era is a more recent one. Organization's carried the marketing era's customer orientation one step further by focusing on establishing and maintaining relationships with both customers and suppliers. This effort represented a major shift from the traditional concept of marketing as a simple

exchange between buyer and seller. Relationship marketing, by contrast, involves long-term, value-added relationships developed over time with customers and suppliers. The following table summarizes the differences between transaction marketing (i.e. exchanges characterized by limited communications and little or no ongoing relationship between the parties) and relationship marketing.

Marketing activities focus on the consumer. Therefore, a market-driven organization begins its overall strategy with a detailed description of its target market: the group of people toward whom the firm decides to direct its marketing efforts. After marketers select a target market, they direct their activities towards profitably satisfying that target segment. Although they must manipulate many variables to reach this goal, marketing decision making can be divided into four areas: product, price, place (distribution) and promotion (marketing communication). These 4 Ps of marketing are referred to as the marketing mix. The 4 Ps blends to fit the needs and preferences of a specific target market. These are the four variables that a marketer can use and control in different combinations to create value for customers. The focus of the marketing mix variables on the central choice of consumer or organizational target markets. In addition, decisions about the 4 Ps are affected by the environmental factors in the outer circle of that figure. Unlike the controllable marketing mix elements, the environmental variables frequently lie outside the control of marketers.

With the growth of the services sector, marketers realized that services cannot be marketed in the same way as the products. Certain characteristics of services posed serious problems for marketers who realized that services marketing must be done differently and not with the same marketing mix (4 Ps) variables. Service characteristics like intangibility (service firms don't sell a tangible thing, but a promise) inseparability (production and consumption of services take place at about the same time), heterogeneity (the problem due to the fact that no two service providers are like, nor are the service consumers) and perish ability (service providers cannot maintain inventories of their products). To cope with these challenges, service marketers suggest additional 3 Ps – process, physical evidence and people. The process is aimed at solving the heterogeneity or variability problem associated with the services by providing a service blueprint. The physical evidence solves some of the problems associated with the intangible nature of services. The physical evidence in terms of service environment, equipment, personnel and so on attempts to tangibilize the intangible. The final P – People – gives lot of attention to the service

providers because they are, strictly speaking, part of the service provided. They can influence the perceived service quality in a big way. With the world becoming a global village, marketers started targeting global audience for their products and services. International marketers implement the basic marketing framework discussed earlier. However transactions that cross national boundaries encounter an additional set of environmental factors. For example, differences in laws, economic conditions, cultural and business norms and consumer preferences other demand variations in marketing strategies. The biggest challenge in international marketing is managing the international business environment. With many uncontrollable factors, sharing complex relationships among them, the international marketer faces the dilemma of whether to standardize or differentiate his marketing mix. Non-profit organizations encounter a special set of characteristics that influence their marketing activities. Like for-profit firms, non-profit firms may market tangible goods and/or intangible services and operate in B2C and B2B markets. An important distinction is that profit-seeking businesses tend to focus their marketing on just one public – their customers. Non-profit businesses however must often market to multiple publics (say, their clients and sponsors), which complicates decision making regarding the markets to target. Also a customer or service user may wield less control over the organization's destiny than would be true for customers of a profit-seeking firm. As a result, non-profit marketing must fine tune its marketing variables to adjust to these conditions.

Chapter 2

COMPANY'S **PROFILE**

Company's Profile

Alphonic Network Solutions is a leading, full service digital marketing, technology and commerce consultancy.

Alphonic Network Solutions founded by a group of technical experts from alumnus of IIT & IIM with the fast knowledge in the field of Information Security and Embedded Systems. Our team has pledged to safeguard the future from cyber frauds and to deliver the quality products in the latest technologies. We have an experience of providing quality solutions in Mobiles, Desktop, Web and Embedded Systems. Our team believes in smart work and making things happen through which we have gained pride to deliver the best IT and Embedded Solutions. We provide training, guidance and support to students and corporate too by delivering seminars, lectures, workshops and also provides Cyber Investigation support.

They are Creative

Creativity and innovation are gravity in the world of graphic design—they hold everything together.

They are Passionate

We're obsessed with quality. We rely on our portfolio to do business and always ensure that each of our web or mobile deliverable is unique and world class.

They are professional

We are an international award-winning web design and digital advertising agency based in India.

From strategy through to implementation, our teams of connected specialists - all experts in their respective fields - work together to help our clients maximize the opportunities created by the changing digital world.

We conduct various programs with the aim to aware web developers and IT admin about security threats and their remedies. It has various training programs such as Secure Development Training and IT awareness Security Programs. Alphonic also held training programs for School and College Students like summer training programs (STP) and winter training programs (WTP)

Chapter 3

OBJECTIVES

Objectives of the study

- To study the role of digital marketing in Return on web.
- To study the different criteria of digital marketing services.
- To analyze the approach which help them to get more business?
- To know how to pitch a client while meeting basically how to talk, what to talk, how to make client engage in their conversation.
- To know the right way of writing a proper content for the E-mailers.
- To study the growth of Digital marketing.

Chapter 4

ANALYTICAL **STUDY ON-A** **SELECTIVE EVENT**

Analytical Study on:

“YO YO HONEY SINGH EVENT”



HONEY SINGH DYNAMIC NIGHT @JAIPUR

_____TODAY!! TODAY!! TODAY!!_____

"YO YO HONEY SINGH"

Live concert Today

25th may 2014

in our town Jaipur: P: D

Venue - SMS Investment ground, Jaipur

Gate will be open at 7PM

be on time and don't be late!

Limited Passes available...

Ticket prices -

Rs 100 0/- Admit One

Rs 3000/- Admit Two (VIP)

Rs 5000/- Admit Two (VIP)

Rs 7000/- Admit Two(VVIP)

Rs 10000/- On Request(VVIP)

Rs 300000/- Corporate box (50 Persons Capacity)

***Organizers:- "RAJASTHAN PATRIKA"**

***Promotion Partners:-**

"BJ PARTY CLUB"

&

"CREATIVE HUMANS"

&

"SREE EVENTS GROUP"

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***Mahendra Saini (fb)**

***Karan Veer Singh Meena (fb)**

"LIMITED PASSES HERE"

"DONT CALL FOR FREE PASSES"

Impact of digital marketing has never been more important for brand development – but this can be a strange and challenging world for businesses that are just beginning to develop their online presence. Here are several ways that digital marketing and your brand are closely linked...and why that matters so much in today's online advertising world.

The Concept of "Going Viral"

"Going viral" isn't a phrase you hear very often anymore, primarily because the Zconcept has grown too large and ingrained in the online world to be described with a single phrase. Today we have memes, signals, buzz, click-bait, trending posts, hash tags – and so much more. However, the goal is still spreading out content very quickly through the online world by making it eminently shareable, and the concept is still key to representing your brand on the Internet. Remember, in the online world the

vast number of new consumers you see will come in contact with your brand through your most popular, most shared content. Digital marketing is your ground zero for finding new leads and bringing them in to look at your business: It really is that simple. Successfully using digital marketing to create viral content – now that's the challenge.

The Power of Profiles

Another key part of digital marketing – and this may surprise some companies – is the business profile. Why is this integral to your brand? Because it's the content that is very frequently judged by consumers making purchase decisions...especially in today's mobile world where Google delivers local business profiles at the very top of its SERPs. Additionally, the information connected with profiles, from Google to Facebook, is increasingly being tapped to affect page rankings and SEO. Not only will customers make instant decisions about your brand based on your profile information and connected reviews, they will see your profile more often these days based on what they are searching. In other words, focus a lot of effort on making your profiles clean, authentic, entertaining, information, and everything else that good content should be.

Spreading Out Content

It's easy for marketers to think of their brand identity as being the total sum of all the content produced and published. But you have to understand that those marketers are the only ones actually seeing all that content. Consumers are making their brand decisions after seeing only a few pieces of content available in their preferred channels – and more later on depending on their interest and conversions.

What does this mean for you brand? It means that multi-channel content and consistency are both very important. You need all of your content to have the same tones and brand messages (and colors, fonts, professionalism, sensor of humor, etc.) so that every consumer is getting the same idea about your company. Then distribute that content across a number of channels so ensure as many consumers see it as possible.

Social Signals and Traffic

"Social signals" is a catch-all term used to describe everything that people do social content, including likes, shares, and comments. Generally – unless you are being crude or argumentative – a high number of social signals is very healthy for a brand. It indicates a lot of people are attracted to a particular type of content, and are getting a sense of your business through it. So social signals are frequently used to judge how powerful a brand is at any given time. It's a handy way to judge the efficacy of particular campaigns as well, and these metrics should be a part of any digital advertising strategy. Remember, your online brand is affected not only by what you produced, but by what consumers do with it. You need both halves to be successful.

Direct Customer Interaction

Digital marketing provides an unprecedented number of opportunities to talk directly with customers and potential customers. Because these are "real" conversations, they tend to have permanent effects on brand perception. Every time your company makes a comment, responds to a tweet, or enters a forum, it is creating immediate and immense brand movements. While direct responses are a great way to answer questions, clarify points, and deal with customers, they need a deft hand and knowledge of brand tone to be used effectively. Time and talent are important for these responses!

Process:

DIGITAL MARKETING/SOCIAL BRANDING

In an effort to remain ahead of the curve, we believe it's important to amplify the use of a digital marketing plan in event marketing. In light of the new Canada anti-spam law (CASL), web marketing is going to be crucial for companies that would like to acquire the members and contacts that they had in their list that they are no longer able to reach. With the objective of capturing these contacts and converting them — whether they are members, participants, or sponsors — objectives need to be met, and as a business running an event, a digital marketing plan can help you attain those objectives.

1- BUILD A CONTENT STRATEGY

Behind every great plan, there is content. But the mantra, “build it and they will come” does not apply here. In fact, creating content and just waiting for visitors to show up and engage with you will simply not happen... unless you're a super cute kitten playing with a turtle on YouTube. A content strategy comes with planning and includes an editorial calendar, a social plan, engagement efforts, optimization, measuring conversions and more. If you want to ensure that your content gets seen by your target audience, then a content strategy is your best bet. So before you sit in front of your computer and start belting out article after article, you need to figure out who you're addressing and what you plan to achieve. What are goals and KPIs? How will you measure success: Is it by gaining visibility? Increased registration at your events? Every marketing effort has to be measured. It is an essential element of any successful digital marketing plan.

2- IMPLEMENT SEARCH ENGINE OPTIMIZATION (SEO)

In keeping with content, a solid digital marketing plan includes SEO and ensures that your content is not only reader friendly, but also search engine friendly as well. If Google can't find your message, you can bet that no one else will, either.

Keyword research: Search terms of phrases that people would type into a search engine that are relevant to your event. You can use these search terms to create content or for paid advertising on search engines like Google and Bing. Where do you

go for keyword research? Google Adwords, Bing Ads and Word tracker to name a few.



Keywords	Advertiser Competition	Approx Search Volume: June	Approx Avg Search Volume	Auto Type
keyword tools		33,100	18,100	Add
keyword research tools		8,100	2,400	Add
keyword tool		165,900	98,600	Add
keyword selector tool		18,100	8,900	Add
keyword suggestion tool		14,800	8,100	Add
keyword suggestion tool		12,100	8,800	Add
adwords keyword tool		22,200	8,600	Add
keyword search tool		27,100	8,100	Add
keyword search tools		1,600	1,900	Add
keyword research tool		33,100	8,100	Add
free keyword tool		Insufficient Data	8,800	Add
keyword density tool		1,300	1,300	Add
keywords tool		4,400	3,600	Add
keyword selector tool		1,600	1,300	Add
keyword suggestion tool		1,800	800	Add
keyword selection tool		Insufficient Data	1,900	Add
keyword tool		Insufficient Data	1,600	Add

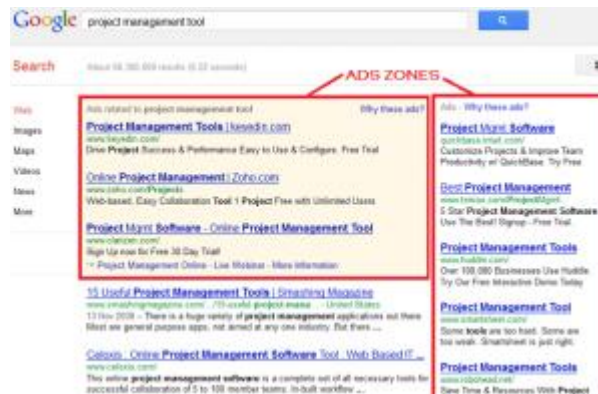
Google keyword tool

B- Link building: Getting other quality websites whose content relates to yours to **link** to a page on your website with specific keywords highlighted. For example, if your event centers on urology, then you would want a well-known urological website to link back to your event and the hyperlink would contain keywords like “2014 Urological Association Event” and not “Click here.”

C- Social networking: Interact with others by sharing and creating content through online communities like Facebook, Twitter, LinkedIn, and even forums that relate to your subject matter. It can be used to promote your brand or event, tell participants and audiences at large about your product or event, gauge what others think about your event, attract new participants, and build relationships with your existing participants. You have to make everything you do shareable. And if you want them to share it, you need to make sure they can find it with a simple search and that your content is valuable for your intended audience.

3- USE INBOUND MARKETING, NOT INTERRUPTION MARKETING

Interruption marketing is paid ads that are found on the right-hand side at Facebook, the paid ads at the top and on the right-hand side of Google results and the sponsored hash tags (#) and accounts on the right-hand side and updates at Twitter. Ask most web users and the majority of them will tell you that they simply ignore these ads.



Interruption marketing on Google

Inbound marketing, however, works quite well, although it is more about earning people's interest rather than buying it. It's much better to be the first organic result on Google rather than one of the paid results. The former is not always easy to attain, but with the right plan of action, it is certainly doable.

4- CREATE SOLID LANDING PAGES

Optimization is not strictly for content; it's important that you optimize your website as well. Your landing pages need to be user-friendly and straight to the point. If you want to ensure the most signups or registrations for your event, for example, you need to make sure that your landing page drives the right message home. This is where you're unique selling proposition, a video or slideshow of images, the benefits of attending your meeting, client testimonials, and a solid call to action.

5- FOCUS ON YOUR WEBSITE ARCHITECTURE

The beauty of a great digital marketing plan is a great website. And what makes a great website? It's when a visitor intuitively knows where everything can be found. I can't tell you how often I end up on a website and have no idea where to find what I'm looking for. There needs to be a method to the madness and you always need to keep the end user in mind when putting together your website. After all, this is the face that people see before they opt to sign up for your event or register for your services, so you want to make sure that what they see responds to their needs and interest (e.g., professional development).

6- DEVELOP A SOCIAL MEDIA PLAN

Too often, businesses think that social media requires nothing more than merely a few posts on the varying social networks and not much else, but there is a lot more to being present on social networks as an organization or conference. If you are promoting a conference, for example, you can't simply push the link on Twitter every day until conference time; you need to be ever-present, engaging, and answer any questions by attendees, as well as prospects. Did you know that 42% of customers who complain to businesses on social media expect a 60-minute response time? Why? Because they usually get a response in that time. You need to make sure you're present and available to answer your participants' inquiries.

7- USE ANALYTICS TO FIND OUT WHAT'S WORKING

All of your online efforts would be useless if you didn't measure them. You need to figure out what worked and what didn't, and you need to leverage the numbers for your next event. Your event doesn't end when it's over; it's a repetitive cycle that requires 365-day engagement. If you want to find out where your customers are coming from via social or any other web marketing effort you deploy, analytics will help you decipher what works best. By constantly measuring the results, you can figure out where your audience is and how to leverage your communication efforts.



Google analytics tool

IT'S TIME TO MAKE YOUR DIGITAL MARKETING PLAN ROBUST

There are many elements that come with a great digital marketing plan so make sure you begin planning your event with the right strategy and implement the right tools well before the event date. We offer a one on one, one-hour assessment of your digital marketing plan or are available to answer any related questions and provide advice on how to get started on digital marketing for your event or organization. Feel free to pick our brains.

Process of Traditional Marketing

Step 1: Problem Definition

The first step in any marketing research project is to define the problem. In defining the problem, the researcher should take into account the purpose of the study, the relevant background information, what information is needed, and how it will be used in decision making. Problem definition involves discussion with the decision makers, interviews with industry experts, analysis of secondary data, and, perhaps, some qualitative research, such as focus groups. Once the problem has been precisely defined, the research can be designed and conducted properly.



TRADITIONAL MARKETING

Step 2: Development of an Approach to the Problem

Development of an approach to the problem includes formulating an objective or theoretical framework, analytical models, research questions, hypotheses, and identifying characteristics or factors that can influence the research design. This process is guided by discussions with management and industry experts, case studies and simulations, analysis of secondary data, qualitative research and pragmatic considerations.

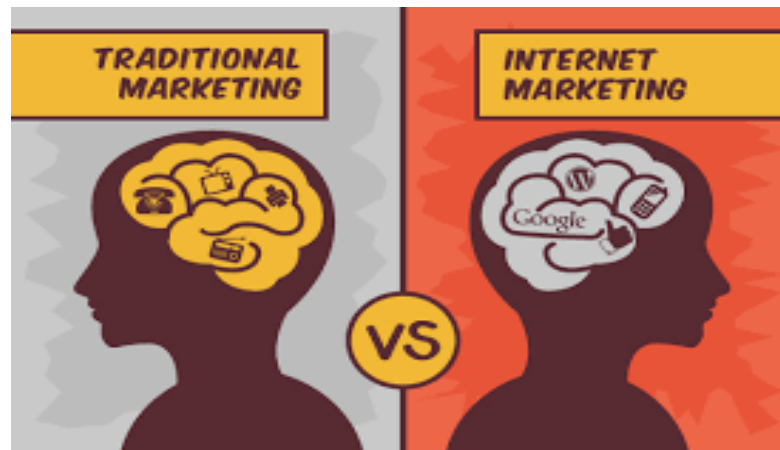


TRADITIONAL MARKETING ELEMENTS

Step 3: Research Design Formulation

A research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the required information, and its purpose is to design a study that will test the hypotheses of interest, determine possible answers to the research questions, and provide the information needed for decision making. Conducting exploratory research, precisely defining the variables, and designing appropriate scales to measure them are also a part of the research design. The issue of how the data should be obtained from the respondents (for

example, by conducting a survey or an experiment) must be addressed. It is also necessary to design a questionnaire and a sampling plan to select respondents for the study.



TRADITIONAL V/S DIGITAL MARKETING

More formally, formulating the research design involves the following steps:

Secondary data analysis

- Qualitative research
- Methods of collecting quantitative data (survey, observation, and experimentation)
- Definition of the information needed
- Measurement and scaling procedures
- Questionnaire design
- Sampling process and sample size
- Plan of data analysis



Step 4: Field Work or Data Collection

Data collection involves a field force or staff that operates either in the field, as in the case of personal interviewing (in-home, mall intercept, or computer-assisted personal interviewing), from an office by telephone (telephone or computer-assisted telephone interviewing), or through mail (traditional mail and mail panel surveys with prerecruited households). Proper selection, training, supervision, and evaluation of the field force help minimize data-collection errors.



TRADITIONAL V/S DIGITAL MARKETING

Step 5: Data Preparation and Analysis

Data preparation includes the editing, coding, transcription, and verification of data. Each questionnaire or observation form is inspected, or edited, and, if necessary, corrected. Number or letter codes are assigned to represent each response to each question in the questionnaire. The data from the questionnaires are transcribed or key-punched on to magnetic tape, or disks or input directly into the computer. Verification ensures that the data from the original questionnaires have been accurately transcribed, while data analysis, guided by the plan of data analysis, gives meaning to the data that have been collected. Univariate techniques are used for analyzing data when there is a single measurement of each element or unit in the sample, or, if there are several measurements of each element, each RCH variable is analyzed in isolation. On the other hand, multivariate techniques are used for analyzing data when there are two or more measurements on each element and the variables are analyzed simultaneously.



TRADITIONAL MARKETING

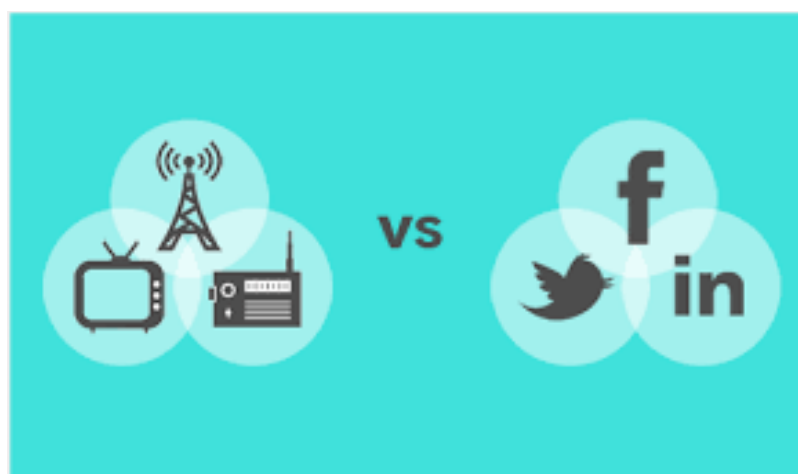
Step 6: Report Preparation and Presentation

The entire project should be documented in a written report which addresses the specific research questions identified, describes the approach, the research design, data collection, and data analysis procedures adopted, and present the results and the major findings. The findings should be presented in a comprehensible format so that they can be readily used in the decision making process. In addition, an oral presentation should be made to management using tables, figures, and graphs to enhance clarity and impact.

For these reasons, interviews with experts are more useful in conducting marketing research for industrial firms and for products of a technical nature, where it is relatively easy to identify and approach the experts. This method is also helpful in situations where little information is available from other sources, as in the case of radically new products.

Secondary data analysis

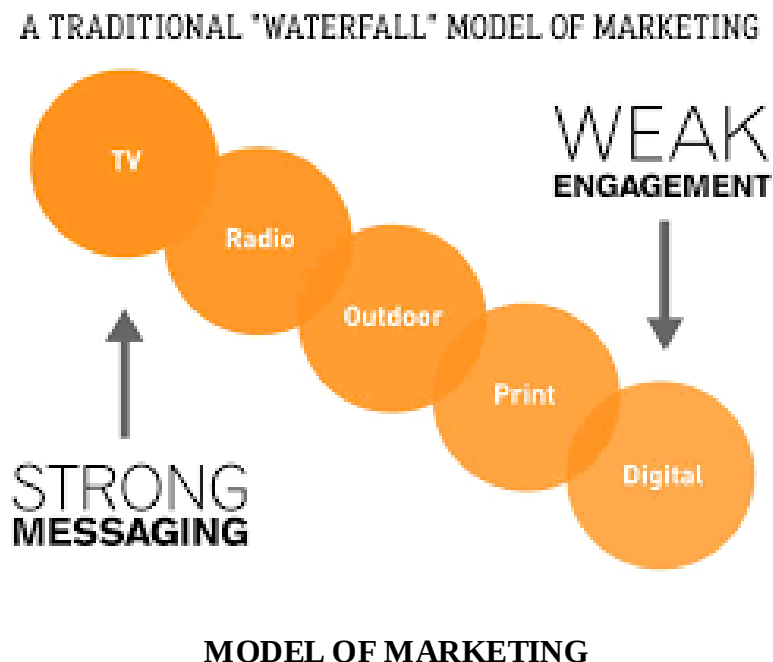
Secondary data are data collected for some purpose other than the problem at hand. Primary data, on the other hand, are originated by the researcher for the specific purpose of addressing the research problem. Secondary data include information made available by business and government sources, commercial marketing research firms, and computerized databases. Secondary data are an economical and quick source of background information.



TRADITIONAL V/S DIGITAL

Qualitative research

Information, industry experts, and secondary data may not be sufficient to define the research problem. Sometimes qualitative research must be undertaken to gain a qualitative understanding of the problem and its underlying factors. Qualitative research is unstructured, exploratory in nature, based on small samples, and may utilize popular qualitative techniques such as focus groups (group interviews), word association (asking respondents to indicate their first responses to stimulus words), and depth interviews (one-on-one interviews which probe the respondents' thoughts in detail). Other exploratory research techniques, such as pilot surveys with small samples of respondents, may also be undertaken.



Digital Marketing Process:



DIGITAL MARKETING PROCESS

Step 1: Developing an effective Digital Marketing Strategy

Each journey begins with a first step. Thus, we will work with you to identify the most important marketing elements such as:

- Identifying their goals.
- Recognizing challenges.
- Understanding their target demographic.
- Defining & measuring success in relation to their ultimate ROI



DEVELOPING DIGITAL MARKETING STRATEGY

These are some of the qualitative questions that we will address. The end result is a synergy and an insight which will enable you to merge their concepts and their campaign; producing measurable and repeatable results.

Financial Concerns

Of course, the efficiency of any campaign will centre on their budgetary limitations. They provide tools that enable you to fully understand their financial expenditures in relation with the ROI that you can expect to enjoy. As with all of our tools, this is a malleable process that can be adjusted as is necessary. Indeed, there is no such concept as “one size fits all” in today’s marketing environment.

These are some of the considerations that will provide a firm base to their future endeavors. If you feel that their sales and exposure may be suffering, it is likely that some of these variables may not have been adequately addressed. Still, this is only the first step in what will certainly prove to be a worthwhile journey.

Step 2: The Creation and Maintenance of an Effective Website Platform

An effective website is the hub of all their online marketing and lead generation!

Every website should be simple to navigate, exhibit a professional appearance, be appealing to search engines, Smartphone-friendly and easy to update.

As their site is the very foundation of their online marketing, this step is critical.



MAINTAINANCE OF DEVELOPED STRATGEY

Does their website appear cluttered and confusing?

Does it take a considerable amount of time to load? How easy is it for customers to request contact information?

Are its rankings suffering due to poor SEO techniques?

If we consider that a visitor will normally stay on a page for no longer than thirty seconds if he or she does not encounter the relevant information, these questions are critical. In reality, a poorly designed page can sabotage any hopes for future success. If you suspect that their web design may be lacking in certain features, this step is extremely important.

A Professional and Streamlined Website

A considerable amount of the success of their site will equate to its outward appearance. Visitors need to immediately find what they are looking for while being enticed to delve further into their content. This is accomplished through easy navigation, a professional appearance and a site that can be accessed by an increasing number of Smartphone users.

Technical SEO Concerns

The other half of the proverbial coin lies in the ability of the site to appear high within a SERP. Through the use of knowledgeable SEO techniques and other means of exposure, their pages will garner the attention that they deserve. Of course, the site also needs to be easy to update; many owners spend entirely too much time struggling with coding, HTML and other metrics.

They appreciate that time is money. So, we provide you with easy-to-update solutions which will allow any changes to be made quickly and easily. This guarantees little (if any) downtime and a heightened appeal to their customers. Also, we should note that Google-friendly pages are those which are updated on a regular basis.

As their site is their single and most powerful point of sale, we take these variables quite seriously.

Step 3: Boosting Inbound Traffic

It is obvious that robust inbound traffic will equate to higher qualified prospects and better conversion rates. Their traffic plan will be customized to match their business and we will employ numerous strategies to achieve this including:



BOOSTING INBOUND TRAFFIC

These tasks are proven ways to bring new and qualified visitors to their site:

In the first step, we identified who their leads are. This was followed by the creation of an excellent “hub” from which their product or service can be introduced. Thus, we have already accomplished one of the most important steps within any marketing campaign: you know the category of customer that you wish to target.

They will help you to tailor a specific plan that takes these first two steps of the process into account. Some of our methods will include (but are not necessarily limited to):

- **Blogging:** The audience is actively engaged and up to four hundred per cent more indexed pages are created by updated blogs.
- **Social Media:** Actively engage with their prospective audience and appreciate their feedback. As two-thirds of all Internet users enjoy social media platforms, you can expect an increase in exposure of up to sixty per cent.
- **SEO:** Identify relevant keywords, build high-quality links and optimize the site for the correct demographic. As forty-six per cent of all Internet searches are in relation to a product or service, a proper SEO strategy is essential.



BLOGS



**SOCIAL MEDIA
INTEGRATION**



**ONSITE AND
OFFSITE SEO**



**PAY-PER-CLICK
CAMPAIGNS**

As mentioned previously, these policies should be used in tandem with one another. Of course, we will find the best channels for communicating with their unique customer base. This will also give you the ability to make any on-the-fly modifications as may be needed.

We can additionally integrate a reliable pay-per-click platform alongside these strategies to drive further increase their website traffic. They will optimize this campaign to “fine tune” its effectiveness. You will attain a high amount of qualified leads while encountering the lowest PPC rates.

He does not believe that the same template will work for everyone. It is their company, their plan and their ultimate success. Therefore, we are flexible with our approach and will work together with you to develop the bespoke marketing package that will provide the best results.

Step 4: Lead Conversion

Attractive and relevant offers will help to transform an interested party into a viable lead.

Our techniques include online contact forms within landing pages, auto-responding emails and “calls to action” (CTAs) throughout the site to encourage engagement with visitors.



LEAD CONVERSION

Have you noticed that their site is attracting a high amount of inbound traffic but their lead conversion rates are low? Do their clicks through statistics fail to match their revenue and sales pipelines?

If so, then it is likely that certain strategies are not being employed. They will work in tandem with you to make certain that their marketing processes, lead generation and engagement strategies are in line with their site. This will ultimately lead to an efficient and streamlined sales process; increasing conversion rates and targeted exposure.

Defining Lead Success

The first task is to determine the different types of lead generation methods which you will employ. Common examples include:

- A sale.
- The completion of a form.
- A phone call.

Obviously, we will develop tools that will allow you to track these and other metrics. This can provide you with the clarity necessary to appreciate which methods are effective and which may need an adjustment.

Buying Stages

Not all leads will be at the same stage within the conversion process. Some may only be interested in timely updates while others could very well be looking to take real action. If a lead requires more research, you will be able to send him downloads and additional details; keeping him or her in the buying cycle. If a lead is ready to act, you can proactively direct him to fill in the appropriate forms or peruse their online store.

At There, we appreciate that this step is critical. You will need to correlate their lead generation techniques with their business objectives. Developing this modular approach will allow you to find the most effective ways to inform nurture and eventually convert their leads into loyal buyers.

Step 5: Converting Leads into Sales

Our bespoke analytical techniques will enable you to

Appreciate which pages are viewed the most and which leads are the most relevant.

Thus, you will be able to prioritize who is contacted, target them with relevant messages and develop nurturing campaigns to maintain a keen interest throughout the buying cycle. Let us help take the guesswork out of what's working or not online.



CONVERTING LEADS INTO SALES

As you are already aware, one of the cardinal mistakes that can be made during the marketing process is failing to effectively convert leads into viable sales. Of course, this will largely depend upon how each client persona is targeted and engaged. This can be an art form as much as a science.



How are leads converted?

Now that we have our leads, how are they converted? This is accomplished by a prospect management process that develops a working relationship with each lead. Some examples of this will include timely emails and if requested, phone contact. The simple fact is that very few leads will convert to become a client on their own accord; they need to be provided with targeted incentives.

We will help you develop their nurturing sales funnel that will create a customer touch point at each critical stage of the buying cycle. This may take the form of email marketing, on site additional information.

This is again where it is critical to segment their leads; knowing the individual “sweet spot” of each category will enable you to better target their interests. The client who feels that his or her needs are being catered to is much more likely to convert (and remain loyal).

Step 6: Measuring and Reviewing

Some of the metrics that we proactively review include (but are not limited to):

Traffic statistics

- SEO success.
- PPC costs and rates.
- Blogging effectiveness.
- Social media audience size and growth.
- Email subscribers.



MEASURING AND REVIEWING

A marketing strategy must be an ever-evolving process. What works today may very well be outdated tomorrow. Changing demographics need to be accounted for, one must adjust to an unpredictable marketplace and competition may dictate a change in tactics.

They give him the ability to measure all of the most important features in a real-time scenario. Some of the most critical segments that are monitored include:

- Inbound lead traffic.
- SEO effectiveness.
- PPC analyses.
- Blog updates.
- Social media standing.
- Email contacts and outbound information.

As always, we will fulfill these requirements from a top-down approach; that is, all of these fields must work in relation to one another.

The Capability to Adapt

How receptive are their customers to email updates? Has their social media audience grown? When the last time their blog was renewed and what was the feedback? Has their SERP ranking changed due to the implementation of a new SEO strategy? This will enable you to proactively change their strategies as the environment may dictate. Not only can this aid in their professional appearance, but such flexibility will inevitably result in positive growth.

Above and Beyond;

Above all, this and every other step is designed to help increase their ROI while minimizing the efforts you will need to put forth. Without the insight and clarity provided, the true potential of their business may never come to fruition. By offering you this necessary framework, you can enhance the efficacy of any strategy already in place. While the ultimate decisions will naturally be left up to their expertise, He is proud to supply you with the industry knowledge to further expand what is certainly a promising enterprise.

Chapter 5

CHANNELS OF **DIGITAL** **MARKETING**

Channels of Digital Marketing

Digital marketing is facilitated by multiple channels, as an advertiser one's core objective is to find channels which result in maximum two-way communication and a better overall ROI for the brand. There are multiple online marketing channels available namely;

- **Affiliate marketing** - Affiliate marketing is perceived to not be considered a safe, reliable and easy means of marketing through online platform. This is due to a lack of reliability in terms of affiliates that can produce the demanded number of new customers. As a result of this risk and bad affiliates it leaves the brand prone to exploitation in terms of claiming commission that isn't honestly acquired. Legal means may offer some protection against this, yet there are limitations in recovering any losses or investment. Despite this, affiliate marketing allows the brand to market towards smaller publishers, and websites with smaller traffic. Brands that choose to use this marketing often should beware of such risks involved and look to associate with affiliates in which rules are laid down between the parties involved to assure and minimize the risk involved.



AFFILIATE MARKETING

Display advertising

- Email marketing - Email marketing in comparison to other forms of digital marketing is considered cheap; it is also a way to rapidly communicate a message such as their value proposition to existing or potential customers. Yet this channel of communication may be perceived by recipients to be bothersome and irritating especially to new or potential customers, therefore the success of email marketing is reliant on the language and visual appeal applied. In terms of visual appeal, there are indications that using graphics/visuals that are relevant to the message which is attempting to be sent, yet less visual graphics to be applied with initial emails are more effective in-turn creating a relatively personal feel to the email. In terms of language, the style is the main factor in determining how captivating the email is. Using casual tone invokes a warmer and gentle and inviting feel to the email in comparison to a formal style. For combinations; it's suggested that to maximize effectiveness; using no graphics/visual alongside casual language. In contrast using no visual appeal and a formal language style is seen as the least effective method.



DISPLAY ADVERTISING

Search marketing

- Social Media Marketing - The term 'Digital Marketing' has a number of marketing facets as it supports different channels used in and among these, comes the Social Media. When we use social media channels (Facebook, Twitter, Pinterest, Instagram, Google+, etc.) to market a product or service, the strategy is called Social Media Marketing. It is a procedure wherein strategies are made and executed to draw in traffic for a website or to gain attention of buyers over the web using different social media platforms.

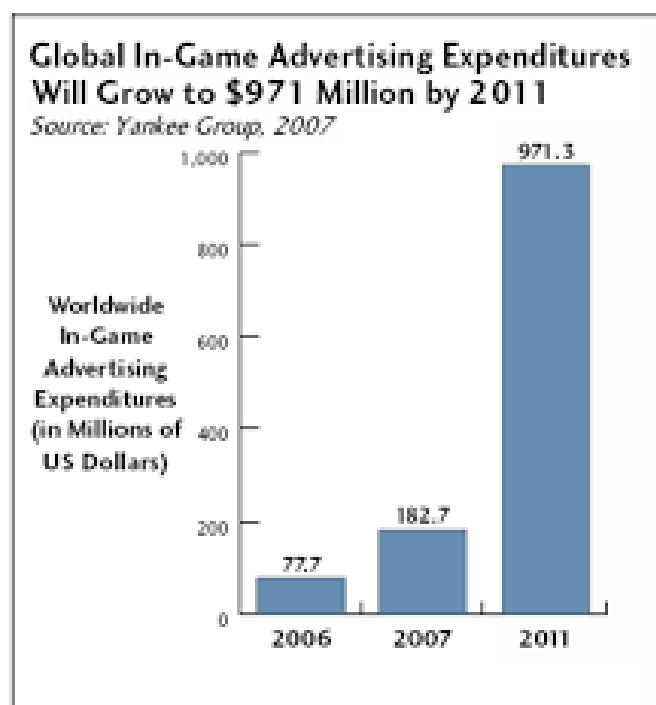


SEARCH MARKETING

Social Networking

- Game advertising - In-Game advertising is defined as "inclusion of products or brands within a digital game." The game allows brands or products to place ads within their game, either in a subtle manner or in the form of an advertisement banner. There are many factors that exist in whether brands are successful in their advertising of their brand/product, these being: Type of game, technical platform, 3-D and 4-D technology, game genre, congruity of brand and game, prominence of advertising within the game. Individual factors consist of attitudes towards placement

advertisements, game involvement, product involvement, flow or entertainment. The attitude towards the advertising also takes into account not only the message shown but also the attitude towards the game. Dependent of how enjoyable the game is will determine how the brand is perceived, meaning if the game isn't very enjoyable the consumer may subconsciously have a negative attitude towards the brand/product being advertised. In terms of Integrated Marketing Communication "integration of advertising in digital games into the general advertising, communication, and marketing strategy of the firm"^[41] is an important as it results in a more clarity about the brand/product and creates a larger overall effect.



SOCIAL NETWORKING

- **Online PR**

1. **Video advertising**

This type of advertising in terms of digital/online means is advertisements that play on online videos e.g. YouTube videos. This type of marketing has seen an increase in popularity over time. Online Video Advertising usually consists of three types: Pre-Roll advertisements which play before the video is watched, Mid-Roll advertisements which play during the video, or Post-Roll advertisements which play after the video is watched. Post-roll advertisements were shown to have better brand recognition in

relation to the other types, where-as “ad-context congruity/incongruity plays an important role in reinforcing ad memo ability”. Due to selective attention from viewers, there is the likelihood that the message may not be received.^[44] The main advantage of video advertising is that it disrupts the viewing experience of the video and therefore there is a difficulty in attempting to avoid them. How a consumer interacts with online video advertising can come down to three stages: Pre attention, attention, and behavioral decision. These online advertisements give the brand/business options and choices. These consist of length, position, adjacent video content which all directly affect the effectiveness of the produced advertisement time, therefore manipulating these variables will yield different results. Length of the advertisement has shown to affect memo ability where-as longer duration resulted in increased brand recognition. This type of advertising, due to its nature of interruption of the viewer, it is likely that the consumer may feel as if their experience is being interrupted or invaded, creating negative perception of the brand. These advertisements are also available to be shared by the viewers, adding to the attractiveness of this platform. Sharing these videos can be equated to the online version of word by mouth marketing, extending number of people reached.^[46] Sharing videos creates six different outcomes: these being “pleasure, affection, inclusion, escape, relaxation, and control”. As well, videos that have entertainment value are more likely to be shared, yet pleasure is the strongest motivator to pass videos on. Creating a ‘viral’ trend from mass amount of a brands advertisement can maximize the outcome of an online video advert whether it be positive or a negative outcome.



VIDEO ADVERTISING

It is important for a firm to reach out to consumers and create a two-way communication model, as digital marketing allows consumers to give back feed back to the firm on a community based site or straight directly to the firm via email. Firms should seek this long term communication relationship by using multiple forms of channels and using promotional strategies related to their target consumer as well as word-of mouth marketing.

Multi-channel communications

Push and pull message technologies can be used in conjunction.

Self-regulation



MULTI CHANNEL COMMUNICATIONS

The ICC Code has integrated rules that apply to marketing communications using digital interactive media throughout the guidelines. There is also an entirely updated section dealing with issues specific to digital interactive media techniques and platforms. Code self-regulation on use of digital interactive media includes:

- Clear and transparent mechanisms to enable consumers to choose not to have their data collected for advertising or marketing purposes;
- Clear indication that a social network site is commercial and is under the control or influence of a marketer;
- Limits are set so that marketers communicate directly only when there are reasonable grounds to believe that the consumer has an interest in what is being offered;
- Respect for the rules and standards of acceptable commercial behavior in social networks and the posting of marketing messages only when the forum or site has clearly indicated its willingness to receive them;
- Special attention and protection for children.

Advantages and limitations

The whole idea of digital marketing can be a very important aspect in the overall communication between the consumer and the organization. This is due to digital marketing being able to reach vast numbers of potential consumers at one time.

Another advantage of digital marketing is that consumers are exposed to the brand and the product that is being advertised directly. To clarify the advertisement is easy to access as well it can be accessed any time any place.

However, with digital marketing there are some setbacks to this type of strategy. One major setback that is identified is that Digital marketing is highly dependent on the internet. This can be considered as a setback because the internet may not be accessible in certain areas or consumers may have poor internet connection.

As well as digital marketing being highly dependent on the Internet is that it is subject to a lot of clutter, so it marketers may find it hard to make their advertisements stand out, as well as get consumers to start conversations about an organizations brand image or products.

As digital marketing continues to grow and develop, brands take great advantage of using technology and the Internet as a successful way to communicate with its clients and allows them to increase the reach of who they can interact with and how they go about doing so,. There is however disadvantages that are not commonly looked into due to how much a business rely on it. It is important for marketers to take into consideration both advantages and disadvantages of digital marketing when considering their marketing strategy and business goals.

An advantage of digital marketing is that the reach is so large that there are no limitations on the geographical reach it can have. This allows companies to become international and expand their customer reach to other countries other than the country it is based or originates from.

As mentioned earlier, technology and the internet allows for 24 hours a day, 7 days a week service for customers as well as enabling them to shop online at any hour of that day or night, not just when the shops are over and across the whole world. This is a huge advantage for retailers to utilize it and direct customers from the store to its online store. It has also opened up an opportunity for companies to only be online

based rather than having an outlet or store due to the popularity and capabilities of digital marketing.

Another advantage is that digital marketing is easy to be measured allowing businesses to know the reach that their marketing is making, whether the digital marketing is working or not and the amount of activity and conversation that is involved.

With brands using the Internet space to reach their target customers; digital marketing has become a beneficial career option as well. At present, companies are more into hiring individuals familiar in implementing digital marketing strategies and this has led the stream to become a preferred choice amongst individuals inspiring institutes to come up and offer professional courses in Digital Marketing.

A disadvantage of digital advertising is the large amount of competing goods and services that are also using the same digital marketing strategies. For example, when someone searches for a specific product from a specific company online, if a similar company uses targeted advertising online then they can appear on the customer's home page, allowing the customer to look at alternative options for a cheaper price or better quality of the same product or a quicker way of finding what they want online.

Some companies can be portrayed by customers negatively as some consumers lack trust online due to the amount of advertising that appears on websites and social media that can be considered frauds. This can affect their image and reputation and make them out to look like a dishonest brand.

Another disadvantage is that even an individual or small group of people can harm image of an established brand. For instance *Doppelganger* is a term that is used to disapprove an image about a certain brand that is spread by anti-brand activists, bloggers, and opinion leaders. The word *Doppelganger* is a combination of two German words *Doppel* (double) and *Ganger* (walker), thus it means double walker or as in English it is said alter ego. Generally brand creates images for itself to emotionally appeal to their customers. However some would disagree with this image and make alterations to this image and present in funny or cynical way, hence distorting the brand image, hence creating a *Doppelganger* image, blog or content (Rindfleisch, 2016).

Two other practical limitations can be seen in the case of digital marketing. One, digital marketing is useful for specific categories of products, meaning only consumer goods can be propagated through digital channels. Industrial goods and pharmaceutical products cannot be marketed through digital channels. Secondly, digital marketing disseminates only the information to the prospects most of whom do not have the purchasing authority/power. And hence the reflection of digital marketing into real sales volume is skeptical.

Measuring the Effectiveness of Digital Marketing Campaigns

Although the ultimate criteria to evaluate any business initiative should be its return on investment or any other financial metrics in general, the evaluation criteria and metrics for the digital marketing campaigns can be discussed in more details.

The criteria and metrics can be classified according to its type and time span. Regarding the type, we can either evaluate these campaigns "Quantitatively" or "Qualitatively". Quantitative metrics may include "Sales Volume" and "Revenue Increase/Decrease". While qualitative metrics may include the enhanced "Brand awareness, image and health" as well as the "relationship with the customers".

Shifting the focus to the time span, we may need to measure some "Interim Metrics", which give us some insight during the journey itself, as well as we need to measure some "Final Metrics" at the end of the journey to inform use if the overall initiative was successful or not. As an example, most of social media metrics and indicators such as likes, shares and engagement comments may be classified as interim metrics while the final increase/decrease in sales volume is clearly from the final category.

Of course, the correlation between these categories should exist. Otherwise, a disappointing result may happen at the end in spite of the illusion of success perceived early during the project

E-commerce



E-COMMERCE

Electronic commerce, commonly written as e-commerce or ecommerce, is the trading or facilitation of trading in products or services using computer networks, such as the Internet or online social networks. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail.

E-commerce businesses may employ some or all of the following:

- Online shopping web sites for retail sales direct to consumers
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling
- Gathering and using demographic data through web contacts and social media
- Business-to-business electronic data interchange

- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in prevail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes

Social media marketing



SOCIAL MEDIA MARKETING

Social media marketing is the use of social media platforms and websites to promote a product or service. Most of these social media platforms have their own built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address range stakeholders through social media marketing including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of the implementation of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone". To use social media effectively, firms should learn to allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media", rather than use marketer-prepared advertising copy. While social media marketing is often associated with companies, as of 2016, a range of not-for-profit organizations and government organizations are engaging in social media marketing of their programs or services.

Social networking websites

Social networking websites allow individual, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing and advertising. Social networking sites act as word of mouth or more accurately, e-word of mouth. The Internet's ability to reach billions across the globe has given online word of mouth a powerful voice and far reach. The ability to rapidly change buying patterns and product or service acquisition and activity to a growing number of consumers is defined as an influence network. Social networking sites and blogs allow followers to "retweet" or "repost" comments made by others about a product being promoted, which occurs quite frequently on some social media sites. By repeating the message, the user's connections are able to see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.



SOCIAL NETWORKING WEBSITES

Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values, online. Social media marketing then connects these consumers and audiences to businesses that share the same needs, wants, and values. Through social networking sites, companies can keep in touch with

individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. Social networking sites also include much information about what products and services prospective clients might be interested in. Through the use of new semantic analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. An understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns.

To integrate social networks into their marketing strategies, companies have to develop a marketing model. In a marketing model (SNeM2S) based on social networks is provided. The model includes the following steps:

- Selection of the potential social networks to use;
- Setting out a financial plan (regarding hiring social media brand managers or consultants);
- Designing or modifying organizational structures to manage the social network in the companies' market (this may involve adding a social media unit to an existing marketing branch or creating a new social media branch);
- Selection of target market(s);
- Selection of the products, services, brand(s) or company messages which will be promoted;
- Performance measures for the social media strategy such as evaluation, data analytics, etc.

In 2014, over 80% of business executives identified social media as an integral part of their business. Business retailers have seen 133% increases in their revenues from social media marketing.

Mobile phones

Just under half the world's population is currently on the Internet. Roughly 75% of those people are on social media and $\frac{3}{4}$ of those folks have social media accounts on their mobile phones. Mobile phone usage is beneficial for social media marketing because mobile phones have social networking capabilities, allowing individuals

immediate web browsing and access to social networking sites. Mobile phones have grown at a rapid rate, fundamentally altering the path-to-purchase process by allowing consumers to easily obtain pricing and product information in real time and allowing companies to constantly remind and update their followers. Many companies are now putting QR (Quick Response) codes along with products for individuals to access the company website or online services with their smart phones. Retailers use QR codes to facilitate consumer interaction with brands by linking the code to brand websites, promotions, product information, or any other mobile-enabled content. In addition, Real-time bidding use in the mobile advertising industry is high and rising because of its value for on-the-go web browsing. In 2012, Nexage, a provider of real time bidding in mobile advertising, reported a 37% increase in revenue each month. Adfonic, another mobile advertisement publishing platform, reported an increase of 22 billion ad requests that same year.



EVOLUTION OF THE MOBILE PHONE

Mobile devices and the internet also influence the way consumers interact with media and has many further implications for TV ratings, advertising, mobile commerce and more. Mobile media consumption such as mobile audio streaming or mobile video are

on the rise – in the United States, more than 100 million users are projected to access online video content via mobile device. Mobile video revenue consists of pay-per-view downloads, advertising, and subscriptions. As of 2013, worldwide mobile phone Internet user penetration was 73.4%. In 2017, figures suggest that more than 90% of Internet users will access online content through their phones

Chapter 6

BRAND

AWARENESS

Brand Awareness

Ease of access

A key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. Users with access to the Internet can use many digital mediums, such as Facebook, YouTube, Forums, and Email etc. Through Digital communications it creates a Multi-communication channel where information can be quickly exchanged around the world by anyone without any regard to whom they are. Social segregation plays no part through social mediums due to lack of face to face communication and information being wide spread instead to a selective audience. This interactive nature allows consumers create conversation in which the targeted audience is able to ask questions about the brand and get familiar with it which traditional forms of Marketing may not offer.

Competitive advantage

By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of digital marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioral patterns of clients and feedback on their needs. This means of content has shown to have a larger impingement on those who have a long-standing relationship with the firm and with consumers who are relatively active social media users. Relative to this, creating a social media page will further increase relation quality between new consumers and existing consumers as well as consistent brand reinforcement therefore improving brand awareness resulting in a possible rise for consumers up the Brand Awareness Pyramid. Although there may be inconstancy with product images; maintaining a successful social media presence requires a business to be consistent in interactions through creating a two way feed of information; firms consider their content based on the feedback received through this channel, this is a result of the environment being dynamic due to the global nature of the internet. Effective use of digital marketing can result in relatively lowered costs in relation to traditional means of marketing;

Lowered external service costs, advertising costs, promotion costs, processing costs, interface design costs and control costs.

Effectiveness

Brand awareness has been proven to work with more effectiveness in countries that are high in uncertainty avoidance, also these countries that have uncertainty avoidance; social media marketing works effectively. Yet brands must be careful not to be excessive on the use of this type of marketing, as well as solely relying on it as it may have implications that could negatively harness their image. Brands that represent themselves in an anthropomorphizing manner are more likely to succeed in situations where a brand is marketing to this demographic. “Since social media use can enhance the knowledge of the brand and thus decrease the uncertainty, it is possible that people with high uncertainty avoidance, such as the French, will particularly appreciate the high social media interaction with an anthropomorphized brand.” Moreover digital platform provides an ease to the brand and its customers to interact directly and exchange their motives virtually.

Chapter 7

LIMITATIONS

Latest Development and strategies

One of the major changes that occurred in traditional marketing was the “emergence of digital marketing” (Patruti Baltes, Loredana, 2015), this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing (Patruti Baltes, Loredana, 2015).

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.

1. Segmentation: more focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.
2. Influencer marketing: Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Sales force CRM. Many universities now focus, at Masters Level, on engagement strategies for influencers.

To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

1. Online behavioral advertising is the practice of collecting information about a user's online activity over time, “on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences.
2. Collaborative Environment: A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications. Additionally, organizations are inviting their customers to

help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organizations relationship with their customer as well as spawn ideas that would otherwise be overlooked. UGC is low-cost advertising as it is directly from the consumers and can save advertising costs for the organization.

3. Data-driven advertising: Users generate a lot of data in every step they take on the path of customer journey and Brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' Data can be collected from digital channels (e.g.: when customer visits a website, reads an e-mail, or launches and interact with brand's mobile app), brands can also collect data from real world customer interactions, such as brick and mortar stores visits and from CRM and Sales engines datasets. Also known as People-based marketing or addressable media, Data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customer's moment and actions.
4. An important consideration today while deciding on a strategy is that the digital tools have democratized the promotional landscape.
5. Remarketing: Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speaks, they have either searched for particular products or services or visited a website for some purpose.
6. Game advertising: Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted post to be seen by. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so they see advertisements from similar brands, products and services, This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

Ways to further increase the effectiveness of digital marketing

A strategy that is linked into the effectiveness of digital marketing is content marketing. Content marketing can be briefly described as “delivering the content that their audience is seeking in the places that they are searching for it”. It is found that content marketing is highly present in digital marketing and becomes highly successful when content marketing is involved. This is due to content marketing making their brand more relevant to the target consumers, as well as more visible to the target consumer.

Marketers also find email an effective strategy when it comes to digital marketing as it is another way to build a long term relationship with the consumer. Listed below are some aspects that need to be considered to have an effective digital media campaign and aspects that help create an effective email system.

Interesting mail titles differentiate one advertisement from the other. This separates advertisements from the clutter. Differentiation is one factor that can make an advertisement successful in digital marketing because consumers are drawn to it and are more likely to view the advertisement

Establishment of customer exclusivity: A list of customers and customer's details should be kept on a database for follow up and selected customers can be sent selected offers and promotions of deals related to the customer's previous buyer behavior. This is effective in digital marketing as it allows organizations to build up loyalty over email.

Low Technical Requirements: In order to get the full use out of digital marketing it is useful to make your advertising campaigns have low technical requirements. This prevents some consumers not being able to understand or view the advertising campaign

Rewards: The lucrative offers would always help in making their digital campaign a success. Give some reward in the end of the campaign. This would definitely invite more engagement and word of mouth publicity.

Ineffective forms of digital marketing

Digital marketing activity is still growing across the world according to the headline global marketing index. Digital media continues to rapidly grow; while the marketing budgets are expanding, traditional media is declining (World Economics, 2015). Digital media helps brands reach consumers to engage with their product or service in a personalized way. Five areas, which are outlined as current industry practices that are often ineffective are prioritizing clicks, balancing search and display, understanding mobiles, targeting, view ability, brand safety and invalid traffic, and cross-platform measurement (Whiteside, 2016). Why these practices are ineffective and some ways around making these aspects effective are discussed surrounding the following points.

Prioritizing clicks

Prioritizing clicks refers to display click ads, although advantageous by being ‘simple, fast and inexpensive’ rates for display ads in 2016 is only 0.10 percent in the United States. This means one in a thousand click ads are relevant therefore having little effect. This displays that marketing companies should not just use click ads to evaluate the effectiveness of display advertisements (Whiteside, 2016).

Balancing search and display

Balancing search and display for digital display ads are important; marketers tend to look at the last search and attribute all of the effectiveness to this. This then disregards other marketing efforts, which establish brand value within the consumers mind. ComScore determined through drawing on data online, produced by over one hundred multichannel retailers that digital display marketing poses strengths when compared with or positioned alongside, paid search (Whiteside, 2016). This is why it is advised that when someone clicks on a display ad the company opens a landing page, not its home page. A landing page typically has something to draw the customer in to search beyond this page. Things such as free offers that the consumer can obtain through giving the company contact information so that they can use retargeting communication strategies (Square2Marketing, 2012). Commonly marketers see increased sales among people exposed to a search Ad But the fact of how many people you can reach with a display campaign compared to a search campaign should

be considered. Multichannel retailers have an increased reach if the display is considered in synergy with search campaigns. Overall both search and display aspects are valued as display campaigns build awareness for the brand so that more people are likely to click on these digital ads when running a search campaign (Whiteside, 2016).

Understanding Mobiles: Understanding mobile devices is a significant aspect of digital marketing because smart phones and tablets are now responsible for 64% of the time US consumers are online (Whiteside, 2016). Apps provide a big opportunity as well as challenge for the marketers because firstly the app needs to be downloaded and secondly the person needs to actually use it. This may be difficult as ‘half the time spent on smart phone apps occurs on the individuals single most used app, and almost 85% of their time on the top four rated apps’ (Whiteside, 2016). Mobile advertising can assist in achieving a variety of commercial objectives and it is effective due to taking over the entire screen, and voice or status is likely to be considered highly; although the message must not be seen or thought of as intrusive (Whiteside, 2016). Disadvantages of digital media used on mobile devices also include limited creative capabilities, and reach. Although there are many positive aspects including the users entitlement to select product information, digital media creating a flexible message platform and there is potential for direct selling (Belch & Belch, 2012).

Cross-platform measurement: The number of marketing channels continues to expand, as measurement practices are growing in complexity. A cross-platform view must be used to unify audience measurement and media planning. Market researchers need to understand how the Omni-channel affects consumer’s behavior, although when advertisements are on a consumer’s device this does not get measured. Significant aspects to cross-platform measurement involves de-duplication and understanding that you have reached an incremental level with another platform, rather than delivering more impressions against people that have previously been reached (Whiteside, 2016). An example is ‘ESPN and comScore partnered on Project Blueprint discovering the sports broadcaster achieved a 21% increase in unduplicated daily reach thanks to digital advertising’ (Whiteside, 2016). Television and radio industries are the electronic media, which competes with digital and other technological advertising. Yet television advertising is not directly competing with online digital advertising due to being able to cross platform with digital technology.

Radio also gains power through cross platforms, in online streaming content. Television and radio continue to persuade and affect the audience, across multiple platforms (Fill, Hughes, & De Francesco, 2013).

Targeting, view ability, brand safety and invalid traffic: Targeting, view ability, brand safety and invalid traffic all are aspects used by marketers to help advocate digital advertising. Cookies are a form of digital advertising, which are tracking tools within desktop devices; causing difficulty, with shortcomings including deletion by web browsers, the inability to sort between multiple users of a device, inaccurate estimates for unique visitors, overstating reach, understanding frequency, problems with ad servers, which cannot distinguish between when cookies have been deleted and when consumers have not previously been exposed to an ad Due to the inaccuracies influenced by cookies, demographics in the target market are low and vary (Whiteside, 2016). Another element, which is affected within digital marketing, is 'viewability' or whether the ad was actually seen by the consumer. Many ads are not seen by a consumer and may never reach the right demographic segment. Brand safety is another issue of whether or not the ad was produced in the context of being unethical or having offensive content. Recognizing fraud when an ad is exposed is another challenge marketer's face. This relates to invalid traffic as premium sites are more effective at detecting fraudulent traffic, although non-premium sites are more so the problem (Whiteside, 2016).

Chapter 8

DIFFERENCES **BETWEEN** **TRADITIONAL &** **DIGITAL** **MARKETING**

Differences between Traditional & Digital Marketing:



Businesses who make a lot of money can take advantage of both traditional and digital marketing. For smaller businesses or those who are starting to make their way in the industry, working with digital marketing is more recommended. Whatever marketing strategy a business uses, it is important to create quality and relevant content that can attract target audience.

Traditional Marketing	Digital Marketing
Marketers can easily reach their target local audience.	Not only target local audience can be reached, but as well as the audience from all around the globe.
Traditional marketing has a more personal approach since marketers can have a person-to-person relationship in informing the public about their brand's name.	Since it can reach a finite audience, getting more popular is easy. There is no need to be physically present in introducing the brand's name to the audience.
The public can have a hard copy of materials of which they can read or browse through over and over again.	The public can also have access on different content on websites and videos on Youtube or video sharing websites.
	Strategies implemented can reach target market with Internet connection. Most target audience is groups of people who have digital devices and are always online

It can be easily understood by the public because they are already exposed to this kind of strategy. It is something that most people can have access on.	24/7.
There is only a little interaction between the medium used and the customers. It is more of providing information to the public that the brand exists with the hope of these people patronizing the brand.	Interaction is very possible especially with the use of social media networks. Marketers take advantage of the convenience of communicating with their target audience aiming to get positive customer feedback.
Print or radio advertisements can be very costly. Printing materials can be expensive and you need to hire people to distribute these. Businesses have the need to invest money for this marketing strategy.	Digital marketing is cost-efficient. The use of social media websites is free of charge. Though some invest on paid ads online; however, the cost is still cheaper compared to traditional marketing.
Results on this marketing strategy cannot easily be measured. Marketers need to conduct survey and finding a statistician to interpret results is a must.	Data and results are easily recorded. With Google Analytics, specialists can easily check if the strategies are working. If not, they can easily create better content for better marketing.

Chapter 9

HISTORY OF **DIGITAL** **MARKETING**

History

History of Traditional Marketing:

(Production) Until the 1950s: A firm focusing on a production orientation specializes in producing as much as possible of a given product or service. Thus, this signifies a firm exploiting economies of scale until the minimum efficient scale is reached. A production orientation may be deployed when a high demand for a product or service exists, coupled with a good certainty that consumer tastes will not rapidly alter (similar to the sales orientation).

(Product) Until the 1960s: A firm employing a product orientation is chiefly concerned with the quality of its own product. A firm would also assume that as long as its product was of a high standard, people would buy and consume the product.

(Selling) 1950s and 1960s: A firm using a sales orientation focuses primarily on the selling/promotion of a particular product, and not determining new consumer desires as such. Consequently, this entails simply selling an already existing product, and using promotion techniques to attain the highest sales possible. Such an orientation may suit scenarios in which a firm holds dead stock, or otherwise sells a product that is in high demand, with little likelihood of changes in consumer tastes that would diminish demand.

(Marketing) 1970s to the present day: The 'Customer orientation' is perhaps the most common orientation used in contemporary marketing. It involves a firm essentially basing its marketing plans around the marketing concept, and thus supplying products to suit new consumer tastes. As an example, a firm would employ market research to gauge consumer desires, use R&D (research and development) to develop a product attuned to the revealed information, and then utilize promotion techniques to ensure persons know the product exists. R&D companies often parallel customer orientation with R&D phases to ensure the desired customer specifications are produced. Customization Maximization (similar to profit maximization in economics,) is the measurable approach to more efficiently sustaining specific customer needs, in effort to maximize the customization of the product or service offered to the customer, by the measure of data relating to responses, feedback, and elasticity.

History of Digital Marketing:

The term *digital marketing* was first used in the 1990s, but digital marketing has roots in the mid-1980s when the Soft Ad Group, now Channel Net, developed advertising campaigns for automobile companies, wherein people would send in reader reply cards found in magazines and receive in return floppy disks that contained multimedia content promoting various cars and offering free test drives.

Digital marketing became more sophisticated in the 2000s and the 2010's the proliferation of devices' capability access digital media at almost any given time has led to great growth of digital advertising; statistics produced in 2012 and 2013 showed that digital marketing was still a growing field.

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term *digital marketing* has grown in popularity over time, particularly in certain countries. In the USA *online marketing* is still prevalent, in Italy is referred as *web marketing* but in the UK and worldwide, *digital marketing* has become the most common term, especially after the year 2013.

Digital media growth is estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioral Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection.

Chapter 10

CONCLUSION

Conclusion

The impact of digital marketing on business in general will minimize the marketing costs by transforming from traditional/offline marketing to a mix of offline and online marketing with a focus on the online marketing, and the cost per unique users will decrease. For example, the 10,000 JOD investments on an offline advertisement will attract less than 6,000 users, but with the same amount of money online, at least 100,000 users will be attracted and consequently may be interested in their product.

Online marketing also will increase their product and awareness of their business because in Jordan and worldwide the online marketing channels are the highest reach.

Promoting their business online eventually will lead to an increase in product sales because you do the right targeting. If you placed their ads in a newspaper, you don't know who will read their ads, or if you placed an outdoor sign in The University street-Amman, you don't know who will see their ads. With digital marketing you do 100% true targeting, so their product will be profitable and you will reach more people?

Brands can now be direct sellers, content producers, bloggers, tweeters and even friends without having to rely on media to deliver those messages. Consumers can seek out those brands, connect with them through social networks, tweet about them, and instantaneously let all their friends know what they think about them or what they plan to buy.



CONCLUSION OF DIGITAL MARKETING

Make this year the most successful one yet for their business. Using digital tactics such as SEO, content marketing, analytics tracking, and more, you can build their presence online, attract new customers, keep their customers happy, and drive profit. And, with the help of the latest productivity tools, you'll optimize their time at work. The digital landscape is constantly changing, and their ability to stay on the pulse will set you apart from their competitors. Challenge their self to always seek out the latest opportunity to try something new and exciting for their brand, and grow from there.

Chapter 11

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