

Digital marketing assignment

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While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, webinars, electronic billboards, digital television and radio channels, etc. Why Digital Marketing Is Important 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 your 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 your company says about your 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. History The term 'digital marketing' was first used in the 1990s. [1] In the 1990s and the 2000s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance. [2] In 2012 and 2013 tactics showed digital marketing remained a growing 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 to as 'web marketing' but in the UK and worldwide, 'digital marketing' has become the most common term, especially after the year 2013. [5]

Types: Two different forms of digital marketing exist: In pull digital

marketing. The consumer does not actively seek the marketing content. Often via web searches or opening an email, text message or web feed. Websites, blogs and streaming media (audio and video) are examples of pull digital marketing. In each of these, users have to navigate to the website to view the content. Only current web browser technology is required to maintain static content. Search engine optimization is one tactic used to increase activity. Martin et al. (2003) found that consumers prefer special sales and new product information, whereas “interesting” content was not useful. [1] In push digital marketing the marketer sends a message without the consent of the recipients, such as display advertising on websites and news blogs. Email, text messaging and web feeds can also be classed as push digital marketing when the recipient has not given permission to receive the marketing. [1] Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine’s “natural” or unpaid (“organic”) search results.

In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine’s users. SEO may target different kinds of search, including image search, local search, video search, academic search, [1] news search and industry-specific vertical searching’s. As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience.

Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove <https://assignbuster.com/digital-marketing-assignment/>

barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic. The plural of the abbreviation SEO can also refer to “search engine optimizers”, those who provide SEO services. SEO is not an appropriate strategy for every website, and other Internet marketing strategies can be more effective like paid advertising through pay per click (PPC) campaigns, depending on the site operator’s goals. [48] A successful Internet marketing campaign may also depend upon building high quality web pages to engage and persuade, setting analytics programs to enable site owners to measure results, and improving a site’s conversion rate. [49] SEO may generate an adequate return on investment. However, search engines are not paid for organic search traffic, their algorithms change, and there are no guarantees of continued referrals.

Due to this lack of guarantees and certainty, a business that relies heavily on search engine traffic can suffer major losses if the search engines stop sending visitors. [50] Search engines can change their algorithms, impacting a website’s placement, possibly resulting in a serious loss of traffic. According to Google’s CEO, Eric Schmidt, in 2010, Google made over 500 algorithm changes – almost 1.5 per day. [51] It is considered wise business practice for website operators to liberate themselves from dependence on search engine traffic. [52] Search engine marketing From Wikipedia, the free encyclopedia Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising. [1] SEM may use search engine optimization (SEO), which

adjusts or rewrites website content to achieve a higher ranking in search engine results pages, or use pay per click (PPC) listings. [2] Comparison with SEE[edit] SEEM is the wider discipline that incorporates SEE.

SEEM includes both paid search results (using tools like Google Adwords or Bing Ads, formerly known as Microsoft adcenter) and organic search results (SEE). SEEM uses paid advertising with Adwords or Bing Ads, pay per click (particularly beneficial for local providers as it enables potential consumers to contact a company directly with one click), article submissions, advertising and making sure SEE has been done. A keyword analysis is OTOH need to be monitored and updated frequently to reflect evolving best practices.

In some contexts, the term SEEM is used exclusively to mean pay per click advertising, [2] particularly in the commercial advertising and marketing communities which have a vested interest in this narrow definition. Such usage excludes the wider search marketing community that is engaged in other forms of SEEM such as search engine optimization search retargeting. Another part of SEEM is social media marketing (SMM). SMM is a type of marketing that involves exploiting social media to influence consumers that one company's products and/or services are valuable. [6] Some of the latest theoretical advances include search engine marketing management (SEMM). SEMM relates to activities including SEE but focuses on return on investment (ROI) management instead of relevant traffic building (as is the case of mainstream SEE). SEMM also integrates organic SEE, trying to achieve top ranking without using paid means to achieve it, and pay per click SEE. For

example, some of the attention is placed on the web page layout design and how content and information is displayed to the website visitor.

SEE & SEEM are two pillars of one marketing job and they both run side by side to produce much better results than focusing on only one pillar. Social media marketing is the process of gaining website traffic or attention through social media sites. [1] Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWOM) refers to any statement consumers share via the Internet (e. G. Web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. [2] When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, [3] this form of marketing results in earned media rather than paid media. Social media platforms [edit] Social networking websites [edit] Social networking websites allow individuals to interact with one another and build relationships.

When companies join these social channels, consumers can interact with them and they can communicate with consumers directly. That interaction feels more personal to users than traditional methods of strictly outbound marketing & advertising. [5] Social networking sites and blogs allow followers to “ retweet” or “ repost” comments made by others about a product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth.

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Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. [5]

Through social networking sites, companies can interact 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. [5] Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in.

Through the use of new Semanticist's technologies, marketers can detect buying signals, such as content shared by people and questions posted online. Understanding of buying targeted campaigns. In order to integrate Social Networks within their marketing eateries, companies have to develop a marketing model. The marketing model is essential to any successful marketing. It offers companies a wealth of information that – if correctly applied – can ensure the company success. In [6] a marketing model (Senses) based on Social Networks is provided.

The model includes the following steps: selection of potential Social Networks to use; definition of a financial plan; definition of organizational structures to manage the Social Network in the market; selection of target; promotion of products and services; performance measures Social Media has influenced businesses way of marketing. Social Networking is used by 76% of businesses today. Business retailers have seen 133% increases in their revenues from social media marketing. 7] Mobile phones Mobile phone usage has also become beneficial for social media marketing. Today, most cell phones have social networking capabilities: individuals are notified of any <https://assignbuster.com/digital-marketing-assignment/>

happenings on social networking sites through their cell phones, in real-time. This constant connection to social networking sites means products and companies can constantly remind and update followers about their capabilities, uses, importance, etc. Because cell phones are connected to social networking sites, advertisements are always in sight.

Also many companies are now putting QR codes along with products for individuals to access the company website or online services with their smart- phones Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either sold lists or current customer database.

Broadly, the term is usually used to refer to sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business, sending email messages with the purpose of acquiring new customers or convincing current customers to purchase something immediately, and adding advertisements to email messages sent by other companies to their customers. The Madison Logic company ousted global data in April 2014 that claimed that 122 billion emails are sent every hour. L] Contents [hide] 1 Types of email marketing 1. 1 Transactional emails 1. 2 Direct emails 2 Comparison to traditional mail 2. 1 Advantages 2. 2 Disadvantages 3 Opt-in email advertising 4 Legal requirements 4. 2 European Union (E. IS.) 4. 3 united states (U. s.) 5 See also 6 References Types of email marketing[edit] <https://assignbuster.com/digital-marketing-assignment/>

Email marketing can be carried out through different types of emails:

Transactional emails[edit] Transactional emails are usually triggered based on a customer's action with a company.

To be qualified as transactional or relationship messages, these communications' primary purpose must be "to facilitate, complete, or confirm a commercial transactions that the recipient has previously agreed to enter into with the sender", along with a few other narrow definitions of transactional messaging. [2] Triggered transactional messages include dropped basket messages, password reset emails, purchase or order confirmation emails, order status emails, reorder emails and email receipts.

The primary purpose of a transactional email is to convey information regarding the action that triggered it. But, due to its high open rates (51.3% compared to 36.6% for email newsletters) transactional emails are an opportunity to engage customers; to introduce or extend the email relationship with customers or subscribers, to anticipate and answer questions or to cross-sell or up-sell products or services. [3][unreliable source? Many email newsletter software vendors offer transactional email support, which gives companies the ability to include promotional messages within the body of transactional emails. There are also software vendors that offer specialized transactional email marketing services, which include providing targeted and personalized transactional email messages and running specific marketing campaigns (such as customer referral programs).