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Introduction

Digital marketing is evolving industry in this today's world as everything is being digitalize. If the business is not in internet, then it is out of the business, said by Bill gates who is co – founder of Microsoft. Now every business with brand should make its presence in internet. The number of people using internet is increasing rapidly day by day. At the present year 2023, the average number of people using internet is 4.9 billion which is 62% of global population and it is predicted that this number will reach to 7.5 billion it the end of 2030. So, in future everything will be working through mobile phones and computers. It is important for brand and business to make their strong presence in internet and for that there comes the role of digital marketer. Digital marketing allows business to reach a global audience. With billions of people using the internet, digital channels provide access to vast and diverse audience, making it easier to target specific people. It is crucial component of any modern business strategy. Due to its importance, it is an essential tool for business aiming to thrive in the digital age. Later in the course you will learn about earnings and salary of entry level digital marketer.

Digital marketing is broad topic. Search engine optimization (SEO), search engine marketing (SEM), social media marketing, email marketing, mobile marketing, content marketing, affiliate marketing and other more topics and fields comes under digital marketing. We will be discussing each and every topic with definitions and real-life examples. You will be familiar with many marketing strategies and terminologies.

There are many tools used by marketers for planning, designing, evaluating or analyzing and reporting the content. The tools which are often most popular among marketers will be discussed in this course. In this field customer are kept at center and decision are made.

Info: You don't need any money or business for learning digital marketing. Your knowledge can be implements whenever required whether you are working for other business or your own business later.

Chapter: 1

Fundamentals of Digital marketing

Customer journey and Journey map

You are seeing the view here as customer. Example: When you go to school, you get caught by rain every time when you don't have umbrella. So, you think of downloading weather app. The steps that could be involved before downloading app are:

1. You searched for app in Google
2. If you see familiar name that you know from ads or from your friends about weather app then you click there
3. You read reviews about the app and if everything looks positive then you download it
4. You took trial subscription
5. After some days you encounter problem then you searched for problems and contact the live support
6. Live support solved your problem quickly that impressed you
7. Again, you started trial and now you have always umbrella when rains
8. You used app for some days and you are impressed with app
9. There comes message that your trial subscription is going to end
10. Since you are already impressed, you purchased the app.

In this way the customer moves through the journey to make actual purchase. This is called customer journey. In definition *customer journey is different path followed by customer before making actual purchase*. Importantly, *each interaction of customer with brand during customer journey is called **Touchpoint***

Marketing Funnel

Marketing funnel is a diagrammatic representation of the process through which people from first learning about a brand change to becoming loyal customers. There are four stages of marketing funnel:

1. Awareness

In this stage customer comes to know about the brand. It can be through social media, google or even through friends or family. When you know about any brand

that is called awareness. In this stage there will be a lot of people knowing your brand.

2. Consideration

In this stage customer consider the brand and starts to know more information about it. Suppose you know the brand name “Muji” that’s awareness but if you start to search or learn more about it and considering whether to make purchase from it or not then that is consideration. Some people only from awareness stage comes under consideration stage for finding additional information about brand.

3. Conversion

Here the customer makes actual purchase. After you observe reviews, searched information about brand “Muji” and you decided to make a purchase from it. Finally, you brought something from that brand. This is actual stage where a user becomes a customer of brand. Few people from consideration stages comes to make a actual purchase.

4. Loyalty

In this stage a customers return back for making a purchase again. It can be monthly, weekly or even yearly. Any returning customer comes under loyalty stage. Very few people who have made purchase returned back and come to purchase again.



From the above funnel you can clearly see top portion of funnel at awareness stage is very large and it gradually decreases and becomes very small in loyalty stage. This means more people will be at initial stage and only few people remain at last stage. Your job is to bring as much people as you can till bottom of funnel

Marketing funnel measurements

If we are not able to measure the success at the top of funnel, then it is not possible to get success till bottom of marketing funnel.

Measurement of top of funnel

For the measurement of **awareness** following terms are used:

1. Impression
It is total number of times that the ads appear on people screen.
2. Frequency
It is total number of times that same ad is repeated to a single person.
3. Reach
Total number of unique individuals that they encounter the same ads in their different devices.

For the **Consideration** main measurement is engagement

1. Engagement
It is total number of people who clicked your ads and engage in your product by entering their information like, email, phone. And getting customer information plays an important role, because later that can help to remind the customers that you exist and you can provide their need. Hence it is necessary to make customer to engage in website or social media with brand to increase the engagement rate and take them to conversion stage.

Hence good measurement on awareness and consideration makes the business successful at the top of the marketing funnel.

Measurement of Bottom of funnel

Conversion is number of people who made purchase. For the measurement of the Conversion:

1. Number of Conversion
Number of people who made purchase
2. Time to conversion:
Time taken by person to make a single purchase
3. Cost per conversion:
How much cost's product people are purchasing. (*Ek choti ma kati rupies ko product kineko xa*)
4. Average Number of touchpoints:
What person is doing in product site before making a purchase
5. Average order size
How many product a person purchasing at single time.

For **Loyalty**, following are measurements:

1. Rate of repeat purchase
Number of customers who come back and make purchase
2. Length of time between purchases
Time interval between first purchase and next purchase (*Suru ma gareko purchase rw paxi gareko purchase ko time difference*)
3. Number of orders per returning customers
How many order a customer doing after returning back for next purchase. (*kati ota order gareko xan harek returning customer le*)
4. Rate of account activation after sign up
How many customer are again activating their account after long time for next purchase. (*paxi farkerw aayerw feri aaccount katiota customer le activate gareko xan*)

5. Level of engagement with reward program

How many customers are coming back for next purchase through reward program like discount offers.

Branding vs Marketing

Branding

Branding refers to creating a distinct identity and reputation for a company with the aim of establishing a long-lasting and recognizable presence of brand in the market. It is a broader concept that includes the overall identity and perception of a brand.

Marketing

Marketing refers to steps and strategies to promote the brand in the market. It is just promotion of brand in market. Marketing is specifically concerned with the promotional efforts to reach and engage with consumers.

Brand and Brand Equity

Brand

Brand is the representation of the company in the market. It helps to distinguish the product of certain company from its competitors. It represents the reputation of company to the customers.

Key elements of Brand are:

1. Logo
2. Brand colors
3. Brand identity
4. Brand range
5. Brand experience
6. Brand loyalty

For example the Brand of **Apple inc** is simply **Apple**. The Apple brand is recognized globally and is associated with innovation, design excellence, and premium quality.

Let's consider and see overview of brand Apple:

Key elements of "Apple" Brand are:

1. Logo

Apple logo is simple, and iconic bitten apple silhouette. It is a widely recognized symbol that represents the company and its products.

2. Brand colors

Apple logo are found specially in 3 colors grey, black and colorful which represents the company.

3. Brand identity

Apple brand identity revolves around simple design and friendly user experiences. It emphasizes elegance, simplicity, and a seamless user experience.

4. Brand range

Apple offers a range of popular products, including the iPhone, iPad, Mac computers, Apple Watch, Apple TV, and a variety of software and services. These products are known for their integration, performance, and smooth interfaces.

5. Brand experience

This is reflected in Apple's physical stores, which feature excellent customer service, and opportunities for customers to try out products in firsthand.

6. Brand loyalty

Apple has a dedicated fan base that exhibits strong brand loyalty. This loyalty is often attributed to the brand's reputation for quality, design, and the perception of being at the forefront of technology.

Brand Equity

It is the value that the customers can separate one brand's product from other similar product of different brand. It also includes the emotional connections, trust, and loyalty that consumers have towards a brand.

Positive brand Equity and its importance

Positive brand equity indicates that consumers have a positive perception of the brand in their mind. It is important for customer loyalty [returning customer], Competitive advantage and for Brand Extension. Brands with strong brand equity are often valued higher in the market and can attract premium investments, partnerships, and acquisition opportunities. Positive brand equity contributes to the overall value of the company and can result in higher shareholder value.

Brand safety

Brand safety refers to the practice of keeping brand reputation safe when advertised online. For example, if your company product are advertised in website which spreads the misinformation, then your brand reputation may be damaged.

Following steps are taken to ensure your brand is maintaining brand safety.

1. Buy ad space directly from reputable/ respectable publishers.
2. Use image recognition. This will identify images in content of publisher which is unsafe for your brand.
3. Select keywords to avoid. Publishers will allow you to choose keywords to avoid, so you can include those keywords like sex, porn, 18+, kill, death, harassment, etc during submission of ads.

Info: *Space available in website and apps which can be used to place ads is called ad space and respectable publisher refers to person who publish content for the website or can be considered as owner of site*

Digital marketing strategies

It is a plan for achieving specific goals through online channel to support and advance the business objectives.

Steps for digital marketing strategies

1. Research audience to whom you are trying to reach and what kind of ad methods like video, animation will be effective for them.
2. Review the existing media for gap. It means examining the marketing landscape like advertisement and campaigns to find areas where other competitors may have missed and we can fill those missing requirements from ads.

For example: *Your brand is introducing new smartphone in the market. You identify what others competitor are advertising in market, suppose another brand's phone is being advertised in low battery information [may the phone has low battery power]. Then you improve your phone's battery to next level then fill that gap of low battery information with your phone having high battery power information. In this way you fill the gap where your competitor is missing*

3. Select the marketing channels
4. Plan the content to advertise through which you can reach your goals
5. Measure and analyse results

Media mix

The combination of the digital channels you use to reach your goals, and how you divide your budget among them. Like budget for Facebook ads, google ads, Videos animation budget, graphics budget, etc.

Customer persona

Group of people having similar interest, goals and challenges is called customer persona. Initially many details of people are collected which is then separated according to their needs, goals and challenges. From those data of people, a single profile is made which consist combined goals and challenges of those people who have similar requirements and challenges. I mean from many people who have similar goals and challenges, a single profile is made which convers challenges and goals of all those people. This combined form of single profile is called customer persona.

For developing customer personas, a company see the following details of many users and generates single profile that almost represent all the users.

1. Demographics information
Identifying people's gender, age, geographical location, income, education
2. Goals and challenges
Identifying what customers are trying to achieve and the obstacles' they face, which can guide company for the development of products or services that meet their need.
3. Communication preferences
Identifying the preference of customer to receive the information and engage with brands. It can include their preferred communication channels, such as social media platforms, email, or in-person interactions. Knowing their preferences allows marketers to reach customers effectively.
4. User experiences
Understanding, how customers interact with products or services is crucial for improving the user experience. This involves identifying usability issues, desired features, and the overall satisfaction customers seek from a particular product or service.
5. Buying behaviour
This includes information about how customers research, evaluate, and make purchasing decisions.

Digital media and it's categories

Various online channels and platforms used by businesses and brands to promote their products, services, or content to a target audience. Example of digital media are website, social media, search engine, etc.

Categories of digital media

Broadly digital media is categories into 3 types on the basis of their ownership and distribution:

1. Paid media

Any form of digital promotion that a brand pays to put online. Shopping ads, videos ads, social media ads, banner ads, pop-ups, etc are examples of paid media. They produce result quickly and they stop producing result immediately when they are not payed.

2. Owned media

The digital content that a brand fully controls. This is called owned media. It provides values to the customer in order to make them to take important decisions. Website content, blogs, eBooks, Social media content (*Facebook page*), White papers and case study (*documents*) are examples of owned media.

3. Earned media

Positive exposure generated by brand through public recommendation is called earned media. Suppose your brand is liked by one customer then he/she recommend your brand to his friends then this is earned media. Social media mentions, good blog posts, good reviews, positive press coverage are examples of earned media.

Relationship between paid, owned and earned medias

Suppose you have a certain brand, then you advertise it through Google ads, Facebook ads or Instagram ads [*Paid media*].

Then the people start to visit your website from those ads. Suppose you have good content and information in website and encourage customer to purchase brand products. [*Owned media*].

Now people purchased your product and they liked your product so much that they recommend their friends and family to try on. [*Earned media*].

To run business successfully , it is necessary to take required steps together for all paid, owned and earned media.

Introduction to SEO

SEO stands for search engine optimization. You will get to know about search engine optimization and search engine marketing later in this book. Here just few basics and intro are covered.

Search engine works by exploring and indexing the content of billions of webpages across the internet. It ranks result by relevance and Quality. Search Engine Optimization [SEO] is a set of practices designed to increase the quantity and Quality of traffic to a website. It involves the optimizing the content around the *commonly used search terms also called keywords*.

Search engine result page

The pages produced as result when someone performs a search is called Search engine result pages [SERPs]. When you get good traffic from SEO ads then you can rank in SEO even after you don't pay for SEO ads as you have got enough traffics and impression from quality content and it automatically get ranked.

Nep: Suru ma chai ADS banerw search result ko first ma aaunxa, paxi tyo ads le gaarda customer baddai janxa, ani euta point ma aayesi, you have got enough recognition, tespaxi ADS haatda pani ranking ma aagadi nai hunxa.

Some basics of SEO are;

1. Keyword research
2. Quality content
3. Clear website structure

Search engine marketing (SEM)

It is process of gaining traffics through search engine by implementing ads on Search engine. It is process of generating traffic to a website through paid ads that appear on

search engine result page. For example when you search anything in google then some website comes at top having [ads] symbol at side. That is SEM.

Benefits of SEM

1. SEM gives a advertiser control that where the user will land on their page. They can make user to land where there is details of specific products, their about section or signup form, etc.
2. It also gives opportunities for remarketing. Remarketing allows company to identify previous customers or visitor to a website and show them paid ads on other sites and social media platforms. For example, you searched for 'Flute' in daaraz.com, then you left the site without purchasing. Then you will start to notice about ads related to "Flute" from daaraz.com in other social medias like Facebook and Instagram from same daaraz.com. This is remarketing.

Some terms

Ad Auction

The process that determines which ads to be appear on search engine result when a person performs an specific search is called ad Auction. For example when a person search for phone then at top of result there comes ads related to phone rather then other random ads. For this you need to bid [impose] keywords before submitting ads.

Pay-per-click advertising (PPC)

The advertisement model in which a company only pays when their website is clicked by public people. *[User le click na garrey sama paisa tirna naparne is PPC]*.

Cost per click (CPC)

It is cost that a company has to pay according to number of click on the PPC ad of site. It is simply amount that is to be paid when person performed a click on ad. *[ppc wala ad ma ek choti click garda kati tirne parne]*

PPC and CPC are interconnected to each other

Business and Marketing goals

Business goals

Business goals are long term aims that can impact a company at all levels.

Common business goals can be:

1. Increasing profit
2. Gaining new customers
3. Improving customer service
4. Raising productivity
5. Launching new products, etc.

Marketing goals

Marketing goals are smaller and specific which are related to marketing activities and supports the business goal.

Common marketing goals can be:

1. Raising brand awareness
2. Increasing website traffic
3. Generating new leads
4. Increasing sale or conversion

Note: Leads are customers who performed certain actions like signup and became potential customer. Then generating new leads refers to increasing new signup or any other similar action in website

It is necessary to connect marketing goals with business goals, Example: *Connecting marketing goal of brand awareness to a business goal of increasing profit.*

There are many other ways that a marketing goal which supports in overall business goals. Hence, we can conclude that marketing goals are the pillar of business goals.

Display advertisement and its types

Display ads

They are the visual ad formats placed on webpages or apps. Display ads are images, text, videos, or GIFs submitted to display network for advertisement. **Display network** is the collection of millions of websites, videos and apps from where companies can implement their ads in specific websites or apps according to their product for targeting relevant customers. It is also known as Google display network which is vast collection of websites, mobile apps, and other digital platforms that have partnered with Google to display various types of Advertisement.

Ad exchange

The process of buying and selling of ad space by advertiser and publisher at real time is called Ad Exchange. Here the advertiser should not go to display network to submit their ads since here directly they got ad space seller.

For Example: When a brand want to advertise their product in certain website then either brand goes to Google display network and search for available specific website where they want to place their ads OR they directly go to publisher of certain website and ask them to place their ads in their ad space.

When brand uses google display network then brand pays money to google and that money is divided into amount, that google keeps by itself and gives to that website publisher as their monetisation.

But when brand directly consult the publisher for their ad space in their site then brand pays directly to publisher.

Types of Display ads

1. Text ads
2. Image ads
3. Responsive ads: Ads that automatically adjust their size and format to fit the available space around them

4. App promotion ads: Ads that promote about apps and when clicked on them they redirect the app in play store or Appstore.

As you create digital marketing campaigns and aim to introduce your company and engage with potential customers, you may get into using display ads to ensure an effective and successful marketing strategy and increasing awareness of your company in market.

Basics of Social media marketing

Nowadays over half of the population is on social media and the number is increasing day by day. Social media is key part of the marketing strategies.

Social media marketing

Process of using social media platforms which involves creating and sharing relevant content and engaging with audience with the aim of promoting the brand is called social media marketing.

For example: You have certain brand, then you created Facebook page and Instagram profile for that brand and you actively post about your brand's offers, its positive ideas and involve in replying the comments of customer in your page. Then this is social media marketing. Creating page and profile helps in the promotion of brand.

Note: Putting ads on social media is not only social media marketing, social media marketing is broader concept.

Social media marketing involves a lot of same concerns as a company's digital marketing strategy. Like increasing engagement, expanding their reach and building their brand. It just that all of those activities happen on social media platforms.

[Nep: Digital marketing strategies ma chai customer lai website ma lyaerw derai vanda derai purchase garauney aim thiyo vanney, social media marketing strategies ma chai derai vanda derai social media profile ma followers rw like badaunu hunxa.]

Somehow digital marketing strategies is related to social media marketing strategies because when we have many followers in Instagram or Facebook then they can be easily converted into our loyal customer and can increase our sale.

Five pillars of social media marketing

1. Strategy

- a. **Knowing who is your audience** is, and what social platform they mostly use. Posting right content where there is right audience can save both time and money
- b. **Understanding goals.** It refers to identifying and defining specific objectives that you want to achieve through your social media efforts. Suppose you want to increase sale of your product then you set goal: Increasing the sale
- c. **Create effective and relevant content**, now you decide to create eye catching post of brand by introducing its positive side [*Nep: JPT product ko barema chakap hanerw rakhda ramro huddaina teslai irrevelent content vanxa.*]

2. Planning and publishing

- a. When to post content in page
- b. How often, to post the content, [*Nep: derai post gaarda feri customer haru overwhelming hunxan.*]

3. Social listening and engagement

- a. **Tracking and analysing the mentions** that someone has done to your brand. Like your brand name is "Madan" then you should track and analyse how customer are using your brand name in social media like @madan, #madanniceproduct, #bestmadanproduct, #topmadanproduct, etc.
- b. **Responding and engagement.** You reply to comments in your page or reply to the mention in post, etc. This increases engagement with customers.
NOTE: Social listening is the process of tracking and analyzing social media conversations and mentions related to a brand

4. Analytics and reporting

- a. Find out how your content or campaigns are performing
- b. Communicate results. Communicate results" in the context of social media marketing refers to the process of identifying and reporting the outcomes and insights gained from your social media efforts.

5. Paid social media

Using sponsor method in social media. It is simply advertising by using social media platforms. It helps in:

- a. Expand brand reach
- b. Remarket product [*Showing ads to person in social media who has previously interacted with your brand.]*
- c. Grow their email list [*It means increasing emails of customer in company, so that company can send ads through their email. growing the email list involves using paid advertising on social media platforms to attract individuals and encourage them to sign up for the company's email list.*]

Note: *The term "company's email list" refers to a collection of email addresses that belong to individuals who have provided their contact information to a particular company or organization through various source like sign up page, etc.*

Later you will learn more in detail in upcoming chapters.

Choosing right social platform

You need to choose social media platform according to your goals.

For example:

Goal 1: *Building connection with audience*

For building relationship with audience in interactive and word- based platform, Twitter can be right option because in twitter people interact in short messages and open conversation is encouraged. Think of Elon musk who replies to others in funny and interactive way with short message. It is only platform where a brand can post messages dozens of times in a day, without overloading its followers. Messages are open and anyone can reply. If someone is interacting with your brand, feel free to reply and try to keep the conversation going. If they are mentioning you because of an issue with an order, provide them message with helpful supportive customer service.

Goal 2: *Target new customers*

For targeting new customer, image-based and video sharing platform like Instagram is good option. It is a good place to show people your product, rather than telling them about it. To target new customers, it is a good idea to tell your brand and product's

stories using interesting and dynamic visuals. In Instagram, brands can also use leveraging strategy. It is process of advertising your brand through influencer who has dozens of followers. It is also called influencer marketing which involves a brand, collaborating with an online influencer. If you prioritize influencer marketing, make sure your partners have audiences that will be interested in your product.

Goal 3: *Increasing data traffics to site*

For increasing traffics to brand's site through social media then social platform where images, videos, and links can be shared. Facebook can be good option which allows you to share link of brand's site along with interactive visuals.

Basics of Email Marketing

When a brand sends an email to list of existing emails of customers about their sales, asking to share information about brand, or asking to join community then it is called email marketing. Email marketing is different from spam as they focus on sending right content to right people at right time rather than sending same unnecessary email to all customers. For this they use segmentation and Personalization.

Email segmentation

It is process of diving list of emails of customers into smaller groups according to their interests, locations, or purchase history. It allows brand to differentiate customers into different group and send relevant email. *For example: If someone buys the cat food from pet store then they might accept getting email from store about other cat related product like cat dress, toys, etc but if they get email from store about bird food then they may delete that email and even can unsubscribe to get emails.*

Personalization

Email segmentation allows which content to sent to which customer, then personalization is customizing email content for individual subscribers. Suppose there are 5 emails of customers kept together by email segmentation, as their interest is same, then email personalization is sending same relevant email to them just changing their

name at beginning of email like Dear [*customer name*]. There can also other information which require change according to customers but inner content will be same as they have same interest.

Note: Spam is unwanted emails sent to person to mess the recipient list. It is email that land in inbox even though you never signed up for them. The person who sends spam email, sends same emails to all people who is in his email list.

Types of Email Campaigns

There are broadly 5 types of email campaigns

1. Acquisition Emails

These emails are sent out to acquire new customer. They comes in awareness section of marketing funnel.

2. Welcome emails

These emails are sent to those new customers who have recently signup into your site. It comes in consideration stages of marketing funnel as it encourages customer to take certain actions like purchasing products.

3. Newsletters

They are sent to subscribers regularly. It contains news and information about company according to interest of subscribers. [*Anything about company news or information that is in interest of customer*]. It comes in consideration stage when new customers are getting information about your company or want to get additional information. It comes in conversion stage when customers have decided that they liked your brand and want to purchase from your brand. It comes under loyalty stage when customer comes back from newsletter and decide to buy again new product which is informed in email.

4. Promotional emails

They are sent to inform subscribers about your new or existing products. They fall in consideration and loyalty stage as promotional email encourage to buy product for both new and existing customers.

5. Retention emails

They are sent to a current customer with the intent of keeping them as a customer. This type of campaign fits into the loyalty portion of the funnel.

Attribution models for Digital marketing.

Every digital marketer wants to know which touchpoints are getting customers to take action. *Remainder: Touchpoint is every interaction made by customer in website before making any purchase.*

Suppose your company is running the ad campaign for selling the art supplies, then many people are clicking the ad but only very few of them are purchasing the art then this is not considered as success. Here you need to know which touchpoint are influencing the customers decisions the most.

Attribution

The process of determining which content and channels are responsible for generating the leads, conversions or sign-ups is called attribution. *Lead: It is potential customers who have shown interest in your product or services.* Average number of customers encounters about 6 touchpoints in purchase journey, and note that their path isn't straightforward.

Attribution models

1. Data-driven

Data driven attribution measures customer engagement with marketing content across the channels to understand what is motivating them to take action. It assigns credits to each touchpoint based on statics like which ads or keywords are mostly responsible for conversion [*Nep: Jun ads rw keywords ko karan le conversion vaairako xa tyo ads rw keyword ma vako touchpoint[Interaction] lai giving credit*]

2. First click

First click attribution assigns all the credit to the first touchpoint that is responsible for conversion. Suppose you are running ad campaign for selling art, in social media, then customers interact with brand through social media ad, and eventually made purchase after crossing many touchpoints then all the credit goes to that social media ad which is first touchpoint through which customer interacted with brand.

3. Last click

Last click attribution assigns all the credit to the last known touchpoint before conversion. Suppose for same ad campaign if the customer came from social media ad and after sometimes / days he made purchase from promotional email than that promotional email is given as full credit. *[Nep: First touch point ma chai social media ad lai credit dintyo, but here last is promotional email so promotional email lai full credit.]*

4. Linear

Linear attribution assigns equal credit to each touchpoint along the customer journey. Suppose for same ad campaign, here both promotional email and social media ad are given full credit.

NOTE: *There are many other touchpoint through which customer moves, here just for example using only two*

Performance marketing

Performance marketing is a type of advertising where brand only pay for their ads when customer takes specific action on their ad like clicking on them. It is the way for businesses to make sure that they are only paying for results they want, rather than just showing their ads. *[Nep: Customer le click garesi matra brand le tyo ads ko lagi tirne, ads matra rakheko vandai chai tirna naparne.]*. Both pay-per click (PPC) and Cost-per-Click (CPC) comes under performance marketing. This helps advertiser to control their advertising budget and see if their ads are actually working.

Common metric for performance marketing

Metric is a measurement that is used to track business goal. It also determines whether the company is in the way for succeeding goals or not. It includes ROAS [Return on Ad Spend], ROI [Return of investment], COA [Cost of Acquisition], Impressions, Clicks, Conversion Rate, Email Open Rate, CLTV etc. Metric can provide valuable information about the performance of marketing campaigns such as ad campaigns.

Some important metrics are:

Customer Lifetime Value: (CLTV)

Customer lifetime value refers to revenue generated from a customer over the entire duration of their relationship with the company. *Revenue is total income generated from customers.*

ROAS [Return on ad spend]

Simply it is **how much total revenue is gained VS how much was spend**. Suppose you spend \$100 for ad then you got in return \$150 then ROAS is calculated as:

$(\text{Revenue gained} / \text{spend}) * 100\%$

i.e. $(150/100)*100\% = 150\%$ is your ROAS in percentage

Also in number, $(150/100) = 1.5$ which is greater than 1 so you are getting profit

It can be one of the important metrics to be used to measure success.

Performance marketing allows for precise tracking of how your campaigns are working. ROAS, CLTV comes as metric of performance marketing.

Cost of Acquisition (COA)

COA is the amount of money a business spends to acquire a new customer.

Return on Investment (ROI)

It is used to evaluate the profitability or efficiency of an investment relative to its cost. It is profit gained vs investment. It is similar to ROAS but in ROAS total outcome revenue is used to calculate but in ROI only profit is used. It's formula is :

$$\text{ROI} = (\text{Profit} / \text{Initial Cost}) \times 100$$

Metrics used in marketing funnel are:

Awareness

You'll gather audience data and develop the user persona [Group of people having similar interest], for this you use metric like: Clicks, Impression, etc.

Consideration

For consideration stage you will use metrics like Clicks, COA [COA is the amount of money a business spends to acquire a new customer]

Conversion

Here metrics like CPC, Conversion rate, click, email open rate, Cart abandonment rates, etc.

Loyalty

Here metrics like Email open rate, customer retention rate and CLTV are used

Working with data

Performance marketing generates a lot of data. So, it is necessary to work effectively with data to gain optimum level of profit. *Data is collection of facts and information. Example: Companies total numbers of followers, total hours a team spends on project, total clicks on ads, total year revenue, etc are data.* Data is important to conduct future campaigns, changes to be brought on products, and finding whether your ad activities

are helping to reach KPIs or not. i.e helping to reach marketing / business goals or not.
Some most common terms you need to know during study of data are:

Key performance indicator

A measurement used to gauge how successful a business is in its effort to reach business or marketing goals.

Data Analytics

Process of monitoring and evaluating data to gain practical guidance for decision making in future updates.

Insights

It refers to deep and meaningful understandings about customers, markets, or marketing strategies that are derived from data analysis. *Actionable insights is insights that provide practical guidance for decision-making for future updates of product.*

Some of the entry level data Analytics are:

1. Pulling

Data pulling is process of collecting data from analytics tools and putting it in a spreadsheet or database. *For example, you might have campaigns with similar goals running on different platforms like Facebook, Bing, and Google. to make it easier to compare and analyze data from all of those platforms, you need to bring them all together, one way to do is by pulling the data from all those platforms and organising them into spreadsheet.*

2. Reporting

Data reporting is summarizing data in order to know the performance made by marketing efforts. It makes easier to identify the trends. *[Nep: Afno ad campaigns haru le kasto perform gareko xa vannerw taha pauna lai data reporting garnu parxa]*

3. Analysing data

Data Analysis is process of examining data in order to draw conclusions, make predictions and to take specific decisions.

Data ethics

Data ethics refers to the principles and guidelines that govern the responsible and ethical use of data. Data ethics is important because it promotes the responsible use of customer data. Always be careful to follow the data privacy laws in your country

While collecting the data from customers, companies should:

1. Follow the regulations
2. Demonstrate trustworthiness in protecting customer data
3. Ensure the use of customer data is fair and without bias

Data bias

Data bias is when the data used for analysis or decision-making is not accurate, leading to unfair or misleading results. Many countries have laws regarding the generation, recording, processing, sharing, and using of personally identifiable data.

***Personally identifiable data (PID)** is information that can be used to directly identify, contact, or locate an individual.*

***Data privacy** refers to the proper handling of data without damaging privacy of users.*

***Data anonymization** refers to the process of hiding the personal information to protect the identities of users. Datas like names, telephone numbers, photographs, account numbers, purchase transactions, etc are anonymized and only specific part of data like interest are shown when they are collected, and then freely shared in organization.*

Data story telling

It refers to practice of using data to explain the message or information to the members of organization. Some messages and information are also delivered to general public but it is specially practiced within organization. A data story has three main components:

1. Data

It consists of numbers, facts, or measurement that are used for story telling. It can be number of purchases, average order value, etc.

2. Narrative

It is the storytelling element that connects the data and convey the meaningful information. It is simply connecting different data with words.

3. Visualization

It convey the narrative [Storytelling] in the visual form like bar graphs, pie charts to make audience of organization more understandable regrading the information given.

Example of data story telling:

Suppose we have

Data:

Population (1930 AD) = 200000

Population (1940 AD) = 400000

Population (1950 AD) = 300000

Population (1960 AD) = 350000

Narrative story telling: In the context of Nepal, the population of Nepal in 1930AD was 200000, and increasing rapidly to 400000 in 1940. Again after 10 years the population of Nepal has fallen to 300000 in 1950. Then after 1950 the population of Nepal increased by 50000 and reached to 350000 in 1960 AD.

Visualization:

The graph above shows the population of Nepal from 1930 to 1960, the year is represented in x axis and population in respective year is represented in Y axis

This is the combination of data, narrative and visualization. Data, Narrative and visualization are also commonly called principles of storytelling.

Story structure

The strategic and effective utilization of storytelling principles [Data, narrative and visualization] to engage the audience to whom you are telling story is called Story structure. Each time when you tell story the story should be structured into three elements:

1. Context

The context is the background information of story that you are going to tell. It introduces characters, their relationships, and the setting. The context helps the audience to know the starting point.

2. Complication

Complication is the problems and obstacles that comes in story. It creates tensions, add suspense, and engage audience by presenting challenges.

3. Resolution

The resolution is the conclusion of story with satisfying ending. It provide answer to all questions that came across complication.

Example: *A boy's Journey to find his lost dog*

Context

The boy and his dogs have in inseparable companions. They live in small town where everyone knows them.

Complication

One day the boy's dog goes missing. [This is central conflict / problem of story]. This makes the boy very sad. He started searching for his lost dog during that he also encountered various obstacles along the way such as false lead, unhelpful strangers and bad weather making difficult for him to search. [Other conflicts of story]

Resolution

After series of challenges the boy didn't lose hope. He tackled all challenges and finally finds a clue that led him to a nearby park. There he found his beloved dog. He was very happy after finding his dog.

How does the complications engage audience?

It engages audience by:

1. Creating Emotional Attachment

The complication, which is the boy's dog going missing, creates an emotional connection between the audience and the story.

2. Building Tension and Suspense

The complication adds tension and suspense to the story. As the boy encounters obstacles and challenges in his search for the lost dog, the audience becomes interested to know next.

3. Generating Curiosity

The audience becomes curious about the boy's journey, wondering where the dog might be, if the boy will receive any helpful clues, or if he will encounter unexpected surprises along the way. This curiosity drives the audience's engagement

Another example:

Example: Launching a New Phone

Context: Introduce phone with name and, specifications. Include time taken to build the phone, phone's battery life, etc other basic information

Complication: Some user may use the phone too heavily, Phone may be too much exposed to the heat, Phone may fall into water, etc.

Resolution: Everything is fine as phone is produced with proper examination. It can be used to perform very heavy task. It can also resist the high heat and it is also water resistance. Everyone can buy phone since it is one of the cheapest phone in market having such premium quality

Chapter: 2

Marketing through Search Engine

Customer Persona

Customer persona is group of people having similar interests, challenges or goals. As mentioned earlier it is combined form of single profile which represents the group of people who have similar interest and challenges. In customer persona following information are included:

1. Who: Name, address and other personal information of hypothetical person.
2. Their goals: What they want to achieve
3. Challenges: What challenges they are facing for achieving their goals

Note: Demographics information such as name, address, phone number, education, occupation, etc are selected hypothetically. Goals and challenges are written combinedly from people who have similar interest and challenges.

Example: Let us consider company which develops Smart phone

The company checks its all users details like name, age, address, interest, goal, challenges, etc and generalize its user details into single profile commonly known as persona.

Persona 1

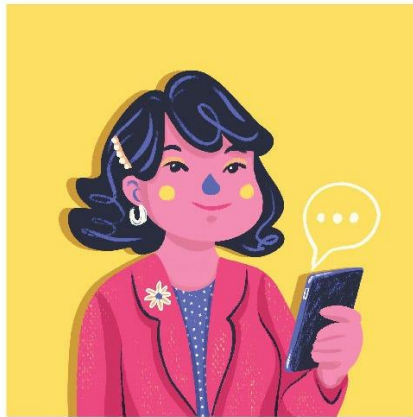
Who: Roshan Sharma who recently obtained Batchelor degree lives in New York with his three kids.

Goal: Want to perform heaving gaming in phone

Barrier: Difficult to get phone which can run heavy game in cheap prices

Now the based on this persona the company develops the gaming phone that has heavy battery life and resources.

[Nep: derai users ko data heerne ani tyo saab data ko summary develop garerw euta single profile banaune jasle lagbag sabbai similar users haru lai represnt garos].



Sarah Santiago

Age: 34
Education: Accounting certificate
Location: Arlington, VA
Family: Divorced, has 11 and 13 girls ½ time & 2 cats
Occupation: Supply Chain Manager

“Results are really important to me – at work and in the garden. I don’t like to waste my time.”

Goals

- To make the most of free time and create memories with kids.
- To grow enough herbs and vegetables to cook with all summer- and some pretty flowers!
- Support local businesses & shop organic.

Frustrations

- Sometimes the seeds I’ve planted don’t turn out like they’re supposed to. What am I doing wrong?
- I usually only have 15 minutes to browse my phone. I want to be able to save and shop later.

Sarah is a busy mom. She works a demanding job and has two daughters. Coordinating schedules and running a household take up a lot of time. She finds gardening relaxing. She tries to get the most out of her limited time, growing vegetables and flowers that don’t require too much special care. If plants don’t grow right, she gets frustrated. Shopping online for seeds is convenient, but she wants to make sure she gets quality and supports local businesses. She likes simple apps that allows her to compare, research, and save items to buy later.

The given picture shows the example of customer persona. In above picture at left side the personal information is written hypothetically whereas the goals and frustrations are combined goals and challenges of many similar peoples.

Strategies to succeed in Different stages of Marketing funnel

Awareness stage

Awareness stage is the first stage of marketing funnel in which new people becomes aware about the product and brand. Following are strategies and tactics used for increasing awareness of brand as well as for getting new customers:

1. Search engine optimization
2. Search engine marketing
3. Display ads
4. Social media marketing
5. Social media advertising
6. Video marketing
7. Influencer marketing
8. Content marketing

Information: Those 3 seconds ads that appear on YouTube are example of video marketing. Content marketing is a strategic marketing approach that involves creating and distributing valuable and relevant information through their blogs, videos, sharing in social media, etc to build trust between the people. It focuses on providing information without promoting their products so that they build trust among the people and later people automatically becomes potential customers. Like: *if there is tourist guide company, then it shares the information like how to choose country, how to have good guide, Top 10 ways to make travel memorable, Tips for visiting new places, etc in its blog, social media pages, YouTube videos without promoting its products and services then people starts to build trust and later company can advertise about their own product as they are being already recognized by people.*

Consideration stage

Consideration stage is the second stage of marketing funnel in which people has interest in your product but yet hasn't made any purchase. Following are strategies and tactics used for building interest of customer in your brand:

1. Unique selling proposition (USP)
Here your brand describes about your product's uniqueness which cannot be found in products of other competitors.
2. Testimonials
It is the review done by the customers who have already used the product. These individuals share their experiences, opinions, and feedback based on their firsthand usage or interaction with the product or service. Positive review can encourage new customer to make a purchase.
3. Case studies
It is detailed information about how company made its product successful in the market. What challenges were faced and how the company solve those challenges. Case study helps to motivate the customer to make a purchase.
4. Remarketing ads
It is process of showing the same ad or relevant ad to the customer who has recently visited the site but hasn't made a purchase. It helps to remind the customer about their interest and encourage them to make a purchase.

5. Webinars

The online events that allow users to join and learn about the products, ask for Queries, engage in discussion, etc. It helps user to understand about product and make purchase.

6. Email marketing

When a customer is aware about the product and do sign up. Then company can send about the product details and information through email, promoting about the benefits of using the product. This can encourage customer to make purchase.

Note: Company can also collaborate with other non-competitive companies sharing email list and sending promotional emails to gain new customers.

7. Social media marketing

Social media platforms provide an opportunity to share content such as blog posts, articles, videos, infographics, or guides. By providing valuable and informative content, businesses can position themselves as trusted sources of information which can help to increase customers trust.

Conversion stage

The process of making potential customer to take desire action such as purchase is called conversion. If two from the 100 visitors of website made a purchase, then conversion rate is 2%. Strategies to increase the conversion rate are:

1. Optimize the checkout process

The information that the user has to enter before purchasing a product is called checkout process. The checkout process for purchase should be easy and simple. Suppose if a company don't need a phone number of users, then remove that field from the form of checkout. It is also better to add PayPal, google pay, Paytm, etc to make easier for customer to make purchases. Difficult checkout process will decrease the conversion rate.

2. Add better photos

High Quality photo impact the customer perceptions towards the product. So it is better to add good photos with good quality.

3. Strengthen the copy

Improving the written content used in marketing materials such as advertisement, landing pages, product descriptions, etc with the goal of increasing conversion

rate. [Nep: *Baddai chaddarw lekhne but within the limit of product. Product ko specification ma chakap hanna chai paidena*]

Example:

Original copy: *"Our new smartphone has a large screen, powerful processor, and great camera. Buy now!"*

Strengthened Copy: *"Experience the ultimate smartphone revolution with our latest model. Immerse yourself in stunning visuals on the expansive 6-inch OLED display. Unleash lightning-fast performance with the state-of-the-art quad-core processor, allowing you to multitask seamlessly. Capture breathtaking moments with the 20-megapixel camera, ensuring every photo is a masterpiece. Don't miss out on this cutting-edge device that redefines mobile technology. Grab yours today!"*

4. Add live chat

While customer is considering product to buy but they may have still confusion. To solve those confusion, add feature of live chat. It can clear inquiries and questions of customers and promote to make purchase. It is not possible to stay in live chat for 24 hours so chatbots can be added which can provided basic information of website and product.

5. Pursue abandoned carts

Some customer may have visited the site and added items on cart but they eventually do not make any purchases. This is called Abandoned carts. Promote those materials of cart in sites or in social media to same customer to remind him about the product. This remarketing strategy can also increase the conversion rate.

6. Increase website speed

Website speed plays key role in conversion rate. If the customer is making purchase but the checkout page of website is loading to slowly then customer may get-out of website without making any purchase. Not only checkout page all webpages of website should be fast and load the request without making customers to wait.

7. Offer trail or money back guarantee

Offering trial allows the customer to use the product for certain duration of time and if the product impress the customer, then he will eventually make purchase. Offering money back guarantee can make customer to feel safe to make purchases.

8. Experiment with A/B test

It refers to comparing the two version of webpage, advertisement or email to see which version performs better for increasing conversion rate. It involves dividing customers into two or more groups and exposing each group to a different version of same content and measuring which version performs well. When one version is finalized then it is implemented to all customers.

Loyalty stage

The stage of marketing funnel in which potential return back to website and make purchase again is called loyalty stage. Strategies to increasing loyal customer are:

1. Reward program

Conducting various reward programs for purchasing some product can help to invite customers to make purchases again.

2. Email marketing

Sending relevant emails to the person who has recently made a purchase can make him to return and make a purchase again. Example: If a person purchased cat dress recently, then marketing him about cat foods can make him to return and make a purchase again.

3. Social share

Social share refers to act of customers sharing or promoting a brand, product, or content on social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, or Pinterest. It involves users voluntarily spreading information, recommendations, or experiences and potentially increasing brand visibility and attracting new customers. It is also known as free promotion. When customers share positive experiences or recommend a brand or product to their friends and followers, it can strengthen their loyalty as well as increase their emotional attachment with brand along with increasing more customers for brand.

4. Remarketing customer

When customer made purchase on certain product then company can remarket to same customer about another similar product.

5. Encourage reviews

Giving positive reviews means that customer really likes your product. When customer leave a positive review, it depicts their positive experience with your

brand or product. This positivity creates a sense of satisfaction and increase the potential for future purchase. *[Nep: Satisfied vayesi tw farkerw aai halxa ni]*

6. Birthday, anniversary or event offers

Surprizing your existing customer with birthday or anniversary offers with heavy discounts can make customer to return back and make a purchase.

7. Freebies

When your customer makes a purchase then offers them simple things including your logo and brand name in those things to make them remind about your product. So that in future they return back and make a purchase again.

Example: *Suppose your customer made a purchase on Phone. Then provide them free gift such as phone cover by including your logo and brand name in that cover.*

8. Amusing confirmation message

Sending congratulations emails that make customers valued, excited and appreciated for their loyalty can impress them and make them to feel special. It helps to create emotional connection between the brand and customer, fostering a deeper sense of loyalty and engagement.

Example: *When a customer makes a purchase then sending messages like: Congratulation you are now special to us. You have earned VIP batch for our brand.*

You are amazing. We are thrilled to have you as part of our loyalty tribe. Stay tuned for delightful surprises, jaw-dropping rewards, and secret missions that will make you feel like a superhero !!!!!

Keep an eye on your inbox because we've got some mind-blowing offers coming your way. And remember, you're not just a customer; you're part of our family.

Working principle of Google search engine

Software that locates the information of search query of user is called search engine. There are many search engines such as Google, Amazon, Bing, Yahoo, etc at present. Most of the search engine has similar principle of working. Here we will discuss about

working principle of google search. Google uses method of crawling, indexing and serving. Let's understand each of them clearly.

Crawling

It is the process of finding new or updated webpages. An automated bot called crawler crawls *[discover and gather]* the information, content, structure, keywords and other relevant information from webpages. There are several ways that google crawlers finds a webpage. Main way is through follow-up links from webpages which is already crawled. There are many links which are connecting one webpage to another. Crawlers use those links to discover webpages.

Indexing

Gathered information from crawled webpages is organized and stored in a structured manner within search engine database. Indexed data allows the search engine to retrieve and display relevant webpages in response to user search queries.

Serving

Serving refers to the process of delivering search results to users in response to their search queries. It is final stage in the search engine's process of providing relevant information to users. It uses the information stored during indexing process in search engine database.

Note: In short you can remember that crawling is process of finding and gathering information from different webpages, indexing stores all those gathered information and serving displays according to user search queries.

Determination of website ranking

There some key factors for ranking in search engine and they are:

1. Query meaning

The words typed into Google search bar is called Query.

Search algorithm identify the query of search and ranks the webpages relevance to the query.

2. Relevancy of webpages

This is when google algorithm determines what content in webpages is relevant to the search. The most basic signal that information is relevant, is that webpage contains the same keywords as the search query. The keyword either matches, or similar to the search query.

3. Quality content

The quality of content refers to values, relevance and useful information presented on webpage that provide good user experience and make user engage in content. Webpages should have accurate [*Latest*], original and readable contents. Google ranks the webpages based on how user interact with those particular webpages. Suppose a website content is of very high quality and can hold users in its page for longer duration, also has good user experience then google automatically ranks the webpages of that site.

4. Usability of webpages

Google promote only those website and webpages which are easy to use. This means google consider the content's **ease of use**. Suppose if you have two webpages with exactly same content, the webpages that has a better user experience may perform better. Google calls this “*The page experience ranking factor*”. It can be the page which is mobile friendly, renders content quickly, or the whole page loads quickly.

5. Context and settings

Information such as the user's location, past search history, and other search settings help the search algorithm to deliver relevant and useful results. Like country and location of search can alter the results. For example: If you search for hotels by sitting in Pokhara then you will receive result of hotel that are available in Pokhara but if you searched for hotel by sitting in Tokyo then you will get Tokyo based results. Due to this, ranking can be differ.

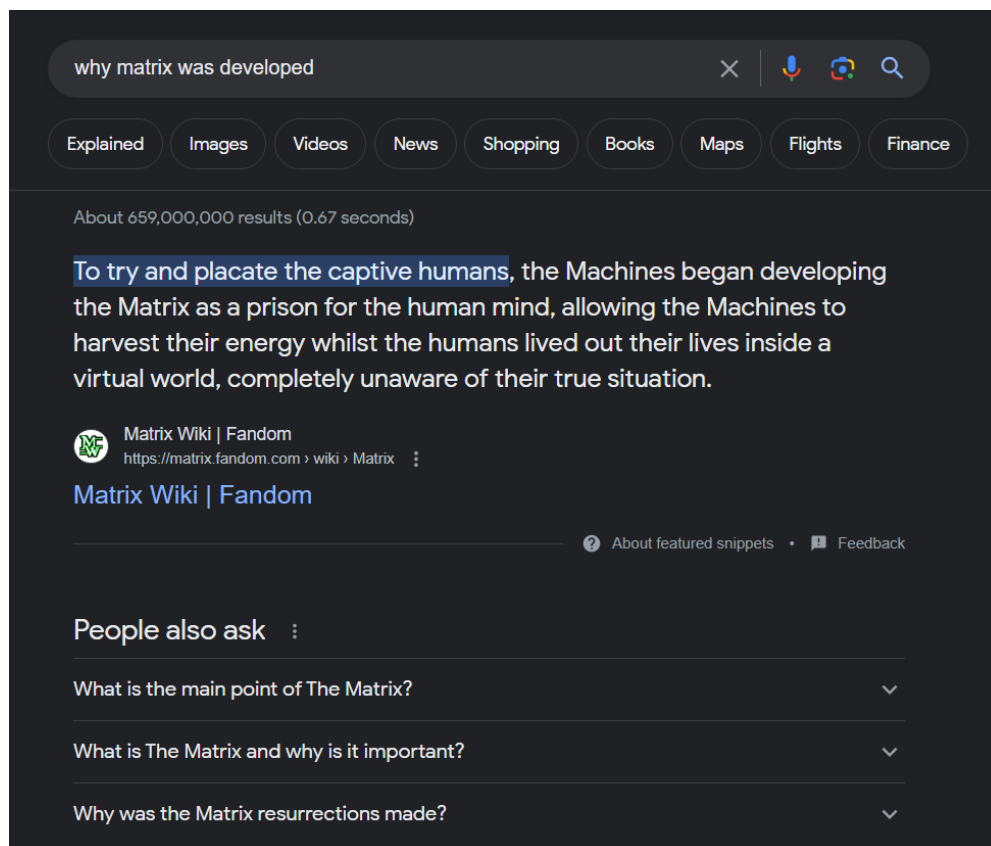
Search Engine results pages (SERPs)

The webpages that appear when someone performs a search is called search engine results pages (SERPs). If it is searched about products then result will be structured with products with its price and short specifications or when it is searched about news then result will be filled up with news headlines.

Important SERPs features:

Featured snippet

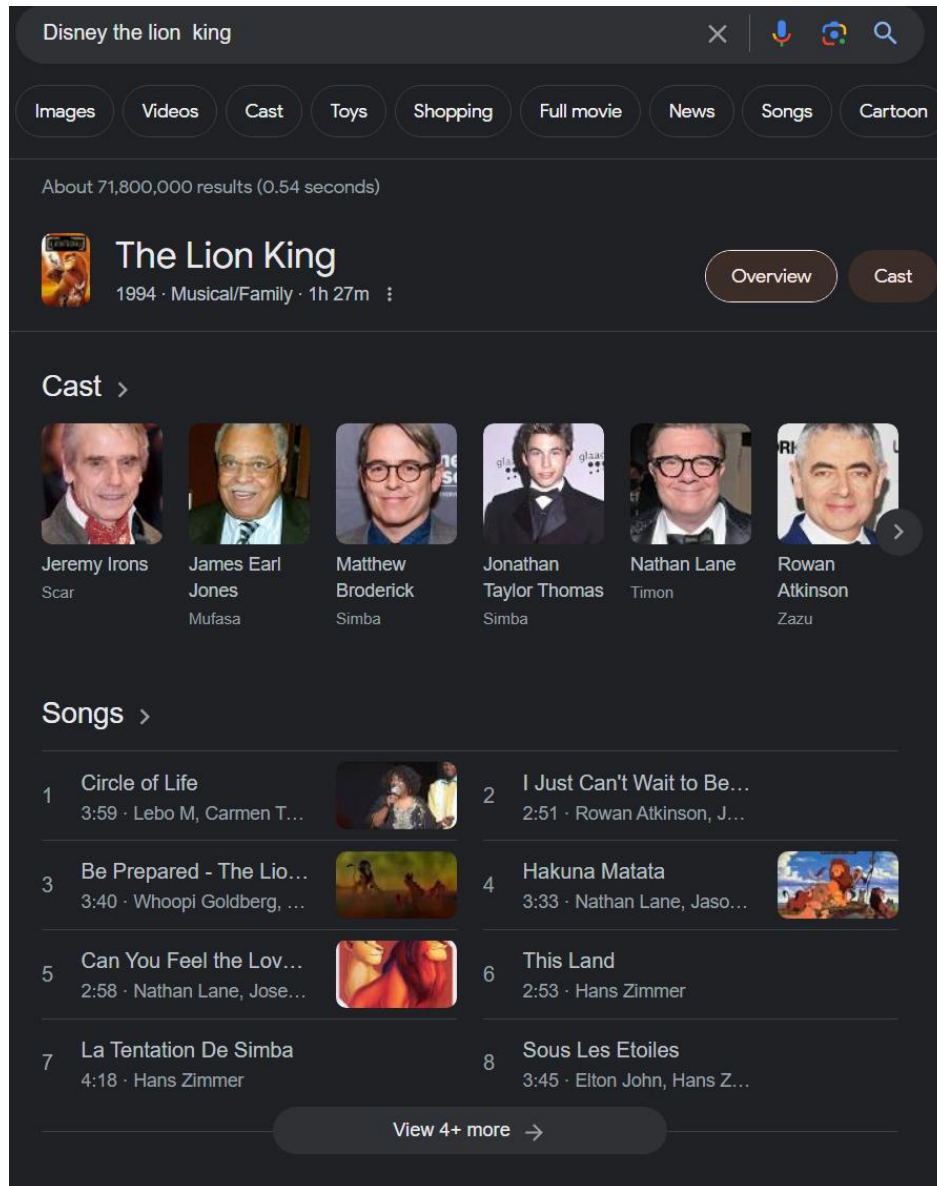
It is a special box that displays information about the search in the result page. It is non paid feature and digital marketer can mark a webpage as a featured snippet. *[Nep: tyo search garda thulo text ma aaunxa ni tehi ho feature snippet.]* Example is shown below in picture:



If photo came along with text, then it falls under rich result. You can also try in mobile devices.

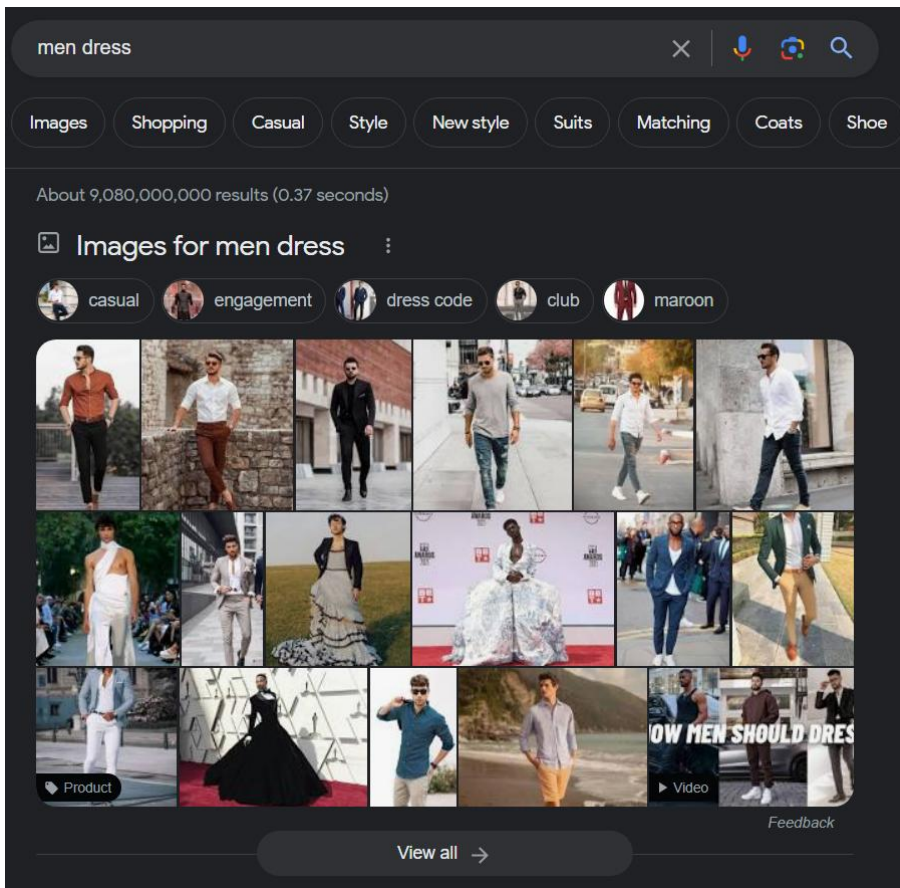
Rich results

Rich results provides an specific information as like of featured snippet along with additional information or information with pictures. Example: If searched for movie "*Disney the lion king*" then you get result with photos, rotten tomatoes, characters, etc. Example is shown in picture:



Images

When google algorithm system determines that visual content is valuable to the search then it shows some images relevant to search at top or middle of search result; Like: search "*man dress*", you will get image result.



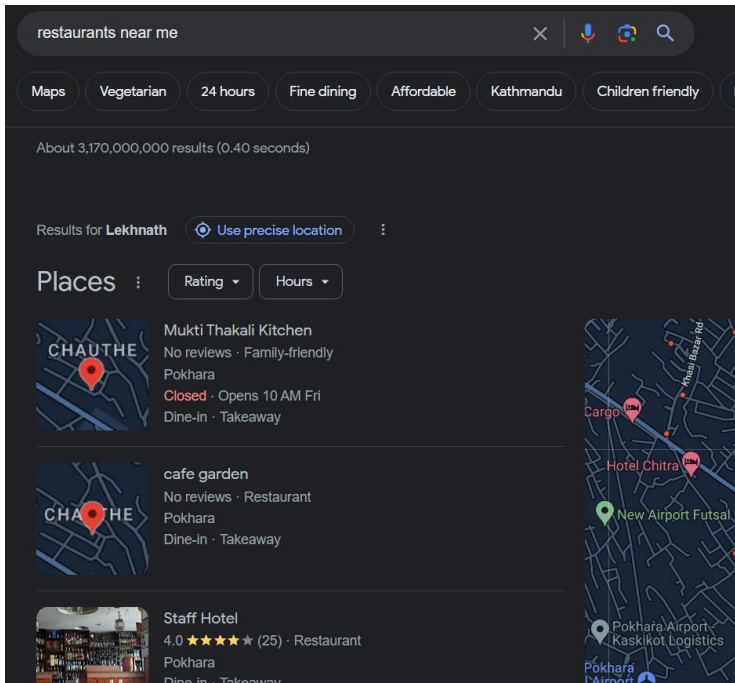
Videos

Similar to images videos can also be displayed. Like search in google: "*How to solve algebraic expression*"



Local results

It refers to listing the results according to users location like *restaurant near me*, *plumbers in Pokhara*, etc.



SEO and SEO tasks

SEO is set of practice designed to increase the Quantity and quality of traffic to a website. Some of the SEO task are:

1. Review website content or structure

It is important to have well organize website that is easy for search engine algorithms (crawler) to crawl. If website isn't easy to crawl then certain pages may not display in the search result.

2. Technical Development

Technical development in SEO refers to making various improvements and optimizations on a website's technical aspects to enhance its performance and visibility in search engine rankings. Example: Slow-loading websites tend to have high user bounce rates and lower conversion rates, negatively impacting user

engagement and SEO performance. Mobile friendly optimization, Website Crawlability, URL optimization, Site security, etc. are also other factors of technical development.

3. Content Development

Contents are anything that visitor see in the website. Content includes text, video and photos. SEO also include user experience. While developing content it is important to consider how website visitor experience and interacts with the content. If website has bad user experience with contents, then the site loses its ranking

4. Keyword research

Keyword research is the process of finding terms and phrase that potential customer are typing in the search engine. It's important to align the website content with the searches of customers.

Pre- Work before implementing SEO

Note that pre work refers to first step. A digital marketer who is responsible for organization's SEO, should do some pre-work before implementing SEO. The pre-work is done for two groups: one for the company requesting SEO and another, for the potential website visitors. Few factors to consider before doing any search engine optimization tasks are:

1. Know your website or organization goals

The goals can be like increasing traffic, increasing email list, etc.

2. Know the customers

It will be better for the website when only relevant customers come into it. Let's imagine a potential customer visits a website that can help them solve their problem. If they read a few sentences, or experience visuals that don't connect with their requirements, they'll just simply leave. You need to know the visitor's purpose of visiting site. If possible, communicate them directly and help them to fulfil that purpose.

3. Brainstorm content for people first

Great SEO-based content marketers don't create content for Google search result. They first focus for people. It means that the marketer prioritizes and considers what the searcher needs from their query more than what is already in the search results. It emphasizes putting the users' experience and relevance at the forefront, rather than only focusing on search engines and rankings. It includes providing value, quality and relevance, user purpose, User friendly formatting, Engagement and interaction.

4. Know your competitors well

To rank higher in the search, you have to create content that is better than the competitors. It could be video instead of text. To create better content than your competition, you must study what they created. Study what they've done and do it better in different way.

Keyword stuffing

Keyword stuffing is when someone attempts to manipulate their position in the search results by concentrating relevant keywords.

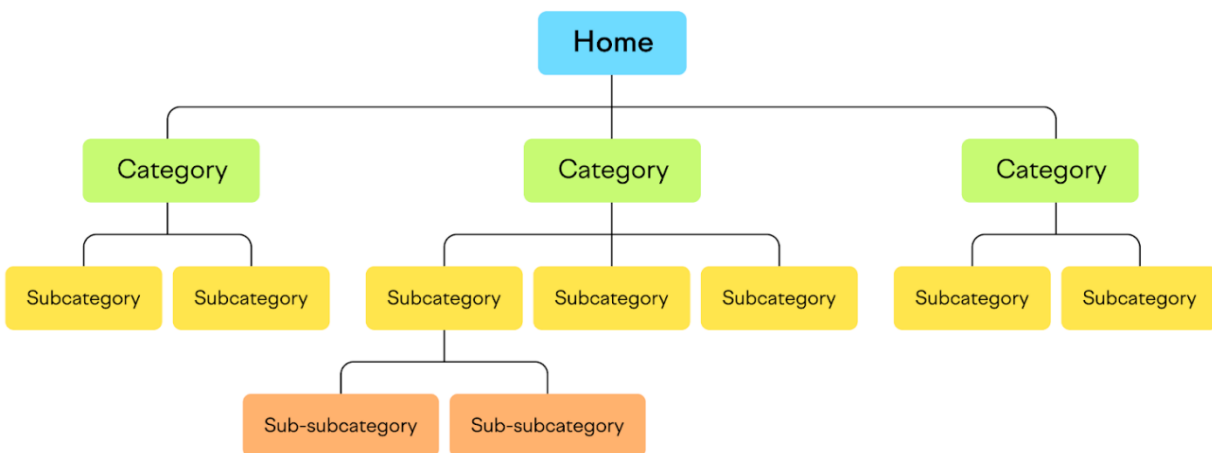
For example: We sell *custom candles*. Our *custom candles* are handmade. If you're thinking about buying a *custom candle*, contact a *custom candle* specialist.

In the following example custom candles is repeated several times which seems so unnatural. This is called keyword stuffing. This results in negative user experience which can harm your site's ranking. Search engines like Google penalize websites that are engaged in keyword stuffing by lowering their rankings or even removing them from search results altogether. Instead of focusing on keyword stuffing, it is advisable to create high-quality, user-friendly content that genuinely provides value to readers while using keywords naturally and in context.

Organize website's pages

An important aspect of SEO is having well-organized website structure. It's important to understand how website's structure affects SEO. Site structure generally falls under technical SEO. A smaller business may have 10 pages. This is fairly easy to structure. However, if it's an e-commerce business with thousands of products, then more than thousands of pages are there which becomes complicated to structure. Overall, a good site structure is ***hierarchical related with each other by parent child relationship***. [same like hierarchical database model]. As a best practice, every page in website should be three or four clicks away from the homepage.

Website Architecture Example



Make sure to structure website in such a way that Google crawler should have no issue moving from one page to another page by understanding the flow of the site. From a user's perspective, the webpage should be easy to use. Reasons to plan out the website structure:

1. For Assisting the search engine crawlers

It is important to make search engine crawler to understand flow of webpages in website. So that proper information could be stored while indexing and displayed when relevant queries are searched.

2. For Consistent and readable URL structure

By planning out the website structure with consistent and readable URLs, you make it easier for users and crawler to navigate your site, understand the content,

and share links. Additionally, it can improve the overall user experience, search engine visibility, and the likelihood of attracting organic traffic to your website.

3. For Improving the user experience

Good user experience gives green sign to search engine for ranking.

Few tips to consider when creating a website structure and navigation are:

1. Use https:// rather than http:// whenever possible. It provides protection to the user using the site.
2. Create a navigational page for users. Creating a navigational page for users means designing a dedicated web page that serves as a central hub or guide to help users navigate through your website. This page typically contains a structured layout or menu system that provides links to the different sections, pages, or categories of your website. *Mainly Home page is considered as navigational page for many of the website.*
3. Show useful 404 pages. A 404 page is a URL that tells the user that the webpage does not exist. User will come to this page either by following a broken link or typing in the wrong URL. Creating a custom 404 page for the website kindly guides visitors back to a working page on the website.

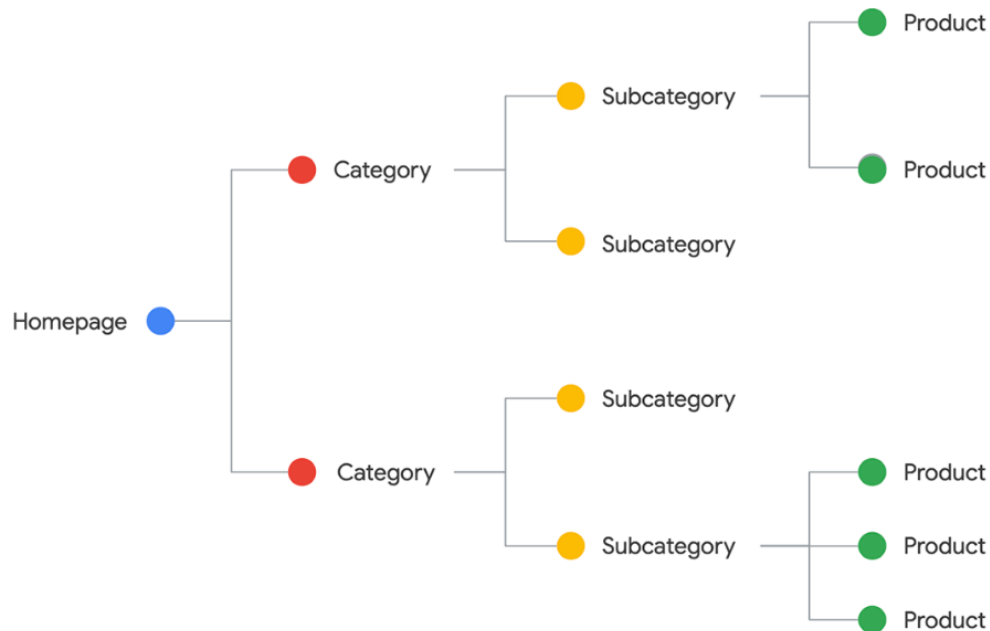
Site hierarchy best practices

Organizing a site hierarchy makes it easier for Google search engines to crawl and index the pages on your site. An organized site hierarchy ensures that URLs are simple and readable, enhances SEO, and makes it easier for customers to find what they want on your site.

1. Planning your site hierarchy

Every website has a homepage—also known as the root page. This is the starting point for creating your site hierarchy. The homepage should contain general information about your business or products. Every subpages should able to be navigated through homepage. You may have three or four levels of subpages within your site hierarchy. Each level includes more specific information than the previous level. Some sites include more than four levels, but it's usually best to make every page no more than three or four clicks away from the homepage.

Example of site hierarchy starting with homepage and then leading to three level of subpages: *Category pages, subcategory pages and product pages*



Suppose you are making site for book store.

Home page of book store should contain slogans, general information and description about book store. Through navbar of homepage user finds way for category page which include groups for similar contents. The categories for books might include: *Fiction, non fiction and children's books*.

Then second level of hierarchy include sub-category page that relates to the category pages. When user choose fiction as category then in sub category page, it might include: Chapter books, picture books, boxed sets, etc.

The third level of site hierarchy would include more specific information after choosing sub category. It might include: Title of books with many other information related to book like author, price, etc.

[Nep: User home page ma xa, clicked on navbar then clicked on category then choosed fiction as category then again inside that, user choosed chapter book as subcategory and at last user choose one book inside sub-category and brought it]

2. Using breadcrumbs

Let's say a visitor finds their way to the product detail page for a specific fiction's book, but then they want to browse other books. How do they return to a broader selection of books? One option would be to use breadcrumbs, which is a row of internal links at the top or bottom of the page that allows visitors to quickly navigate back to a previous section or the homepage.

Breadcrumbs looks like:

Home>category>Subcategory>Product

From the previous example:

Home >Fiction>Chapter book>Book name

3. Using simple, descriptive URLs

- a. Keep URLs as short as possible.
- b. Visitors should be able to know where a link will take them when they click on the URL. Like: <https://www.booksgalore.com/fiction/mystery>
- c. URLs should include words instead of cryptic numbers. Also avoid using generic words like “page1” or excessive keywords like “books-fiction-books-fictionbooks” in your URL.
- d. Keep URLs updated. A broken link may occur if a webpage is deleted, or if the content is moved to a different location. So make sure to update for any changes.
- e. Create useful 404 pages. Visitors may land on a 404 page, which is a page that informs the user that the webpage they are trying to visit does not exist. 404 pages with no guidance on what to do next will lead the visitor to a dead end. Custom 404 pages help guide the visitor back to a working page on your site.

Optimize Website's content

There are some recommendations for optimizing website contents:

1. Make website useful and interesting

When website is interesting as well as people find it as good source of information then website will have good user experience. This gives green sign to search engine to rank the page.

2. Know what visitor want and give it to them

This starts with keyword research. Once you have the right keywords and topics, then create great contents. Great content means fresh and unique content. If there are pages on a website that are duplicates or similar in content, those pages are likely to not be shown in search engine results. Also avoid spelling and grammatical errors.

3. Act in way that helps to develop the user trust

Provide information about who publishes the site, provides the context, and the organization's goals. If you have an e-commerce website, make sure you have clear and satisfying customer service information. The website should focus on transparency.

4. Make expertise and authoritativeness clear

Be sure that content on the site is created or edited by people with knowledge in relevant topic.

5. Provide an appropriate amount of content for your subject.

Provide complete information about topic of your content to user. Don't let users to leave on confusing state. For example: *if you're publishing a recipe, provide a complete recipe that is easy to follow. Don't just publish a set of ingredients or a basic description of the dish. Provide details on how to use different ingredient in every steps of cooking to make a certain dish.*

Best practices for links and promoting a website

There are mainly two types of links:

1. Internal links

The link that takes the visitors within different parts of the website is called internal link.

2. External links

The link that takes visitor from one website to another website is called external link. The link through which visitor leaves your website and go to another website is called **outbound link**. The link through which visitor comes to your website from other websites is called **inbound or backlinks**.

Best practices for internal and external links:

1. Use appropriate anchor text

Anchor text is the visible text in a hyperlink. Like: `Anchor Text`

Text written between `<>` is called anchor text.

The anchor text should be:

a. Descriptive

Use anchor text that provides a basic idea of what the page linked to is about like "learn more". Avoid using generic anchor text like "page," "article," or "click here." Avoid using URL in anchor text

b. Concise

Anchor tag should be short and effective. Avoid using paragraph and sentence as anchor text

c. Easy to spot

Anchor tag should be different from normal font style or text. Normally anchor tags are purple-blue by default.

d. Helpful

Avoid using lengthy anchor text just for search engines. Avoid stuffing the anchor text with keywords.

2. Use caution with external links

Providing link of another site in your website can be beneficial but avoid linking to sites that are not reputable or may include irreverent information can damage your site too. Some user try to take advantage of external link for their own website's benefits. *Like they can try to promote their own website in comment section of your website by providing link of their website.*

In these cases, you can use **nofollow links** that tells search engines to ignore that link. It is a good idea to automatically use nofollow links for all comments and messages added by users in comment or message section of your website.

In html nofollow link can be added by:

`Any Link`

3. Promoting your website

One of the ways that Google determines a website's ranking is by analyzing the sites that linked to it. When other websites include link to your website on their pages, it is seen as a form of endorsement or recommendation. In Google's algorithm, these incoming links are considered as a signal of the quality and relevance of your website's content. Creating quality content that other people want to link is the best way to promote your website and attract backlinks.

Google images best practices

Some of the best practices for viewing your site content in image section of google search are:

1. Create a great user experience

Make sure the visual content is relevant to page topic. Place images near relevant text. Make sure images are also device friendly.

2. Include descriptive titles, captions and filename

Descriptive name helps search engine to identify what's going on in the image. Example: "my-new-grey-kitten.jpg" is more descriptive than "IMG0023.jpg."

3. Use descriptive ALT text

Alt text is the text that describes the image. It improves accessibility for people who can't see images on webpages. Through screen readers they know about the image. Screen readers reads the text written in ALT text. Google uses alt text along with computer vision algorithms and content of the page to understand the subject matter of the image. While writing alt text, focus on writing useful, information-rich content that uses keywords appropriately. You should also avoid keyword stuffing in alt text. It can cause Google search engine to recognize your site as spam.

4. Optimize for speed

Images are often the largest contributor to overall page size, which can make pages slow to load. So do not upload the original image to website. Decrease the size of image without losing its quality and then only upload.

To determine your overall site condition in terms of speed then you should check your site on : *Pagespeed insights* (<https://pagespeed.web.dev/>)

Also, to check whether your website is mobile friendly or not:

Go to Google's mobile friendly test: <https://search.google.com/test/mobile-friendly>

Craft effective titles and meta description

When you enter a search query in google then various webpages with title links and meta description appears. It is necessary to craft effective webpage titles and descriptions that connect with searchers and potential customers. In general, every webpage has a title element, and most webpages have a meta description. The webpage's title element provides both the user and search engines with a page's topic. The meta description provides the search engines a summary of what the page is about. A page's title may be a few words or a phrase, whereas a page's meta description might be a sentence or even a short paragraph.



Few recommendations for page titles are:

1. Accurately describe the topic of the page's content.
Avoid writing a title that has no relation to the page's content. Also, avoid creating a title with default text like "Untitled" or "New Page 1."
2. Ensure every page has unique title element

This helps users to understand the unique value that every page wants to provide. So, avoid using a single or same title in all pages across the site. *An example of this is if a company had "Services" as title for their services-related page, rather using only service as title, using title that describe the specific service will be good practice.*

3. Make title brief, but descriptive

Avoid keyword stuffing in title. Make title in such a way that keywords are naturally fitted.

Few recommendations for meta description are:

1. Add meta description to every pages

Google will show a snippet from the meta description in the search results. Writing a clear meta description may influence the page's snippet in the search results.

2. Accurately summarize the page content

Make sure it just contains all the relevant information that a searcher need and they recognize the page as useful to them. Do not copy and paste the entire content of the webpage into the meta description tag.

3. Use unique description for each page

Your different page might have different content so according to the content, the meta description can be varied. *If google search display the multiple pages of same website then having same meta description will not looks user friendly.* If you're working for an e-commerce company with thousands of web pages, it's likely not beneficial to spend time writing meta descriptions for each page. In this situation, you could automatically generate descriptions based on each page's content. This is a more advanced technique.

If you ever studied HTML in school then you might know how the page title and meta description are used in HTML code. Example:

```
<head>
```

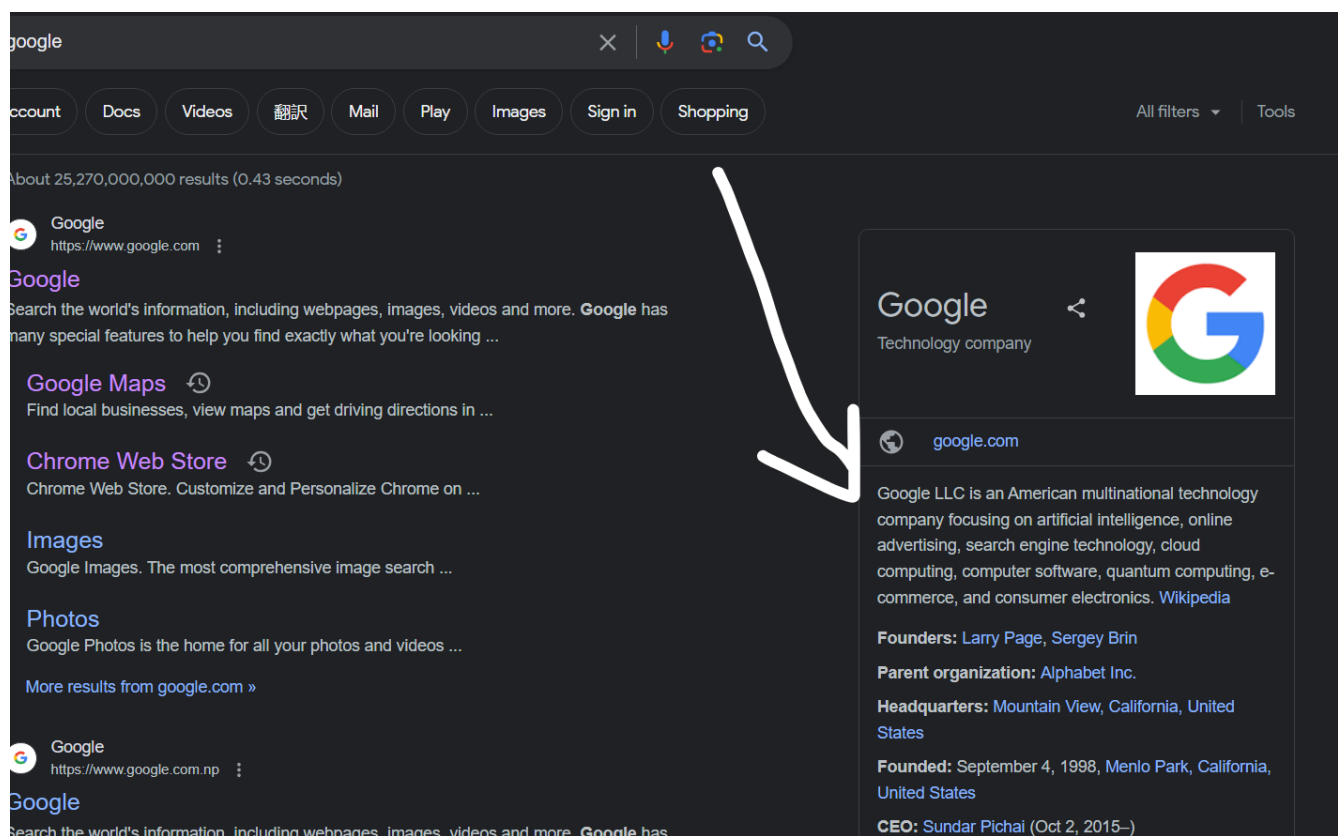
```
<title>Coursera Online Courses - Learn Online on Coursera</title>
```

```
<meta name="description" content="Develop new skills in 2023 with an unlimited-access subscription to over 7,000+ courses. Take your new career from if, to when, to now. Learn without limits with Coursera Plus. Get Ready for a Career. 100% Online. Earn a Certificate. Achieve Your Goals.">
```

```
</head>
```

Google knowledge panel and structure data

The Google knowledge panel is a Google search engine results pages (SERPs) that displays brand and business information separate from general search results. [Nep: Desktop ma googlema "coursera" handa right side ma coursera ko extra detail haru aaune pannel lai google knowledge pannel vanxa]



Knowledge panels are automatically generated, and information that appears in a knowledge panel comes from various sources across the web.

Structured data for rich result

Rich results provide a specific information as like of featured snippet along with additional information or information with pictures. Example: If searched for movie "Disney the lion king" then you get result with photos, rotten tomatoes, characters, etc.

To help your business become eligible for rich results, you must add structured data.

Structured data refers to data that is organized and formatted in a specific way to make it easier to understand and process. By using structured data, website owners can provide search engines with more specific information about their content. This helps search engines understand the content better and present it in a more meaningful way to users. For example, structured data can enable search engines to display rich results, which include additional information like images, ratings, and reviews, directly in the search results.

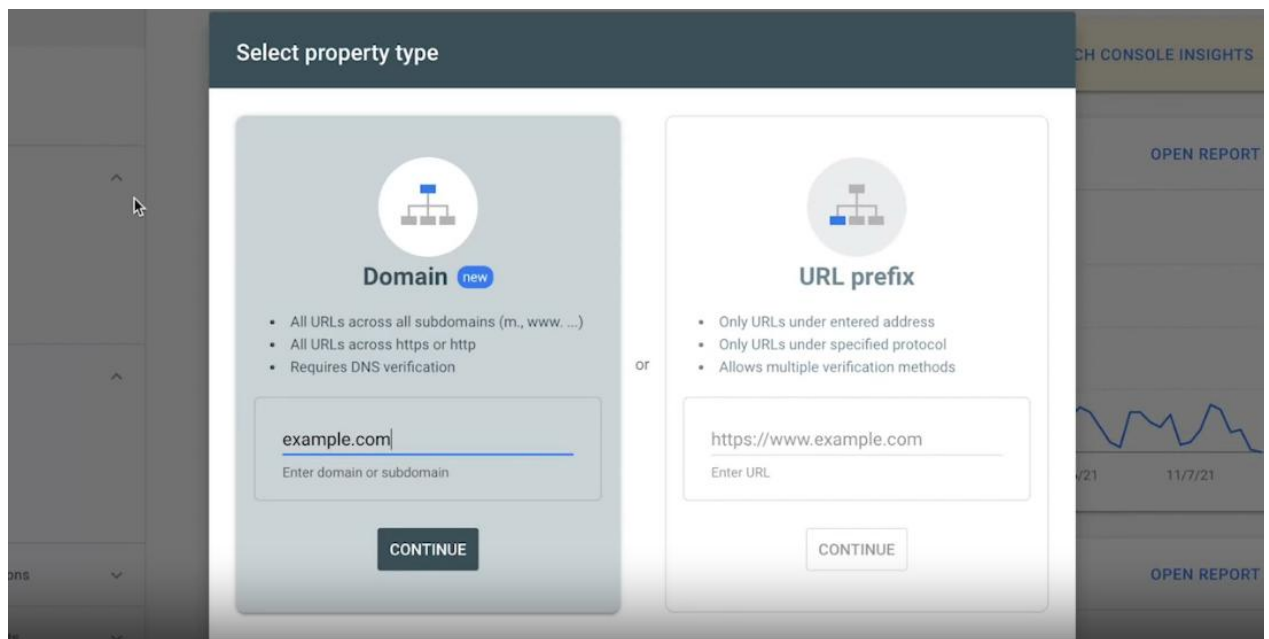
Overall, structured data is a way to organize and provide additional information about web content to make it more accessible and understandable to both search engines and users. *To test whether your website support rich result or not go to: Google's rich result test: <https://search.google.com/test/rich-results>*

Google search console

Google Search Console is a free web service provided by Google that allows website owners and webmasters to monitor and manage how their site appears in Google search results. It offers a set of tools and reports that help website owners understand how Google's search engine crawls and indexes their website.

Some first steps for getting in into google search console are:

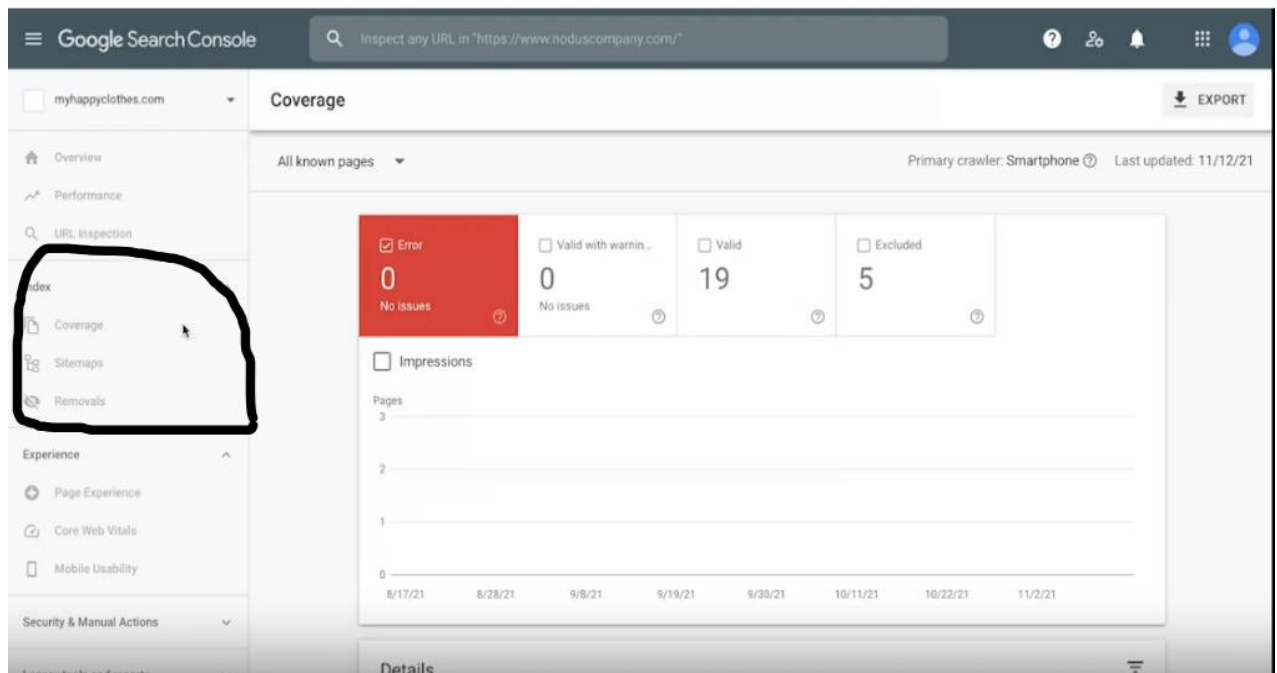
1. Go to Google search console: <https://search.google.com/search-console/about>
2. Add and verify website ownership [Nep: *tyo domain lekheko thauma tero website ko nam halde like: omgmdn.com*]



Make sure website is yours then only you can complete verification step

3. Ensure Google can find and read your pages

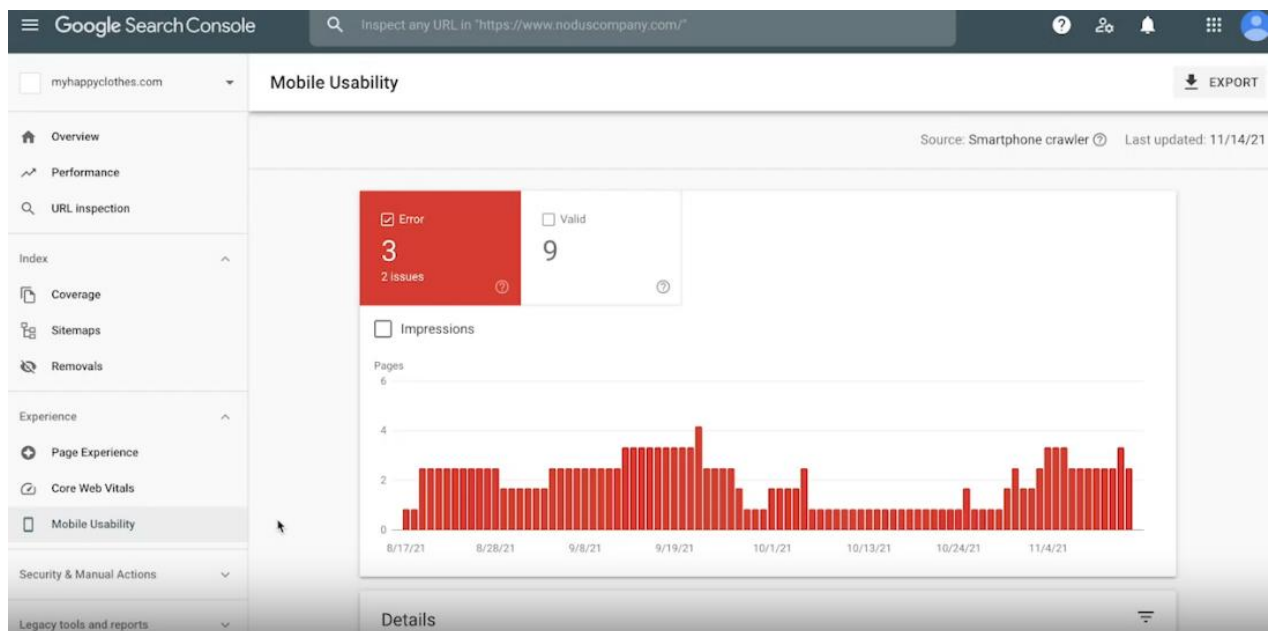
Index section in google search console provides an overview of all the pages that the google has indexed or tried to index in the website. Try to fix if there are any page errors and warnings.



4. Review any mobile usability errors

It lies under experience section in left hand side of screen.

This report shows issues that might affect your user's experience while browsing the site on a mobile device. The report includes information about specific issues, a sample list of the pages affected, and how to fix an issue.



5. Consider submitting sitemap

Sitemap is located under index section in left hand side of screen.

A sitemap is a file that provides information about the pages, videos, and other files on the site and the relationship between them. Search engines like Google read this file to crawl the site more efficiently. It better to add sitemap to improve crawling. It is not necessary for small websites but for a large website having more than 500pages should include sitemap.

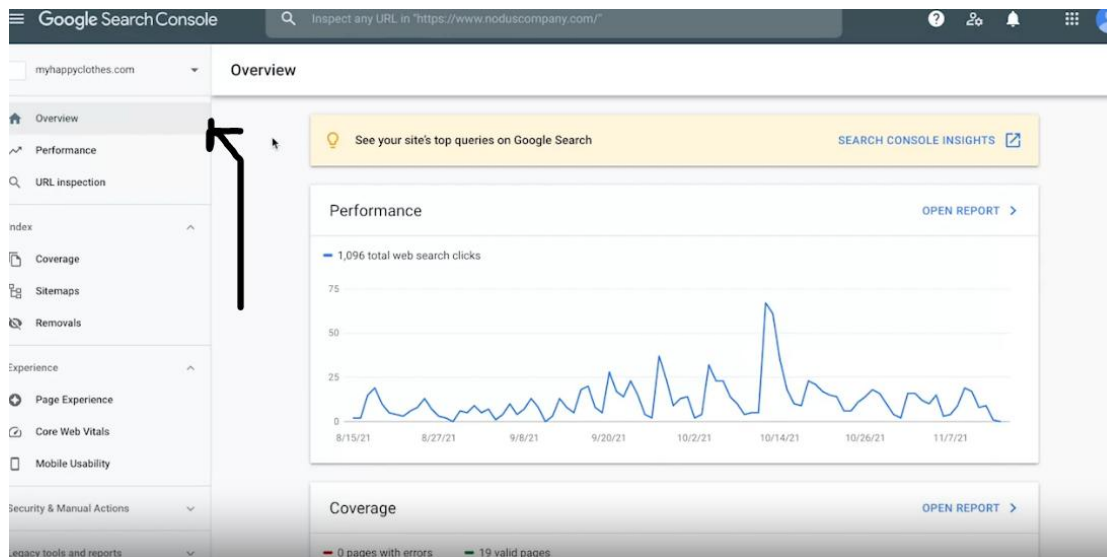
6. Monitor your site's performance

Performance tab is located at the starting of left-hand side section. At present it is at 2nd place after overview option. The search performance report shows how much traffic you're getting from Google Search. You can get reports abouts impression, clicks, and others metrics for overall and each page of website.

Google search console tools and metrics

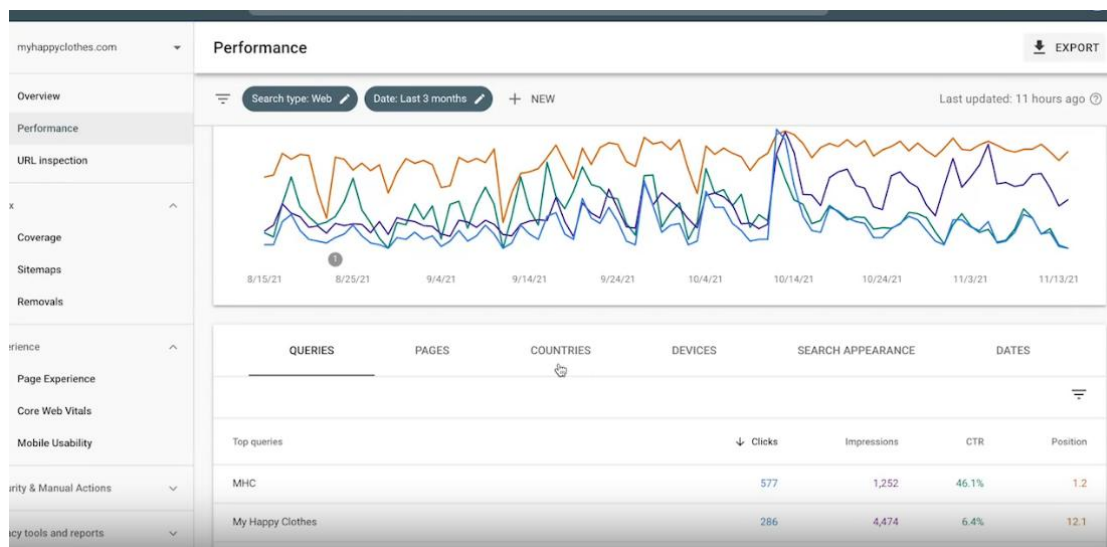
Overview page of search console

This is the page you'll see after logging into Search Console. The Overview page shows a summary of your site's health, including any security issues, graphs of metrics, and summaries of enhancements for the site. You should check on this page periodically to ensure that there are no security issues or enhancement errors.



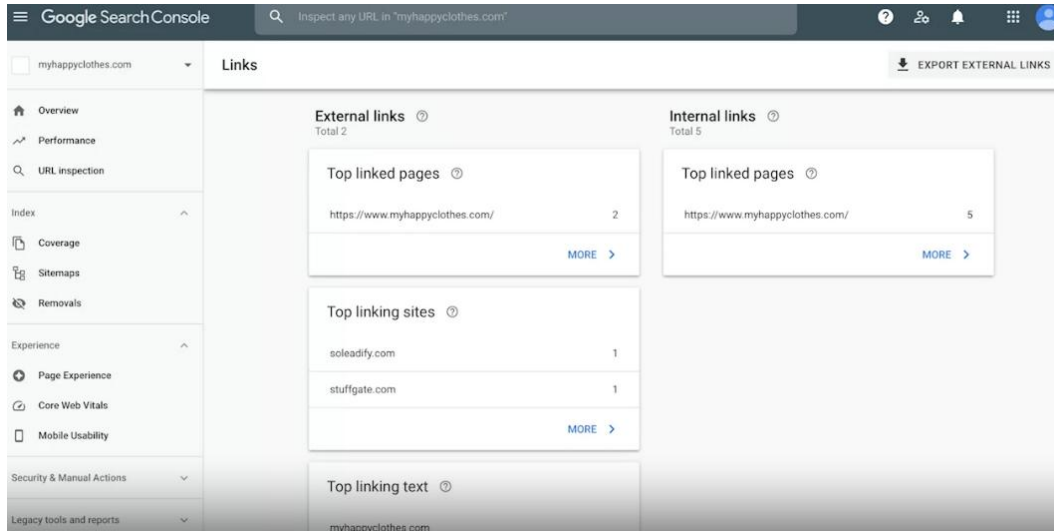
Performance page

It is *below overview page*. It focuses on several SEO-related metrics such as Impressions, clicks, click through rate, average position is where your site ranks, etc.



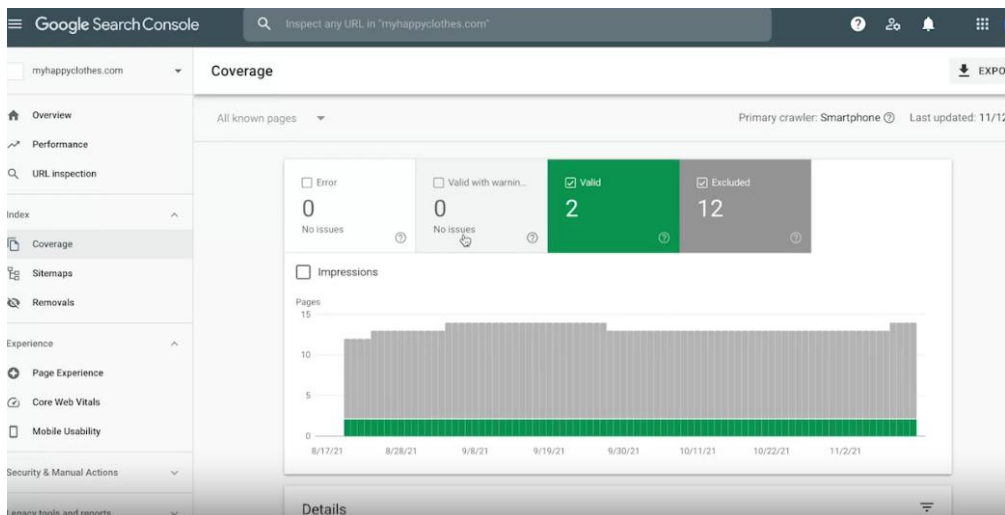
Link report page

It is located at *bottom of section which shows which websites link to yours*, what the link text is, and what your top-linked pages are. Use this report to better understand which webpages are receiving the most links from other. *[Nep: Arule tero site link gareko top link site haru rw tero mostly used vako internal links haru ko information]*



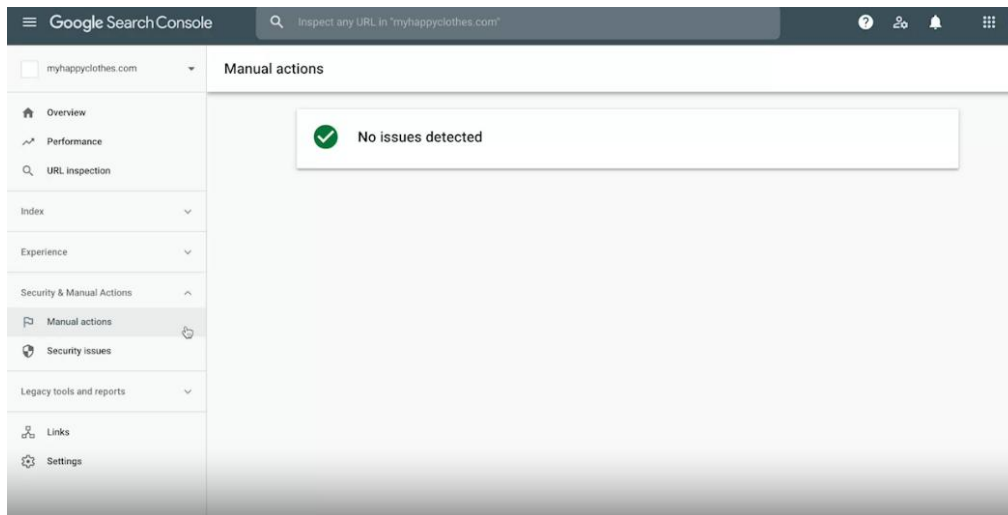
Coverage report

It is located *under index section*. *[Nep: indexing vaneko tyo search engine le display garna vanda aagadi store garne thau]* The Coverage report shows the index status for all pages in your site. Pages are grouped according to whether they can be indexed. It also includes description of why the pages could or could not be indexed. Use coverage report to periodically scan for spikes in errors or drops in index counts to identify crawling problems on your site.



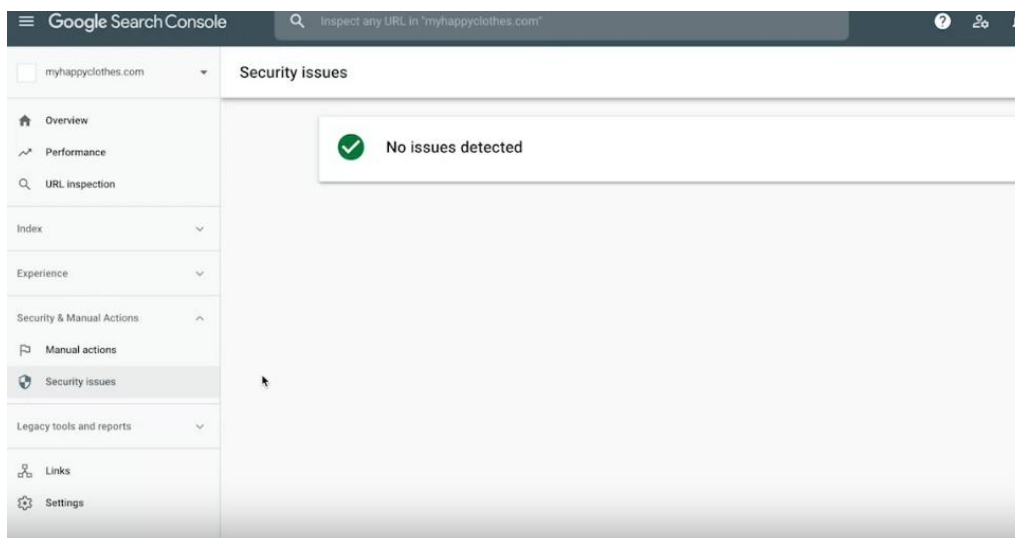
Manual Actions report

It is located under *security and manual action section*. A manual action is Google's way to remove webpages that are not within its webmaster quality guidelines. Typically, manual actions are for websites or webpages that tried to manipulate the search index i.e. who uses keyword stuffing. You should get NO ISSUE DETECTED with green checkmark which means your website didn't get any manual actions.



Security issues report

The Security Issues report lists indications that your site was hacked or behaviour on your site that could potentially harm a visitor or their computer. An example of this is installing unwanted software on a visitor's computer. If you do see a security issue in this report, Google will provide details about the issue and how to fix it. It is located *below manual action report*.



URL inspection tool

It is located *below the performance tab* in recent version of search console. provides detailed crawl, index, and serving information about your pages, directly from the Google index. It allows you to access the information that the Google index has about a specific URL on your website. It also allows you to test a live page on your website. The URL inspection tool reveals errors on the page, such as HTML or JavaScript code errors. It also reveals other technical information. This tool is helpful for troubleshooting any crawling errors that Google encountered on your site.

Change of address

If you move your website from one domain to another, you'll need to let Google know by using the change of address tool. *For example, if your website address was example.com and you later changed it to example.org, you would use this tool to let Google know about the change.* Then Google can migrate your Google Search results from your old website to your new one.

For this go to settings > change of address

Removals tool

It allows you to temporarily hide your page from Google search result. When you have sensitive information that was accidentally published then this tool can be very helpful. It last for about 6 months It is *located under indexing section*.

Bing Web master

As like of Google search console, Bing web master is program developed by Microsoft for SEO in Bing search engine.

It's important for digital marketers to stay knowledgeable about other search engines and their available resources. While Google and Google Search Console are incredibly

popular, digital marketers should also pay attention to additional opportunities to market their brand. Bing is a notable example of this with more than 1 billion visits each month. Using Bing Webmaster Tools to market on Bing could potentially drive traffic to your website. It also provide similar tools to that google search console like: site verification, crawl control, sitemaps reports, URL inspection tool, change of address tool, and a removals tool.

Search Engine marketing (SEM)

Search engine marketing is increasing a product or services visibility on a search engine results page through paid advertising in search engine. When doing SEM, you typically pay when someone clicks on your ad. This is called pay-per-click advertising or PPC advertising. Typically, SEM ads appear at the top and bottom of Google search.

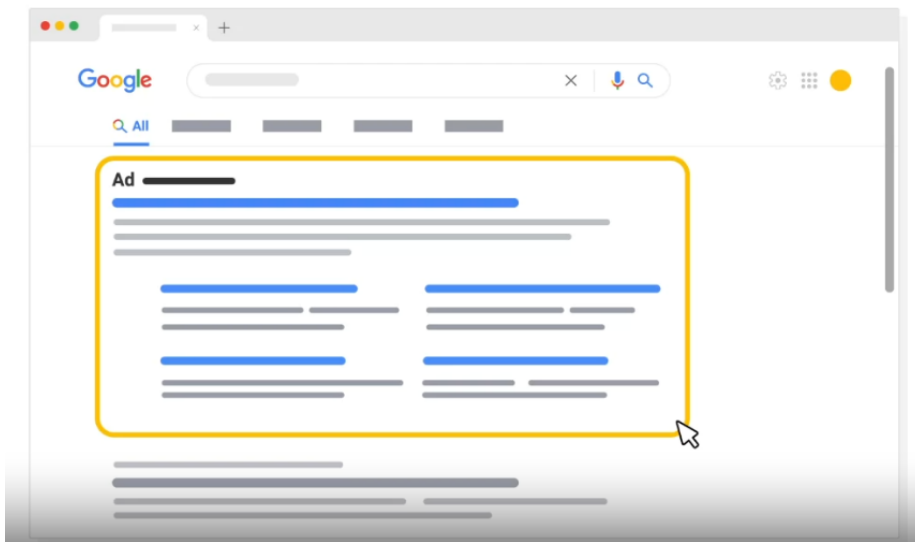
Advantage of SEM:

1. It helps to reach customers who are likely to buy from your company. That means customer are searching something that they need and your ad appear at top then customers are likely to go into it.
2. It helps pages to quickly appear in search result. If a website hasn't built up enough authority or reputation to receive traffic for certain search terms in the search listings, SEM may be beneficial to help with additional visibility.
3. You will know which of your ad's pages are driving sale. Using SEM, it helps to collect data which allows you to determine which content is performing well and which can be improved.
4. Control over where you want user to land on your website. SEM gives you the control over which page shows in search engine for a given search.

Different SEM Ad formats and Ad extensions

1. Text ads

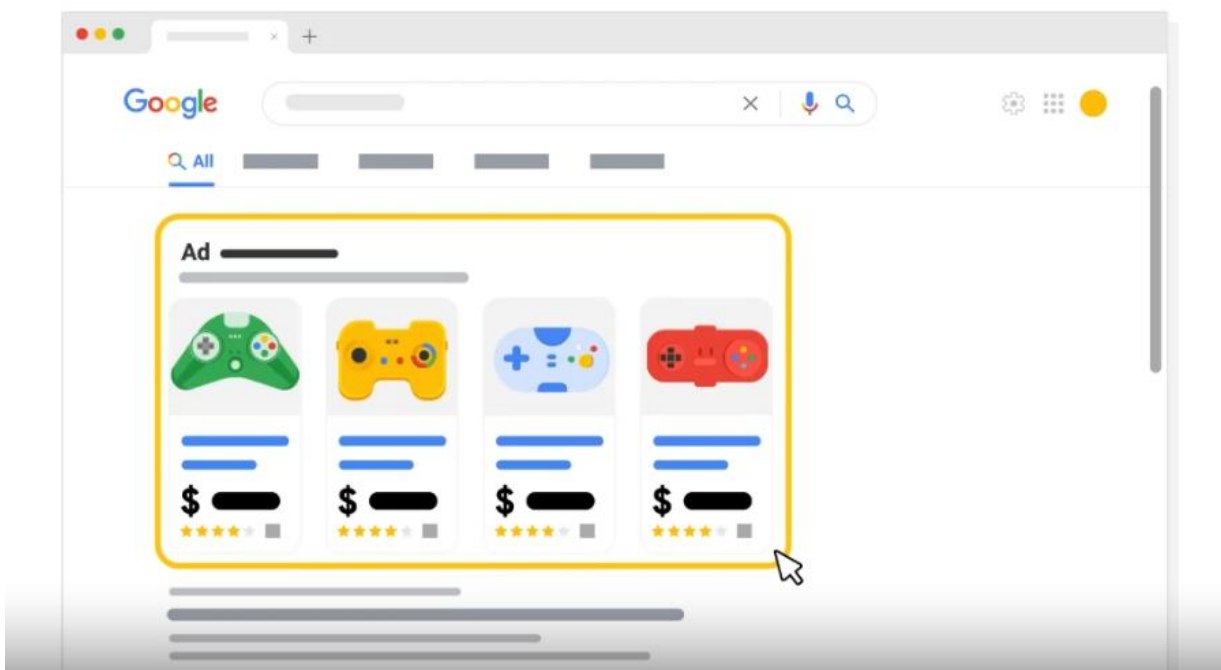
They are the classic ads with title that is link. *[Nep: ad ko formate ma page ko title rw meta description matra aaune]*



Small “ad” written at the side of page link or title appear in text ad.

2. Shopping ads

Shopping ads are specifically for e-commerce businesses. They show products related to the search. Often, products from several different companies have shopping ads displayed. This type of ad differs from text ads because a photo of the product along with rating and price of product.

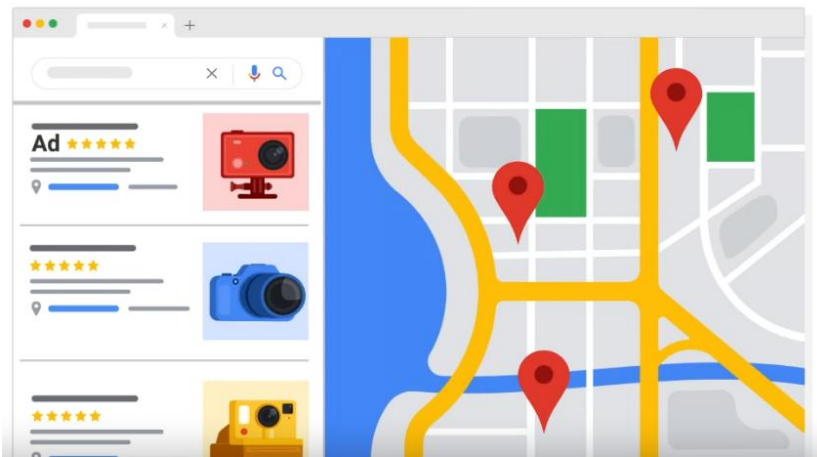


3. Local services ads

Local services ads are specifically for businesses which provides the local services and product in certain area only. Search in google "electrician near me" you will get Local service ads

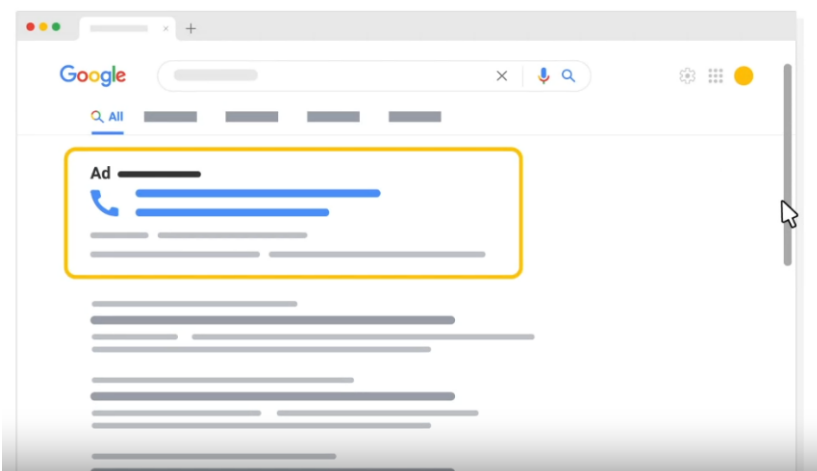
4. Google Maps ads

They are also for local businesses. They give location of certain companies which provide services to local people. Search "restaurants Pokhara" you will get Google maps ads.



5. Call Ads

Call ads allow potential customers to click on the business to immediately make a phone call. There are only for mobile searches.

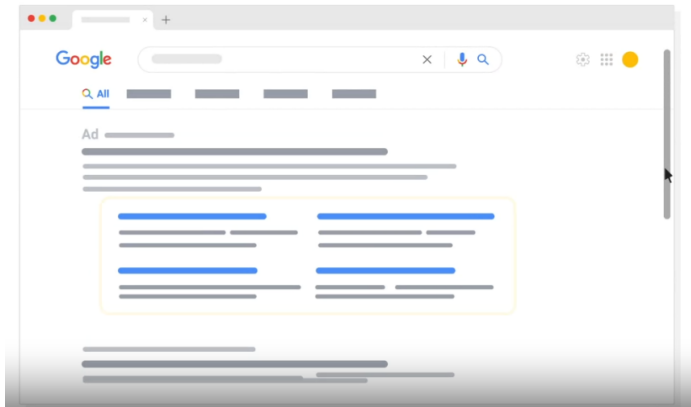


Ad extension

Google Ad extensions are additional pieces of information that advertisers can include in their Google Ads to enhance their ads and provide more relevant and valuable information to potential customers. Ad extensions are designed to improve ad visibility, increase click-through rates, and deliver a better overall user experience. An ad extension features additional information about a business, such as additional website links, a phone number, or an address. Its type can be:

1. Sitelink extension

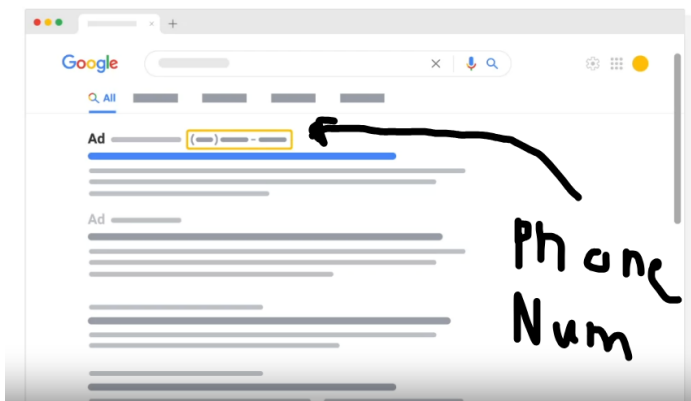
It includes additional website links along with the page which was purposed for ad. Suppose search Coursera, then along with main link, below it there comes other additional links such as "*Free Courses*", "*Browse the course catalog*", "*Coursera Plus*". When these additional links are arranged in horizontal way then it is called sitelink extension.



Note: For coursera it came by SEO, but we can also make same like that, using Google ad extension which is called sitelink extension

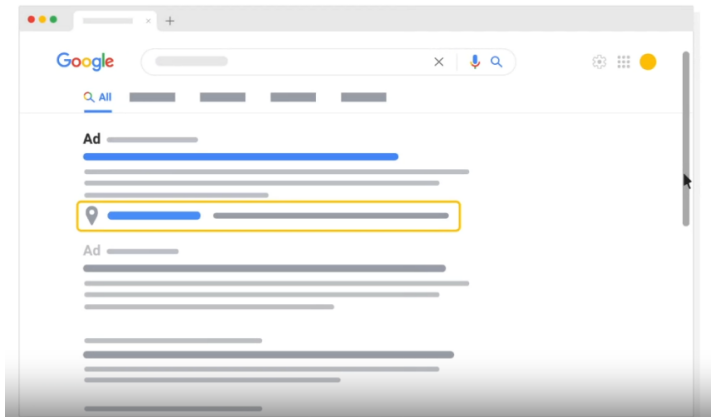
2. Call extensions

It makes possible to call a business directly by clicking on ad.



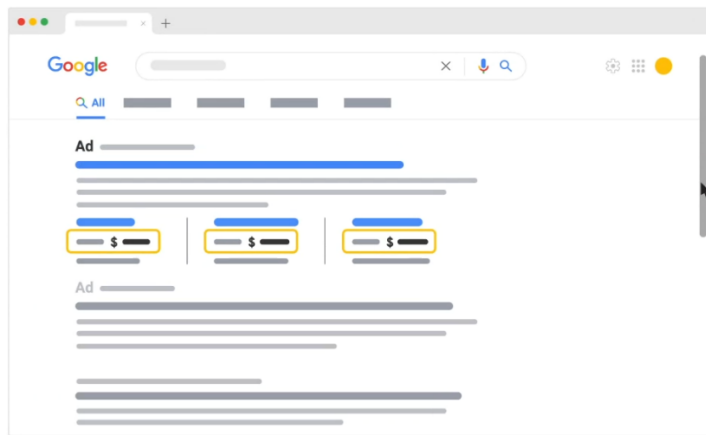
3. Location extension

This extension enables customers to find a local business location. It comes under google maps ads.



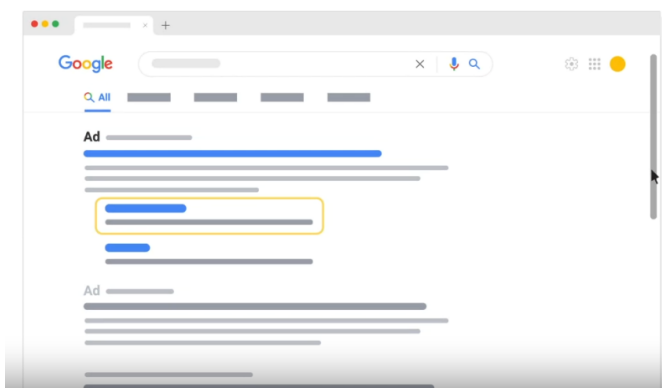
4. Price extension

It lists a specific product and its price. It comes under shopping ads but the products are of same site. *In shopping ad, the products come from different sites*



5. Structured snippets extension

It is also similar to sitelink extension but title links comes in vertical way.



Google Ads Bid and Bidding strategies

What is bid?

The maximum amount that an advertiser is willing to pay for a click on specific keywords is known as the "keyword bid" or "cost-per-click (CPC) bid" in Google Ads. When setting up a Google Ads campaign, advertiser selects or write keywords in which their ads will appear. Then they assign a bid amount to each keyword, for which they pay for a click on their ads. This bid amount is the maximum cost the advertiser is willing to pay when a user clicks on their ad.

Nep: [Taile derai relevent keywords harrru google ads ma campaign banauda lekhxas ani tyo harekk keyword ko lagi taile paisa kati tirne vanerw set garxas like Rs 5 for each keywords. Then tehi keyword user le google ma search hanyo, ani tero website rank vayyo rw user le tero website ma click garryo. Balla taile tyo Rs 5, keyword ko lagi tirna parxa. Yehi ho bidding vaneko]

The above explained is Manual Cost Per Click (CPC). With manual CPC bidding, you set your own maximum cost per click for your ads. I mean advertiser select their own budget for bidding. There is Automated Bidding strategies in which google ads automatically set bids for your ads.

Types of Automated Bid strategies:

1. Maximize conversion value

It aims to optimize bids for generating maximum profit from conversions.

Goal: Increase business value

2. Target ROAS

It ensures that total revenue generated from advertising is greater then cost that were spendend for advertisement.

Goal: Increase business value

3. Maximize conversions

It automatically set bids to get max conversion rate for your campaign.

Goal: Increase sales or leads

4. Maximize clicks

It set bids to get as many clicks on your ads within your budget.

Goal: Increase website visitors

5. Target CPA

It also set bid to get as many conversions (customer actions) as possible. When you create the Target CPA bid strategy, you set an average cost you'd like to pay for each conversion.

Goal: Increase sales or leads

6. Target impression share

It automatically sets your bids to show your ad in various positions on the search engine result page (SERP), including the top, middle, or bottom positions.

Goal: Increase awareness

7. Cost per 1000 impressions (CPM)

In this bid strategy, advertisers pay for the number of times their ads are shown to users, without considering whether the user interacts with the ad or not. And at last advertisers pay for each 1000 impressions.

Goal: increase awareness and visibility

Nep: [Advertiser le ek choti ma harek 1000 impression ko tirxa tara tyo 1000 impression ko cost ma 1 by 1 individual ko nii count vaairakheko hunxa just tirne chai 1000 impression pugesi]

8. Cost per view (CPV)

In CPV, advertisers pay for each instance when their video ad is viewed or engaged by a user. A view is typically counted when a user watches a certain portion of the video, such as 30 seconds or more, or when they interact with the video ad, like clicking. It is typically for platforms like YouTube.

Goal: increase awareness and visibility

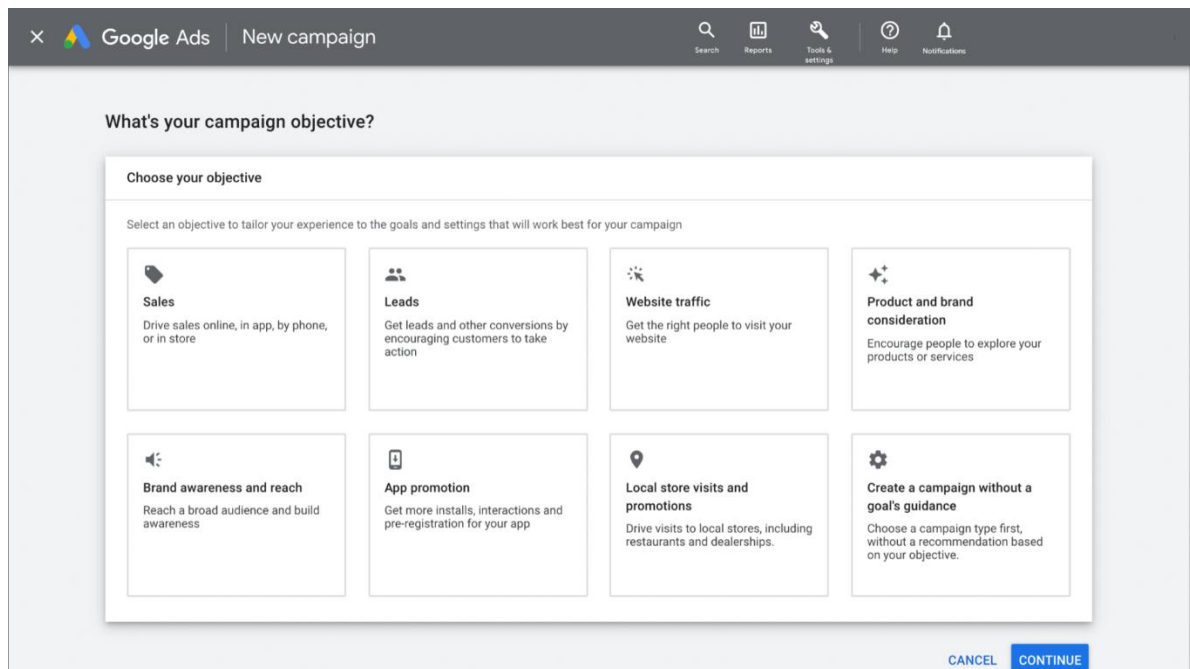
Note: The goals written at bottom of each strategy is your campaign goal. If your campaign goal is any of these goals then you can use these bidding strategies accordingly.

Create Google ad campaign

Following basic steps are followed for launching ad campaign from google ads.

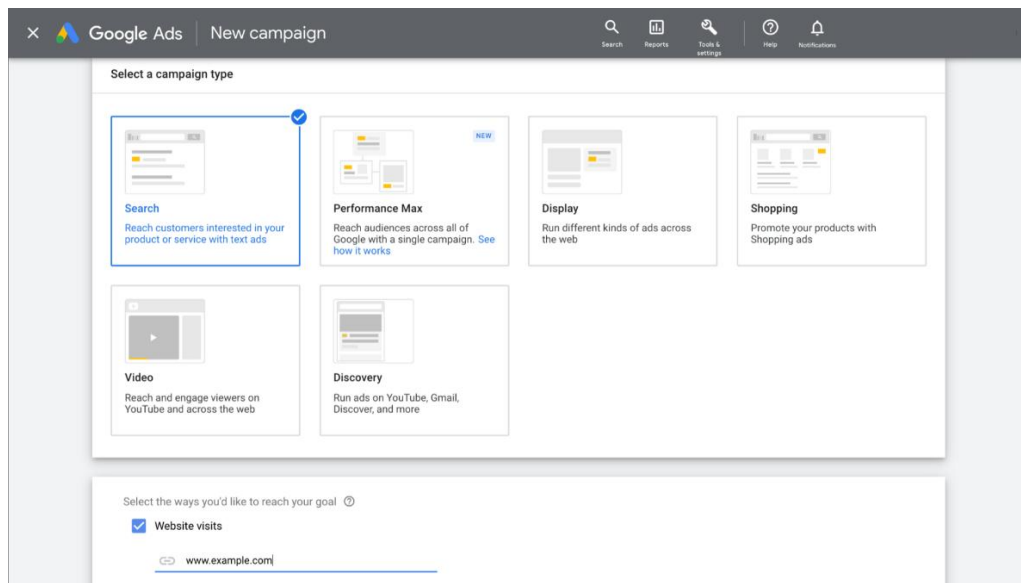
1. Define ad campaign goals

What you want to achieve through your ad? Like: *Make more sale, Get more leads, Increase website traffic, etc.* You may also encounter the word "objective" instead of "goal," such as "define your campaign objective." For Google Ads, these words mean essentially the same thing.



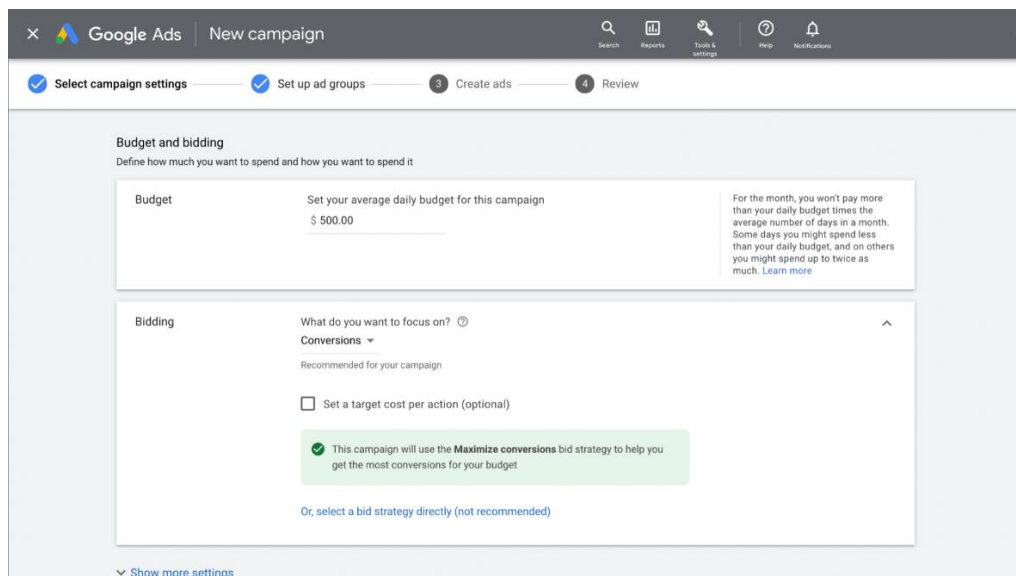
2. Choose your ad campaign type

This determines where your ads will showed and what they will look like. Choose campaign for your type of ad, such as search ad, shopping ad, local, or video ad. Depending on which campaign you choose, your ads will appear in different locations. For example, *a search ad will appear in the SERPs and a video ad will appear in YouTube. A local ad can also be in Google Maps, websites, and YouTube.* [Nep: Ad kasto type ko tehi anusar kun kun google ko platform ma dekhaune vanney kurako determination]



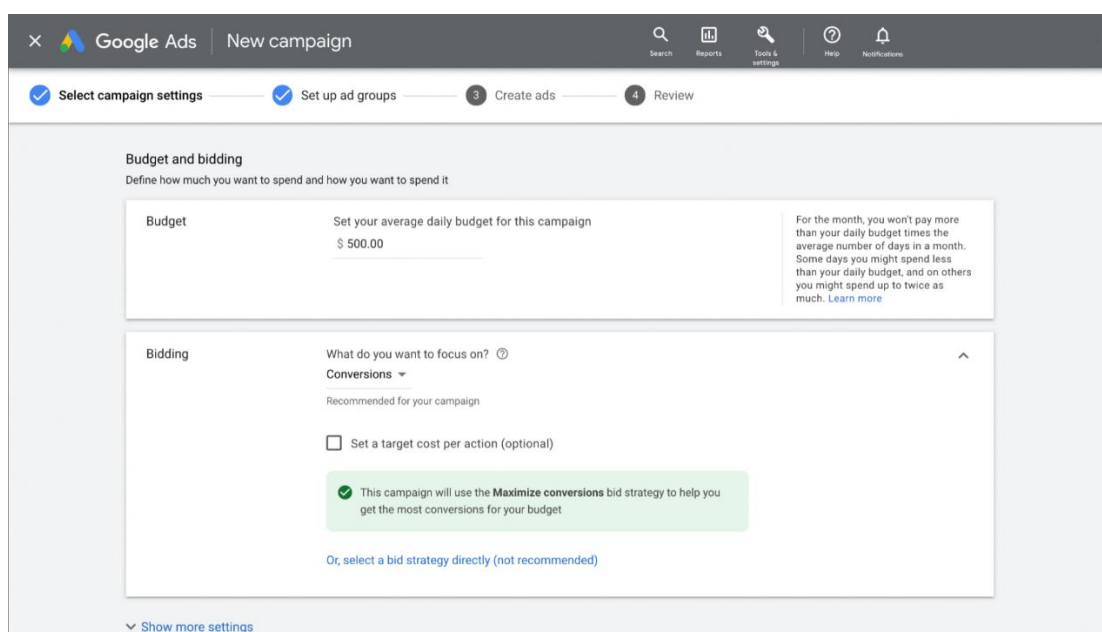
3. Set budget for your campaign

This sets the maximum amount you will spend. You will set a daily average budget that helps to specifies how much you want to spend in one month. *For example, let's say you have a monthly budget of \$900. To calculate your daily average budget, you would divide \$900 by the number of days in the month. If the month has 30 days, your daily average budget would be $\$900 / 30 = \30 per day.* Google ads automatically manage budget for a day without exceeding the monthly budget. *On the day when you get traffic higher you might exceed the daily budget but on some other days you may not get enough traffic so on those day you will not reach even daily budget. It automatically manages daily budget on the basis of daily fluctuation without exceeding monthly budget*



4. Choose your bidding strategy

If you have selected a campaign goal, you'll see a recommended bidding strategy. Google Ads allows you to choose your bidding strategy to ensure that your campaign is designed to meet your specific goal. If you are running campaign for first time then manual bidding strategy is recommended. Then later, based on that manual bidding strategy, google will automatically manage your budget and relevant traffic for your automated bidding.



The screenshot shows the Google Ads 'New campaign' setup interface. At the top, there's a navigation bar with 'Google Ads' and 'New campaign' tabs, and icons for Search, Reports, Tools & settings, Help, and Notifications. Below this is a progress bar with four steps: 'Select campaign settings' (checked), 'Set up ad groups' (checked), 'Create ads' (3), and 'Review' (4). The main section is titled 'Budget and bidding' with the subtitle 'Define how much you want to spend and how you want to spend it'. It contains two main panels: 'Budget' and 'Bidding'. The 'Budget' panel has a text input field for 'Set your average daily budget for this campaign' with '\$ 500.00' entered. To the right of this field is a note: 'For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)'. The 'Bidding' panel has a dropdown menu for 'What do you want to focus on?' with 'Conversions' selected. Below this is a note: 'Recommended for your campaign'. There is a checkbox for 'Set a target cost per action (optional)' which is unchecked. A green box with a checkmark contains the text: 'This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget'. At the bottom of the bidding panel, there is a link: 'Or, select a bid strategy directly (not recommended)'. At the very bottom of the page, there is a link: 'Show more settings'.

5. Select your audience targeting

This describes who would like to see your ads. With no targeting, your ads will have the widest reach. Narrowing the targeting of your ads lets you reach the specific customers who are interested in what you have to offer. It is time to put the customer persona in use. Common forms of targeting in Google Ads include keywords, audiences, locations, topics, and devices.

Google Ads | New campaign

Search Reports Tools & settings Help Notifications

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Review

Targeting and audience segments

Choose who you want to reach

Locations

Select locations to target

☒ All countries and territories
 ☐ United States
 ☐ Enter another location

Location options

Languages

Select the languages your customers speak

Start typing or select a language

English

Audience segments

Select audience segments to add to your campaign

Budget and bidding

6. Create your ad

It refers to the process of designing and setting up an advertisement that will be displayed on various Google platforms, including search results, websites, mobile apps, and video platforms. It involves creating compelling ad content and specifying targeting options to reach your desired audience. To create your ad, provide some information to determine how your ad will appear online. This includes: *Descriptions, Final URL, Display path, Headlines and Extensions*. Be sure to include at least one of your keywords in your headlines which are relevant to keywords that you have kept during targeting. Also, use the ad strength indicator as a guide to improving the effectiveness of your ads. Ad strength provides you with feedback to help you focus on providing the right messages to your customers.

Google Ads | New campaign

Search Reports Tools & settings Help Notifications

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Review

Set up an ad group

Ad group type: Standard

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Ad group 1

Keywords

Find relevant keywords by describing what you're advertising in this ad group

www.example.com
 Enter products or services

UPDATE KEYWORDS

Keywords are words or phrases that are used to match your ads with the terms people are searching for

- domain name registration
- register domain
- cheap domain registration
- buy domain
- domain names
- free domain registration
- purchase domain name
- not a domain name

Daily estimates

Estimates are based on your keywords and daily budget

Ad group 1	
Conv./day	Clicks/day
134	2,621
Cost/day	Avg. CPA
\$500.00	\$3.72
Avg. CPC	
\$0.19	

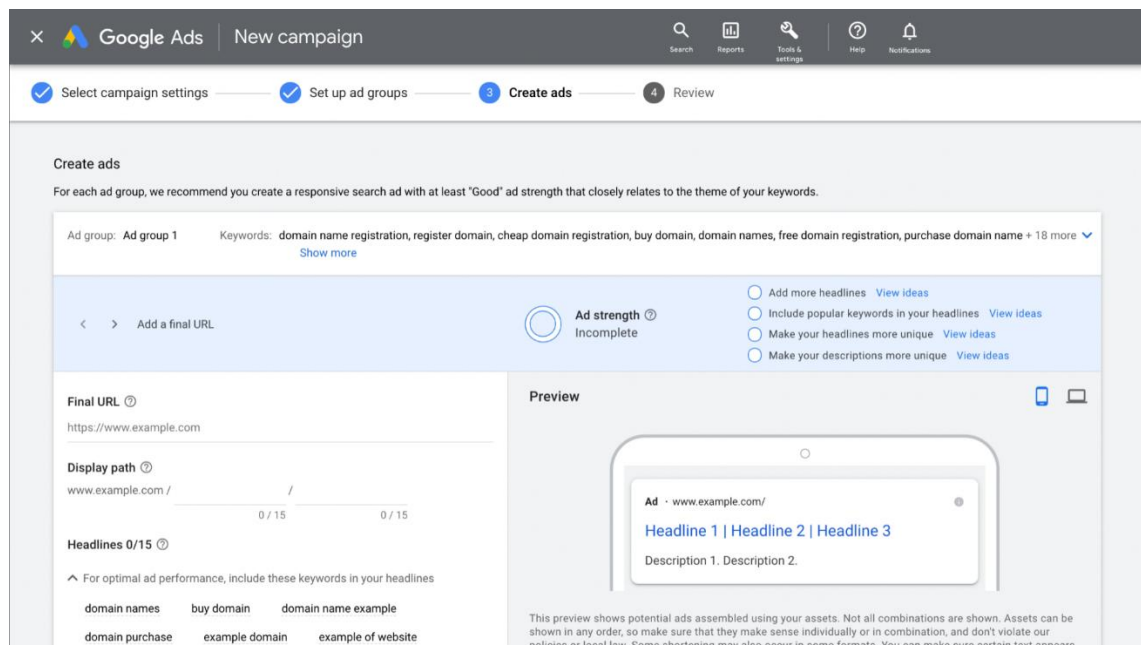
Daily budget

\$500.00/day

7. Set up conversion

It refers to the process of tracking and measuring the actions or goals that you want users to take on your website or app after interacting with your ads. These includes making a purchase, submitting a form, signing up for a newsletter, or completing any other desired action.

To know if the ad is successful, you must learn if the potential customers are turning into paying customers. Conversion tracking can help track the actions that you want customers to take on your website. By tracking this data, you'll be able to assess the effectiveness of your ads, targeting, and overall campaigns. One way to track conversions is through a tool called Google Analytics.



Keyword match type

Keywords are simply the type of words or phrases potential customers are typing into Google Search. Keyword match types describe how closely the keyword needs to be match with the user's search query. I mean keyword match types determine how closely a user's search query must match your chosen keywords in order for your ads to be eligible to show.

There are 3 types of Keyword match type:

1. Broad match

It refers to a targeting option that allows your ads to be shown for search queries that include variations, synonyms, related terms, and other relevant variations of your selected keywords. It provides a wider reach and flexibility.

For example, *the phrase "**running shoes**" may also appear in searches for: "best running shoes for beginners, top-rated women's running shoes, affordable running shoes online, lightweight shoes for jogging, marathon running shoes, etc."*

2. Phrase match

It is more targeted than broad match and is more flexible than exact match type. It refers to a targeting option that allows ad to be shown when someone searches for your keyword phrase or a close variation of it.

For example, *the phrase "**Tennis shoes**" may also appear in searches for: "shoes for tennis, buy tennis shoes on sale, red tennis shoes, etc". The ad wouldn't show for searches such as "tennis rackets" or "training shoes".*

3. Exact match

Here ads may show on searches that have the same meaning or same intent as a keyword. It is least flexible and is extreme precised. For example, *the keyword "**shoes for men**" may show on searches for "shoes men," "men shoes," or "men shoe." The ad wouldn't show for "men's tennis shoes" or "shoes for boys."*

Negative keywords

Negative keywords are specific keywords or terms that you can add to your online advertising campaigns to exclude your ads from being shown when those keywords are present in a user's search query. By using negative keywords, you can prevent your ads from appearing in irrelevant or unwanted search results.

For example:

1. If you sell high-end fashion items, you could add "discount" or "cheap" as negative keywords to exclude searches for discounted or inexpensive fashion products.
2. If you offer premium software solutions for businesses, you might add "free" as a negative keyword to avoid appearing in searches for free software.

Factors affecting ad ranks

Ads are also ranked in Google search. They compete with other similar types of ads. Same like website ranking there is ad ranking. Some factors affecting ad ranking are:

1. Bid

The more you're willing to pay, the higher it may show in the SERPs.

2. Quality of your ad and landing page

If your landing page is not so good and irrelevant to ad content than user may dropout from your site which gives bad sign for ranking.

3. Ad extension

You should use all ad extensions that are relevant to your business which will help you to rank.

Best practices when creating Google search ad

A "search ad" typically refers to a type of online advertisement that appears on search engine results pages (SERPs). *They are also known as SEM ad* which is already described.

Some best practices while creating SEM ads are:

1. Craft message by focusing on user needs and benefits

When creating a Google Ads campaign, you should develop your ad content in a way that directly addresses and appeals to the needs and interests of your target audience. This indicates value to a searcher. They're more likely to respond to ads that include concepts important to them.

2. Include at least one of the keywords in your ad headlines.

Remember, the headline is the clickable link at the top of your ad. It's important to include text from keywords, because that's what potential customers are thinking about.

If your ad connects with what they're searching for, they may be more likely to click on it.

3. Avoid generic sales language

Phrases like *"call us today, signup now, book today"* create a false sense of urgency. Keep the user benefit in mind. Example: Instead of *"Book now hotels"* you can use *"book your dream vacation rental."* Be more specific and relate more closely to what the potential customer desires.

4. Implement all ad extensions that make sense

Ad extensions provide additional information about the business. They are designed to make search ads more appealing by showing helpful information. Do not use all extension but use all extension that makes sense with your ad.

5. Optimize your landing page

The page where users are directed to after clicking on an ad is called landing page. If your landing page is not interactive, even customer has clicked on your ad, they will leave page. The exact keywords don't need to be on the landing page, but the relevancy should be clear right away. Also ensure it loads as quickly as possible.

Display & responsive ads

Visual ads format such as video, images, gif, etc placed on website or application is called display advertisement. Display ads can also be used as remarketing purpose to previous website visitors. Unlike search ads, the people who encounter a display ad are not directly searching for your product or service, they're just merely seeing your ad. To increase the actions from customers like a sign up or a purchase, you must deliver your ad to specific interested customers.

There are two types of Google display ads.

1. Uploaded Ads

In uploaded ads advertiser chooses specific ads size such as banner, leaderboard or skyscraper. Marketers choose to create custom ads like this if they have a specific vision for their ad design. They need sizes accordingly where they will be used. There is high control over how the ad will look in desktop, mobile or tablets.

2. Responsive ads

They are the ads which change their size according to the requirement. With responsive display ads, you upload the content, such as images, headlines, logos, videos, and descriptions then Google Ads will automatically generate ad combinations for website, apps, YouTube and Gmail. There is less control over what the ad looks like. You don't have to create ad graphics based on different ad sizes.

Benefits of responsive ads

1. You get chance to use Google ads software to optimize your ads. The software uses the best combination of ad content, such as the images, the headlines, and logos to deliver the best performing ads to potential customers. *[Nep: jun ad size ramro perform garexa tyo nai badi dekhaunxa]*
2. Your ads will have a broader reach since your ads can be fitted anywhere
3. You can use them with videos. If you upload a video, Google will then test videos against the photos you uploaded. If the videos deliver a better performance, when possible, it will show videos instead of the photos
4. It saves time as you don't have to design for different sizes.

Responsive display ad best practices

1. Upload the recommended number of assets

Assets are the content of the ad, such as the headline, image, description, logo, and business name. To drive the best results, Google recommends five headlines, five images, and five descriptions.

2. Create unique and effective copy

Your headline should demonstrate your brand or product's value. It needs to be interesting and useful to customers. Write the headline so that it is clear and effective without the support of a description. Write description that support headline and explain the product value clearly

3. Ensure the landing page is user friendly

The messaging on the landing page should match the messaging on the ad. Do not make landing page dirty and confusing.

4. Rotate in new display ads every few weeks

Swap the older display ad with lower performance with newer one. When user sees your ad too often then they get overwhelm. This is called ad fatigue. So, avoid user to be overwhelm by changing to newer one.

Tips for using images for responsive ad

1. Use images with a strong visual focus. *[High quality images with lower size]*
2. Don't overlay a text, or button Infront of ad image. Using small logo can be good.
3. Make the product as focus of the image. *[Nep: object ramrai photoma dekhina paryo]*
4. Background of image should suits with product

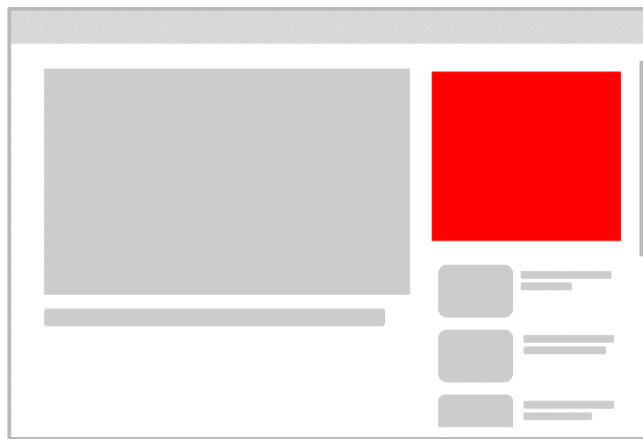
Advertise on YouTube

With millions of videos uploaded daily, the video sharing platform YouTube offers a great opportunity for brands to reach a variety of audiences all over the world.

There are two different types of ads on YouTube:

1. Display ads

Display ads are visual ad formats placed on websites or applications. They are static ads created in Google Ads using Display campaigns. On YouTube, these ads appear next to the streaming video. *[Nep: Laptop ma playing vaairakheko, leftside of screen above all other upcomming videos, Aru haru website ma ad aaye jasari nai aune]*

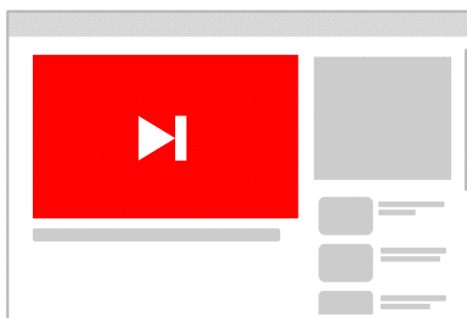


2. TrueView Videos ads

TrueView ads are video advertisements. They are called “trueview” because brands only pay when someone chooses to view them. While these ads are also managed in Google Ads, advertisers must first upload their videos to their YouTube channel before creating a campaign. After uploading video ad to brand’s channel, there are a variety of different ad formats to choose from. These include: skippable video ads, non-skippable video ads, overlay ads, and in-feed ads. These are all under TrueView video ads

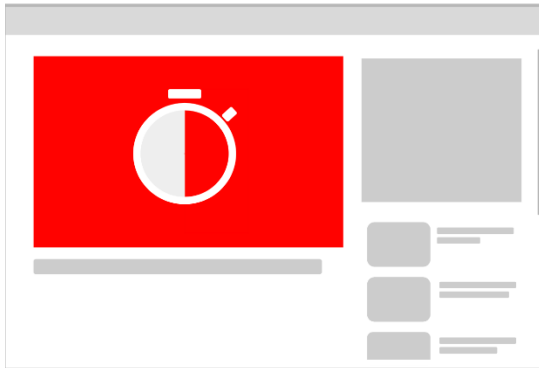
a. Skippable videos ads

They are ads which appears before, while or at end of Youtube videos where user are allowed to skip after 5 second.



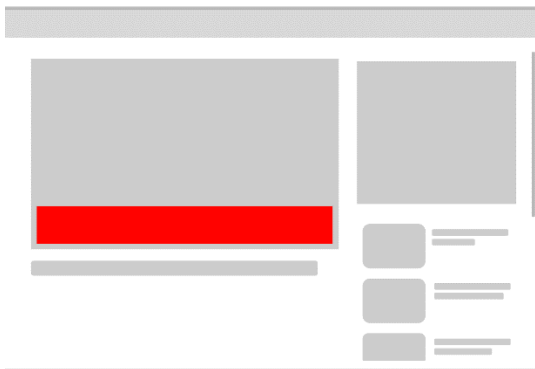
b. Non-skippable video ads

In this ad, the user must watch the ad up to certain seconds. Here user don't get *skip option*. They run between 15 to 20 seconds, depending on regional standards. A subcategory of non-skippable ads is bumper ads. These ads run for just six seconds.

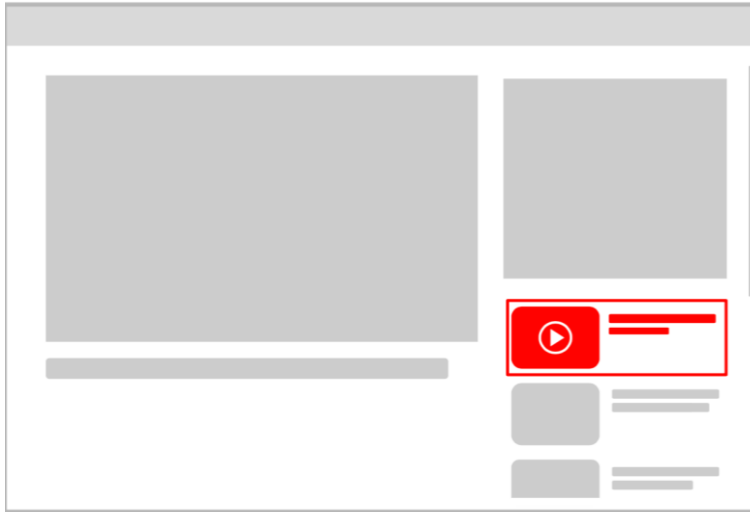


c. Overlay image or text ads

They appear on the lower 20% portion of a video. Unlike the other TrueView ads, overlay ads can only be viewed on computers and not mobile devices.



- d. They are video ads that comes at top of YouTube search result when person searches some queries on YouTube. Think of them as Search ads with videos instead of webpage links. They also include a video thumbnail, title, and description like other ordinary YouTube videos. While one video is being played YouTube can also recommend them in list of others videos.



Benefits of advertising on YouTube

1. YouTube ads are inexpensive
2. YouTube ads help you reach your audience as it is also largest video search engine
3. YouTube ads are effective for brand awareness as well as for driving sales.

Chapter: 3

Social media marketing

Introduction to social media marketing

Social media marketing is a process of creating content for different social media platforms in order to drive engagement and promote a business or product. Social media marketing enables you to connect with your customers and help them better understand your brand.

Benefits of social media marketing are:

1. It is excellent way to increase brand awareness
2. Easier to target new customers
3. Helps to build stronger relationship with existing customers through various post, status on brand's social media profile.
4. Helps to drive traffic to your website
5. Helps generate leads [*leads are customers who performed certain actions like signup and became potential customer*]
6. It allows you to gain valuable insights that can help you inform your marketing strategy. Learning about your target audiences likes, dislikes, and interests through social media, can help you tailor your marketing strategy to that audience. Analytics tools offered on many social media platforms enable you to gather a large amount of data about your target audience as well. Additionally, social media provides an opportunity for you to learn about your competitors.
7. It is cost effective. As for creating brand profile in social media, it is free of cost. You can also reach users based not only on their interests and hobbies, but on the personal and demographic information they choose to share with their social media platforms. This narrows down your audience to precisely according to the customer you want to target, so you can avoid spending your budget on a wider audience.

Pillars of Social media marketing

As mentioned earlier in fundamentals of digital marketing, there are five pillars of social media marketing and they are:

1. Strategy
 - a. The goals of your campaign

- b. The social media platform you will use
 - c. Decide types of content you will post
2. Planning and publishing
- a. Have a consistent presence
 - b. Schedule time for posting contents in week or month
 - c. Consider timing '*when to post- time*' and frequency '*how many times to post*' of posting
3. Listening and engagement
- a. Understand what people are thinking about your brand through mentions, tags, etc.
 - b. Inform audience about marketing decisions
 - c. Learn what content resonates best with your audience by observing audience interactions
 - d. Increase people's positive experience with your brand by replying their comments, replying messages in time, etc.
4. Analytics and reporting
- Social media analytics is the process of collecting data from your social media platforms and analyzing that data to make business decisions.
- a. Observe how your campaigns are performing
 - b. Data from analytics can help to replan the social media marketing strategy
 - c. Data can be shared as social media report with stakeholders
5. Paid social media
- a. Control and target your audience by paying
 - b. Reach wider audience
 - c. Grow brand on social media

Social media strategy & smart goals

Your social media strategy is like a guide that tells you what you're trying to accomplish, how you're going to accomplish it, and how you'll know when it's been accomplished. It is *first pillar of social media marketing*. And the first step in developing your social media strategy is *setting goals*.

Benefits of setting goals:

1. Goals makes you accountable. By defining the goals of your social media campaign, you make yourself accountable for accomplishing them.
2. Goals can guide your budget. Once you've set your goals, you can define the actions you need to take in order to achieve them and determine the cost for achieving.
3. Goals can also help you measure your success. Analyzing data related to your goals can help you measure how effective your efforts are and identify areas for improvement.

Common social media goals can include: Building brand awareness, managing brand reputation, sales and lead generation, increasing community engagement, increasing web traffic, gaining customer insight, etc.

Determining which of these goals to prioritize in your strategy depends on the goal of your business. Social media marketing goals should align with your company's overall marketing objectives.

Smart goals

Smart goals stand for:

S: Specific

M: Measurable

A: Attainable

R: Relevant

T: Time bounded

Specific

Specifying exactly what you want to achieve. Like increasing followers

Measurable

If you can establish specific criteria or indicators to evaluate whether a goal has been accomplished or not, then it is considered measurable. You can tell if a goal is

measurable, if you can answer how much, how many, and how will I know when it's accomplished. To make your goal measurable, determine what metrics you want to use.
Example: *Increasing followers by 15% on Instagram*

Attainable

It refers to setting a goal that are realistic and achievable within given resources and conditions.

Relevant

Make sure reaching to the goal makes sense to overall business brand. Think about a goal that lines up with company's other marketing goals and values.

Example: *if you have company that want to attract a younger demographic, then it makes sense to try to increase your followers on platforms like Instagram, whose largest audience is between the age of 25 to 34 years.*

Time bounded

This means your goal will have a deadline. Making your goal time-bound, helps you plan your schedule and set milestones.

Something like: *by the end of the quarter, increase followers on Instagram by 15% over last quarter.*

Note: *Quarter is 3 months period*

Identify social media target audience

Target audience is a group of people most likely to purchase your company's products. Understanding exactly who your target audience is, will guide your marketing and help you decide what, where, and when you are going to share content. Targeting a specific audience also helps you determine where your money and time will be best spent.

How to identify your target audience?

1. Compile information about your current customer

Information such as age, geographical locations, language, interest, problems, needs and other information of current customer helps to attract and engage similar new customer with the brand who are likely interested.

2. Monitor how people are engaging with your brand
Think about questions such as, what people are saying about your brand, products and services? What do they like and dislike about product? Why is your audience following you? What else are they talking about online? Understanding information that the people are searching for, will help you understand your target audience, identify their needs, and determine how to engage with them on social media. You can use social listening tools to help you find these conversations about your brand on social media. As in social listening you track mentions and conversations about brand on social media platforms.
3. Research what social media platforms your target audience mostly uses.
4. Observe what competitor brand are doing
Your target audience likely has some similarities to theirs. You can get benefit from observing their tactics. Consider questions such as, who are audience competitor targeting? How are they reaching out to their target audience? What are they doing well and not so well? How often are they posting? Which content formats are they using?

Choose right social media platform for your campaign

Following points should be considered when choosing platforms:

1. How different platform works
2. Where are target audience mostly active
3. Consider the goal of your campaign
4. Consider brand condition to decided where it fits the best
5. Consider competitors activities on different social media platforms

Different social media platform

Facebook - Best for sharing all type of content such as photo, video, links, etc.

Instagram - Best for image / video sharing Infront of youth customers

Tiktok - Best for short video sharing content

YouTube - Best for long and brief video sharing. YouTube shorts allows for short videos sharing

LinkedIn - Best for sharing resume, search for jobs, share their expertise, and network with one another.

Twitter/Threads - Best for text-based sharing content

Brand position statement and brand identity

A brand position statement is a description that defines how a brand is positioned in the market and distinguishes it from its competitors. It summarizes the unique value, benefits, and personality of a brand, helping customer to understand what the brand stands for and why it is different or better than other options available to them.

Creating brand position statement

Before creating you will need to know:

1. Your audience
2. The challenges and needs of your customers
3. Your company name.
4. Your products, services and uniqueness
5. Your company mission statement

When you put all that information together, you get a template of brand position statement looks like this:

For [*audience*] who [*customer challenge/need*], [*Company Name*] provides [*product and differentiator*] because [*brand promise or mission*].

Example:

"For busy professionals who struggle to find time for healthy meals, FitFare provides convenient and nutritious meal delivery services that accommodate various dietary preferences because we believe that eating well should be effortless."

In this example:

1. **Audience:** Busy professionals
2. **Customer challenge/need:** Struggling to find time for healthy meals
3. **Company Name:** FitFare
4. **Product and differentiator:** Convenient and nutritious meal delivery services that accommodate various dietary preferences
5. **Brand promise or mission:** Believing that eating well should be effortless

Designing brand identity

Building a brand identity is ensuring your brand's colour palette, logos, and digital assets, have some sense of consistency on your social pages and are visually appealing to your audience. Make a design in such a way that it directly reflects your brand. Use the colours, sizes, fonts, and logos detailed in the guidelines of brand. If your company doesn't have brand guidelines, Now it may be time to create some.

You can follow some tips to design brand identity on social media

1. Standardize your brand's colors across social media pages. This will help people to immediately recognize the contents that belongs to your brand.
2. Team up with influencer that make sense for brand's identity. Use influencer marketing for building brand awareness.
3. Create a "Voice" for your brand. Brand voice refers to the consistent and distinct personality, tone, and style of communication that a brand uses across its various channels. Social media users need to be able to identify a post based on your voice—the same way they could identify posts from your colors, logos, and graphic design elements.

Different types of content in social media

For your social media marketing strategy to succeed, you need to produce effective content that generates engagement from your target audience. To do this, your social media content's plan should include a variety of content types. When you're developing a social media post, you first need to consider in what content bucket the post will fit into. *Content bucket are different categories of information that a brand uses to group marketing content. [Nep: Post chai kun catogories ma halne, categories like educational, inspirational, etc.]*

Common social media content bucket are:

Educational

Educational content is any type of content that aims to bring value to an audience by teaching them something new. Educational content can build trust in your brand and position you as an industry leader with information and wisdom. You can post video trainings, infographics, industry research, case studies, FAQs, tips, and "how to" type content.

Inspirational

They are type of content which makes people to feel hopeful or encourage. This content makes your brand seem more authentic and reinforces your brand's message, values, and vision. To create inspirational content, you might build encouraging case studies, find testimonials and quotes, share amazing facts, and tell personal stories.

Note: Testimonials are reviews done by other people who have already used the product
Example: When someone creates content related to success story of other who have climbed Mount Everest, that's inspirational because it inspires other people to do great or difficult things.

3. Conversational

Conversational content encourages your audience to engage with you. It makes your customer feel like they're in direct conversation with your brand. Humans are social creatures, and they love being part of different conversations. You can begin conversations with your audience by suggesting a topic or viewpoint, then inviting your audience to join the dialogue, create polls, ask them to fill in the blanks, ask for advice.

4. Promotional

Promotional content talks about your product and service with the intent of marketing them to the current followers as well as with intention of drawing new followers. Things like coupons, discounts, or free gifts for sign-ups can boost sales and encourage people to buy things that they may not have purchased before.

5. Entertaining

Entertaining content appeals to people who are on the platform to enjoy themselves. It can help your audience relate to your content and your company. Entertaining social media content includes things like viral videos, jokes, comics, contests or giveaways, and memes.

Note: *Social media content formats*

- a. *Videos*
- b. *Images*
- c. *Written post*
- d. *Stories*
- e. *Live video*

Determine the frequency and timing of posts

You need to maintain your existence in social media but without overwhelming your customer. If you do not post for longer time then you will lose your existence between customer and if you post too often then your customer may get overwhelm. Social media platform are divided from one another on the basis of chronological and Algorithm type.

Twitter gives its users the option of viewing their posts in a *chronological feed*. Chronological feed is the system of displaying the latest published content. By posting multiple times, you increase the chances of your content being seen by your target audience. Since chronological feeds typically display the most recent posts first, each new post has the opportunity to appear at the top of the feed and catch the attention of

users who are actively browsing. If Twitter is a relevant platform for your brand, you might aim to post at least several times a day.

You need to plan the frequency of posts differently on platforms which are *algorithm based*. Social media algorithms are a way of sorting posts in a user's feed based on relevancy rather than the order in which they are published. That means these platforms prioritize content in user feed, relevant to initial feed content which are liked by users. [*Nep: Paila hereko anusar paxadi aaune content pani testai testai aaunxa*].

For algorithm-based platforms like **Facebook** and **Instagram**, it's better to publish quality content less frequently, as too many posts can result in a drop in engagement. Finding the best frequency to post will require some trial and error. Posting in the morning is generally very effective because this is when people are catching up on their social media feeds. It is also good to post around lunch time because people tend to have a gap in their schedules. Just after working hours, is also an effective time to post because people like to find out what they've missed throughout the day.

Before posting content consider the following factors:

1. When your target audiences are active mostly
2. Analyze timing of previous best performing posts.
3. Consider seasons and holidays. For example, *consumers tend to be more likely to book a vacation in January. If you're a travel brand, this is a good time to post appealing images of travel destinations.*
4. Also consider current events. If a national disaster or conflict occurs, for instance, you should be prepared to unscheduled posts in order to be sensitive to these events or add a post to show your support.

Real-time marketing (RTM)

Real-time marketing is a marketing approach that is aligned with current scenarios and trends. If millions of users are talking about a big story on social media, and brand can utilize to be a part of the conversation then it can give big boost to engagement. Real-time marketing is an opportunity for companies to connect with their audiences and position their brand wherever they want in certain discussion.

To successfully market in real time, your content must be:

1. Relevant to current trends or popular fresh scenarios on social media
2. Clever: You should be able to fix the content according to trend along with showing brand's personality and wit
3. Fresh: You should post the content on the same day when the discussion of trending events starts in social media. If the trending topic happened Wednesday and you weren't able to turn around a piece of content until Thursday, is it still fresh enough to get engagement? *NO*
4. On-target: Make sure that trending or current event is within the interest of your customer
5. Attention grabbing: When trending event starts immediately start developing posts that makes people to see your post, stop scrolling and engage with it immediately.

Tactics to market in real time:

1. Always be listening
A company's social media manager will typically be the first to know about trends that are relevant to any real-time marketing plans, so keep communication open and actively listen on trending event details
2. Use your brand's resources
If you have a design team and a copyediting team, ask for their help to create quick, clever posts of the highest quality possible.
3. Leverage social media influencers
If your brand is partnering with social media influencer then ask them to show their interaction or repost your RTM post or assets.
4. Know where the conversation is happening.
Make sure you engage in the conversation where people are talking about trends.
5. Promote some of your post
Since your post may take some time to reach your customer organically which may be too late for real time marketing. So better to use paid media to promote your social media post to catchup time.

Social media calendar

Once you've determined the timing, and the frequency you'd like to publish content on different platforms, a social media calendar can help you keep all of your posts organized and scheduled.

A social media calendar is calendar [timing] of all your social media posts. This tool can help you manage and organize your social media publishing schedule, in a variety of ways.

Benefits of social media calendar:

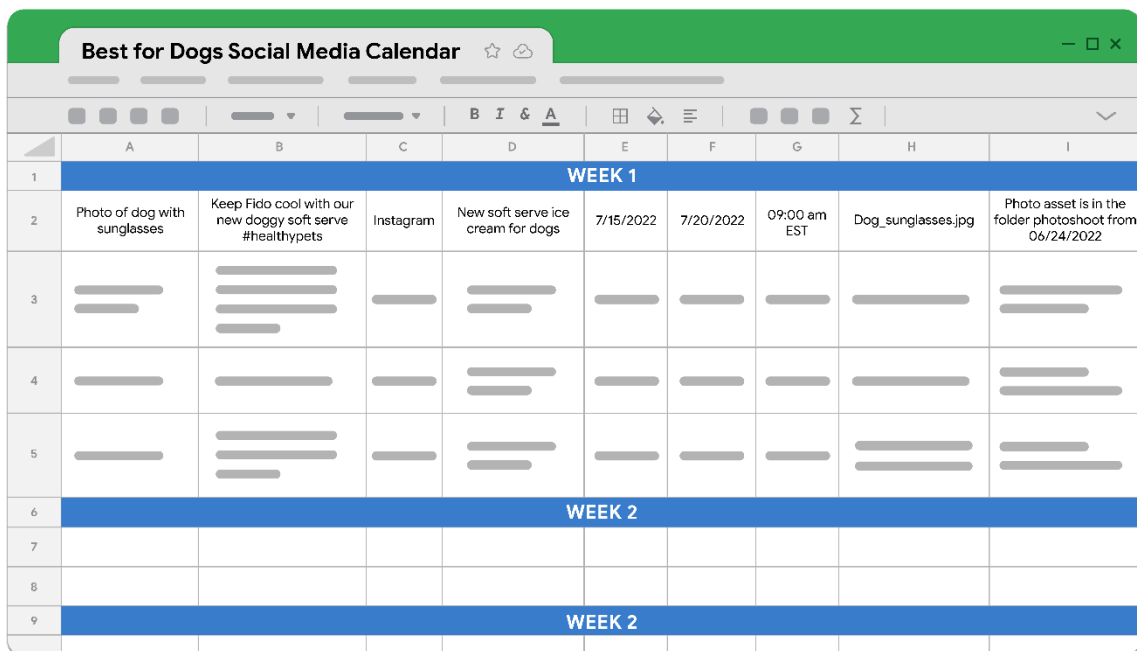
1. It helps to schedule your post
You will get time table for posting marketing related post on your brand's social media account.
2. Organize content in centralized location. It means that when we develop the timing for our schedule, we put all the assets like images videos, etc related to post in a single location. *[Nep: Vanale taile tuesday ko timing calender banis vanney taile tuesday ma post garne sabai kura tehi tuesday ko row ma attched garerw rakhxas as hami calender chai excel ma banauxau]*. Calendar is made in excel.
3. You can share your social media calendar with stakeholders, in order to have them review or approve before publishing post
4. Helps to plan content around events and holidays
5. It helps to avoid mistakes. Reviewing your posts in your social media calendar ahead allows you to copy edit, check for spelling errors and typos, fact check, and make sure that all of your links and images are correct

Each entry in a social media calendar usually includes some combination of these elements:

- a. The date and time that the post will be going live
- b. The topic of the post

- c. The posts written copy. Final post copy refers to the text that will be included in the social media post.
- d. Links to any assets, such as photos or videos
- e. Any related documents or information.

Developing social media calendar:



	A	B	C	D	E	F	G	H	I
1	WEEK 1								
2	Photo of dog with sunglasses	Keep Fido cool with our new doggy soft serve #healthypets	Instagram	New soft serve ice cream for dogs	7/15/2022	7/20/2022	09:00 am EST	Dog_sunglasses.jpg	Photo asset is in the folder photoshoot from 06/24/2022
3									
4									
5									
6	WEEK 2								
7									
8									
9	WEEK 2								

1. Identify the social media platforms you want to post on.
2. Review your current social media platforms and content, assess things like what type of posts have got most engagements in past. When your audience is most active online, and what tactics have been most successful in the past.
3. Decide what data you want your social media content calendar to track. Social media calendars can be used to keep track of information like platforms, dates, times, text, visual assets and links to published posts.
4. Make a content library for all your assets such as images, videos and audio files. You can organize your assets in a file storage system like Google drive or Dropbox and add links to them in a calendar spreadsheet or document.

5. Establish a workflow [*routine for posting*] and review process, think about when and how often you'd like to post on each platform. Who will review and approve content and how you will develop new content?
6. Start crafting and scheduling your posts.

Social media management tools

Social media management tools can help digital marketers perform all kinds of tasks. Whether your goal is to create content, find content to share, schedule posts, or collect analytics, there are social media management tools to handle almost anything.

Some tools for content creation

To run social media campaigns, you'll need to create content. These tools can help you design posts and other content:

1. Canva: <https://www.canva.com>
2. Adobe Creative Cloud Express: <https://www.adobe.com/express/>

Tools for content curation

Content curation refers to the process of discovering, selecting, organizing, and presenting content from various sources to a specific audience or topic. Content curation can be done manually by individuals, such as bloggers, journalists, or subject matter experts, who carefully filter content for their audience. It can also be automated using various tools and software. Overall, *content curation involves filtering and selecting content that is relevant and valuable to a specific audience or users*. The following tools can help you to curate content according to needs of users:

1. Feedly: <https://feedly.com/>
2. Pocket: <https://getpocket.com/en/>

Tools for content scheduling

Some tools not only schedule post for publishing but also allows to create post and make sure the post gets posted in optimum time for your audience. Those tools are:

1. Hootsuite: <https://www.hootsuite.com/>
2. Buffer: <https://buffer.com/>

Tools for analytics

When it comes to learning about campaign performance, you will need a social media analytics tool. Some external tools are:

1. Hootsuite Analytics: <https://www.hootsuite.com/platform/analytics>
2. Brandwatch: <https://www.brandwatch.com/>
3. Mentionlytics: <https://www.mentionlytics.com/>

Social listening and its importance

Social listening refers to tracking and analyzing conversation and trends related to your brand. It helps you understand what people think about your brand, which can inform your marketing and product development decisions moving forward.

Social listening is of two processes:

1. Monitoring social media platforms for mentions of your brand
2. Analyse the information from those mentions and plan further actions

Benefits of social listening:

1. Understand sentiment around your brand
Social media sentiment is the attitude and feelings people have about a brand on social media. Learning how people feel about your brand helps you identify what's working with your social media marketing strategy and where you need to make changes.

2. Provides an opportunity for engaging with customers and followers
For example, *if a customer comments about how much they love your product or asks a question*, this is a great opportunity for you to engage with them directly. Negative sentiments can help you to identify the customer pain points which can be opportunity to make product better.
3. It helps to analyze the competition
It helps you to learn what your competitors are doing and find out how their customers feel about it. If competitor's customers aren't happy with particular product, then you could strategize ways to improve upon a similar product.
4. Increase customer acquisition
Customer acquisition refers to the process of gaining new customers or clients for a business. There are some followers may have just interest in your product but aren't customer, social listening helps to deeply identify their interest that they enjoy and can be converted into customer. You can create content that appeals to them and potentially draws them into your brand.

Social media listening strategies

Some of the social media listening strategies are:

1. Identify keywords people use most when they discuss about your brand
For social listening, you identify the keywords that will help you find conversations about your brand. Some keywords for social listening can be:
 - a. Brand and product names
 - b. Company Slogans
 - c. Industry buzzwords
Industry buzzwords are terms or phrases that gain popularity within a specific field or industry. Example: AI, Big data, Blockchain, cryptocurrency, cloud computing, machine learning, etc.
 - d. Hashtags related to brand
2. Determine where people are talking about your brand
They may talk differently in different social media platform. In order to develop the best strategies for different platforms, you'll need to listen how people are talking about you on each platform.

3. Find what people are saying about your brand
Search for the answers to questions like: *what do customers like most about your brand? What are their most common issues? What are their most frequently asked questions? What are the associations people have with your brand? What kind of content do people share about your brand?* These questions help you identify customer requirements, issues, and sentiment around your brand. Understanding how people feel about your brand and products can help you improve your strategy.
4. Observe what other competitors are doing
It helps to identify which of their product are making customer dissatisfied and you can fill that gap from your product. It can be great opportunity to grab competitor's customers to yours. Also, *for example, if a competitor posts content that receives a lot of negative responses, you can avoid posting similar content.* You can save your time, energy, and resources by learning from your competitor's mistake, and then avoiding those mistakes yourself.
5. Learn what is happening in your industry
Identify industry trends or how market is performing. Consider, *are there any gaps in the industry that a new product or solution could help solve? Are there any major events or issues happening in the world that are relevant to your brand?*

Popular social listening tools

Social listening refers to the tracking and analyzing of conversations and trends related to your brand. Social listening tools allow you to conduct effective social listening. It can help you monitor all of your social media platform's conversion in one place. In these tool's dashboards, you can check:

- a. Mentions of your brand
- b. Relevant keywords
- c. Feedback through tags and direct messages
- d. You can even post on your social accounts directly from tool's dashboards.
- e. You can integrate all your social accounts together so you can track analytics on each platform

Some commonly used tools are:

HubSpot Social Media Management Software

HubSpot does many things, but as a social listening tool, it offers integration for all types of marketing and analytics in one place. With HubSpot, users are able to target specific audiences using the contacts database built into the customer relationship management tool, and then track and manage the engagement their brand gets from those interactions. And, like many social listening tools, HubSpot allows you to reply directly to any tags, mentions, and comments directly in the interface.

Link: <https://www.hubspot.com/>

Sprout Social

Sprout Social is a comprehensive social media management tool with features similar to HubSpot. It's comprehensive in that users can post content via their publishing tools, and users can manage social listening and customer service needs. Users find Sprout Social favorable because it allows them to discover trends within their mentions and comments, and it provides valuable insights into their audiences.

Link: <https://sproutsocial.com/>

Hootsuite

Like the other tools, Hootsuite allows you to create and schedule content, monitor activity and mentions, and manage communication across all your supported social accounts in one dashboard. Hootsuite also suggests the best times to post, based on your data, and allows for team collaboration on all messages in Hootsuite Inbox.

Link: <https://www.hootsuite.com/>

Social media engagement

Social media engagement measures how people are interacting with your social media accounts and content. Engagement refers to the actions people take on social media, such as likes, favorites, comments, shares, retweets, saves, clicks, hashtags, and mentions.

Some ways to increase customer engagement on social media are:

1. Respond to comments and mentions
2. Provide excellent customer service on your social media platforms
3. Respond customers in social media quickly
4. Develop authentic personal voice. It means provide true, honest and trustworthy information regarding any topics. It helps to build customer trust.
5. Know your audience who are interested on you
6. Create valuable content
7. Get creative by making people to interact by posting polls, developing quizzes, asking questions, promoting user generated contents, offering coupons and discounts, and offering giveaways if followers did retweets, tags, etc.

How should you respond in social media

Replying to social media comments, messages, mentions, and tags is a great way to get customers to engage. When you reply to users, you make them feel heard. You also appear accessible to people who read the replies.

Then how should you respond?

If you are responding to positive feedback

Acknowledge the comment, thank them for the kind words, and consider reposting or retweeting their feedback. It says a lot about your brand when people provide positive feedback about it on social media, so it's a good strategy to ensure as many people as possible see that feedback.

If you are responding to questions or general feedback

Reply briefly and with clear enthusiasm. Engaging with customers should be fun and informative for both parties, and your customers should be able to tell you're having fun based on the type of responses you give. Don't be afraid to use creative language and exclamation marks, if it aligns with your brand voice.

If you are responding to negative comments

When you have to resolve an issue for users, it's best to remain calm and use helpful, polite, and approachable language. If there is a clear issue that has the potential to become something larger, you may have to offer refunds or promotional codes to make things right. In these situations, encourage them to send you a direct message so the issue can be resolved quickly and privately. However, if the response could be helpful to other people who may have the same concerns or thoughts as the original poster, you may choose to answer it publicly so everyone can benefit from the interaction.

If you are responding to internet trolls

In short do not reply to any trolls. This is typically the only time you're encouraged not to reply to users on social media. Unfortunately, trolling is a reality of social media, and a common one at that. The more your brand grows, the more trolls you will get. If you know your brand didn't do anything wrong, simply don't reply. If the trolling gets worse, consider deleting the comments or hiding the replies.

Increase followers on Twitter

How to attract more people who will have the highest level of engagement with your brand? A follower is someone who follows to receive updates from a business or brand on a social media platform. Followers have chosen to see all of the posts of another user, like a friend or a business in their news feed. Gaining followers on social media platforms is often considered a key measure of social media campaign success.

There are different tactics to increase your followers in all of your social media platforms. These tactics will differ from one platform to another based on a variety of factors, such as how the platform works.

For this let's take an example to increase followers in Twitter:

1. Actively engage with your audience often by linking, tagging, retweeting or replying to other people's tweets.
2. Tweet new content frequently
3. Effectively use hashtags *#coffee*

4. Add eye catching visuals to your tweets
5. Write creative twitter bio
6. Promote your twitter or other social media account in other channels such as email, your website, or in your physical store.

Influencer marketing

Influencer marketing is when a brand collaborates with an online influencer to market its products or services. In 2021 alone, it's estimated that brands spent \$13.8 billion on influencer marketing.

Different types of influencers

There are influencers in the beauty, art and design, food, and home organization spaces, and many others. The influencer's number of followers determines their category:

- a. Nano-influencers: 10,000 followers or fewer
- b. Micro-influencers: between 10,000 and 100,000 followers
- c. Macro-influencers: between 100,000 and 1 million followers
- d. Mega-influencers: 1 million or more followers

Importance of influencer marketing:

Influencer marketing is wildly successful on social media and has become an important tactic for brands to leverage social media to bring revenue. It helps you to increase your brand popularity. A recent study found, average return on investment (ROI) is \$5.75 for every \$1 spent on influencer marketing. That means for every \$1 spend on influencer marketing gives you \$5.75 in return. Suppose you spend \$100 then you will get in return $100 \times 5.75 = \$575$ in return. [Nep: Kharcha \$1 garda \$5.75 return ma payo]

Tips on selecting influencers for your campaign:

Although it may seem that partnering with mega influencers would be the most effective for your brand, but the influencers with smaller followings have higher engagement. For instance, engagement for micro-influencers is estimated at 3.86%, while engagement for mega-influencers is estimated at just 1.21%. If you are running a campaign in which your aim is to increase engagement, conversions, sales, or followers, consider using

influencers with smaller followings that align with your target audience to drive higher engagement rates. Influencer with higher number of followers charges more in comparison to lower one. Better to start with small influencer.

Social media and mobile marketing

Mobile marketing is a digital marketing strategy aimed at reaching your target audience on their smartphones, tablets, and other mobile devices. Mobile marketing can reach users through many channels, including websites, email, and social media. Social media and mobile marketing go hand in hand because people are increasingly accessing social media content from their mobile devices.

Mobile marketing on social media offers the following benefits:

1. High engagement
2. Wide reach
3. Increased conversion rates
4. Effective user targeting
5. Opportunities to make personal connections with customers
6. Quick customer response time
7. Access to user-generated content
8. Easy-to-track results

Some tips for social media marketing on mobile:

1. Create mobile friendly post with very shorter articles as people don't want to read long articles in phone
2. Integrate videos, as users engage more with videos than they do with other types of content on their mobile devices. That being said, people have short attention spans when they are on their phones. Therefore, be sure to highlight important points or product features at the beginning of videos, and keep your videos short *no more than 15 to 30 seconds*.
3. In social media ask customers to check in discounts, coupons and rewards in your business site.
4. Encourage user generated content (UGC). Run contests by inviting customers to post photos or videos of themselves using your product or service and repost their content in brand's social media.

5. Use influencer marketing. Mobile marketing is convenient for influencers because they can promote brands remotely.

Best practices for writing social media content

Following are some best strategies for writing content in social media:

1. Make sure you know that you are writing for audience. This means doing research to get to know about audience. What are their interests and values? What needs, obstacles, or challenges do they have? If you want your audience to notice and engage with your social media posts, you need to put their needs at the center of your writing. Describe how your business or product can improve their life.
2. Speak with your audience along with maintaining brand voice. Research the type of language your target audience uses to communicate. Then use similar language in your content so that it will resonate with them.
3. Customize your writing style in different platform. *Example: You should use different language and style for post written for professionals in LinkedIn than post targeted for young adults in Instagram.*
4. Keep your post short and simple. Some ways to do this is by:
 - a. Avoid use of jargon [*it means avoid use of specialized terminology or technical terms which are difficult to understand*]
 - b. Break up messages using headlines, bullets, and lists
 - c. Keep sentences and paragraphs short
 - d. Bold important information
5. Include call to action. A call-to-action is an instruction that tells the customer what to do next. *Calls-to- action include things like asking your audience to like or share a post, answer a question, take a quiz, read another piece of content, go to your website, subscribe to your newsletter, or connect with you on another social media platform.* Even if people find your content interesting and valuable, they might not take any action after reading it. A call-to-action encourages them to connect with you further.
6. Pay attention to grammar and spellings.

Develop your brand voice on social media

Brand voice plays an important role for writing engaging content in social media. A brand's voice is a distinct personality a brand takes on in its communication. It is attitudes and values that brand uses during communications.

Benefits of brand voice:

1. It makes your brand more memorable and distinguishable from competitors.
2. It helps to make brand more recognizable
3. It helps to build customer's trust and loyalty

How to develop brand voice?

Describe your brand personality

Think your brand is a person and know how will be his attitudes? how he will interact with customers? Will he act like coach, friend or parent?

Review your company's current and past content

Study examples from all of your marketing communication to get a sense of what your brand voice is like currently. How does your target audience speak and how do they interact with you? What content has resonated with your audience in the past? What language do they use?

Make sure brand voice is honest and authentic

Avoid complicated terminologies and jargons. Speak naturally to your audience and speak true so that customer can build trust with brand.

Find your tone

Tone is how your brand voice is applied. The tone of your content can differ based on factors like audience, situation, and platform. For example: you might use excited tone to describe launch of latest product whereas you would use serious empathetic tone to convey support for community members who are passing through natural disaster. You will have one brand voice, but it'll use many different tones to express that voice.

Note: *Brand guidelines are the guides and rules which describe the way your brand should be presented while writing contents. They include things like your brand's mission and values, personality, target, audience, common vocabulary and phrases, tone in different situations or on different platforms*

Design engaging content for social media

Some tips for designing social media content are:

Use simple graphics

Graphics that have too many details aren't fully understood or appreciated in a few seconds. Keeping graphics simple and elegant helps your message remain clear.

Use colors that drive more engagement

Even if your organization or agency has a recommended color palette, you can sometimes include a contrasting color or tint to grab people's attention. However, make sure you get approval from brand before including other contrasting color or tints.

Use contrast to help put the focus on key elements.

Create differences between elements that you want to draw attention (the things to be focused on) and the elements that don't require as much attention. By maintaining these differences, you can effectively guide the viewer's eye towards the key elements you want to highlight. This can be achieved through variations in color, size, shape and texture

Use text that is easy to read

Make sure text should be easy to read and it doesn't distract users from its visuals, like too much bad color of text with background can distract users. Make text accurately matching with background and attract user

Use a variety of styles

Although same styles clearly make a company or brand recognizable, using the same style for all social media content gets boring. Shake it up and surprise users with a variety of styles. Be playful and adjust text sizes, colors, and weights for full effect.

Use smart branding

It is important for users to be able to recognize and associate a specific brand without explicitly mentioning the brand name or displaying the logo continuously, instead place your brand elements (like the brand name or logo) near important images or visuals.

Like: Instead of continuously displaying the brand name or logo throughout entire video, some companies place their brand elements on different items like cup, books or other objects within the video's scenes.

Use principles of visual hierarchy

The principles of visual hierarchy are used to make designs easily understandable and communicate information effectively without requiring users to dive deeply into the design. It involves arranging and presenting information in a way that helps the viewer easily navigate and understand the content. By utilizing techniques like size, color, typography, position, alignment, white space, and visual cues, you can create a visual hierarchy that guides the viewer's eyes to the most crucial elements and facilitates their understanding of the design's message

Use a call to action

A call to action is an instruction that tells the customer what to do next. Whether it's liking, sharing, or commenting, include a call to action in your social media content to gain more engagement

Reuse visuals across multiple platforms

Design, optimize, and re-use graphics, photos, and videos across multiple social media platforms. For example, a photo on Instagram can be reused on Facebook.

Use and create templates.

Have a trail and error with many templates and reuse the template that gives more boost and engagement

Make social media posts accessible

When creating social media content, it's important to remember that your audience includes people with hearing loss who rely on captions, and people with visual disabilities who rely on special text that describes images. Accessibility is considering the needs of people with disabilities.

Use the following guidelines to make your social media posts more accessible for any kind of people:

1. Videos captioning

Video captioning assists those without hearing abilities or with hearing problems. It also helps to those people to understand the content who are not native language speaker. Also helps to those people to understand who are in very crowded place or in quiet place where noise are not allowed.

Note: Closed captions are overlaid on video and can be turned on and off by users. Open captions are embedded directly in video and can't be hidden or turned off by users.

2. Alternative text [ALT text]

Alternative text is a brief, written description of an image with the primary purpose of assisting individuals who are visually impaired. Commonly it is embedded through HTML. Some tips for ALT text are:

- a. Instead of “*image of a cup of coffee*” you can use “*cup of coffee*” and even add more descriptive details like “*cup of coffee with foam in the shape of a heart on top.*”
- b. Focus on the purpose of the image rather than every detail about the image. For example, *if an image of a clock is used to illustrate a limited-time offer, rather than using "clock with time 10:10" use "wall clock with hour, minute, and second hands showing the limit of time"*

3. Color contrast

Color contrast ratios [L_1/L_2] measure the luminescence of the lighter color L_1 against the luminescence of the darker color L_2 . Luminescence means brightness, i.e. comparing brightness of lighter against darker color. Contrast ratio range from 1:1 to 21:1.

White on white: 1:1

Black on white: 21:1

Red on white: 4:1

Green on white: 1.4:1

Blue on white: 8.6:1

For graphics in social media, use a color contrast of at least 4.5:1 for text and background color to make the text more readable.

You can choose to use blue on white with a contrast ratio of 8.6:1 instead of red or green on white with contrast ratio of 4:1 and 1.4:1, respectively.

To check contrast ratio of foreground and background check:

<https://webaim.org/resources/contrastchecker/>

4. Fonts

Custom fonts may appear striking and innovative, but screen readers could have a problem identifying the text. Be on alert because this includes italic text and other standard styles.

5. Hashtags

Hashtags should be used in CamelCase. Instead of using *#virtualclass* use *#VirtualClass* because screen readers recognize CamelCase text as two words and will use the correct pronunciation.

6. Emojis

Use one type of emoji one time in social media posts because while using multiple emoji screen readers use multiple words to describe them. Imagine five smiling face emojis translated by a screen reader as “*Grinning Face with Big Eyes, Grinning Face with Big Eyes, Smiling Face with Sunglasses, Grinning Face with Big Eyes, Grinning Face with Big Eyes.*” Emojis take too long to describe with screen readers and people can lose their patience.

7. Language

Use language that do not hurt disable people. For example, *instead of using the term “the blind,” you could use “blind people” or “partially-sighted people.”* Also, for example, *you could replace “take a walk” with “enjoy the outdoors”* because people using wheelchairs can’t walk, but certainly do enjoy the outdoors. Use inclusive language in your social media posts.

Repurpose content on social media

It can be time-consuming to continually to develop fresh content for all of your social media platforms. For this reason, it's useful to repurpose content on social media.

Repurposing content is a process of recreating and republishing content in different formats. For example, you could take the content from one webinar and turn it into a video, an e-book, a blog post, a podcast, and a checklist. *[Nep: Like Youtube ko video lai text ma change garerw blog banaune]*

Advantages of repurposing content

1. It saves time
2. It helps to strengthen and support brand's message
3. Gives content an SEO boost
4. Helps to reach audiences who missed the original content
5. It allows you to create something completely new and original from your existing images, videos, and text.

When considering what content to repurpose, prioritize content that has performed well. Also consider whether the original content is evergreen or not. A five-minute tutorial video may work well on YouTube, but it is probably too long for Instagram reels or Tiktok.

Here are a few common ways that you can repurpose content on social media

1. Break the list of blogs into series of post
2. Transform post's text into images.
3. Turn video clips into GIF's
4. Answer frequent questions with article or convert answers of frequently asked questions into videos

Understand Social Media Analytics

The analytics from social listening helps to solve problems, improve performance and understand audience. Information gather from social listening is qualitative which describes qualities or characteristics.

Social media analytics is different pillar from analytics from social listening. It focuses on quantitative data. It is data that can be measured numerically, such as a number of clicks on a platform in a certain time period. *What percentage of your followers interacted with your post? How many people watched your videos? How much is conversion percentage?, etc* comes in social media analytics. Hence, social media analytics is the process of tracking, collecting, and analysing data from social media platforms to improve an organization's strategic business decisions.

Benefits of social media analytics:

1. It helps you to better understand your audience
Using analytics, you can learn which types of content result in the best audience engagement. And, analyzing highest audience engagement with posts shows you when your audience is most active online. This can help you determine the best time to post on different platforms.
2. You can choose best platform
Some campaign may work well in one platform but not in another platform. By analysing data, you can decide in which platform your audience are engaging more. This helps to determine the platform where more focus should be given then other.
3. Learn what type of content drives best results
For example, you can monitor whether images, videos, or links do better on particular platforms or which types of images perform best. Some platforms, like Facebook and Twitter, have analytics tools that show you what type of content receive the highest level of engagement.
4. Analytics helps to learn from your competitors
Twitter, for instance, allows you to analyze all public conversations of competitors on the platform from which you can learn what competitors are doing

in market. This can inform how can you adapt and improve your own content and strategy.

5. It allows you to measure your ROI

ROI stands return on investment. You can learn how much extra you are gaining from your spending on campaign. *[Nep: Kharcha garee anusar output xaki nai check garna help garxa]*

6. It helps to improve your social media strategy

Analytics helps you understand what is working well in your social media strategy and what is not as effective. This allows you to better focus your time, efforts, and budget for future decisions

Metrics to track with social media analytics

There are dozens of social media metrics you could track which can help you to measure progress towards your campaign goals.

A metric is a quantifiable measurement that is used to track and assess a business objective. Your social media goal will determine which metrics you focus on and work to optimize. For each goal of social media marketing funnel [*Awareness, consideration, conversion and loyalty*] there are many metric to track. Consequently, each goal will have related metrics that will help you measure progress towards that goal. Let's discuss some common metrics related to goals in each stages of the marketing funnel. *[Nep: Metric haru social media goals anusar hunxa jasje tyo goal achievement ko lagi kati progress vaxa tyo dekhaunxa]*

Awareness

Here you capture audience attention. Metric related to brand awareness includes: impression, potential reach, number of shares, mentions, etc.

Impression

It represents the actual number of times an advertisement is displayed to user regardless of whether the same users saw it multiple times or not. It is related to idea of how frequently the ad is being shown. *[Nep: euta user le 2 choti ad heryo vane impression 2]*

Potential reach

It is related to unique users. It represents the total number of unique individuals who could be exposed to an advertisement through a specific channel or platform. Potential reach is calculated based on the overall audience size.

Example: if an ad campaign has a potential reach of 1 million users on a social media platform, it means there are 1 million unique users who could potentially see the ad. If the ad receives 50,000 impressions, it means it was displayed 50,000 times to various users on the platform, regardless of whether the same users saw it multiple times or not.

Consideration

This is when your customers are thinking / considering about doing business with you. In the consideration stage you can start to measure engagement metric like applause rate which is a percentage that represents the level of positive engagement, a piece of content receives on social media platforms. It is the number of approval actions such as likes, mentions, Retweets, or favourites that a post receives relative to your total number of followers. A high applause rate shows that your audience finds that piece of content valuable.

Conversion

You can measure "conversions", which refer to the completion of an activity that contributes to the success of a business. These activities can include anything from *clicking on a link to buying something or following brand's social media account.*

Loyalty

In this stage of the funnel, you might measure things like the number of customer testimonials you receive. *A customer testimonial is any customer review related to your brand.* When people are enthusiastic about your brand, they are more likely to share their positive feelings with others. You can also measure customer loyalty with a specific metric called a *Net Promoter Score [NPS]* which helps to predict customer

engagement and review by asking customers: *Rate the product on the scale of 1 to 10?*
How likely you recommend our product to a friend?

Popular social media analytics tools

Sprout Social

It is a cross-channel social media analytics tool, which means you can compare performance across all your social media channels. You can view how your company's social media accounts are measuring up against one another, and determine which you should put more energy and budget into, and which platforms you are finding success on.

link: <https://sproutsocial.com/>

Google Analytics

Google analytics has so many purposes. Google Analytics is not solely a social media analytics tool, but when integrated into social media analytics, it can be used for things like tracking how much traffic your website receives from social media.

link: <https://analytics.withgoogle.com/>

Keyhole

As you post across social media channels, you may decide using hashtags is an important part of your strategy. If that's the case, a tool like Keyhole is useful because it provides real-time performance reporting on any hashtags relevant to your campaign.

link: <https://keyhole.co/>

TapInfluence

TapInfluence offers unique features that specifically help brands track influencer marketing campaigns. With TapInfluence, you can track engagement, reach, and return on investment for each individual influencer. You can view each influencer's typical reach and engagement to help you decide if you want to reach out to them to create a partnership.

link: <https://izea.com/>

Social testing

Social testing is an experimental process that shows how social media content is performing among target audiences. Social testing is important because like any type of marketing analytics, it provides data-driven insights about a brand's social media performance and audience preferences. Social media marketers use social testing to determine which content is effective, which types of posts the audience engages with most, and how to allocate budget towards effective types of posts.

Some of the most common types of social testing are:

A/B testing

A/B testing compares two versions of a post with a single differing variable. For example: *to test for “increasing website traffic”, you might run two paid social media ads that send the user to your homepage. You prepare two ad posts exactly same except one variable. One ad may include headline with popular quote while another one doesn't. If most of your audience clicks on the version with the popular quotes than the other version, you will be more confident using quotes in the future.*

Multivariate testing

In A/B testing only single variable is changed, but multivariate testing compares two or more versions of a post with several differing variables. For example: *To find how different variations of an ad you created perform against each other, you might create four different versions. Version one would include an image with a caption. Version two would include a GIF instead of an image and a different caption. Version three include very short video with different caption, Version 4 include different copy and a different color scheme. From these four versions you identify which perform the best and apply that version in future.*

Important note: *A very important part of social testing is the results you get after you've completed testing. Correctly evaluating results and drawing conclusions based on statistical data is important for future social media campaigns and strategies. To get adequate results, consider running tests several times. You may want to run your tests for a week, month, or longer, and observe what your audience liked and didn't like. The more tests you run, the more certain you can be of your results.*

Use social media data to drive marketing strategy

Once you've identified metrics, chosen a tool to track them, and collected the data, you need to determine what the data means and which strategic decisions you'll make in response to it. Some different ways data might affect your decisions and strategy.

1. Measuring engagement data shows you what content resonates with your audience and what doesn't. For example, *if the data shows that posts containing infographics are getting higher engagement, you can plan to publish more infographics in the future.*
2. You can track the competitors and identify their success factor including which of their content perform best, which platforms their content is shared on most, and which influencers are most effective at promoting their content. Based on that information, you can adjust your own strategy.
3. You can spot emerging trends on social media and make content according to trend. This can help you create real-time marketing content that's relevant to what people are most interested in at any given time. If you find that a large percentage of your audience is sharing posts about a particular news story, for instance, then you might create content related to that story.
4. You can target best platform for your brand. When you track different metrics on each of your platforms, you can get a better understanding of how your content performs on those platforms. Then you can target the platforms on which your content performs best.
5. Analytics enables you to customize content for your customers. By gathering data about specific customers based on their personas, you can provide customers with customized content. *[Nep: customer persona anusar customer le chayeko kura lai tyaka post banayerw publish / adverstising garna painxa]*

Understand social media reports

You've used analytics to measure your progress towards your goals at every stage of the marketing funnel and you've analysed the data you've gathered to make informed decisions about your social media strategy. Now it's time to share those learnings and decisions through a social media report. *A social media report is a document that presents and tracks relevant data about your social media activities.* Social media reports allow marketers to visualize and present their social media data in an easy and understandable way. Social media report can be anything from a quick email with a few key data points, a snapshot of a particular post-performance on a given platform, a spreadsheet with detailed data from all of your social platforms, or a slideshow with key findings and analysis.

Some social media report consideration:

1. Social media reports need to be tailored to the audience who are watching, *audience like other marketing team members, stakeholders* who have different needs and different information they want to know. Reports might include more or less detailed data on a specific item depending on who the audience will be. *[Nep: jaslai dekhaune ho tehi anusar ko information ma badi highlight garaldai information dekhaune]*
2. The report should contain relevant data. It should include data most relevant to the audience and to the company's social media KPI. *A KPI (key performance indicator) is a measurement used to gauge how successful an organization is in its efforts to reach a business or marketing goal.* Like: if a business has a social media KPI related to reach, then a report might highlight data about impressions, audience growth rate, or follow account. *[Nep: data campaign goal sanga relevent hunna paryo ya jaslai dekhaune ho usko need anusar relevent hunna paryo]*
3. Social media report frequency is also another consideration. For example, *social media reports could be produced weekly, monthly, or quarterly.*

Let's say a report focuses on a campaign's performance on Instagram in a particular week, and the main goal of the campaign was engagement. The report would include

relevant campaign information for that week, such as the *date range and the number of post, followers gained or lost, likes, comments, shares, link clicks, and video views in that week*. Many social media reports also include charts or graphs. Visualizing data with charts can help an audience to clearly understand the information in the report. These charts can be created using analytics tools such as Google Analytics or HubSpot, or reporting tools on individual platforms. Report should also present comparison of data of current reporting period to the previous data. For example, *a report can compare number of likes in the current reporting period to the number in the same reporting period of last week, and highlight any growth*. This allows the audience to spot trends, note progress, and identify issues.

Types of social media report

There are mainly 3 types of social media reports

Operational report

Operational reports focus on providing data and metrics related to day-to-day social media activities and performance. It includes audience growth rates, impressions, likes, views, click-through rates, and more.

Insight reports

Insight reports focus on in-depth analysis and exploration of data and analytics to derive meaningful patterns, trends, and valuable findings. These reports are crucial for understanding audience behavior, content performance, and the effectiveness of social media strategies. The insights gained from these reports can help to refine future social media campaigns.

Example: *An insights report may analyze the demographics of most engaged people, identify most successful content type (text, image, videos, etc), determines best posting times for reaching target audience.*

Informative Report

Informative reports are mostly used to provide company leadership with a broader understanding of campaign performance. It provides reports on overall impact of social

media strategies on business goal. It is comprehensive overview of the social media performance over a longer period. **Example of Informative report:**

Title: Monthly Social Media Overview - July 2023

Key Points:

Follower Growth: Increased by 10%.

Engagement: Average likes and comments per post rose by 15%.

Top Content: Video posts received the highest engagement.

Most Active Time: Evenings and weekends showed the highest activity.

Conclusion:

July saw positive growth in followers and engagement, with video content performing exceptionally well. Understanding the audience's preferences and active times can further enhance social media success

Note: Google Data Studio helps you leverage data to tell stories by using visualization tools like charts and tables, sharing your insights with team members, and speeding up the report-creating process. It also offers collaborative features so that your team can work together to create reports.

Check out in: <https://lookerstudio.google.com/>

Present a social media report

Some tips for presenting are:

1. Connect with your audience by showing things that makes them attracted towards presentation, it can be any positive reviews, photographs, jokes, etc.
2. Intentionally pause yourself between presentation and speak slowly and briefly to be clear what to speak further and to make audience clear about topic.
3. Guide your audience in further phase in presentation by using words like "Building on this point", as "As I mentioned earlier".

4. Check in with your audience periodically throughout the presentation to find out if they have any questions. If your audience isn't familiar with a social media term or metric, then you should define it.
5. Be flexible, as someone may have to leave your presentation unexpectedly, other may arrive late, or that answering people's questions takes longer than you had planned for.
6. Be well prepared. If you tend to feel a little nervous before you present, good preparation can help you to calm your nerves and make you feel more confident.

Paid social media and its benefits

The process of displaying ads to the specific audience by paying money is called paid social media. Example of paid social media are:

1. Pay per click ads
2. Branded content
It is any promotional material or sponsored posts by content creator (*influencer, a media company, or a creative agency*). Here brand has control over content's messaging, tone and overall branding.
3. Influencer generated content
Any post created by influencer that promotes brand's products. The content is entirely created and controlled by the influencer themselves. In this case, the brand may provide the influencer with products or compensation, but the influencer has more creative freedom to produce the content in their own style and voice.
4. Sponsored or promoted content
These include boost feature provided on social media platforms.

Benefits:

1. Increase brand awareness
2. Reach your audience quickly
3. Target most relevant customers
4. Increase remarketing capabilities

Note: Remarketing is process of displaying paid ads to customers who have recently visited your website but returned without any purchase. A lookalike audience is group of people with similar demographics and behaviours with your existing customers, who haven't yet been introduced to your brand.

Develop paid social media strategies

1. Define objective
Clearly define purpose of your paid campaign. *Like: Do you want to gain more followers, Get more engagement, Generate more brand awareness, etc.*
2. Determine who your audience will be
Narrowing down your target audience can help you allocate your budget more effectively and present your paid content to interested customers only. You can use filters and other criteria to narrow down your audience when you're setting up your ad. You can target people by gender, age, physical location, keywords, interest or events
3. Choose best platform to run ad campaign
You should invest in social platforms that you're familiar and desirable audience are available. *Like: for young aged audience, Instagram will be perfect.*
4. Define your campaign length
Do you want your campaign to last one week, two weeks, or a month? Set specific start and end dates for your campaign.
5. Set a campaign budget
The more you pay more you will gain and more people will be exposed to your ad.

6. Develop and upload content [*videos, images, GIF, text, etc*]
To develop your creatives, first familiarize yourself with the required ad specs including dimensions, sizes, and formats for different platforms and then upload to the platform.
7. Lunch campaign
Once it's launched, your ads will automatically post at the campaign start date and time you set.

Ad formats on social media

We should choose ad format according to the advertising goals. Following shows which format is best according to campaign goal:

Maximize awareness

Best format: Video

Transfer maximum amount of information in a short amount of time

Maximize clicks

Best format: Static image

Combine related call to action like "Check out, click here, etc"

Maximize conversions

Best format: Static image

Combine with a "click-to-purchase" call to action.

Maximize app downloads

Best format: Video

Provide instruction on how to use the app

Maximize engagement

Best format: Video

Tell stories that draw people in

In general, the type of ads you select will depend on your advertising budget and goals. Some ads are more expensive to run than others, so if budget is a concern, you might not choose the most expensive types of ads. Certain ads are better suited for particular advertising goals than others. It's always helpful to identify your advertising goals first and then choose the ad formats that best support your goals. After you have selected the ad formats, consult and follow the specifications for the ad formats on the social media platforms you will use. You can type in google "Your Social media platform ad format"

1. For Facebook ad format:

<https://www.facebook.com/business/ads/ad-formats>

2. For Instagram ad format:

<https://www.facebook.com/business/help/877053729032543?id=1997185213680277>

3. For YouTube ad format:

<https://support.google.com/youtube/answer/2467968?hl=en>

Choose social media platforms for your ads

People use social media platforms for specific purposes. Different people have different intentions to use variety of social media. So you must know your audience. You can also test to see which platforms works best for you

Facebook

If your brand has a Facebook presence, use it to your advantage. By posting GIFs, videos, static images, and carousels, you can leverage those ads to drive website traffic, grow brand awareness, increase your conversion rate, and more.

Instagram

There are a lot of different ways to create an Instagram ad, but regardless of the route you go, your content will need to be image or video based. You can use influencer marketing, reels or create Instagram stories ads which has become effective way to get conversion.

Twitter

It offers timely interactions and updates. Since conversation and engagement are encouraged so heavily on the app, Twitter helps users feel connected to brands even through text-based ads.

YouTube

YouTube is an effective space to advertise video content if your audience is between the ages of 18-49. YouTube prides itself on being community based, and they do this by prioritizing original video content, and fostering engagement in the comments section.

LinkedIn

It's widely considered the place for professionals and business leaders to interact.

Remarketing on social media

Remarketing is process of displaying ads to specific customers who have recently visited your site but returned without making any purchase. Rather than displaying ads to random users, remarketing targets previous visitors and creates a personalized experience for them. This can lead to more conversions.

There are two types of remarketing:

1. Pixel-based remarketing

Pixel-based remarketing involves using cookies to track and re-engage users who have previously visited an advertiser's website. Cookies used for pixel-based remarketing typically track activities only within the advertiser's website. When a user visits the advertiser's website, the cookie is triggered, and it starts recording the user's interactions and activities on that specific website. When the user leaves website and browses their social media profiles or other websites, ad networks like Google Ads or Facebook Ad Manager notify advertiser to display specific ads to that user, based on what they looked at previously.

2. List-based remarketing

List-based remarketing uses lists of existing customers who have provided you with their email address and then ads are shown to them through their email. To start list-based remarketing, you'll upload your list of email contacts to the advertising platform like Facebook and Instagram. These platforms typically provide tools and services to create, manage, and optimize advertisements. Facebook and Instagram are examples of popular advertising platforms that allow advertisers to upload their custom audience lists and run targeted ad campaigns.

Some best practices for remarketing are:

1. Personalize your ads, based on a specific audience
Rather than displaying ads to every user who visited your profile previously, segment audiences into interest-based groups. This allows you to personalize ads that specifically appeal to each group.
2. Remarket to people who have purchased from you in the past
Try to remarket related [*not same*] product they have purchased in past
3. Limit the frequency that specific users will see your ad
This helps you to avoid the risk of having a potential customer feel overwhelmed.
4. Untag visitors who have recently made purchase
his helps ensure people don't see too many of your ads after they've already converted.

Create effective CTA in your social ad

A call to action, or a CTA, is an instruction provided to the customer that tells them what to do next. Consider following things during creating CTA for your ad campaigns:

1. The first and most important thing to consider when writing your call to action is your brand goals. For example, *if your goal is to generate more website traffic, maybe you hope people will click on a link that you've posted that sends them to your homepage*. After you've considered that, make sure you give them a reason to click. Ask yourself, why should they click? What will they get out of it? Like:

"Click to view more, click for more details, etc."

2. It's important to prioritize clarity in your call to action because you want users to clearly understand how clicking on it will benefit them.
3. Use action words like *signup*, *visit*, *click*, *download*, *shop*, *follow*, *etc* to communicate the action you'd like people to take.
4. Using urgency can be effective to compel users to feel like they need to act now. Your goal is not to trick or exploit customers by forcing them to do something, but if you are offering something in return which may not last forever then you can use like: *"Today only"* to communicate them that the offer has an expiration date.
5. Use your brand voice. The brand voice should be reflected in your captions as well as in CTA. Your brand's voice should be consistent across all marketing channels.

Components of a paid social media budget

Once you know what you want to achieve, you can figure out what funding you need to get there.

For the paid social media, the company budget is divided among following components:

1. Ad Spend
It is how much your company spends directly on advertisement. It's what you pay on social media platforms like Twitter, Facebook, Instagram, or LinkedIn to serve your ads. It also includes what you pay to influencers to promote your content.
2. Expenses associated with tools and technology
Tools you might invest includes social media management software, social listening and analytics software, photo and video editing programs, stock photography and video subscriptions, and influencer marketing platforms. An

influencer marketing platform is software that provides influencer discovery tools for searching potential influencer from large searchable databases of influencers.

3. Expenses for content creation

You may still need to pay for things like photography, graphic design, video development and copywriting.

4. Cost for management

Management tasks include things like strategy, content planning and publishing, social listening, engagement, analytics and reporting. A company may partner with a digital marketer in order to manage these types of tasks.

Social media bidding

Once you've established a budget for a given social media ad campaign, you can determine how much to bid on your ad in that campaign. A bidding strategy tells how much you will pay for each user action into your ad. Your bidding strategy will depend on the goal of your ad campaign, your advertising budget, and other factors, such as market research.

Some of the most common social media bidding strategies are:

1. CPC (*Cost per click*)

Cost Per Click is the amount you pay when someone clicks on your ad. Its advantages are:

- a. It is cost effective as you only pay when someone clicks on your ad
- b. It helps to drive traffic to your website

2. CPA (*Cost per action / acquisition*)

CPA is the amount you pay when someone completes a desired action such as signup, watching video, making purchase, followed you, etc. CPA is an ideal strategy if your main goals are to increase conversions and generate revenue.

3. CPM (*Cost Per Thousand Impressions*)

CPM is the amount you pay for every thousand impressions that an ad receives. CPM charges you whenever your ad is viewed a thousand times. CPM is ideal for

social media campaigns that focus on raising brand awareness, delivering specific messages, and increasing engagement.

Ad auction in social media and more about bidding

Ad auction in social media

It is process that social media platform like Facebook, Instagram, twitter, etc determines which ad to show to which user at right time.

Some ad auction terms are:

1. Spend-based automated bidding
Set a daily budget to maximize your advertising goal.
2. Goal-based automated bidding
Set a return on ad spend (ROAS) or cost per action target to maximize your advertising goal at a certain efficiency.
3. Manual bidding
Manage bids based on the criteria you select to use.
4. Demographic targeting
Deliver an ad, based on user information, like age.
5. Interest targeting
Deliver an ad, based on user preferences.
6. Maximum bid
Set the highest amount you're willing to pay, also known as the *ceiling*.
7. Minimum bid
The lowest amount you're allowed to bid on a platform, also known as the *floor*.
8. Location targeting
Deliver an ad based on user location

9. Suggested bidding
For manual bidding, this is a recommended bid range.
10. Bid modification
Bid a percentage more or less than your starting bid.

Bidding on various platforms:

Availability of bidding strategies will differ by platform.

1. Facebook offers automated, minimum ROAS, cost cap, and bid cap bidding.
2. Twitter offers automatic, maximum bid, and target bid options.
3. LinkedIn offers maximum delivery, target cost, and manual bidding.
4. YouTube offers maximize conversions, target CPA, maximum CPV, and target CPM bidding.

Note:

- a. Cost cap bidding
Cost Cap bidding is a bidding strategy in Facebook advertising where advertisers set a maximum cost for each conversion or action. It is similar to CPA.
- b. Bid Cap Bidding
It is bidding strategy which focuses on setting a maximum bid for any chosen action or objective in the ad auction, applicable to various campaign objectives, not limited to conversions.
- c. Target cost
Target cost is a bidding strategy offered by any social media platform that allows advertisers to set a desired average cost they are willing to pay for a specific action or objective.

Chapter: 4

Email marketing

Email marketing is the process of sending messages to a list of existing subscribers to share information, drive sales, or create community. There are more than 4 billion people in the world who are using emails. It is about half of world's population.

Email marketing has a return on investment or ROI of \$42 per every \$1 spent. So, if you spend \$1, you'll make an average of \$42 back. If you have high ROI, you probably made a lot more money than you spent, and your campaign was effective. So, at \$42 earned for every \$1 spent, that would give you an estimated ROI of 4,200%. This proves that email marketing is one of most effective strategy in field of digital marketing. Around 51% of users uses the same email for about 10 years. That means when you get user's email, then they are your customer for about 10 years. It's a very effective tool for promoting services, products, goods, and stories to potential, new, and existing customers. Email marketing is so much effective because of lengthy life span of emails, build-in insights from marketing software and easiness to use.

Note: A pieces of information that are discovered through research or data analysis which can be directly used for campaign actions to benefit digital marketing strategy is called insights.

Information regarding imposter syndrome

Impostor syndrome is when a person feels like they're not really as good as others think they are. They worry that they'll be found out as a "fake" even though they're actually skilled and accomplished. It can happen when you are applying for entry level jobs or internship.

Person might doubt their qualifications and feel like they're not truly suited for the job they're applying for, even if they have the necessary skills and experience. They might worry that they'll be discovered as unqualified, even though they might be very capable. This feeling can make them doubt themselves during interviews or when submitting their application, even if they're a good fit for the position.

In order to minimize imposter syndrome you should work for developing self confidence and changing mindset. Recognize your achievements and skills. Try to challenge

negative thoughts by finding evidence to support your positive sides. Understand nobody is perfect and making mistakes is normal part of growth and development.

SWOT and PESTLE audits & analysis

A successful marketer doesn't send emails randomly with no real direction or tactics and expect big results. In order to successfully create a marketing strategy, you need to conduct different types of analyses first. Conducting analysis before sending emails, helps your marketing efforts to be more effective. The results of your analysis will help you to create context for your email campaigns. Creating context for your campaigns refers to be aware of your surroundings internally and externally so that you can optimize your success and reach your goals.

SWOT is analysis which helps to identify internal context of your company. As a digital marketer, you may use it not only in email marketing but also for other marketing campaigns such as social media or SEO strategies. It helps you to reflect inward on your team and resources so that you know what is available to you internally. *SWOT stands for strength, weakness, opportunities and threads.* You will divide your paper into 4 sections and fill up for each one.

A. Strength

What aspects of the company's makes it stand out in front of people? What is special about the marketing team? Is it eye-catching design and innovation? Does your marketing team really shine at copywriting? Take note of anything good aspects or uniqueness that your company execute internally.

B. Weakness

Where could your company or marketing team could improve? What types of training are required to complete necessary tasks? Where are you underperforming? Take notes of your companies' weakness.

C. Opportunities

What resources, events, or contacts would help your team to create an incredible campaign? What types of opportunities can you leverage to convert something

bigger? What are gaps in market which can be resolved by your company? Take notes that seems to be opportunities for your company

D. Threads

Look for resources, events, contacts, and opportunities that could be detrimental to your brand. Maybe a new competitor who is creating the exact same product as your company or your company may not have the necessary resources to complete tasks? Note: *Detrimental refers to tending to cause harm.*

Finally, after taking notes on each section of SWORT, ask each team members to analyse the result. During analysis you can consider the questions like what did you learn from them? Are you more aware of where you shine and where you could improve?

PESTLE is analysis which help you to identify external context for your company. You'll be researching what is going on externally in your surroundings to find out what strategies will be effective and what strategies you should avoid. *PESTLE stands for political, economic, social, technological, legal and environmental.* These are factors that might affect your email marketing strategy.

A. Political

First, you will consider political issues or happenings across the markets you're serving. Is there any political disturbance in a country? Or perhaps a new piece of legislation has passed that could impact your business?

B. Economic

The "Economic" aspect of PESTLE analysis focuses on the economic conditions, trends, and forces within a particular market or region that can affect the business. People living in different geographic locations may prioritize spending money on certain products and maybe you can deliver emails that feature products with relevance to those customers. [Nep: *Xutai thauma basne manxe ko xutai kharcha garne tarika hunxa, taile tyo manxe ko product ma kharcha garne tarika bujerw email pathais vanney sure faida hunxa*]

C. Social

Know the cultural preference of people living in particular places. Consider things like geographic location, cultural aspects, age groups, and education levels of people. What popular culture events have taken place in the locations you serve? How do people interact with one another in the regions you serve? You should make sure that your strategy is inclusive of everyone. Example: there is high possibility of earning profit if you are able to market your product through emails in occasion of festivals.

D. Technological

Our world is ever-evolving, nowadays, customers are able to ask smart devices to read their emails aloud. Make sure to consider accordingly when you craft your strategy.

E. Legal

This means you should think about any or all laws in the markets you serve. Based on regions, certain tactics and marketing may not be lawful. Make sure to know about laws of marketing.

F. Environmental

Examples of environmental factors that should be considered, are climate change, sustainability, and natural disasters. As environmental awareness grows, consumers appreciate brands that demonstrate their commitment to sustainability. Including eco-friendly practices in your messaging can resonate with environmentally conscious recipients. Green imagery visuals related to nature, sustainability, and eco-friendly practices can align your email's visuals with environmental themes.

SMART goals in email marketing

As we know smart goal means: Specific, Measurable, Attainable, Relevant and Time bounded. So, what do SMART goals look like in the context of an email marketing campaign?

Specific

When it comes to email marketing, a "specific" goal means that the objective you're setting is well-defined and clear. It outlines exactly what you want to achieve with your email marketing efforts. Questions like What do I want to accomplish? Does it have a specific reason, purpose, or benefit? Who is involved? Who is the recipient? Where should the goal be delivered? What are the requirements and limitations? can help you to keep your goal more specific.

Example: *Obtain 50 new email subscribers within the next two weeks.*

In this example, the goal is specific because it clearly states what needs to be achieved (getting 50 new email subscribers).

Measurable

You should set a goal in which you can track progress towards achieving that goal. In the context of email marketing, a goal is considered measurable if you can objectively determine whether you've met or made progress toward that goal. This involves defining specific metrics or indicators that will be used to assess your success.

Example: *Obtain 50 new email subscribers within the next two weeks.*

"50 new email subscribers" is a measurable component because it provides a specific number that can be tracked. You can easily measure your progress by counting how many new subscribers you've gained.

Attainable

You want your goal to be challenging because you want to see some kind of positive progress but make sure that, goal is achievable. An attainable goal is one that you have a reasonable chance of achieving without overwhelming challenges or unrealistic expectations.

Example: *if your email marketing team consists of few members and you have a limited budget, setting a goal to send out 1 million emails within a week might not be attainable*

Relevant

Make sure it makes sense for achieving goal. Consider how your email marketing goal lines up with company values and overall company wide goals. The goal should match organisation needs and priorities.

Time bounded

This means your goal has a deadline. It refers to setting a specific timeframe within which the goal should be achieved. In the context of email marketing, a time-bounded goal has a clear start and end date, providing a sense of urgency and accountability.

Example: Obtain 50 new email subscribers within the next two weeks. In this example "within next two weeks" is considered as dateline for this email campaign.

Create an email marketing strategy

An email marketing strategy is a set of procedures that a marketer identifies and follows to achieve their desired marketing goals with email advertising. There is no one way to create an email marketing strategy. There are different steps you can follow but here we will include steps commonly found in other successful strategies. The sections of email marketing include:

Set your goals

The first step of creating an email marketing strategy is defining your email goals. These goals are often in line with your business goals, meaning your emails will work to achieve the goals that you have for your business.

Some common goals are:

- a. Increase brand visibility
- b. Increase website traffic
- c. Increase sales
- d. Acquire new customers
- e. Build relationships with existing customers

- f. Increase brand loyalty and loyal customers

Choose email marketing provider

An email marketing provider, or email marketing service, is a company that offers email marketing or bulk email services. A bulk email service refers to a specialized service that enables businesses and individuals to send a large volume of emails to a list of recipients simultaneously. Choosing the right email marketing provider can significantly impact the success of your email campaign. Some popular email marketing providers are:

- a. Mailchimp
- b. HubSpot
- c. Salesforce
- d. Constant contact

When deciding which service is best for your brand, you will need to consider the following factors:

- a. Cost
- b. Deliverability
- c. Reporting
- d. Email list management
- e. Template feature

Note: Deliverability refers to ability of your emails to successfully reach the recipients' inboxes without being blocked or marked as spam by email service providers (ESPs). Reporting refers to the process of collecting, analyzing, and interpreting data related to the performance and outcomes of your email campaigns.

Build your email marketing subscriber list

Determine how will you collect emails of people. Building email lists is an ongoing process. To build an email list, you can:

- a. Create a signup form on your website
- b. Create an in-person sign up list
- c. Share a signup form on social media

Once you create a signup list, you'll be able to divide it into smaller groups based on criteria like interests, location, or purchase history, in a process known as segmentation. This will help you to target specific groups for specific goals.

Note: Creating in-person sign up refers to directly asking for email address to a person face to face physically.

Evaluate brand guidelines

In order to maintain brand identity, brand often creates list of rules and standards. Those rules convey how their brand should be represented in public. These rules are the company's brand guidelines and they apply to all content produced by the company, including emails. In your email marketing strategy, identify specific brand guidelines that will be relevant to your email marketing campaigns. These guidelines can include the following:

- a. Fonts
- b. Colors
- c. Layouts
- d. Illustration
- e. Logos

If email marketing service allows you to create templates for your emails, then you can provide guideline details to email marketing provider for all brand's outgoing emails in order to maintain a consistent brand identity.

Determine email frequency

Stating how often your emails will be shared will help you to plan out how often your emails will reach your subscribers. Sending too much emails can also overwhelm customers

Determine performance measuring methods

When you begin your email marketing campaigns, you'll need to analyze the success of your campaigns. The tools you will use are based on your available resources. Most email marketing providers offer basic reporting that tracks essential metrics like how many of your emails were opened, unsubscribed, and click through rate (CTR). Some

providers also monitor bounce rate, which is the percentage of emails that have not successfully reached recipients. You can periodically check to determine if your emails are getting successfully into customer's inbox.

Do's and don't of email marketing

When you are running email marketing, there are some guidelines you should practice. What are things to DO?

1. Prioritize quality over quantity

If people like the content, then they will look forward even if they're only once in a week. Maybe quality means you teach them something perfect. If your company focuses on mental health, maybe you equip your clients and customers with a new resource or exercise to start their week each Monday morning. When you prioritize quality over quantity, you are ensuring you aren't overwhelming your reader or customer.

2. Segment your email list

Segmenting refers to the practice of dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history. It allows you to target tailored emails to specific people to ensure the customers will enjoy them. Suppose you are providing huge discount to students only, then segmenting email according to age can help to reach discounted email to students.

3. Test various formats, lengths, links, and images in your emails

It would be almost impossible to get everything right on the first try. Keep on trying and analyse which format are getting more clicks.

Things comes under DON'T

1. Don't spam

Spam refers to irrelevant or inappropriate messages sent to a large number of recipients via email. Always avoid making your emails look or sound like spam. When email is detected as spam then your subscriber will never receive email.

2. Never send same emails to every subscriber
If subscriber feels emails are irrelevant to them then they can even unsubscribe to get emails. Sending same email can also overwhelm your subscribers.
3. Don't stick to same format without testing anything new
It is suggested that you should be open for trying new ideas, approaches, or formats to see if they can yield better results.

Ethical email language

The end goal of an email marketing campaign is to achieve business objectives and marketing goals. To do that, you need to create emails that the customers want to open, read, and engage with. One important way to run a successful campaign is to ensure that you're conducting ethical email marketing. *Ethical email marketing is practice of sending marketing emails to individual or group by following set of principles that prioritize transparency, relevancy and respect for recipients.*

There are many considerations when writing emails in an ethical manner, but one is to choose your language carefully. You should never use language to scam or spam users. Emails that don't follow ethical marketing language may be caught by spam filters, and that means they may never reach customer mailboxes. Even if they reach then those mails can create negative feelings in readers, causing them to distrust your company. This can put brand's voice and integrity at risk.

Follow the given tactics while writing email:

1. Use trustworthy and honest language
Your subscribers should always feel like they can trust you. Using genuine language in your brand's voice builds trust with your audience. Use words and conversations that makes your customer comfortable. A simple "10% off inside" will do more to than something like "URGENT: Act Now." Some words that can be flagged by spam filters are: *Act now, apply now, urgent, exclusive deal, important information regarding and this won't last.*

2. Be truthful about what you're offering

Choose phrases and words that indicate exactly what the email offer is. If it is about "extra 50% off sale on items", then say truly about it. Your audience should not feel that you are saying whole story. Say directly what is it about. If you use hyperbolic words then customer may feel that you are trying to trick them. Some of hyperbolic phrases are: *best offer ever, fantastic deal, free money, no catch, no fees*. These are phrases you should generally avoid so that your customers don't feel tricked or misled.

3. Use language that adds value

Use words that add value of some kind, so your audience has a reason to open and engage with your email. Your audience never wants to feel like you are begging them to open an email or make a purchase. Using a phrase like "we think you'll like this" or "we made this with you in mind" reminds the readers that these emails are for them. Avoid phrases like: *Please read, we need your help, you need to see this*

Types of email used in marketing

Different email types will accomplish different goals for your company. According to goals the emails are classified into:

Acquisition emails

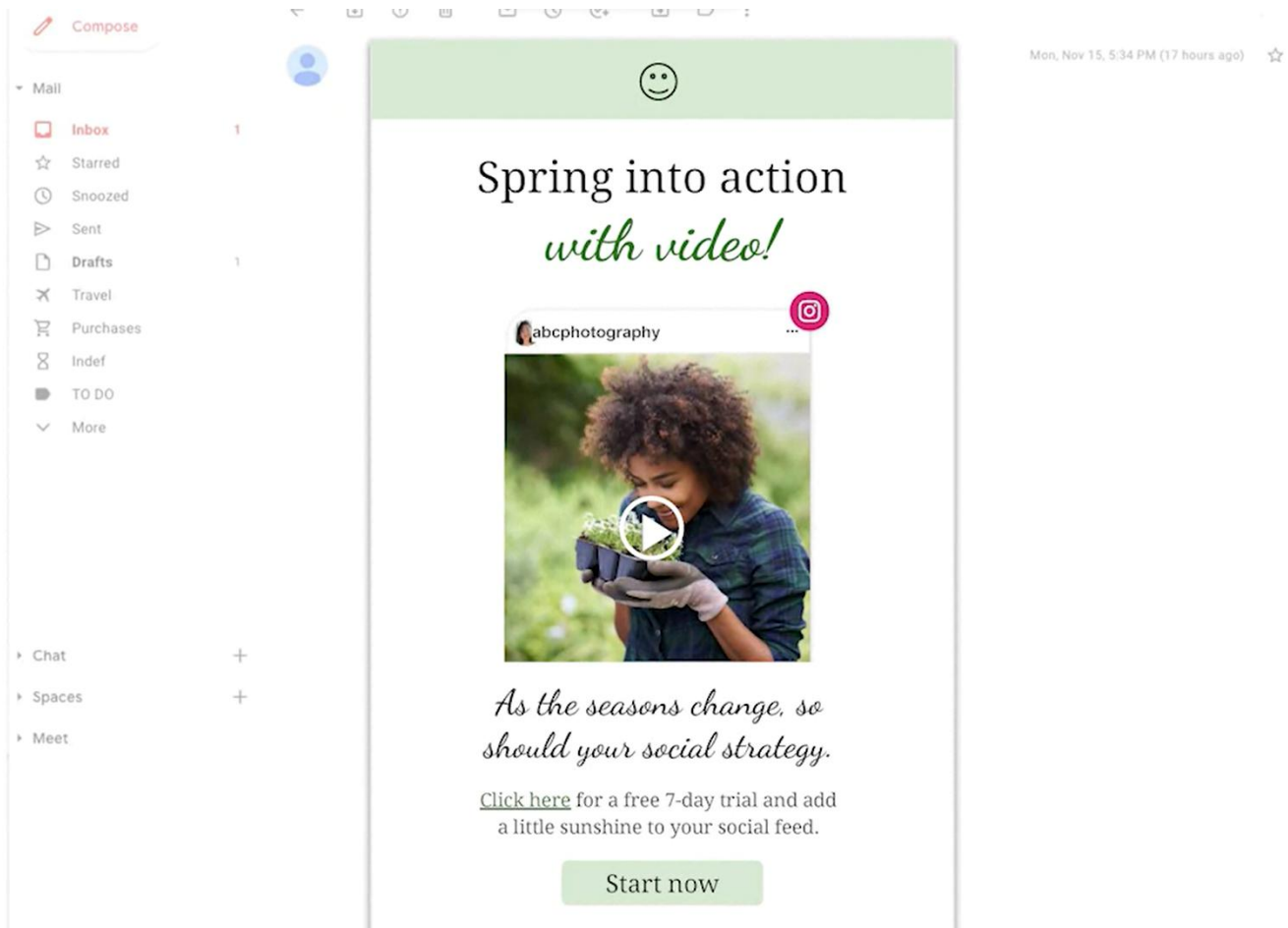
An email sent to acquire or bring a new customer is called acquisition email. In the context of marketing funnel, acquisition email falls under awareness stage. One secret to a good acquisition email is giving your potential customer something before they even know they want it.

Give them things like:

1. Downloadable guides, product catalogs, PDFs or free trials.
2. Something that makes them feel good like positive inspirational passages
3. Some new educational information
4. Give detail view about what your product will offer and how it will benefit them.

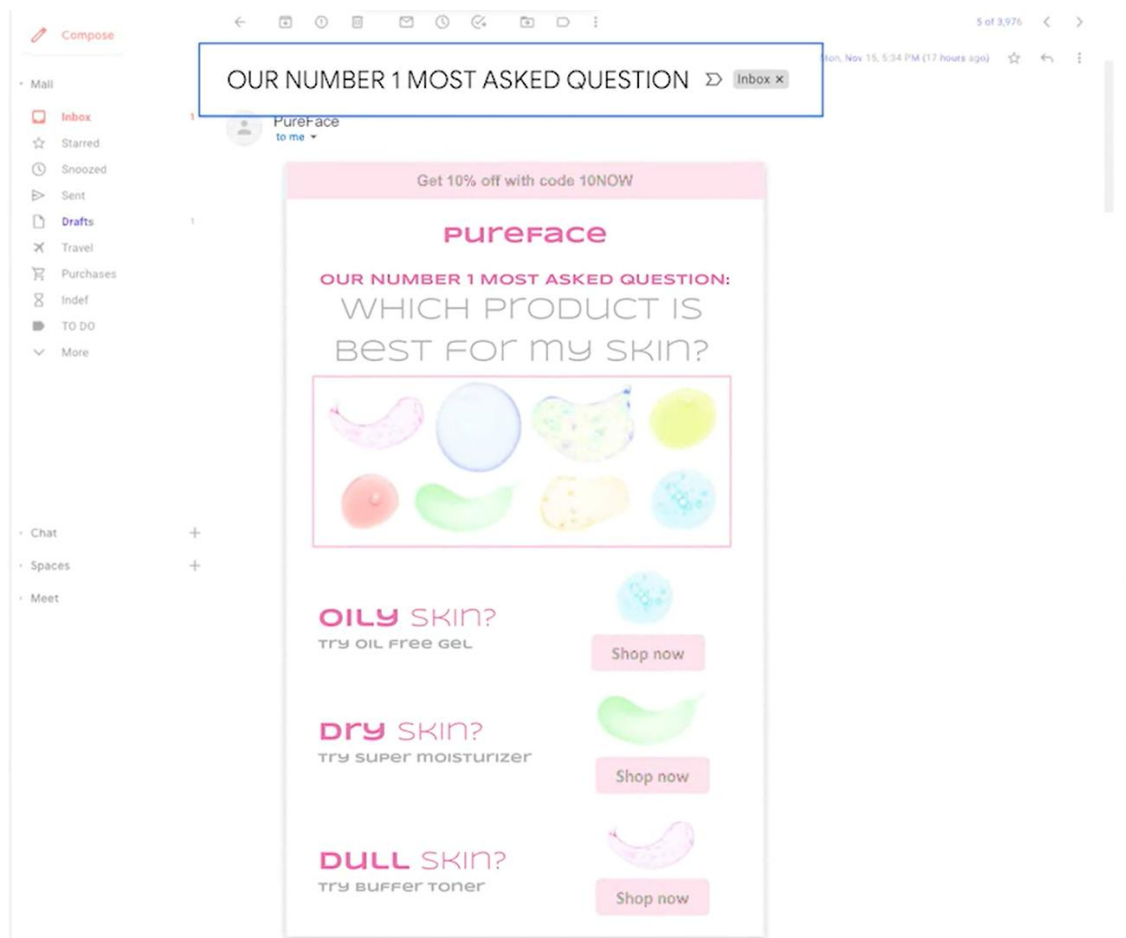
One aspect of acquisition-based email marketing that can make all the difference between a successful campaign and an unsuccessful campaign is: copy, which refers to

text written in email. Taking these factors into consideration, what does an effective acquisition email look like? Let's see example:



This email from a social media-based photo and video editing company is offering a tutorial on how to make attention-grabbing social media videos. This is a great example because you can see that they're offering something new to their potential customers. They have included specific details on how the audience might use topics like seasonality and mood to create more engaging posts. It's short and straight to the offer. Their email copy is light and vibrant and the use of the line "Spring into action with video" at the top is a play on words. They are urging customers to take advantage of both new season and take quick action with their video posts.

Here is another example from cosmetics company which offers an interactive email that invites customers to match products to suit their own skincare needs.



By making the email interactive, this company gives potential customers valuable information that feels personalized just for them, and an offer to help them act on what they just learned by making a purchase. This email is effective because they use a clear call-to-action throughout the whole message. The banner at the top of the page offers customers 10% off if they shop for one of these products now. There's a small "Shop Now" button at side of each item in the body gives customer some idea which product they should try. Not only they are getting a discount, they're also getting a mini skincare lesson. Finally, the subject line that went along with this email, "Our number 1 most asked question," acts as a teaser, encouraging interested parties to click in and find out if this question matches to them.

Welcome emails

Welcome emails are emails that are sent out to brand new customers or subscribers. If you were to welcome someone into your home for the first time, how would you do that? You might offer them water or a snack. In the same way that you would be very

thoughtful about welcoming someone into your home, you should be thoughtful about sending your welcome emails.

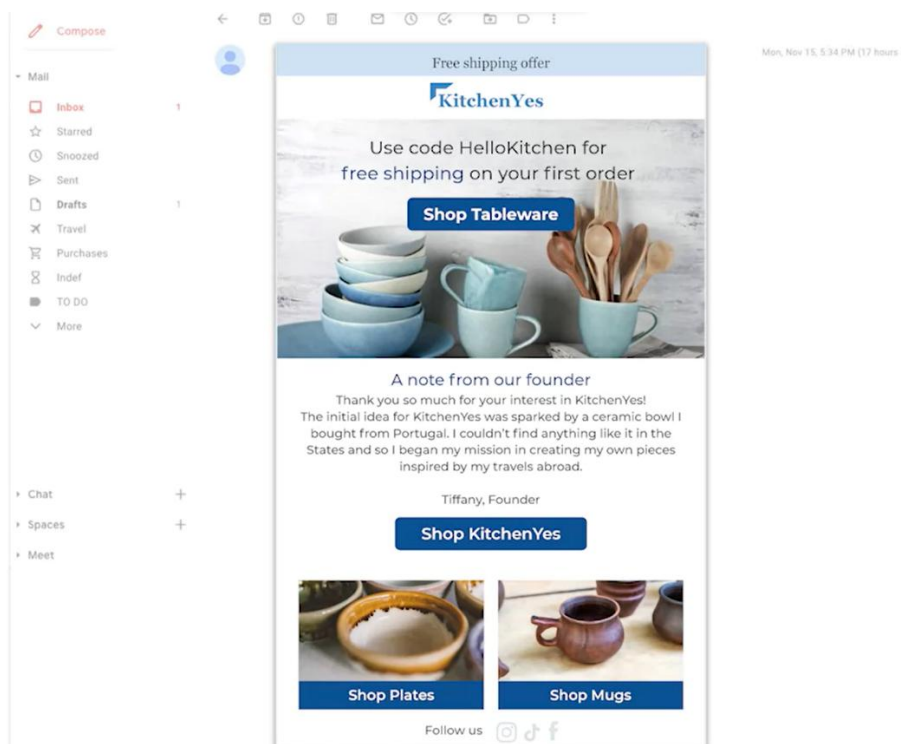
Welcome emails fall into the consideration bucket of marketing funnel. Remember this is the section of funnel where users have already elected to subscribe your marketing emails. So, they are looking for more information. By clicking subscribe, these customers have decided they want to receive additional information about your business and offerings. A good welcome email includes:

1. Conversational and inviting tone
2. Brief summary that tells customers what makes your brand unique or tells your brand's story.
3. A call- to-action

Note: A call-to-action is a concise instruction that tells the customer what to do next.

Companies sends welcome emails to thank first-time subscribers or customers who have purchased a product. They also send a welcome email when you download their app, encouraging you to use the app for the first time. Sometimes companies will send a welcome email to encourage people to buy a product by including a discount code.

An effective welcome email example:



For starters, it offers incentives like a free shipping code right at the top. They know you're more likely to click "shop tableware" button that they have presented you. This is a great tactic. Then, the email includes a letter about the company's background straight from the founder. Not only does this add a personal touch, but it makes the email copy feel conversational and inviting. The email is concluded with a few calls-to-action as you are prompted to follow them on social media or shop in their online store.

Newsletters

A newsletter is an email which is sent to subscribers on a regular basis, containing news and informational content relevant to the company and of interest to subscribers.

Benefits of newsletters

1. Advertise your product
2. Build trust and show your expertise
3. Create lasting relationship with your customers
4. Inform and educate your customer

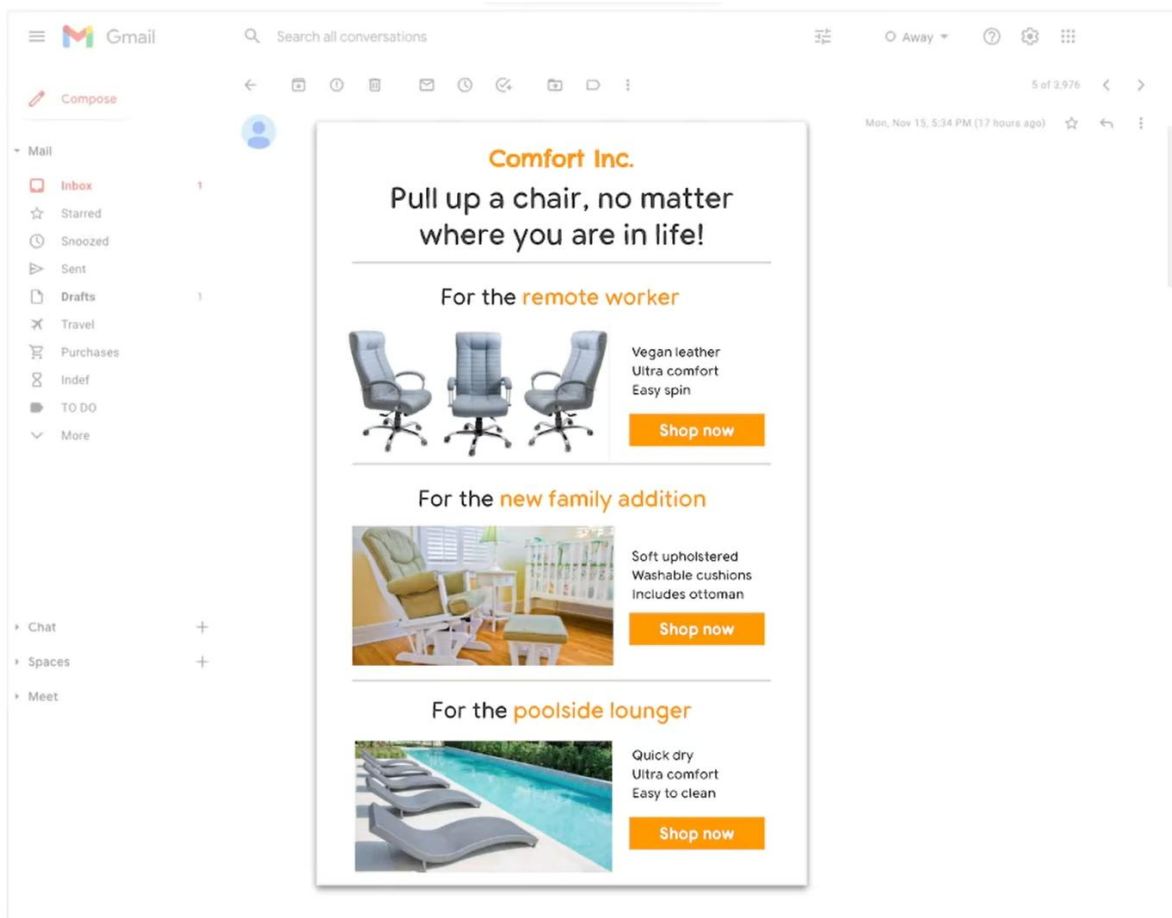
Newsletters fall into several buckets in the marketing funnel because they exist at many stages of marketing campaigns. Newsletters falls into the consideration stage when readers are still getting to know about your brand. The conversion stage when they have decided that they like your brand and want to support it. Finally, and the loyalty stage, when they keep coming back for more products and content.

Newsletters should include:

1. Relevant content that you think your readers will enjoy.
2. Mentions of trending topics, pop culture, or current events, so that the content feels informed and fresh.
3. Catchy and clever writing which seems to be different from all other messages in user inbox. But make sure the message is genuine
4. Clean that feels on-brand for your company. It means providing information in neat and clean way along with maintaining brand identity.

Some of the best newsletters include articles that don't try to sell a product. Make sure to includes articles relevant to subscribers' lifestyles. However, promoting product is not bad idea.

Example of newsletter:



In this example you can see a headline "Pull up a chair " which already sets an inviting tone. They offer a chair for each type of subscriber. Under the headline there is image of chair for the remote worker, when you click on "show now" button it redirects to landing page where you can purchase chair. Under the headline "for the new family addition" there is an image of a soft rocking chair for a baby's nursery. Under the headline "for the poolside lounge", there's an image of an outdoor lounge chair with a link to purchase which is represented by "shop now" button.

They've done a great job while advertising their products and establishing their expertise on the best chair for each type of person. The copy below the chairs educates and informs the readers on comfort levels, dimensions, and more product details. Generally, this newsletter is fun and interactive way to create buzz about the furniture company's various chairs. If you are tasked with writing a newsletter someday, take your time and be thoughtful about what you want to give to your subscribers.

How to craft catchy newsletter?

Writing marketing emails is something that takes a lot of practice and patience. While writing consider the following things:

1. Write to add value

As a digital marketer, your goal is to convince people to open, read, and click on the links in your marketing emails. To achieve this goal, write content in such a way that they will engage. Every email you send should add value to the subscriber in some way. Whether you're introducing them to new products or services, making them laugh, or teaching them something new, each element in your emails needs to be thoughtful and intentional.

2. Subject line

A subject line is the first text that the recipients see after your name when an email reaches in their inbox. The subject line is your subscribers' first impression of the email, so it's important to make it compelling. When you write your subject line:

- a. Keep it brief

Your subject line should be about 6-10 words total. If it's too long, it may be cut off from being viewed entirely by your subscribers.

- b. Generate reader's curiosity

Write a subject line that makes readers interested in the content of your email. If you're sending emails to a list of people who added items to their cart but abandoned it at some point during the checkout process, you might include a subject line like: "These items are too good to leave in your cart."

- c. If you're offering something, be clear about it

Whether it is a new piece of information, a discount, or something else, make sure subscribers know there is a benefit when opening your email.

- d. Consider personalizing it

If you use an email marketing tool, you will have the capability to personalize emails by using first names. This is a great way for subscribers to feel like you're talking to them specifically. Depending on which tool you use, the way you do this will be a little bit different, so read up on your specific tool.

3. Preview text

Preview text is another important aspect of your marketing emails. Preview text is next to an email's subject line in the inbox and gives extra insight into what's inside the email. It may be secondary to your subject line, but it's still visible from readers' inboxes and they see it before they click into your email. Your preview text tells readers exactly what to expect in opening the email. When you write preview text:

- a. Make sure to include the most important piece of information from your email. What is the main point you are attempting to communicate? That should be your preview text.
- b. Make sure it aligns with what your subject line says. The subject line and preview text should work together to make subscribers to open the email.
- c. Preview text like: *"The recipe you didn't know you needed..."* might be an effective way to make your subscribers curious about the contents of your email. Before you do this, think about your goals and objectives and whether this makes sense for your brand.
- d. Keep it between 35-50 characters. Your preview text should be brief enough that your subscribers can read it quickly.

4. Body

The email body is where most of your content will be. You can test out different approaches when it comes to your email body, one right approach for one company may not be for another. When writing your body:

- a. Maintain a second person perspective. Your email should seem personal and specifically crafted for your readers. Second person also referred to as "you" language which helps to create a sense that the writer is talking directly to reader. This makes readers feel engaged and involved. A phrase like *"Here's a discount for you,"* is more powerful than *"Here's a discount for our readers."*
- b. When possible, break blocks of text with white space. You don't want your email to seem overwhelming to the reader, so be brief and include visual breaks in between your text.

- c. Include a compelling call to action. Your readers are more likely to do what you ask them. If you want them to buy an item, encourage them to do exactly that. Sometimes, emails will have several calls to action, especially in newsletters, where several products, services, or links are likely being shared.

<input type="checkbox"/> ☆	Happyland	Free gift inside - Spend \$25 and get a free beauty box	Jul 22
<input type="checkbox"/> ☆	Jamie's Diapers	New prints coming soon - Seasonal diapers for your little ones	Jul 22
<input type="checkbox"/> ☆	Teeshirt Galore	Back-to-school student discount - All your must have tees for 20% off	Jul 22
<input type="checkbox"/> ☆	DeliveryNow	New year, new YOU deals - Stock your fridge with new menu items	Jul 22
<input type="checkbox"/> ☆	GummyThread	FREE shipping on all orders now! - 10 items you need in your closet	Jul 22

Here you can see brand name, subject line and preview text

Promotional emails

The emails which are sent in order to inform your subscriber about your new or existing products is called promotional email. There are countless reasons you may want to send promotional emails.

- a. Maybe your company is having a sitewide sale
- b. Maybe you like to celebrate your customers' birthdays by offering them 10% off of on their orders
- c. Maybe your brand is celebrating five years in business
- d. Maybe you're launching a new product, contest or giveaway
- e. Maybe you're offering some kind of free downloadable content for a holiday.

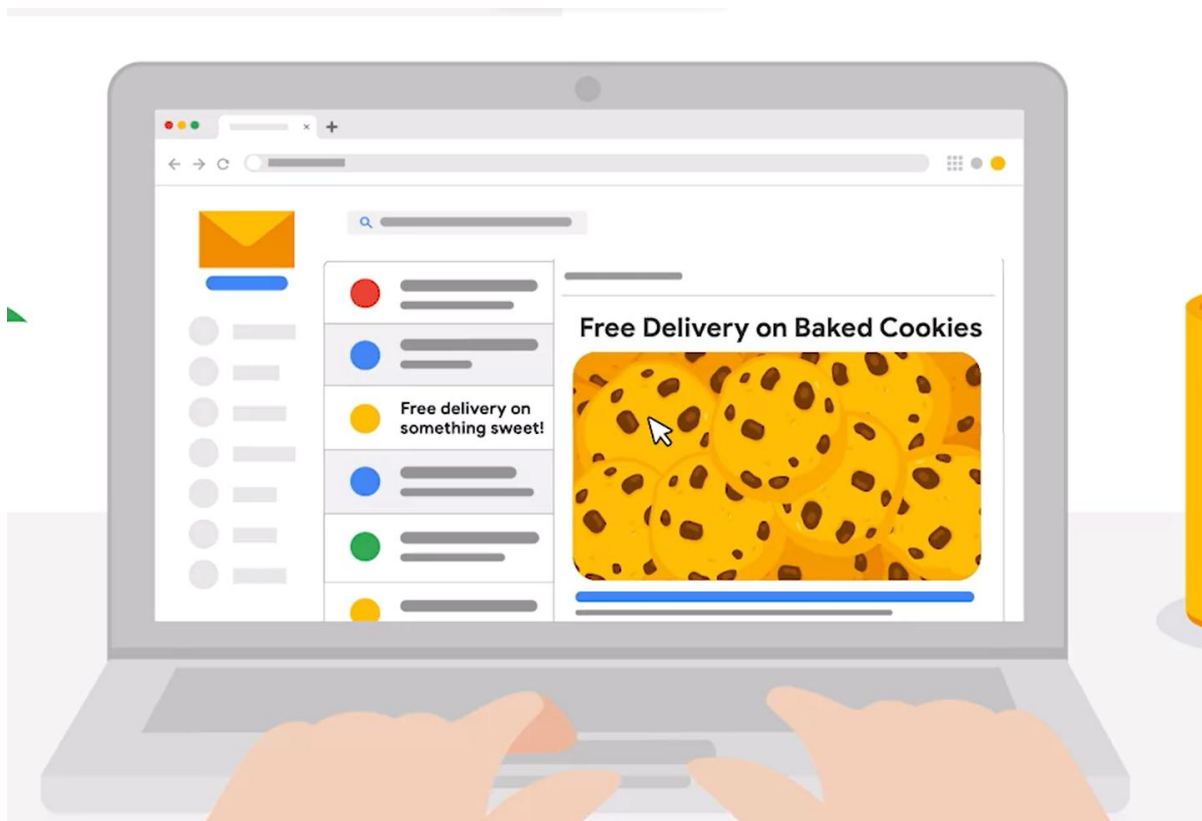
Goals for promotional email

- 1. Speeding up buying process
- 2. Encouraging subscribers to take some kind of action
- 3. Creating new or repeat customers

Promotional email falls under consideration and loyalty bucket of marketing funnel as it encourages subscribers to make purchase or gives your subscribers a reason to keep coming back and purchase something. There aren't any strict rules about what should be included in email. However, here are some tips which can help you to guide.

1. Keep the email's focus on the promotion itself rather than product features or details. If there are additional product features or details you want to include then keep link which redirect them to product detail page.
2. Keep it concise. Keep the body of your email brief and to the point. The body of your email refers to the text in the main content of your email. A learner should be able to read your promotional email in just a couple of minutes.
3. Announce the promotion in the subject line. Marketing studies have shown that 47% of emails are opened based on their subject line, which means you should spend considerable time crafting a subject line. This doesn't mean that the subject line always has to say discount code for 20 percent off inside, but it should hint that something special is inside and it should be relevant to the promotion.

Example of promotional email:



In this example, there aren't unnecessary details about the product. Its focal point is that there is free delivery for an order of cookies. If you decide to act on this offer, you just click on the button that says, "Order Now" and then you will be redirected to purchase

page of site.

The subject line, free delivery on something sweet makes it clear that there's some kind of promotion inside the email.

Retention emails

The email which is sent to current customer with the intent of keeping them as a customer is called retention email. Retention emails falls into the loyalty bucket of marketing funnel

There are lots of types of emails that fit under the retention category. For example: if customer puts an item in their online cart, but doesn't purchase, that company may send a follow-up email. This retention email is called a cart abandonment email and it encourages customers to purchase the item they left behind. After customer makes a purchase, a company sends a follow-up email asking for feedback on that customer shopping experience. That is also a form of retention email. If a company notices certain users are not really engaging with their newsletters or promotional emails, they may send a special offer to those customers to encourage them to engage. That also fits under the retention email category. Remember that the goal is to keep current customers coming back.

Retention email should include:

1. Personalization

Personalization means knowing about your customers and tailoring emails based on who they are. Here segmentation of email comes to action. It is process of separating email list based on user demographics, locations, interest, challenges, etc. The email should feel as they are sent personally to each customer. Another great personalization tactic is sending a follow-up email with tips on "how to use the product" that the customer purchased. It shows you care each individual customer.

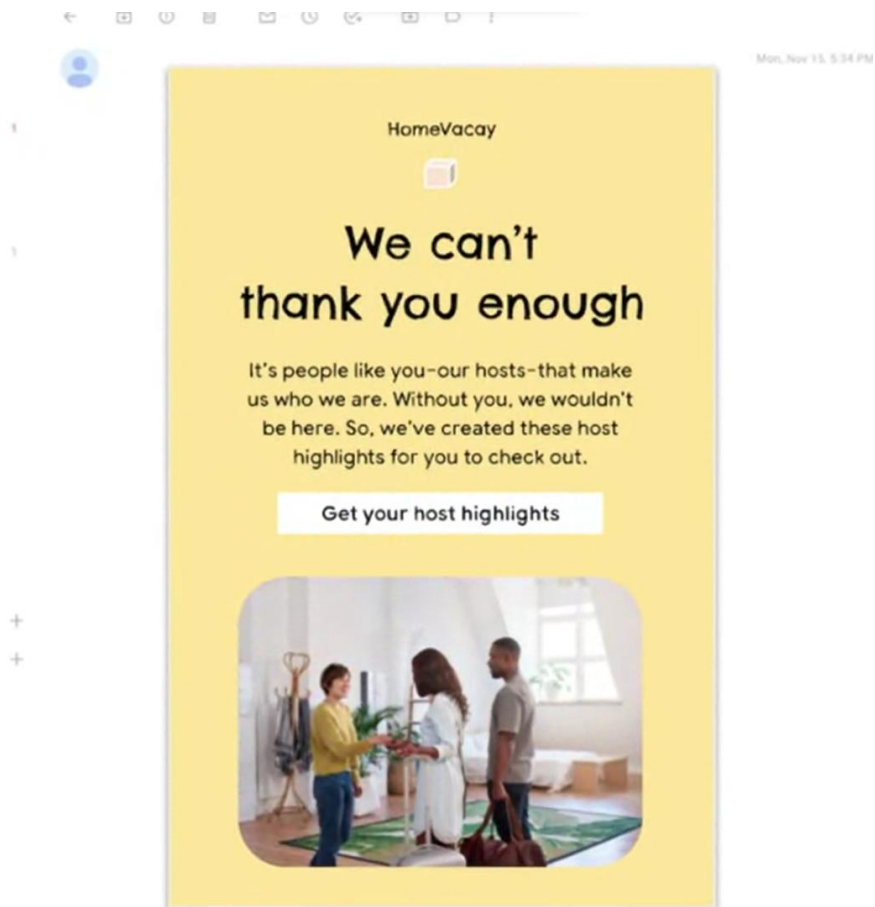
2. Clear call to action

Instruct them clearly what to do from your email. It can be a discount code to encourage subscribers to buy or subscriber to signup for new loyalty program.

3. Empathetic and inviting language

Empathy is just as important when it comes to business to customer relationship. One of the best ways to keep a customer around is to help them feel heard and supported. Using language like "how is your experience" helps a customer to understand that their opinions matter, and that might make them to come back again and again. When customer made a purchase, you can send emails like: "Thanks for your purchase, how was shopping with us, rate from 1 to 10". Help them feel appreciated

Example of good retention email



This retention email from a vacation rental and lodging site does a great job. It looks like personal, because they've created individualized highlights for every host. When a customer clicks on the button that says, "Get your host highlights," they will be redirected to their profile to view a highlight that is specific to them. They include a clear call to action, which is for the customer to click on the button, and go check out their highlight.

Finally, the language used by this company is incredibly inviting, and shows a great deal of gratitude. Using phrases like, "we can't thank you enough," is a great way to show that your business recognizes how lucky they are to have each and every customer.

Create accessible emails

While emails can be an excellent marketing method, it's essential to create content that every audience can experience equally.

The term accessibility refers to the design of products, devices or services for people with disabilities. Emails with poor accessible design may fail to convey auditory and visual information. Example: Some email you send might include videos with information spoken by native speaker. Including captions or transcript helps to the people with auditory disabilities and those who are not native speaker. Captions or a transcript can also be helpful for any user in an environment where they cannot easily hear sound, such as on a loud, crowded bus or cafe, or play sound without disturbing others, such as in a library. Best practices for accessible email design:

1. Formatting

- a. Organize headlines thoughtfully. Headers have invisible code called header tags. When a screen reader reads a header, it describes header size (h1, h2) and content written in heading.
- b. Avoid using all capital letters and excessive italicized or underlined text. This can be difficult for screen readers to process, which means that the information isn't being communicated clearly.

2. Fonts

- a. Text font size should be at least 14. Small fonts can be hard for individuals with low vision to read. Larger fonts help users to identify characters and words more easily. For headings, consider adding bold or using a larger font.
- b. Use simple fonts. Better to use basic Serif or San-serif fonts. They are easier for users to read

- c. Be careful while using emoji. An emoji is a small, text-based illustration used in electronic messages and webpages. While they can be visually interesting, they may be difficult to understand and hard for low vision users to see. For this reason, avoid using emojis in subject lines or while representing important information.

3. Colors

- a. Use contrasting colors for text and background colors. Having significant contrast between foreground and background colors helps users with low vision to identify words. The most effective contrasting color pair is black text on a white background.
- b. Don't rely solely on colors to communicate meaning. Relying on only specific colors to deliver a message can be confusing to those who are color blind.

4. Images

- a. Only use text in images if necessary. Relying on text in images as the only method of conveying important information can be confusing to low vision users.
- b. Include alt text for all images that are critical to your message. If an image is informative, actionable, or necessary for the user experience, include accurate alt text that describes the image.
- c. Avoid ALT text for decorative images. Including alt text for decorative images such as logos, lifestyle images, and icons can be confusing for those using screen readers.

5. Links

- a. Make the purpose of hyperlinked text clear. In hyperlinked text, statements like "Click here," "Go," and "Get started" make an email difficult to understand when using a screen reader. Instead, use actionable language. For example, hyperlinked text for an online retail store sale could be "Learn more about our sale" instead of "Click Here."

Considering these best practices for accessibility is essential for designing emails that are useful to everyone. Be sure to always take time to verify that your email design follows accessibility principles.

When to send email

Sending emails to your subscriber list too frequently can reflect poorly on your business. So how often do subscribers want to receive emails?

In 2021, nearly 320 billion emails were sent worldwide daily. Since then, that number has only increased. Ensuring your subscribers don't feel overwhelmed or bombarded with emails is a big part of your email marketing strategy. You should set your email frequency with careful consideration. If you are sending emails to your subscribers' inboxes every single day and they are trying to cut down on daily emails, they might unsubscribe. When you evaluate how frequently you'll send emails to your subscribers, think about the following questions:

1. How large is your subscriber size?
 - a. Fewer than 500: Send an email once a month.
 - b. 500–10,000: Send an email once a week.
 - c. 10,000 or more: Send emails twice a week.
2. What purpose is this email serving?

If you're aiming to educate users on something like a new product, you may only need to send one email.
3. What types of emails do you plan on sending?

For instance, newsletters will be sent out more frequently than promotional emails about sales or discounts.
4. What types of content is in your emails?

If you're including nearly identical (same) content in every email, maybe they don't need to be sent more than once. That means, if you are sending emails with very similar content to the same recipient or group of recipients' multiple times, there might no need to send similar content repeatedly. If you are reminding

people about a sale, you might send a couple emails, one when the sale starts and one when the sale is about to end.

Ask your audience

When they sign up through a website prompt, you can include a quick survey asking how often they want to receive emails. Or, you can send a welcome email that asks them for feedback about receiving emails.

Build your mailing list

Without email list there is no way for your email to go. A huge part of email marketing is lead generation. Lead generation is the practice of collecting a potential customer's email address. Every time when you acquire an email address, you're generating a lead that could potentially turn into a sale.

To build list, email marketers use:

1. Website prompt

Create a prompt on your website asking customers to provide their email address. Add a prompt on your homepage that encourages them to provide their email. You can offer them something in return, like a discount code or some kind of free content. Example: *In your homepage you can write such as "Get \$10 free for first time signup"*. Then take them to signup page for entering their details and provide them \$10 after they signup. Hence, website prompt is digital banner that tells website visitors to act in some way.

2. Display ads

Display ads for lead generation refer to the use of visually appealing advertisements that are displayed on various websites and platforms to attract potential customers and encourage them to provide their contact information, typically through a signup form directly in ad. These forms are usually designed to be concise and straightforward, often asking for essential information such as name and email address. The form is embedded within the display ad itself, allowing users to submit their information without leaving the website that they

are currently browsing. OR, display ad can also be linked to signup page, where user reaches immediately after clicking on ad banner.

3. Social ads

They are paid advertisements on social media platforms targeted to social media users. Some social media channels offer ad formats specific for lead generation. For example, Facebook has lead ads. These are similar to display ads in which they combine text, images and a URL that links to a website where customers can learn more or buy products. The approach in social media ads for lead generation can be similar to display ads in terms of collecting user information directly within the ad or redirecting users to a signup landing page.

4. Search engine marketing

As you know, SEM is increase of website's visibility in a search engine through paid advertising. Using advertising titles and descriptions in your Search Engine Marketing (SEM) ads to promote discounts or offers and then redirecting users to a signup page can be an effective strategy for lead generation. This approach combines the attractiveness of a special offer with the opportunity to capture leads through a signup process. But make sure title and description are relevant to offer. Also include that offer which is written in title and description of SEM into signup page for remaining customer why they have clicked SEM ad.

5. Referrals

Customer referrals, also known as word-of-mouth referrals, occur when your existing customers recommend your products or services to other people in their network. Offer some referral programs which benefits both existing and incoming people. Offer referrals to existing customer such as *'Share to your friend and get 10% commission for every purchase they made'*. Similarly offer to upcoming customer, *'Get 10% discount for every purchase you made from your referral'*. Then both of the parties are at benefits and it will also benefit your brand too.

Segment your mailing list

Segmentation is the practice of dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history. Using segmentation, a company is able to deliver the most relevant content to its subscribers. This segmentation focuses on the physical location of your subscribers. You can segment your list based on any number of criteria but most companies segment their lists by:

1. Geography

When you are segmenting your email list based on geography you might divide by:

a. Location

If your brand is offering free shipping for all orders, but only within Korea, during the months of October, you might consider segmenting your mailing list based on location.

b. Climate

If your brand sells clothes worldwide, it's a good idea to segment list by climate because people in hot areas like light clothing, while those in cold regions prefer warmer outfits.

c. Population

City residents might like to enjoy trendy designs, while rural customers could be attracted towards classic styles. Segmenting list based on population can also be helpful

d. Language

If you are offering clothing to Japan then all people of Japan may not understand English, so segmenting email list based on language can also be great idea.

e. Environment

Let's say you work for a clothing company in Asia. Because of the extreme variances in weather from region to region, you may want to segment your emails by environment or climate. In Asia there are many geographic regions with varied climates, such as the desert, the rainforest, and the tundra

2. Psychographic characteristics

Psychographic characteristics are based on customers' activities, interests, and opinions. This includes factors like lifestyles, values, and hobbies. If you handle digital marketing for a local grocery store, you might segment based on dietary preferences. Is some subscriber's vegan? Segmenting by lifestyles and diets can help ensure you send useful, targeted content to people.

3. Demographic data

Demographic data includes information such as age, gender, income level, and family status. Let's say you handle email marketing for a company that provide travel tickets. It's important for you to know whether the customer that you are sending email is single, in relationship or married. So that you can send tickets offers accordingly. Here, segmentation email based on family status is important. Another example: The clothing that old age people might like may not be liked by younger generation, or clothing that male enjoy may not be suited for females. That's why age and gender segmentation matter here.

4. Behavioral data

Behavioral data refers to the actions your customer takes or doesn't take when it comes to shopping on your website. Purchasing habits, spending habits, browsing habits, loyalty to your brand, and engagement with your website, are all great ways to segment your list based on behavioral data. If you work clothing company, knowing whether a subscriber is visiting your site for the first time, or if they've been a long-time customer, can help you to change your messaging and get the right email to that customer. Example: For the new customer sending email that says 'Nice to meet you, here is 10% off' will work fine. For a long time, customer, you might send an email with a message like, 'it's great to see you again, here's 10% off on your favorite team's gear'. If you want to reward customers who purchase frequently from your website, you can segment your list based on customer loyalty to your brand.

Write effective emails

Although marketing emails have become more design focused and streamlined than they used to be, the most important part remains the same the content. You can create the most beautifully designed emails but if the copy isn't compelling, informative or adding value for the reader, it won't matter. Writing emails is a skill that takes time and practice.

Some best practices for writing emails effectively:

1. Writing subject line

This is the first thing that your recipients will read before they click into the email. The subject line should answer the question: What are you offering? When it comes to subject line, prioritize clarity over catchiness. When it feels like your subject line is clear enough, then go for adding catchiness. Example: Let's say you are working for emerging online audiobook and podcast company, and your email purpose is to introduce the business to audience. Ask yourself: What are you offering? and how can you be clear about that? The subject line might say something like "*Books for your ears*". OR "*Bookworms you've been waiting for us*". This clearly states what you are offering - "Audiobooks".

2. Writing body of email

Body is the text in the main content of your email. When writing email consider questions such as: how can this content help your reader? What stories can you tell them? In your email body prioritize:

- a. Writing in second person

The second person point of view is used for giving directions, offering advice or providing an explanation. It means you are always using the pronouns you, your, and yours. Ensure you are always speaking directly to your readers by using second person. The only time you aren't referring to your audience as you, your, or yours is when you are using their name.

- b. Personalizing email

It means making email personal as possible. Email marketing automation tools allow you to use merge tags or personalization tags to make emails as personal as possible. It is code that allows email writer to insert unique user

data from their mailing list into email. These tags will vary depending on which programs you are using. Like typing `{{ fname }}` to prompt the program to include the reader's first name. So, if talking about the body text of audiobook company's email, you could type: Hey, `{{ fname }}` what's your favorite book? We've got it. And if the reader is person named Angelique, she would see, *hey, Angelique what's your favorite book? We've got it.*

c. Telling about benefits rather than features

You should talk about how your product will benefit your customer instead of explaining about its feature. So, body text might be like, *"Hey, Angelique, what's your favorite book? We've got it. And if you like to listen to your books rather than reading them, we've got you. Listen on your way to work, at the gym or while you're doing the dishes. Listen anytime you deserve it. "*

d. Being brief

Make sure your email is short and simple. It will make them interested and doesn't make them feel like they are doing a lot of work to read email. After your body, include a call-to-action button. This may include a button encouraging readers to try a product now or visit your website.

Automation in email marketing

When it comes to digital marketing, automation has become the key for a campaign to be success. Email marketing automation helps you find your audience and serve them only the content they want. Email marketing automation is the practice of using software, programs, and technology to manage email marketing processes automatically. Email marketing automation makes the email marketing process simpler and smoother.

Using automation, you can:

1. Buildup email list
2. Segment that list
3. Send automatic welcome and acquisition emails to new subscribers

4. Follow up with newsletters, promotional emails, and retention emails using templates.
5. Easily track the engagement and behavior of each subscriber.

You can use specific automation tool such as HubSpot, Mailchimp, and Salesforce. There are countless of other option for email marketing automation

Mistakes in email marketing

Since you are sending the emails to your recipients' inboxes, there is no way to edit them in real time. Once the email is sent, it's out of your hands. Some common mistakes in email marketing are:

1. Sending broken links

A broken link is a hyperlink that no longer leads to the correct website. If you're sending a marketing email that hyperlinks to external websites, pdf documents or something else and the reader gets an error message, your link is said be broken. And the best way to ensure this never happens is to double check every hyperlink before you send the email.

2. Sending email to the wrong segmented list

You want to send a targeted email to list of 18-25 age group because they're more likely to purchase a certain item, but you accidentally send it to 40-55 age group, you sent the wrong email. To prevent this from happening in the future, you can create some kind of quality control or QC process for your marketing emails. Quality control is a process through which a business seeks to ensure that product quality is maintained or improved. This might include creating a checklist that ensures you're using the right format, content, personalization tags and anything else you want to be extra careful.

3. Sending an outdated or incorrect email

Let's say you sent an email that says there is a sale on a particular product, but the product is already sold out and sale has already ended a weeks ago. The best way to correct this mistake is to sent follow-up apology email. In your apology email, you need to admit your mistake, apologize to your subscribers and offer them something in order to make it right. Example: *"we messed up, we're sorry. We*

sent an email claiming a product was on sale, but that product is out of stock and the sale ended last week. To make it up to you, we're offering you 10% off on the entire store for today only." Your subscribers will probably forgive you for the mistake and they'll definitely appreciate the discount.

4. Sending emails with personalization mistakes

Instead of sending email like: *'Here is gift for you, Anjila'*, you mistakenly sent email *'Here is gift for you, {{First name}}'*. To ensure you don't have typos, grammatical mistakes or personalization errors in your email, conduct an automated spellcheck using an online spellchecker or some kind of plug-in on your internet browser like Grammarly.

Finally, automated emails can sometimes end up in spam folders rather than in inboxes. This could be because you're not following to your country's spam related laws or because your email seems like it might be spam. Emails may be flagged as spam when they include too many images or images that are too large. Take note of this, and make sure to send yourself a test email first.

Resolving mistakes:

1. Consult experienced experts at your company.
2. Consider if you should send a corrected version of the same email. A minor spelling or typo mistakes in email may not need to sent a follow-up email but mistakes in important point such as incorrect product launch date or sale date may required follow-up email. If you send a follow up email, be clear about the change in the follow up email by bolding it or using color.
3. If the mistake was really bad, offer an incentive. An example of an incentive may be free shipping, extending a sale, a discount code, or something else.
4. If the mistake is a broken link, redirect the bad link to the correct one as soon as possible
5. If there's a possibility someone was upset or offended at the message you sent, you may need to apologize on social media or through a public statement.

Useful concepts in email marketing results

Some of the things are actively needed to be considered while obtaining results from email marketing campaigns:

Data

A collection of facts and information is called data. These facts, numbers, or information are used to inform something. How many people visit your website? How many purchases were made after you sent out a promotional email? That's all raw data.

Metrics

They are made up of data. It is measurement of data numbers. Metrics help you make sense of raw data. Metrics refer to the quantifiable measurements that are used to track and assess a business objective. For example, if you're looking at an email marketing automation tool dashboard and you see 40 website visits from an email campaign, that 40 is data but if you look a little closer and see that, 40% of email open rate, that email open rate is metric. Here data are used to explain metric. When it comes to email marketing, you can choose and personalize which metrics to prioritize based on your organization's goals. Some important email marketing metrics are: open rates, click rate, unsubscribe rate, bounce rate, and share rate.

Key performance indicators (KPIs)

Key performance indicators are measurements which are used to gauge how successful a business is in its effort to reach a business or marketing goal. KPIs are metrics, but not all metrics are KPIs. This is because KPIs are those metrics which are important to determine your email marketing campaign success. You can consider ROI and conversion rate as two metrics to prioritize for success and email open rate isn't a metric that you don't consider to be more important. This means ROI and conversion rate are KPIs, however email open rate is metric but it is not KPI. You might also consider secondary KPI. For example, if your sales are a little low, but your conversion rate seems to be on target, you might need to focus on open rate, then email open rate becomes secondary KPI.

Reports

An email marketing report is a collection of KPIs. It usually includes the use of effective visuals like graphs, tables, and figures. Once you have your email marketing campaign report, you can use it to pull insights from it. Your reports are used during presentations to inform stakeholders.

Benefits of result obtained from data, metrics, KPIs and reports

1. Helps to ensure you are confident in your decision making
2. Enforce productivity, so you don't waste time focused on tactics that aren't working.
3. Help you to define and target your audience
4. Opens doors for organization with new opportunities.

Knowing how to collect data, track metrics and KPIs, and review reports will help you analyze results and turn them into insights. Metrics is made up of data and collection of metrics and KPIs is called report.

Note: **Email open rate** is percentage of people who has open your marketing email
Bounced rate is percentage of emails which were not successfully delivered to the recipient's inbox. **Unsubscribe rate** is percentage of people who have unsubscribed in order to avoid receiving further marketing emails from you.

Use metrics in email marketing

Metrics are an integral part of every email marketing campaign. Some examples of using metrics in email marketing are:

When open rates are down

'Health is wealth' is a fitness company that sells custom vitamins for customers. Recently they have found that their email open rates are quite down. Company decides

to research and plan for sending emails with effective subject lines. They choose to write with more clever phrasing to get customers excited and enthusiastic about their emails. Next, the company decides to send out two different newsletters: one to current customers and another to new customers. That way, the content fits each subscriber's specific needs, and they won't feel like their time is being wasted. Finally, the first solution for changing subject increases email open rate and second solution of sending different email to different type of customer ensure they continue opening the emails and enjoy the content week after week as the content becomes more relevant.

High click-to-open rates

"Love lice coffee" is coffee and bakery selling company in different locations. Recently they found that, when customer finishes their purchase and receives Thank you email, then the button provided 'Visit love lice-Coffee' in email seems to be clicked by many people. They saw analytics of that email and found; click-to-open rates has increased from 2% to 6%. Click to open rate means percentage of people clicking in link provided in email. They decided to take advantages of this. They included button suggesting to purchase more items, and when user clicks on that "Purchase more" then they show relevant items that the customer has recently purchased. "Love lice coffee" realized their customers like engaging with their email's link, they figured they could get more sales if they add more clickable links.

Increase in unsubscribe rate

'TrendyCloth' is online clothes selling company. In their recent days, they found that their email list is decreasing rapidly. They figure out that their unsubscribe rate has increased from 1% to 4%. They decided to add a very brief survey asking for feedback about how they can improve and what are their mistakes through their email, website and social media. This won't get their old subscribers back, but it will answer questions about why subscribers are leaving. Next, they decide to start a referral program, encouraging current customers to invite friends to sign up through marketing emails. If someone refers a friend to sign up, they both get a coupon for 10% off. This way, they started to see their email list growing.

Most common email marketing metrics

As a reminder metrics are quantifiable measurements that are used to track and assess progress toward a business objective. Some email marketing metrics are:

1. Open rate

An open rate is the percentage of users who has opened your email.

Open rate is calculated by:

(Number of people who opened email / Number of people who received email.)

A high open rate might mean you're writing effective subject lines while the low open rate might mean your subject lines needs some work.

2. Click to open rate

The percentage of email recipients who clicked on one or more links in an email is called click to open rate. It is calculated by:

(Total clicks / Number of emails opened)

This metric is often used in AB testing, where two versions of an email are sent out at the same time to see which version an audience responds more positively to.

3. Unsubscribe rate

Unsubscribe rate is percentage of email recipients who unsubscribe for not receiving future emails anymore. This metric is useful because it indicates whether you are delivering content that your audience enjoys. It is calculated by:

(Number of unsubscribes / Email delivered)

4. Conversion rate

The conversion rate is the percentage of email recipients who clicked on a link in your email and took a desired action, like making a purchase. Basically, conversion rate answers the question, did your audience do the things you wanted them to do? Achieving a high conversion rate is very important to many companies because it means they are selling more products or services without having to increase their budget. It is calculated as:

$(\text{Number of conversion} / \text{total email sent})$

5. Email bounced rate

Email bounce rate refers to the percentage of emails sent that could not be delivered to the recipient's inbox. It is calculated as:

$(\text{Total number of bounced email} / \text{Email sent})$

Higher bounced rate is caused by incorrect or inactive email address or import error with your email list. To avoid a high bounce rate, make sure to verify your domain, make sure that your automation tool is up to date and working properly.

6. Complaint rate

Complaint rate is the percentage of complaints, a recipients send to mailbox providers about receiving your email. Gmail, Yahoo, Outlook are popular example of mail box provider. It can be calculated by:

$(\text{Number of complaints} / \text{Number of email delivered})$

It is common to have 1% email complaint i.e. 1 complaint from 1000 emails. This metric can help you gauge how happy your subscribers are.

7. Return on investment (ROI)

Recall that ROI is ratio of money made and money spent. It can be calculated by:

(Total revenue / Total spent).

Let's say your house cleaning company made \$800 from your first email campaign, and you figured out that you spent about \$200 on it, your ROI will be 400%. It is very useful when creating presentation for stakeholders. ROI is often calculated and reviewed monthly, quarterly, or annually. As mention earlier, email marketing has about \$42 for \$1 spend which is 4200% ROI

8. List growth rate

The rate at which your subscriber list grows. It is calculated as:

$$\{(\text{Number of new subscriber} - \text{number of unsubscribes}) / \text{Total number of email in list}\} * 100$$

This metric is helpful to track because if your emails have quality, a high list growth rate may translate to a higher sales volume, which mean a higher ROI

9. Forward rate

A forward rate is the percentage of recipients who click on the share button to post to social media or who click the forward button to send to others. Forward rates can be calculated by:

$$(\text{Number of forwards} / \text{Total number of emails delivered})$$

A forward rate is an incredibly valuable metric because when an email is forwarded, it means you are generating new leads.

NOTE: If you multiply, 100% is maximum, but if you do not multiply then 1 is equivalent to 100%. In some metrics like ROI, value can exceed 100% or 1

Create an email marketing report

After spending time on tracking your metrics and assessing your campaign success levels, you want to share that information with stakeholders and marketing teams. To do this you will need to build email marketing report.

Email marketing report is collection of key performance indicators (KPIs) that you present to your team and stakeholders to inform them about campaign's progress and success. An email marketing report tells your stakeholders that, what your campaigns are doing for the company. These reports answer questions like, how has business positively benefited from email marketing? Is it beneficial for putting more money in email marketing?

The report that you are presenting should be concise, visual and engaging and shows growth. Include only necessary details and aim not to waste other time on unnecessary details. Avoid jargon and technical language so that anyone can understand your report, even if they are not familiar with email marketing metrics.

Using visuals means representing report in the form of graph, lines or charts. It is an effective way to tell your story. Visuals shows your audience something that words can't always accomplish. Showing graph makes audience engaging then just putting text on screen. It is okay to use your report straight from your automation software, but if you want to tailor the presentation effectively, you should rely on programs like Google Slides, Microsoft PowerPoint, or Canva. Using diagrams and images also helps audience to understand your report.

Being engaging is important because you need to grab your stakeholder's attention by presenting report in varying way in different steps. Play videos of demos, testimonials, tell stories or give examples. Ask for audience participation through questions and surveys. Highlight the outcomes you achieved that demonstrate the success of campaign. Make sure to speak clearly and slowly, have pauses for sometimes and make eye contact with audience to whom you are speaking.

Chapter: 5

Marketing Analytics and Measurements

Media plan, marketing & performance goals

In construction, architectural plans help people visualize a building before it's built. Similarly, in marketing, media plans help people understand what is in a marketing campaign before it's run. And just like how architectural plans have dimensional requirements like height and width that are used when a building is constructed, media plans have requirements, like number of impressions and number of clicks, that should be met when campaign runs. Hence, a media plan is a strategic document or roadmap that outlines how a company or organization will use various advertising and promotional media channels to achieve its marketing and advertising goals.

Performance goals can be applied to marketing goals in a media plan. A performance goal is a target that has a measurable numeric value. Example of performance goals applied in marketing goals in a media plan:

Business goal: *Increase revenue by 10% up to next year*

Marketing goal: *Increase monthly online sales revenue by 15%*

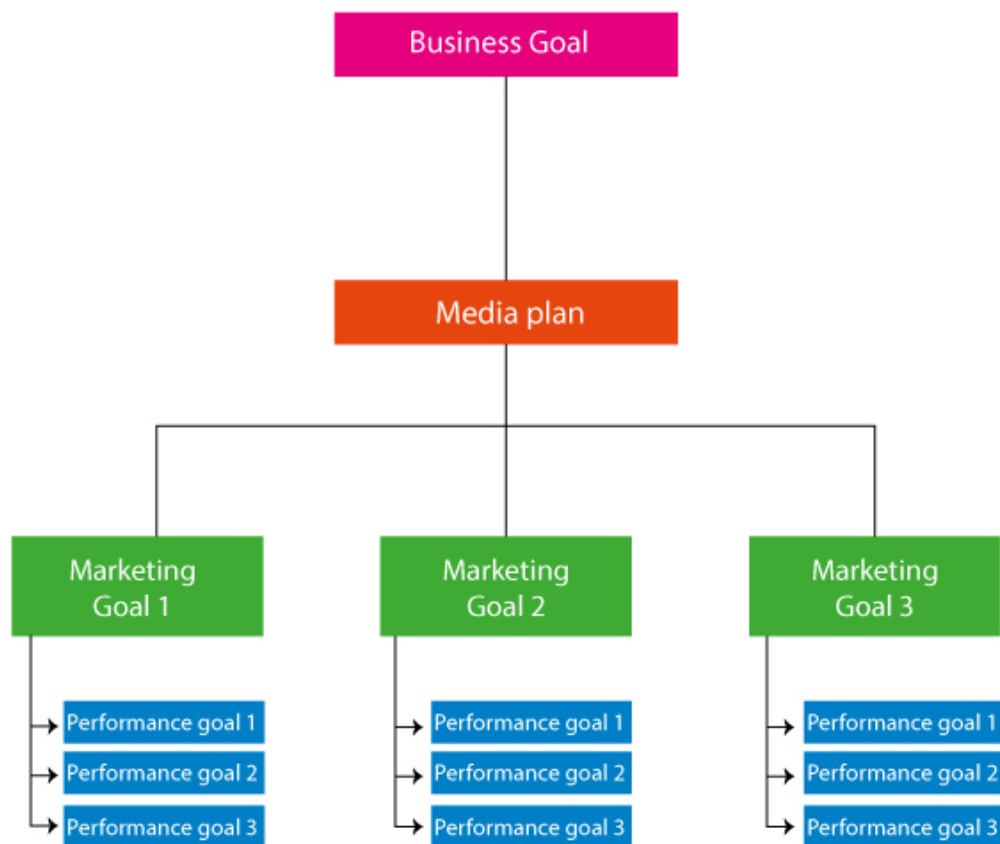
Campaign: *Paid Search Advertising Campaign on Google Ads.*

Performance goals:

1. Conversion rate:
Achieve a minimum 8% conversion rate on website visitors clicking on the ads.
2. Return on Ad Spend (ROAS):
Achieve a ROAS of 500%, meaning for every \$1 spent on advertising, \$5 in revenue is generated.
3. Average Order Value (AOV):
Increase the AOV by 10% during the campaign.
4. Ad Click-Through Rate (CTR):
Maintain a CTR of at least 4% on the campaign ads.

These performance goals are specifically tailored to the marketing goal of increasing online sales revenue. The given example is small portion of media plan. It represents the performance goals and objectives set for a specific campaign within a media plan. In media plan, you find multiple marketing goals each with its own set of performance goals. In short, media plan act as a bridge between various marketing goals and overall business goal.

Hierarchy of marketing goals and performance goals
with media plan and business goal



Considerations for media plan

Digital media plan contains details about where, when, and how often ads will appear across digital media channels, and includes the following information:

1. Who is your target audience?
2. How much total amount you can spend?
3. Combination of digital channels you use to reach your goals and budget for each channel. Media mix, like: 40% budget for social media, 30% for paid search and remaining for YouTube ads.
4. Duration of campaign
5. What are KPIs for your campaign?
6. Performance goals

Since KPIs are numeric, they often serve as performance goals for marketing goals. The path from one to the other should be clearly mapped out for successful of business goals.

Steps for creating a media plan:

Example:

Creating a digital media plan to reach the audience of my fellow classmates would involve a strategic approach based on their preferences and the content that resonates with them. First, I'd conduct audience research to understand their demographics, interests, and online behavior. With this information in mind, I would consider the following:

Channel Selection:

I would choose digital media channels that align with the preferences of my fellow learners. If they are active on social media platforms, I would allocate a significant portion of the budget to social ads. If they engage with video content, I would also include video advertising on platforms like YouTube.

Content Alignment:

The content that is most popular with my fellow learners would heavily influence the type of content I create for ads. It should be aligned with what they find appealing and valuable. For instance, if educational content is popular, I would craft ads that provide insights, tips, or solutions related to the course or topic being advertised.

Timing and Frequency:

To maximize engagement, I would schedule ad placements during times when my audience is most active online. Additionally, I would manage the frequency of ad exposure to avoid over-saturation and ensure that the content remains fresh and engaging.

Performance Goals:

I would set clear performance goals based on the popularity of specific content types. For instance, if blog posts or articles are well-received, I would aim to drive traffic to related blog posts and track click-through rates and conversions.

Budget Allocation:

The popularity of content could impact budget allocation. If certain types of content consistently perform well, I would allocate more budget to promote such content, ensuring it reaches a wider audience.

In essence, the content preferences of my fellow learners would serve as a guiding factor in shaping the digital media plan, from channel selection to content creation and performance measurement, with the ultimate goal of delivering valuable and engaging experiences.

Steps to create a digital media plan

1. Confirm business goals
2. Confirm marketing goals
3. Conduct marketing research

If a target audience isn't clearly identified, market research can help you determine what it is. For example, market research can determine both customer personas and target audience.

4. Define campaign goals

Be clear on what the campaign should achieve. Campaign goals usually have a relationship with a higher-level marketing or business goal. For example, if sales growth needs to occur in a particular region, a campaign's goal can be to increase brand awareness through ads

5. Select the media channels

Media channels selected for a campaign should align with the media preferences of the target audience. A media mix can then be created after identifying which channels have the highest priority. (Social media, paid search, video ads are example of media mix)

6. Determine and document all media plan items

After you have determined the required items for a digital media plan, you can use a document or software media planning tools to create the plan.

Format of digital media plan

Below is an example of a basic table that can assist with media planning.

Marketing Goals	Budget	Duration	Target Audience	Media Channels	Media Mix	KPIs	Performance Goals and Metrics
Grow brand awareness of target audiences	\$75,000	3 months	Adults 50-65 years old	Display	60%	CTR	5% increase in page views CTR > 2%
			All adults	Search	30%	CTR	10% increase in page views CTR > 2%
			Adults 18-49 years old	Social Media	10%	Audience growth rate	20% or greater audience growth rate

A digital media plan contains details about where, when, and how often an ad will appear across digital media channels. Documenting KPIs and metrics for each channel is essential for measuring campaign success. Media planning can be achieved using documents or specialized media planning tools.

Here is link for media planning tools:

<https://blog.hubspot.com/marketing/media-planning-tools>

Setting up performance goals

As mentioned earlier, performance goal is a target that has measurable numeric value. Performance goals and their associated metrics defines success. Some of the examples of setting up performance goals are:

Business goal: Improve customer acquisition by 20% over next three months

Here customer acquisition refers to the process of gaining new customers and customer acquisition for an E-commerce store depends on traffic to the site. The more traffic coming to the site, the greater the chance of acquiring new customers.

For the campaign, the initial performance goal that aligns with business goal could be:

Performance goal: *Increase weekly new visitor count by 20%*

Once you reach a 20% increase, you will meet your performance goal. But it may take more than one performance target to satisfy a business goal. What if new visitor comes to site and leave without taking any action? That's called bounced rate.

If you increase your new visitor count but have a high bounce rate, you will not reach the business goal. So single performance goal may not be sufficient. Next performance goal can be:

Performance goal: *Reduce the bounce rate by 50%.*

Cost related performance goals

Lower CPA to improve campaign value

CPA stands for Cost Per Acquisition. It is digital advertising metric that measures the cost required to acquire new customers or leads. It is average cost paid for each conversion. It is calculated by:

$$\text{CPA} = \text{Total cost of campaign} / \text{Number of conversions}$$

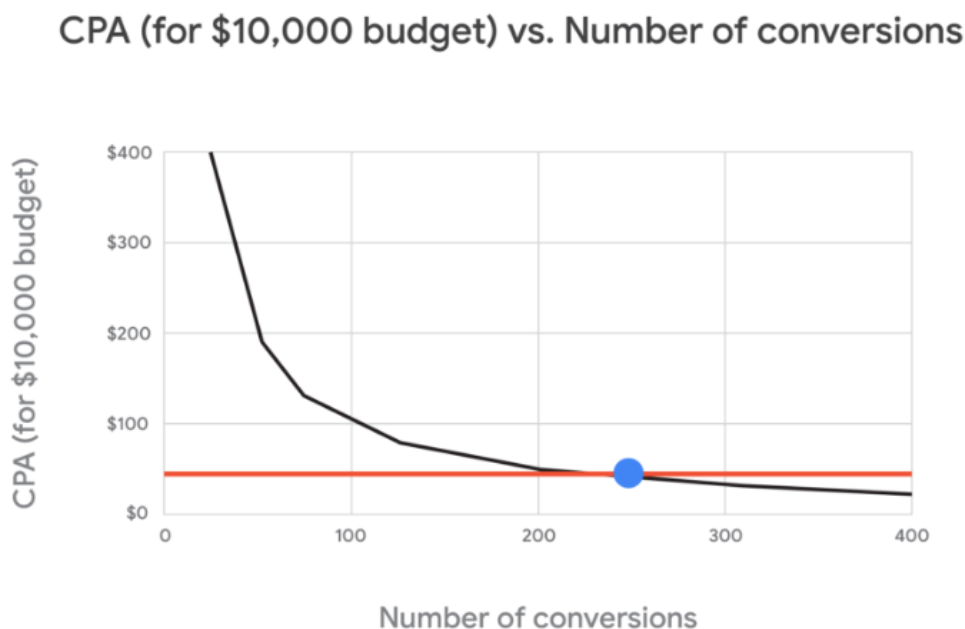
For example, if you spent \$1,000 on a campaign and it generated 100 conversions (e.g., 100 product purchases), your CPA would be \$10 because \$1,000 divided by 100 equals \$10. So, on average, you paid \$10 to acquire each customer through that campaign.

A lower CPA means that you are spending less money to acquire each new customer or lead. In other words, you are spending less money to acquire each new customer, which can lead to higher profitability and a more successful marketing campaign. Lowering your CPA is often a key goal in digital marketing because it allows businesses to grow their customer base while managing their advertising budget more effectively. If you have historical data on Cost per Acquisition (CPA) from previous marketing campaign then you can use that data as a benchmark [*starting point*] for your current campaigns.

The idea is to aim for CPA that is lower or at least equal to your historical average benchmark. If you don't have historical campaign data, then you can try using an industry average value as starting point.

For example:

Imagine you are working for clothing company but you don't have historical campaign data. You researched and found that industry- average [*single conversion*] for search ads is \$41.20, so you set your average target CPA at \$40. [*Red line in char below*].



Your budget for search ad is \$10,000 then conversion that needed to be obtained from your budget is:

$$\text{CPA} = \text{Total cost of campaign} / \text{Number of conversions}$$

or,
$$\text{Number of conversions} = \text{Total cost} / \text{CPA}$$

or,
$$\$10,000 / \$40 = 250$$

Hence, you need to achieve 250 or more then 250 conversions on that \$40 average CPA.

[Blue dot represents 250 conversions at \$40 average CPA for \$10,000]. If black line [number of conversions] goes below blue dot then you have improved your marketing campaign value above industry average. Hence you will achieve higher conversion at lower average CPA cost.

Use daily spend to manage CPC

Cost per click (CPC) is a metric used in pay-per-click (PPC) advertising. One way you can control cost is to manage CPC on per-campaign basis. You can allocate more budget to the PPC campaigns that are the highest priority.

Referring back to clothing company, if you're running national search ads for multiple regions, but the northwest sales region has a higher priority than the southwest sales region, you can spend more of your budget on the PPC campaign for the northwest region. Assuming the maximum CPC is \$0.50 for both regions, you can allocate a daily spend that's higher in the northwest to achieve more clicks in that region. If you assume a daily spend of \$200 for the northwest region and \$100 for the southwest region, the following calculations that applies are:

$$\text{CPC} = \text{Total cost of click} / \text{Total clicks}$$

Since we are dealing with daily spend on daily basis,

$$\text{CPC} = \text{Daily spend} / \text{Total clicks}$$

$$\text{or, Total clicks} = \text{Daily spend} / \text{CPC}$$

Hence,

$$\text{Number of clicks in the northwest region} = \text{Daily Spend} / \text{CPC}$$

$$\text{Or, Number of clicks in the northwest region} = \$200 / \$0.50 = 400$$

$$\text{i.e. Number of clicks in the northwest region} = 400 \text{ clicks}$$

Similarly,

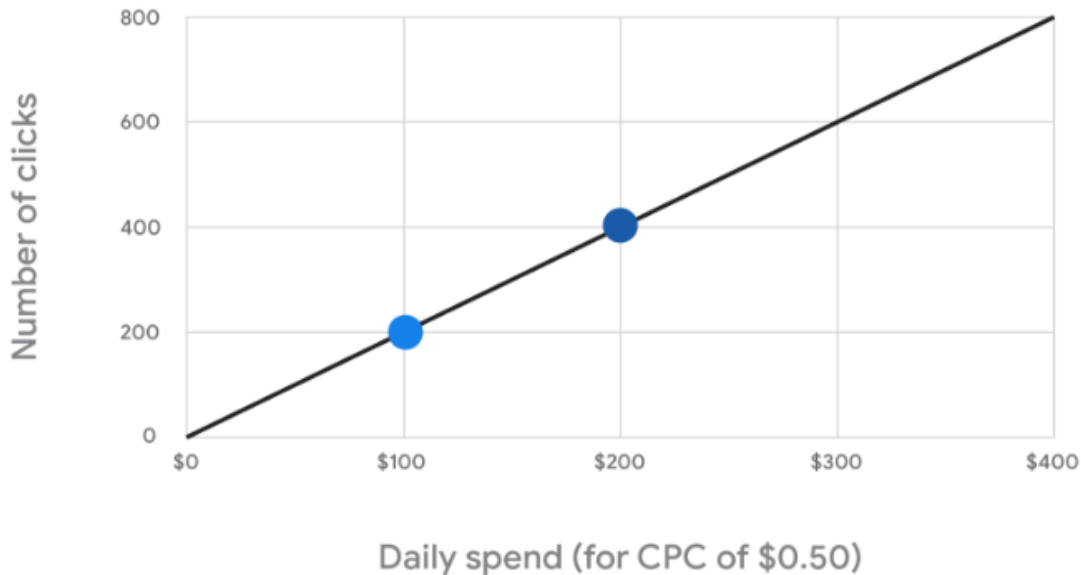
$$\text{Number of clicks in the southwest region} = \text{Daily Spend} / \text{CPC}$$

$$= \$100 / \$0.50$$

$$= 200 \text{ clicks}$$

The graph below represents Number of clicks vs daily spend for CPC of same \$0.50 in both north weste

Number of clicks vs. Daily spend (for CPC of \$0.50)



Based on the difference in the daily spend, the number of clicks you are willing to pay for in the northwest region (darker datapoint) is greater than the number of clicks you are willing to pay for in the southwest region (lighter blue datapoint). You can control the daily spend during the campaign to manage performance outcomes in each region.

Introduction to Google Analytics

Google Analytics is a web analytics service offered by Google that provides detailed statistics and analytics tools for website owners and marketers. The primary purpose of Google Analytics is to track and analyze website traffic, helping users understand how visitors interact with their websites.

You can get access to Google analytics demo account for your study purpose. To access the demo account, you need to have Google account. When you have Google account then go to: [Demo account - Analytics Help \(google.com\)](https://google.com/analytics/help/demo-account)

There are two types of conversion in google analytics:

1. Macro conversion

It is a conversion when user typically completes purchase transaction

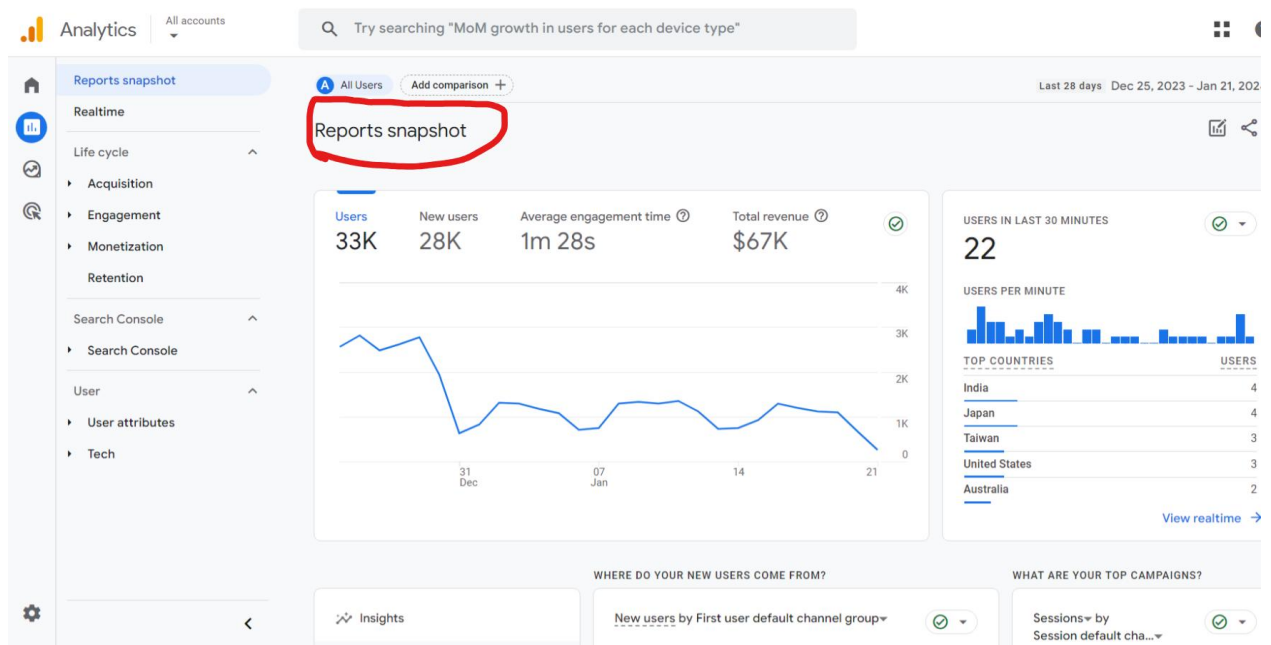
2. Micro conversion

It is conversion which is completed task that indicates a potential customer is moving towards a macro conversion

Some of the reports in the GA4 property of Google analytics are:

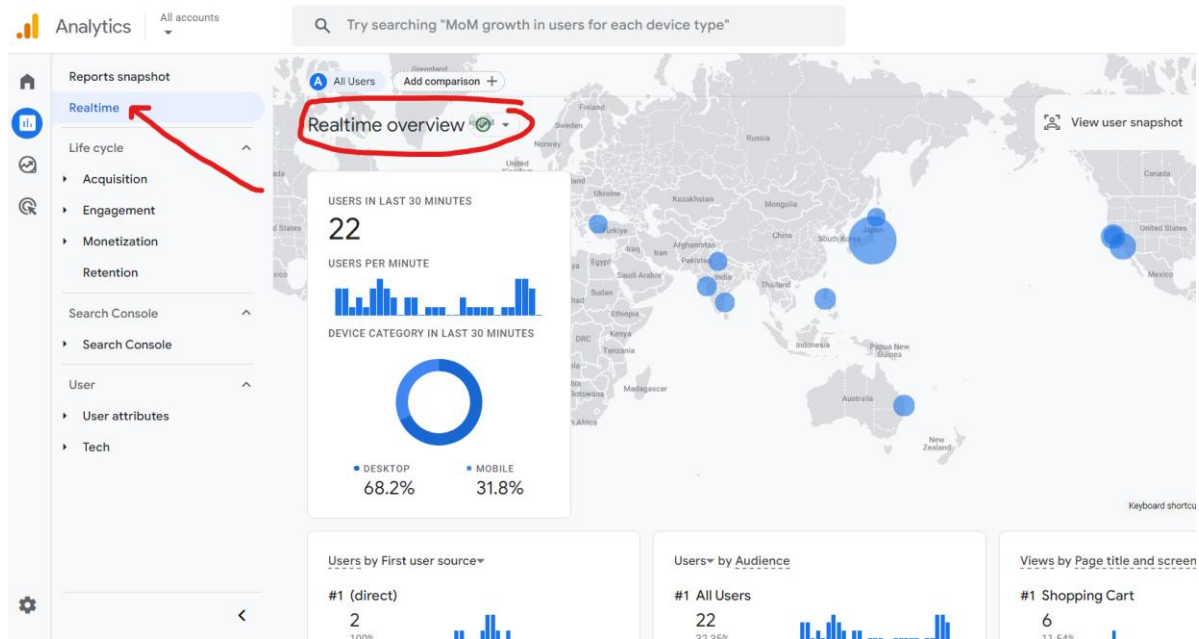
1. Report Snapshot

It shows summary about all users, new users, average engagement time, and total revenue. On scrolling down, you will see insights, user and traffic acquisition, user trends, top campaigns, most page views, top events, top conversions, top selling products, and conversions by platform.



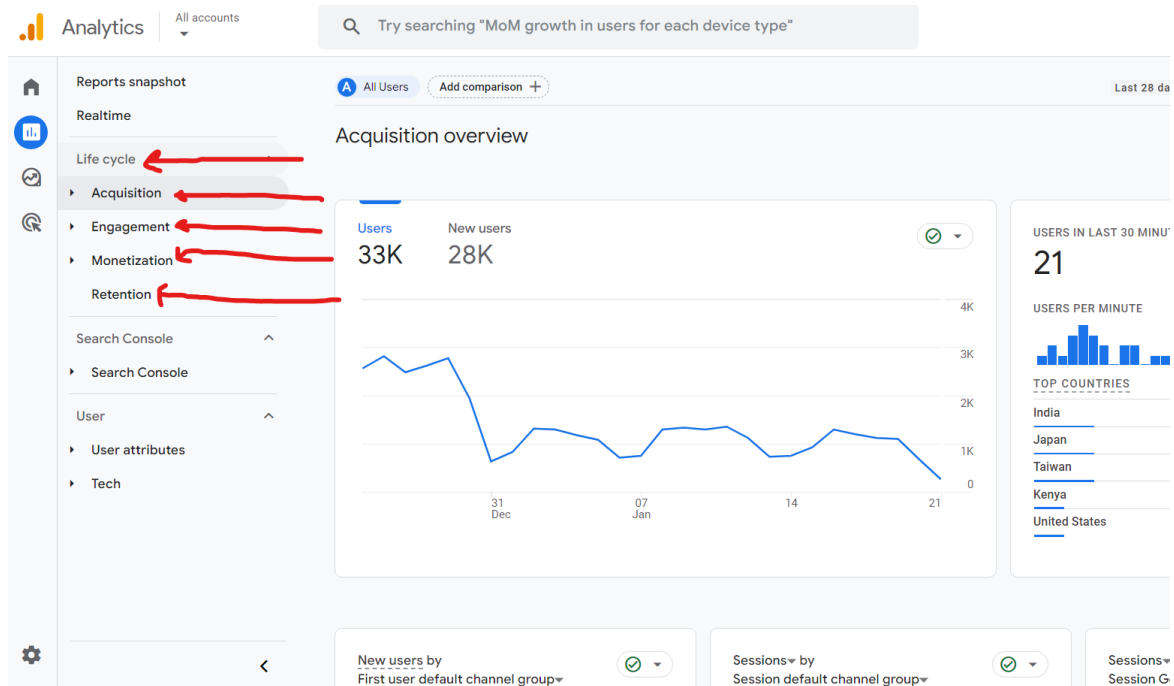
2. Realtime

It displays current user activity on the website. You can view users by device and geography, by source, audience and page, and you can view events and conversions too.



3. Life cycle menu

It displays information for the customer life cycle. It consist of Acquisition, Engagement, monetization and retention sub menus



a. Acquisition

It has details about user and traffic acquisition. Click "Acquisition overview" to view a summary.

b. Engagement

It has details about events, conversions, pages, and screens.

c. Monetization

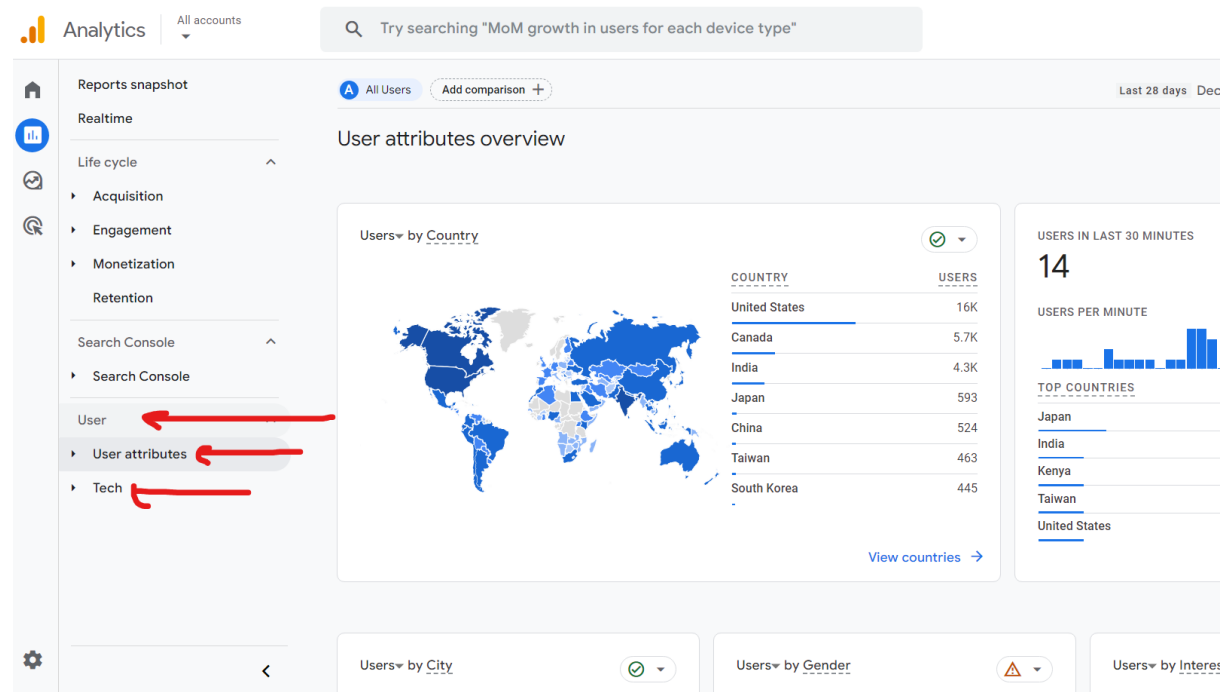
It has details about website and in-app purchases.

d. Retention

It has information about user retention and lifetime value over a 120-day period.

4. User menu

It is also divided into User attributes and Tech



a. User attributes

It has information of users by country, gender, age, city and languages. Overall, it consists information about users.

b. Tech

It has information of user by platform they use, browsers and operating systems

Some important terms:

Acquisition:

In Google Analytics, "acquisition" refers to the process of tracking and analyzing how users find and arrive at your website or app.

User retention:

User retention is the ability of a product to keep its users engaged and encourage them to return for repeated use or visits.

Customer Life Time value:

Customer lifetime value refers to revenue generated from a customer over the entire duration of their relationship with the company

NOTE: The purpose of attribution is to assign credit for conversions from ads, last clicks, or other touch points along a user's path to conversion completion

Some tools for marketing and Analytics

There are several tools available on market, you can use any of them depending on your type of work or your preference. Some of the marketing tools and analytics are:

- Google Ads
- Google Analytics
- Meta Business Suite
- HubSpot
- Adobe Analytics
- Adobe Marketo Engage
- Clicky
- Fathom
- GoSquared
- Heap
- Kissmetrics
- xpanel

- Oribi
- Statcounter
- Visitor Analytics
- W3Counter
- Woopra

Open-source tools:

- AWStats
- Countly
- Matomo
- Open Web Analytics
- Plausible

Other advertising platforms:

- BuySellAds
- Media.net
- AdButler

NOTE: When a marketer is working in Google Ads. They want to know how their ads are performing, so they navigate to the Recommendations page. They review a percentage score that is cumulative (increasing) for all campaigns. Then this means they are reviewing optimization score as performance information

Big data for marketing analytics and automation

Big data refers to a field in analytics that systematically mines and extracts information from very large datasets for insights. Financial companies use big data for risk analysis. Manufacturers use big data to optimize supply chains.

Some roles of big data are for:

Real-time analytics

Real-time analytics monitors immediate data to gain insights to respond to events more quickly. The faster marketers can monitor and analyze their data, the faster they can adjust their marketing campaigns. This is especially important in today's fast-paced digital world, where customer behavior changes quickly. Big data can help marketers to monitor and analyze their data in real time. This is because big data technologies can collect and process large amounts of data very quickly. Once the data is processed, marketers can use analytics tools to identify trends and patterns. This information can then be used to make informed decisions about their marketing campaigns.

Predictive analytics

Predictive analytics uses historical data to predict what might happen in future. It can be used to identify patterns and trends in data that would be difficult or impossible to see with naked eye. By applying predictive analytics to collective browsing histories, marketers can identify the right audience for their campaigns at early stage. For example, a marketer might use predictive analytics from browsing histories to identify people who are likely to be interested in a new product or service. They could then target these people with their marketing campaigns, which would increase the chances of success.

Autonomous marketing

It uses real-time analytics to automate marketing activities. Example: A social media platform uses machine learning to identify the type of content that is most likely to engage its users. The platform then promotes this type of content more prominently to its users. A travel website uses machine learning to personalize its search results based on the user's location and interests.

Artificial intelligence (AI)

It is a field of developing intelligent machines and software that can simulate human thoughts and works. Multi-channel campaigns are often difficult to manage because of the amount of content that needs to be created for each channel. Automation and AI are a new standard. For instance, Google ads offers automated bidding, and Google ads

smart bidding uses machine learning to analyze data in real-time to show the right message to the right customer at the right time.

Cookie-less future in advertising and e-commerce

A cookie is a small file saved on computers to store user preferences and other information. You have learned that a future in marketing will rely on real-time and predictive analytics, autonomous campaigns, and artificial intelligence. What's also certain is marketers will need to prepare for a cookie-less future as users feel more strongly about protecting their privacy. Some browsers have already implemented limitations, and many browsers have plans to phase-out the use of certain types of cookies.

How cookies are used?

First developed in 1994, cookies were created to save user's settings on websites. They can be used to monitor how visitors arrive and how they interact with a site. Cookies were initially vendor-specific and helped companies track the status of user sessions in the early days of e-commerce. Over time, cookies provided benefits to marketing and analytics as well.

1. Remarketing

Remarketing is the process of using ads or follow-up emails to engage with a potential customer who has visited a website but didn't make a purchase. The user information saved in cookies on browsers allows businesses to engage with these users for remarketing.

2. Analytical tools

Cookies keep a record of user session and device information. Cookies enable tools like Google Analytics to collect session start and traffic source information. Events configured in Google Analytics for website or mobile app monitoring summarize and report this information. Conversion counts in Google Ads also rely on cookies to determine to which ads or product lists, users have engaged

3. Third-party data collection

As mentioned previously, cookies were originally designed to be domain or website specific. In other words, user data stored in a cookie were meant for use on a specific website only. A cookie set by the website owner is called a first-party cookie and uses the website's domain. However, third-party cookies used in advertising can collect and track more information about users. Third-party cookies aren't developed by a website's owner but are distributed by third-party tools. They use a third-party advertiser's domain instead of the website's domain. A third-party can deliver a cookie to users by displaying a banner ad. Because a banner ad persists across multiple sites when users browse, that cookie continues to collect information. This information might not be anonymous and can be sold by the third-parties collecting the information. These third-party cookies are a major cause of concern about privacy. Some third-parties are capable of delivering literally hundreds of cookies upon a user's first visit, and the majority of these are used to track their behaviors.

Alternatives to cookies

Advertising and e-commerce will need to evolve to operate in a cookie-less world. Technologists are rising to the cookie privacy challenge by developing alternatives. Interest-based advertising and new methods for website remarketing are under development as alternatives to cookies. Some alternatives are:

1. Interest-based advertising (IBA)

Interest-based advertising, or IBA, relies on generalized browsing behaviors instead of on the browsing behaviors of specific individuals for the targeting of ads.

2. Federated Learning of Cohorts, FLoC

It is one proposal that assumes that a browser can group people together when they have similar browsing characteristics without using a unique identifier per browser. Advertisers can then observe the browsing behaviors of users in a group instead of by their individual activities

3. Trusted servers for website remarketing

For website remarketing, marketers must be able to create and manage preferred audiences without the use of third-party cookies. While many options are being discussed, an alternative could be a trusted server that is allowed to store certain information for a campaign bidding process only.

Events in Google analytics

In Google analytics, events are the action that user takes into website, which can be tracked and analyse to gain insights.

Events are enabled:

1. Automatically by turning on enhanced measurement

Enhanced measurement is a feature in Google Analytics that automatically collects a variety of events about how users interact with your website or app, such as: Clicks, number of users who viewed your page, submissions, purchases, video plays, etc.

2. Programmatically by a developer

Here developer writes code to track specific events that happens in website. For example, a developer might write code to track when a user clicks on a button, submits a form, or adds a product to their cart. The code is manually written within website. Google does not provide a specific place for developers to write code for Google Analytics.

Dimensions

Dimensions are attributes or characteristics of an event. They are similar to table column name. In the following picture dimension are event name, event count, total users, event count per users

Q Search...		Rows per page: 250		1-34 of 34	
Event name	+	↓ Event count	Total users	Event count per user	Total revenue
		4,596,500 100% of total	100,852 100% of total	47.91 Avg 0%	\$397,422.57 100% of total
1	page_view	1,529,723	95,790	15.97	\$0.00
2	view_promotion	779,962	47,879	16.30	\$0.00
3	user_engagement	661,973	67,637	9.83	\$0.00
4	scroll	402,081	60,178	6.68	\$0.00
5	view_item_list	314,869	63,578	4.95	\$0.00
6	view_item	171,142	36,635	4.67	\$0.00
7	session_start	146,523	93,154	1.58	\$0.00
8	first_visit	80,124	80,244	1.00	\$0.00
9	view_cart	74,720	12,886	5.80	\$0.00
10	predicted_top_spenders	70,498	38,723	17.16	\$0.00
11	top_spenders	70,498	38,723	17.16	\$0.00
12	new_recent_active_user	62,302	62,352	1.01	\$0.00

If you want to see custom dimensions
then navigate to: Admin / Property / custom definitions

Segment in Google analytics

Segments in Google Analytics are a way to separate and analyze your data based on different criteria or conditions such as location, purchase, device type, traffic source, new vs returning visitor, content type, demographics, etc. You can use segments to filter your data and focus on particular groups of visitors, such as those from a certain country, those who use a specific device, or those who have visited a particular page on your site.

Urchin tracking module (UTM)

It is the text added to a URL to track & monitor source, medium, and campaign of traffic to a website. This information can be used to measure the effectiveness of marketing campaigns and identify which channels are driving the most traffic to your website. Here is an example of a UTM code:

https://example.com/?utm_source=google&utm_medium=cpc&utm_campaign=summer_sale

Here is a breakdown of the different UTM parameters:

- utm_source: The source of the traffic, such as Google, Facebook, or email.
- utm_medium: The medium of the traffic, such as organic search, paid search, or social media.
- utm_campaign: The name of the marketing campaign.
- utm_term: The keyword that was searched for to find the website.
- utm_content: The specific piece of content that the user clicked on to get to the website.

Some might not be available in given example of email, but those might also appear in links

Example of working of UTM:

1. http://www.company.com/disco_unts/?utm_source=twitter.com&utm_campaign=clearance-sale

UTM source is the source of the traffic to the discount page and UTM campaign is the name of the campaign. In this case, the UTM tags enable the monitoring of users who click the link to the discount page from Twitter.

2. https://www.company.com/disco_unts/?utm_medium=email&utm_campaign=clearance-sale

Here it tracks the advertising medium, such as email. You can monitor other mediums by replacing email with another form of advertising, such as newsletter.

ROI and ROAS

Marketers use ROI and ROAS to determine the success of marketing campaigns.

Return on investment (ROI)

ROI is a measure of the profit generated from a marketing campaign. It is ratio of net income (money made) to investment (money spent).

$$\text{ROI} = (\text{Sales growth} - \text{Marketing cost}) / \text{Marketing cost}$$

Sales growth is difference in revenue generated in present revenue to previous revenue.

$$\text{i.e., Sales growth} = \text{Present revenue} - \text{previous revenue}$$

In terms of percentage:

$$\text{Sales growth} = [(\text{Present revenue} - \text{previous revenue}) / \text{Previous revenue}] * 100\%$$

Suppose in the previous month, a company had total revenue of \$5,000, and in the current month, the company's revenue increased to \$7,000. The company spent \$1,500 on marketing in the current month. Now, let's calculate both Sales Growth and ROI:

Calculating Sales Growth:

Sales Growth = Present Revenue - Previous Revenue

Sales Growth = \$7,000 - \$5,000

Sales Growth = \$2,000

Calculating ROI:

ROI = (Sales Growth - Marketing Cost) / Marketing Cost

ROI = (\$2,000 - \$1,500) / \$1,500

ROI = \$500 / \$1,500

ROI = 1/3,

which is approximately 0.333 or 33.33% when expressed as a percentage.

The standard formula for ROI is:

ROI = Net investment gain / cost of investment

where, Net Investment Gain = Total revenue generated - Cost of Investment

When the return on investment (ROI) is equal to 1, it means that the gain or profit generated from the investment is exactly equal to the cost of the investment. In other words, the investment neither gained nor lost any value. Thus in above example given, ROI = 0.33 which is smaller than 1, Hence company suffered loss

Return on ad spend (ROAS)

It is ratio of revenue generated to amount spent on advertising

ROAS = (Revenue Generated from Ads / Cost of Ads)

The key difference between ROI and ROAS is that ROAS is a specific metric for evaluating the performance of marketing and advertising campaigns, while ROI is a

more general metric used to assess the profitability of any investment, whether it's in marketing, a new product launch, a piece of equipment, or any other area of a business. ROAS is focused on revenue generated from ad spend, while ROI considers a broader range of factors in the context of the investment as a whole.

Determine the ROI of a marketing project

Both ROAS and LTV enable you to get an estimate of your return on investment, or ROI, for a campaign. ROAS gives you a way to measure the short-term performance of your campaign. It answers the basic question: Did the campaign bring in more revenue than what was spent on the campaign? LTV answers a more strategic question: Did the campaign increase or promote the “stickiness” of customers so they made additional purchases? When you consider both ROAS and LTV, you are placing a value on both the numeric and strategic aspects of ROI for your marketing effort. (LTV is customer life time value)

ROI using LTV

The definition of LTV does not provide a specific time period for which to calculate the average revenue generated per customer. The amount of time can be years, quarters, or months. Months is most commonly used in retail. When the time period is from the past to the present, LTV is sometimes referred to as total LTV. When the time period includes future dates, the LTV is referred to as predicted lifetime value (pLTV). Because pLTV relies on transactions and customer behaviors to predict a future LTV, pLTV becomes more accurate with each additional purchase and customer interaction that occurs.

Using pLTV is a common method to estimate the impact of digital marketing efforts before every sale comes through. For example, when newly registered customers make their first purchase, you can use the historical performance of similar customer types to predict the amount of revenue they will bring in over time.

Pro tip: When determining the ROI of completed campaigns, use total LTV rather than pLTV. You can use pLTV to predict the ROI for campaigns that are still in progress.

Two ways you can use LTV to measure the success or ROI of a completed campaign are:

1. LTV by channel

Just like you can measure ROAS for each channel in a campaign, you can also measure LTV in the same manner. Attribution of conversions by channel must be enabled in advance. For each channel in your campaign, calculate the following:

$$\text{LTV} = \text{Average Order Value (AOV)} \times \text{Purchase frequency}$$

Comparing the LTV for each channel provides insights on ROI by channel.

Average Order Value (AOV) is a metric to measure the average amount of money that the customers spend on each transaction or order.

$$\text{AOV} = \text{revenue} / \text{number of orders}$$

2. LTV to CAC ratio

Customer acquisition cost (CAC) is the average cost of acquiring a paying customer. LTV and CAC are used to calculate an LTV to CAC ratio. It is helpful to determine whether the revenue a company makes from new customers through a marketing campaign is enough to spent to get other new customers. You can calculate the LTV to CAC ratio for a campaign or channel using the following:

$$\text{LTV to CAC ratio} = \text{LTV/CAC}$$

A result of 2 or higher is normally considered good. An ideal result is around 3. A result below 2 could occur if you're intentionally spending more to gain market. However, if that isn't the case, you might need to cut budget spends to reduce the CAC and increase the LTV to CAC ratio. If the result is above 3, your ROI is solid and you have a steady and robust revenue stream. With a result above 3, you would presumably have enough budget to expand your business. For example, if your goal is to diversify the kinds of products associated with your brand, you could support that goal with advertising campaigns that are adequately funded.

Marketing mix models

Marketing mix models, sometimes called media mix models, are statistical models advertisers use to predict the effectiveness and ROI of their advertising spend. These models rely on at least two years of historical data from previous campaigns. Since they

were first developed in the 1960s, they have become more reliable in predicting campaign ROI because of the recent benefits of artificial intelligence (AI) and machine learning. The actual models are beyond the scope of this reading, but you should be familiar with these terms. ROAS and LTV are a good place to start when trying to determine the short-term ROI of a campaign. Marketing mix models can help predict the ROI for campaigns, but building them requires additional technical skills, like computer programming and knowledge of statistics.

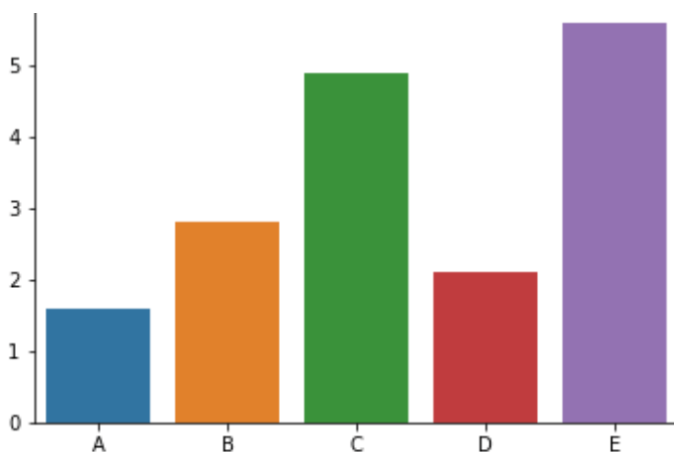
Introduction to A/B testing

An A/B test can help you choose the best content or marketing strategy for an online business. It is also known as split test or bucket test. A/B test is an online experiment with two variants along with 50% split of users on each variants to determine which variant is performing well. *[Displaying one variant to 50% of user and displaying another variant to another 50% user]*

The A/B test will tell you which version is the better one using a sample population tested during a short period of time. An A/B test relies on statistical tests to determine which of the two options being tested is more effective.

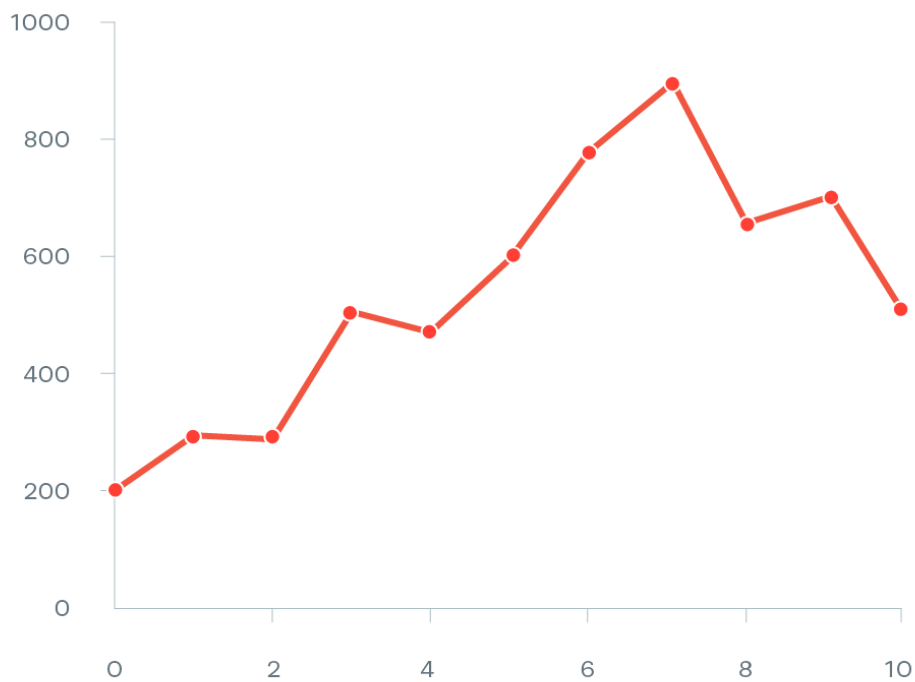
The statistical tests used during an A/B test depend on whether discrete or continuous metrics are used for comparison. Discrete metrics have specific values which can be counted or has binary value like, on / off or true / false. Examples of specific values are, click through rate (CTR) conversion rate, and bounce rate, Number of Items sold, etc.

The following picture is graphical illustration of discrete metrics:



Continuous metrics are measurement which keeps changing on over time. Examples of continuous metrics are revenue per user, average session duration, and average order value. The data is continuous because the measurement changes with each additional session or order. Continuous metrics can include any value within a range.

Following picture is graphical representation of continuous metrics



A/B test contains:

- a. Description of variants
- b. Documentation of past performance
- c. Notes of Improvements
- d. Relevant metrics that you will use for test

Text ad variations

The following are descriptions of components of text ads. You can create a variation for any of these components and test it against the original version.

1. Final URL

Also known as the landing URL, the final URL is the URL for the page that people reach after they click an ad. If your original URL is www.website.com/members, one possible variation could be www.website.com/rewards.

2. Final mobile URL

The final mobile URL is the URL of the page that users reach after they click an ad from a mobile device. If your original URL is www.website.com/m/members, one possible variation could be www.website.com/m/rewards.

3. Headline

A headline is the text that appears at the top of an ad. Google Ads allows up to three headlines with a 30-character limit for each. If your original headline is “Act now while supplies last,” one possible variation could be “Huge savings, limited time only.”

4. Display path

The display path is the URL that appears under a headline in an expanded text ad. Google Ads allows up to two paths with a limit of 15 characters displayed for each path. If your original display path is www.website.com/mens/shoes, one possible variation could be www.website.com/shoes/men.

5. Description

A description appears in an expanded text ad. Google Ads allows up to two descriptions with a 90-character limit for each description. Suppose your original description is “*Top athletic, outdoor, casual, and dress shoes. Free shipping on purchases of \$75 or more.*” One variation could be “*Free shipping with any \$75 purchase. Top shoe brands: athletic, outdoor, casual, and dress.*”

Responsive search ad variations

Responsive search ads display best-fitting headlines and descriptions based on user search queries. The more headlines and descriptions that are configured, the more opportunities Google Ads has to serve ads that more closely match your potential customers’ search queries, which can improve search ad performance. Testing variations may enable you to select the headlines and descriptions that attract more customers.

How to plan for A/B testing

Define the problem

You can run A/B tests on almost any digital content or design element. But no matter what you choose to test—from an ad headline to the color of a button—you should first identify a specific problem or goal for your experiment. It might be that you want to improve low conversion rates or find a way to fill a new customer need. Even if the problem or goal seems large, it's best to start with small changes. Understanding how minor adjustments affect performance will give you a baseline for testing more ambitious changes.

Elements of an A/B testing plan

The details of an A/B testing plan may differ by company or testing tool, but the fundamentals of an effective plan are often the same. Below are some examples of common elements you might find in an A/B testing plan.

a. Hypothesis

Once you have a clear idea of what you want to achieve, it's time to create a hypothesis. In an A/B test, the hypothesis describes “why,” “what,” and “how” of the experiment. It also makes prediction about the outcome. A hypothesis should be backed by research or data and focused on a single issue. At minimum, the hypothesis should describe:

- The problem or insight the test will address
- What you plan to change to address the problem
- The expected impact or result of the change

For example, imagine that a company wants to increase the percentage of marketing email recipients who click through to their website. After examining the data, they determine that subscribers are more likely to click elements that appear near the top of an email. Their A/B test hypothesis could be: *"Because we discovered that customers are more likely to click elements near the top of an email, we expect that changing the position of a link will boost our click-to-open rate by 15%."* A strong hypothesis makes it easier to report on the test's results and to share your insights with stakeholders. But the process of creating a hypothesis is just as important. That's because it forces you to state the reason for

the test in concrete terms. If you find it difficult to create a compelling hypothesis, it might mean you should gather more data before running the test.

b. Variants

With a hypothesis in place, your team can begin to plan the variants. Variants are the different versions of the content served to users during an A/B test. Variant A represents the original content, while variant B usually differs in some meaningful way. It's generally a good idea to limit the number of modifications to a single variant. Changing too many things at once can make it harder to interpret the test results.

For example, in the email marketing scenario, the link in variant B might be moved to the top of the message. But what if this variant also included new call to action (CTA) text and turned the link into a button? How would you measure the impact of each change individually? By limiting the changes to each variant, you're more likely to get clear and actionable results.

Note: Even a "failed" test can provide valuable data. If your B variant doesn't produce the expected improvement, that doesn't necessarily mean your hypothesis is wrong. You may need to test different variants to get the outcome you want.

c. Metrics

Before you begin testing, your team should decide how to measure results. While you'll likely to track several metrics for each test, some will be more important than others. In the email marketing example, the primary metric is the click-to-open rate (percentage of recipients who clicked one or more links after opening an email). But the team might also track the conversion rate to find out what percentage of people who clicked that link eventually made a purchase.

d. Current performance and expected improvements

You'll also need to agree on a definition of success. How big of an improvement do you want or expect from the test? Is 5% increase enough? How about 10%? The goal you set can be ambitious, but it should also be realistic according to the available data.

e. Other testing details

An A/B testing plan can also contain other vital details about the test. Remember that different companies may put different information in their A/B testing plans, but a basic plan might include:

- A brief overview of the test and its purpose
- The channel being tested (e.g., Google Ads, Google Optimize, etc.)
- Type of asset being tested (e.g., display ad, button copy, etc.)
- The duration of the test (start and end date)
- The number of users per variant
- The confidence level (the estimated probability that the test results would remain consistent if the test ran longer)

A/B testing is a valuable tool for improving digital marketing and e-commerce performance. An A/B testing plan helps you organize your efforts and results, which can lead to more efficient improvements. With a data-driven hypothesis, carefully selected variants, and a plan to measure success, you're more likely to reach your testing goals.

Some tools for A/B testing

Here is a list of several tools for A/B testing:

- AB Tasty
- Convert
- Crazy Egg
- Google Optimize
- Instapage
- Optimizely
- Unbounce
- VWO

Process checklist for A/B testing

Regardless of which tool you choose, the following is a process checklist that you can use to help you organize your A/B testing efforts.

- Choose a variable to test.
- Identify the goal of the test.
- Clearly identify the control and the variant.
- Verify that your test is the only A/B test running for a campaign or webpage.
- Split sample groups randomly (can be managed by A/B testing platform).
- Determine the required sample size (can be managed by A/B testing platform).
- Decide on the confidence level for statistical significance (can be managed by A/B testing platform).
- Select an A/B testing platform.
- Test both variants at the same time.
- Allow the test to run long enough to collect enough data.
- Review test results against your goal for the test.
- Decide on the appropriate actions to take based on the test results.
- Plan for additional A/B tests, if required.

Additional tests

You were previously introduced to A/B tests for a single variation, or variant. For example, you learned that you could run an experiment to test two variations of the same ad or landing page. Many tools that offer basic A/B testing also offer additional tests. It's important to know the capabilities of the tools you choose so that you can run tests you need. Two other types of tests are redirect and multivariate tests.

1. Redirect tests

A redirect test enables you to test separate webpages against each other. This is different from a basic A/B test in which you test changes to the same webpage. In a redirect test, variants are identified by a URL or path instead of by a certain element on the page, such as a banner. Redirect tests are useful if you want to test two completely different landing pages, or are involved in a complete redesign of a website.

2. Multivariate tests

A multivariate test, sometimes referred to as a multivariable test, is used to simultaneously test variants of two or more elements on a page to determine which combination yields the best results. This is different from a basic A/B test in which you only test a single variable or change.

Confidence level & margin and statical significance

Confidence level

How confident are you in the results of an experiment?

Example:

Imagine you have an online store, and you want to test if changing the color of your "Buy Now" button from green to red will increase sales. You set a confidence level of 95% for your test. Now, you divide your website visitors into two groups: Group A sees the green button, and Group B sees the red button.

After a month, you analyze the data. You find that Group B (the one with the red button) had significantly more people clicking the "Buy Now" button compared to Group A.

With a 95% confidence level, it means you can be 95% sure that this difference in clicks wasn't due to chance but was likely because of the red button. In other words, there's a high level of confidence that the red button color is making a real difference. So, you decide to keep the red button because you're quite confident it's helping to increase sales. The confidence level (95% in this case) gives you a way to measure how certain you can be that the change you made (from green to red) is the reason for the improved results. It helps you make informed decisions based on strong evidence rather than just luck.

Confidence interval (and margin of error)

Because you can't run a test on an entire population of users, the comparative results of an A/B test are an estimate of the results you would get if you were able to test all users. The margin of error is the statistically calculated difference between the test result and the theoretical result you could have gotten if you had run the test with a lot more users. The confidence interval is the range of possible values after accounting for the margin of error. This range is the test result +/- the margin of error. For example, if your test result is 5% difference between variations and the margin of error is 2%, the confidence interval would be 3% to 7%. i.e. $5+2 = 7$ and $5-2 = 3$. The difference between variations tested could be as low as 3% or as high as 7%. When Google Ads lists an expected range of results, it is reporting the confidence interval.

Here is brief explanation with example:

A confidence interval is like a range of values we believe a number or result falls within. It's a way of saying, "We're pretty sure the true answer is somewhere in this range."

For example, imagine you're trying to find the average score of a school test. You take a sample of 100 students and calculate their average score, which is 80. You then create a confidence interval, say 75 to 85, with a margin of error of 5.

This means you believe, with 95% confidence, that the true average score for the entire school is between 75 and 85. The margin of error (5) is like a cushion that accounts for the uncertainty in your estimate. So, you're saying, "We're quite confident the real average score is around 80, but it could be as low as 75 or as high as 85."

In simpler terms, it's a way of expressing our best guess (the average score), along with a range (the confidence interval) that we believe the true answer falls within. The margin of error tells us how much wiggle room there is in our estimate. Overall, in this example, the margin of error is 5 and confidence interval is 75 to 85 *[Nep: Suppose taile school bata 100 students ko test ko average nikalda 80 aayo rey, ani taile whole school students ko average marks nai 80 ko owri pori aaunxa vanney anuman garna ko lagi you took the range, thorai ma 75 derai ma 85 i.e difference by 5, tyo 75 to 85 is confidence range and that 5 is margin of error]*

Statistical significance

Statistical significance is the determination of whether your test result could be due to random chance or not. The greater the significance, the less due to chance. Google Ads performs the statistical calculations at a 95% confidence level in the background and lets you know if a result is statistically significant. Statistical significance determines whether an observed experiment is likely real or just due to chance.

Indicators of a successful marketing campaign

Many metrics can be monitored during a marketing campaign. How can you conclude whether a campaign was successful or not? The insights you use to evaluate the success of a marketing campaign depend on the marketing goals and what the campaign was trying to address specifically. But the main success factor is going to be whether you met the performance goals that were set.

Suppose an example for evaluating the success of an email marketing campaign: If a company conducted an email marketing campaign to promote a new product launch, success could be measured by tracking key performance indicators such as open rates, click-through rates, and conversion rates. If the open rates increased from the industry average of 15% to 25%, indicating a higher level of engagement, and the click-through rates went from 5% to 10%, demonstrating that more recipients were showing interest, it would suggest a successful email campaign.

Additionally, if the conversion rate, which measures the percentage of email recipients who made a purchase, improved from 2% to 5%, leading to a significant increase in product sales, this would be a strong indicator of a successful email marketing campaign aimed at promoting the new product.

Smaller goals are often linked and contribute to the achievement of higher-level or broader objectives. In a well-structured plan or strategy, smaller, more specific goals are designed to align with and support the attainment of larger, overarching goals.

On accomplishment of one or two of performance goals, it helps to achieve marketing goals and then further it gives rise to broader business objectives

Work with Stakeholders

In business, stakeholders are someone with an interest or concern for a project and its results. A stakeholder can be an executive, a manager, or a colleague in your own organization or department. Stakeholders are important because they fund projects. They can also have influence to ensure a project success.

If you don't know how you should interact with stakeholders, follow up by asking tips with manager, or directly with stakeholder. Start by understanding stakeholder interest in your project, do they have any expected revenue to generate in future? Are they introducing a new product? Do they have an expected ROAS? Are they comparing historical data? Are they monitoring budget constraints? What aspects of the customer journey are they interested in?

Also, know when to keep stakeholders informed. Do they prefer that you send them reports to them regularly, or do they prefer report only when they ask? How often should reports be sent? Know how to communicate with them. It is best to communicate using the methods a stakeholder prefers, or if you're working with a group of stakeholders, then use methods that works best for majority of them, including meetings, email, chat, and phone calls.

Finally, understand how data is best presented. If stakeholders don't get useful information from the metrics you share, they won't benefit from your insights. Suppose I am your stakeholder and select which reply from you is best to answer.

Question: How's your campaign going? What can you tell me about online sales of the new product?

A: It's going great

B: I will send you most recent project report

C: I'll send you the numbers for online product purchases over the last three months.

If you choose C then you may be able to communicate effectively with stakeholder.

Data visualizations in spreadsheet

Basic visualizations in spreadsheets include vertical column charts, horizontal bar charts, line charts, area charts, pie charts, and histograms. You need to learn how to use and present them according to results that you have gained after running campaigns. Sometime, one type of chart cannot explain certain type of result. So, understanding different methods of data visualization can be helpful.

Vertical column chart

If you're comparing how a metric or variable changes, you can use a vertical column chart for the different measurements. In a vertical column chart, individual measurements are each shown as a vertical column. You can compare how one metric changes over time in a single column chart.

Vertical Column Charts

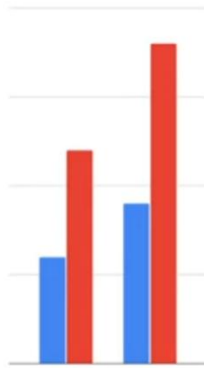
Single:

When the changing variable is for a single category



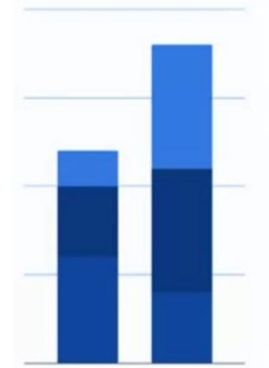
Grouped:

When the variable change applies to more than one category and you want to compare categories



Stacked:

When the variable change applies to more than one category and you want to compare categories without the spread of a group



Horizontal bar chart

Horizontal bar chart is simply a 90-degree rotation of a vertical column chart. You might use a horizontal bar chart if there's a large difference between the measurements you're comparing. For example, if you're showing a large spike in new users, a horizontal bar chart saves space because a vertical column chart might be too tall. Like vertical column charts, horizontal bar charts can be single, grouped, or stacked.

You can see different type of horizontal bar chart in figure below

Horizontal Bar Charts

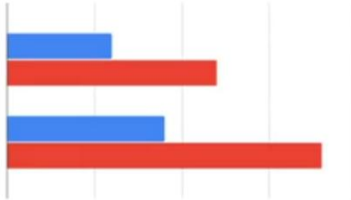
Single:

When the changing variable is for a single category



Grouped:

When the variable change applies to more than one category and you want to compare categories



Stacked:

When the variable change applies to more than one category and you want to compare categories without the spread of a group



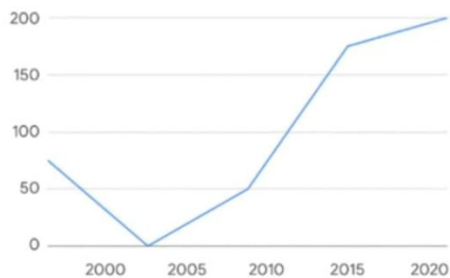
Line chart

If your data shows how a metric change over an extended period of time, you can use a line chart. In line charts, individual data points for a changing variable are connected with a continuous line. A line chart can be a single line chart showing one metric changing, or stacked line charts to show two or more metrics changing.

Line Charts

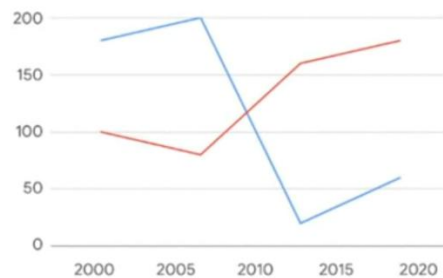
Single:

When the change over time is for single item or classification



Stacked:

When the change over time is for multiple items or classifications



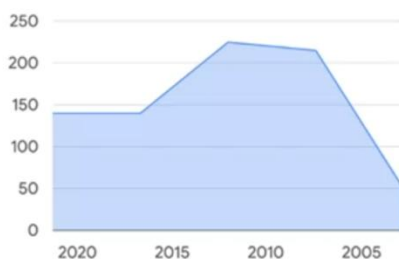
Area chart

An area chart represents data in the same way as a line chart, but with the space under the line to form a visual area. Area charts can be single, unstacked, or stacked. The unstacked format of an area chart is unique because data points don't align on the x-axis, causing the areas to have a different shape. Unstacked area charts can result if measurements weren't collected on the same days, but you're still trying to show an overall trend.

Area Charts

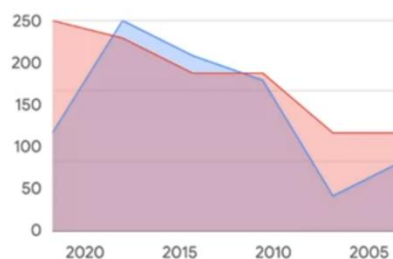
Single:

When the variable change is for a single category over time



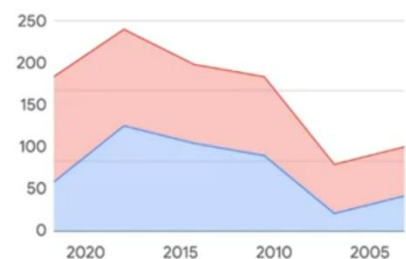
Unstacked:

When data doesn't align on x-axis (data is from different time points)



Stacked:

When data aligns on the x-axis (data is from the same time points)

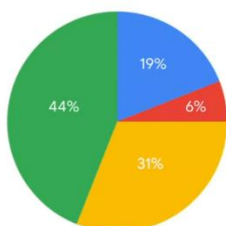


Pie chart

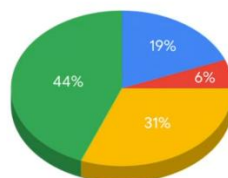
A pie chart is useful to show data that has partial and whole results. For example, you could use the pie chart here to represent the percentages of sales attributed to each of the four campaigns shown here in green, blue, red, and yellow, adding up to 100 percent or the whole pie.

Pie Charts

Two-dimensional

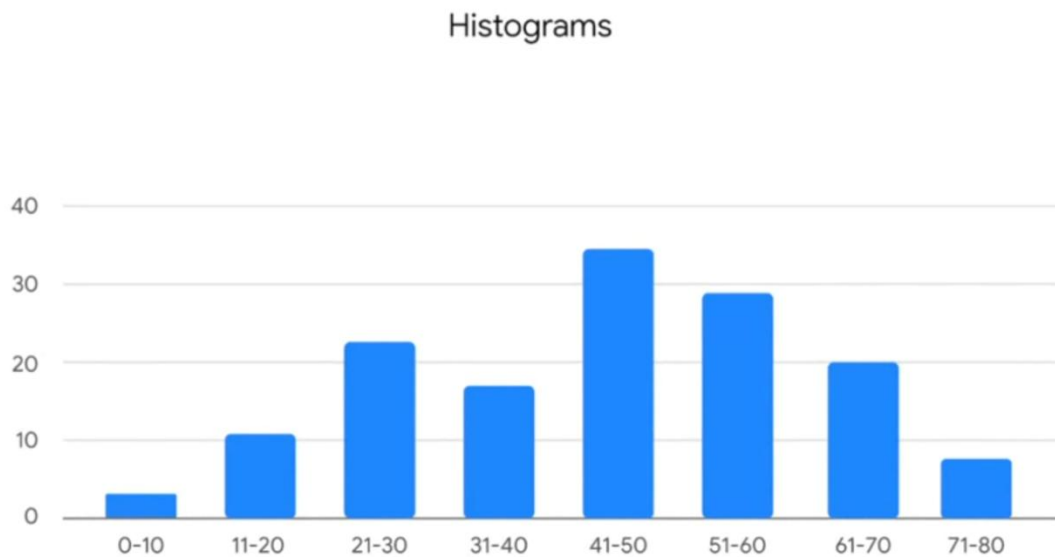


Three-dimensional



Histogram

A histogram shows individual data points that had been categorized into ranges, with the frequency of each range represented by the height of a unique column. For example, you could use the histogram here to show the demographics of online sales classified by age groups.



Tips for effective presentations

Presentations play a crucial role in digital marketing for several reasons. They serve as a means to effectively communicate marketing strategies, campaign results, and insights to diverse stakeholders. Digital marketing often involves complex data, analytics, and strategies that may not be easily digestible in raw form. Presentations provide a structured and visually appealing format to convey information, making it more accessible to team members, clients, or executives. They enable marketers to showcase key performance indicators (KPIs), demonstrate the impact of campaigns on business goals, and align marketing efforts with overall business objectives. Presentations are instrumental in gaining approval and support for marketing initiatives, securing budgets, and fostering collaboration among different departments. Additionally, in the rapidly evolving landscape of digital marketing, presentations serve as a tool for keeping stakeholders informed about industry trends, competitor analyses, and emerging technologies.

You can use following tips to create a presentation for stakeholders.

1. Know your flow

Always progress from general to specific information. Just like in any good story, a presentation provides some background before going into the details. The amount of background or general information depends on your audience.

- If your intended audience is executives, your background can be at high level and be brief. Executives tend to focus on forward thinking and improvement, so you need to spend most of the presentation on your results and recommendations.
- If your intended audience is managers, they might have more interest in background information. Be prepared to talk points about the performance and target audiences of previous campaigns and why these apply to campaign
- If your intended audience is other team members and individual contributors, you will have the most freedom and perhaps the most time to go more deeply into the background before presenting your insights.

2. State insights upfront

Some people don't like to read or want to know all background information, rather they prefer skimming and want to learn background information from surface. To keep their interest, speaker should start sharing main points as soon as possible. So that they can backup those points with data and number. The extra benefit is that if someone needs to leave the presentation early, they'll still know the most important ideas discussed.

3. Introduce visualizations (and repeat insights with metrics)

Following up your insights and metrics with visualizations is like getting your audience to a mountaintop. It can be hard work, but showing visual representations of the metrics while repeating your insights will help your audience reach the same conclusions you have. The titles you choose for your visualizations will relate back to the insights and relay the main points immediately.

4. Allow enough time for questions

Assume that everyone in your audience is busy. Keep your presentation as short as possible by:

- Being aware of your timing: This applies to the total number of slides and the time you spend on each slide.
- Saving enough time for questions at the end, or allowing enough time to answer questions throughout your presentation.

5. End with a call to action

Whether you're asking for a decision to be made, a process change, additional budget, or even recognition of a team that performed well, it's always a good practice to end a presentation with a call to action. Based on their understanding of the insights you presented, stakeholders will then be clear about what they need to do with that information. A call to action can include deadlines for completion, powerful summary, and a list of steps detailing what you are asking the audience to do next.

Example for presentation:

First slide: **Agenda**

Provide a high-level list of the topics you will cover and the amount of time you will spend on each. All company's norms are different, but in general, most presentations run from 30 minutes to an hour at most. Here is an example of a 30-minute agenda:

- Team introductions (three minutes)
- Background (three minutes)
- Insights and recommendations (five minutes)
- Metrics and data (ten minutes)
- Call to action and next steps (five minutes)
- Questions (four minutes)

You can alternately present insights and recommendations before the background. However, if the background information provides required context to understand the insights, it should come first.

Second slide: **Background**

Everyone might not be familiar with your campaign or marketing project or know why it is important. Background slide summarizes the purpose or background of the campaign or project and its importance to the business.

Third slide: **Insights**

It is possible to discuss the insights in a single slide. To emphasize particular insights in single slide you can:

- Fade in one bullet point at a time as you discuss each insight on a slide.
- Only display the bullet that is relevant to what you are talking about (fade out non-relevant bullets).
- Use arrows to point to a specific area of a slide that you are using.

Fade in /out refers to animation given to elements in presentation software. If you prefer to present insights using multiple slides then you can go for it

Fourth slide: **Metrics and data**

Be ready to communicate how metrics support your insights in different ways. Use visualizations of your metrics to clearly label data points.

Note: It depends on how much data you're sharing, but you often won't be able to fit everything on one slide. You can create as many additional slides as you need after this fourth slide.

Last slide: **Call to action and next steps**

To complete your presentation, provide a simple, yet powerful summary, and a list of steps detailing what you are asking the audience to do next. If you list action items, provide a timeline for when everyone should complete their work.

When you implement the best practices for effective presentations and create presentations with an organized flow, you'll be well on your way to clearly presenting the insights from your work as a marketing professional.

Chapter: 6

E- commerce

Buying and selling of goods or services using internet is called E-commerce. E-commerce allows you to list products or services on your website and receive payments online from your customers. In an e-commerce store, you visit website searching for a product on Google or clicking on an ad in social media. You shop by navigating the web pages, adding a product to your virtual shopping cart, and then paying for the product through a digital checkout system. When your order is ready, the product is shipped to your address.

Types of products which are sold online falls into four categories.

1. Physical goods

This includes products that can be seen and touched physically. For example: Dresses, electronic appliances, books, etc

2. Virtual goods

This includes products that cannot be touched. For example: E-books that you purchased online, Digital music, Paid photos, paid videos, etc

3. Services

This included services given to the customer after customer pay for it. Example: Health coaching, online courses, business consulting or even professional services such as graphic design.

4. Software

This includes software that needed to be purchased before using it. Example: Adobe Photoshop, Wondershare filmora, etc

Benefits of selling online

The majority of customers research products online before making a purchase, often from their smartphone. They use the internet to help them discover what types of products are available, choose the right product for their needs, and make their final purchase. Some benefits of selling online are:

1. In e-commerce store, it allows customers to shop online from anywhere at anytime. You can reach more customers with e-commerce because it doesn't require the customer to live near your store or travel to get there. All they need is a device that's connected to the internet.
2. You can reach customers looking for specific products that may not be available in local stores. Selling products online allows a business to grow even when it would be difficult to attract enough customers locally.
3. Majority of customer shop online and it is easier to attract them online rather than in physical store.
4. With e-commerce, you can sell much wider variety of products, more than space available in physical shelves
5. Online shopping can also drive in-store traffic if customers are able to buy online and then pick up their order in-store.

NOTE: The store which have specific physical location where customer has to go there for purchase is called "A brick and mortar store" i.e., Physical store. The business that sells online as well as in brick-and-mortar store (Physical store) is called "Click-and-mortar"

The basics of e-commerce

The basic terminology used in e-commerce are:

1. Traffic
It is number of visits the e-commerce website receives.
2. Landing page
The first page a visitor encounters when they go to a website is called the landing page. The landing page could be a homepage, a product page, or any other page on your website.

3. Call to action

A call to action is the instruction provided to the customer that tells them what to do next. For example, a call to action could be *Add to Cart* button on a product page. Or, it could be a link that says "Sign up for email" on the website's homepage.

4. Digital shopping cart

The virtual cart which is equivalent to physical shopping cart is called digital shopping cart. It keeps track of all the items the customer plans to purchase.

5. Payment service provider

When the customer is finished shopping, they can begin the online checkout process. The customer is able to complete their purchase by entering payment information during checkout. This is done through the payment service provider, which is a secure way to process transactions online. The payment service provider allows an e-commerce store to accept and process multiple types of payments, such as credit cards, debit cards, or third-party payment services.

6. Conversion

Completion of an activity that contributes to the success of a business is called conversion. Conversion happens when a customer completes the action you wanted them to take. This could be signing up for an email list, filling out a contact form, or spending a certain amount of time on the site. However, in e-commerce, conversion most often refers to the process of turning a visitor into a paying customer.

7. E-commerce platform

Software application that allows you to sell products or services online is called E-commerce platform. A popular platform many e-commerce stores use is Shopify. With a platform like Shopify, you can manage your website, conduct marketing campaigns, manage shipping and fulfillment, set up payment services, review analytics and more, all in one place. Besides an e-commerce platform, you may also use business tools such as Salesforce, which helps businesses manage and monitor different aspects of their company, including sales, marketing, analytics, and customer service.

Market research

Market research is first step to build successful e-commerce business. Market research is the process of gathering information about consumers' needs and preferences. It is important because the information gathered from research helps to determine the e-commerce store's potential for growth and success within a specific business and industry. Research helps you understand more about your target audience, such as who they are, where they shop, what else are they considering. Market research helps you to know how to reach your desired audience with the right message at the right time.

There are two types of market research:

1. Primary research

It is research, which is directly done by you. Primary research could include conducting surveys, or interviews, direct observation, or focus groups. The results of this research are valuable because you can gather information so that it's very specific to a business. However, it takes a larger budget and more time.

2. Secondary research

It involves gathering information from published source such as interviews, surveys, books and internet which are primarily gathered by other. Here you are taking support from others research. Secondary research is the more budget-friendly option since the research information is already available online or other published sources. It also required less time. The downside of this type of research is that, it may not be specific to your business, or market may have changed and that research materials may have been outdated.

Suppose you conduct survey or interview asking customers about their favourite food then that is primary research while if you search online for the *most popular types of foods*, and find a pie chart describing the outcome of a study that's already been completed, that would be secondary research. There are three main areas to be focused while conducting market research

1. Market size

Market size is total number of potential customers within a specific industry.

While determining market size, you can try to answer following questions.

- a. Is there a large enough demand for the type of product you're selling?

- b. How much competition exists in the market already?
- c. Is there room for growth?

2. Target audience

Target audience are group of people who most likely to purchase company's product. You can try to answer questions:

- a. Does your target audience want to buy the products that you are selling?
- b. Is the product in their price range or budget?

3. Competition

It is other sellers that exist already in the market. You can try to answer questions:

- a. Who are your most important competitors?
- b. How can you differentiate your business from the competition and provide a better product or experience?

Identifying your target audience

Knowing your customers is important for any business model including e-commerce. One way to get to know your customers better is to research your target audience, or the group of people most likely to purchase your company's products.

Use insights from market research

The information you gather through market research can help you understand what types of customers are most likely to be interested in buying your products or services. To identify your target audience, you'll need information about your customers' demographics, and their personal characteristics. If you don't have enough information on your potential customers, you may need to do additional market research. You can gather this type of information using surveys, interviews, analytics, and other methods.

1. Demographics

- Age
- Location
- Gender identity
- Family

- Educational level
- Income level
- Occupation

2. Personal characteristics

It's also helpful to ask questions that provide insight into the customer's personal characteristics, and their goals and barriers.

- What stores do they like to shop at?
- What motivates them to make a purchase?
- Who influences their buying decisions?
- Where do they go for advice or information?
- Which social media sites do they use?
- What type of media do they consume regularly?

Here are some examples of questions you might ask about the customer's interests, hobbies, lifestyle, and values, or what's important to them:

- How do they spend their free time?
- What are their hobbies?
- What causes do they support?
- What is important to them?

Here are some examples of questions you might ask about the customer's goals and barriers:

- What goals do they want to achieve?
- What are the barriers to achieving these goals?
- How would your product or service make it easier for them to reach their goals?

Analyze existing customers

Another step in identifying your target audience is to analyze the data you have for existing customers. For example, Google Analytics includes demographic information for visitors on your site, including their location, gender, interests, age, and language. You may also be able to access customer data within the company's customer relationship management (CRM) system, which is technology and strategy that is used to manage their interactions and relationships with existing customers and potential

customers. The CRM system serves as a centralized hub for storing and accessing customer data, communication history, and other relevant information. One of example of CRM system is Salesforce.

Customer reviews and comments can also give you a better idea of who your target audience is. For example, you could review comments posted on the company's social media accounts, read online chat transcripts from the customer service team, or browse product reviews written by customers. To gather more information from your existing and potential customers, you could create a survey and post it on your website or social media accounts, or send it to your email subscribers. Offering an incentive to complete the survey might increase the response rate.

Identifying patterns

Once you have enough data about your existing and potential customers, you'll need to organize the data and search for trends. As you learned in an earlier course, using a spreadsheet can help you organize, sort, and filter data to discover the main characteristics shared by a group of customers.

For example, the spreadsheet below organizes a company's data by the name, age, location, household, education, and main concern of their customers. Based on the data in the age column, most of this company's customers are in their 20s and 30s.

	A	B	C	D	E	F
1	Name	Age	Location	Occupation	Education	Values
2	Francis	26	Suburbs	Store manager	High school	Community involvement
3	Deepak	22	City	Teacher	College	Volunteering
4	Linda	31	Suburbs	Realtor	College	Networking
5	Shanika	28	Suburbs	Accountant	High school	Volunteering
6	Louis	38	City	Hotel manager	College	Community involvement

Although all companies have at least one group of target audience, it's common for companies to have more than one target audience groups. This is especially true for companies that sell a variety of products or services. Following is example how "custom retailer" describe their one type of target audience

- Men between the age of 30 and 45
- Income of \$100,000 or more

- Professionals with an advanced degree
- Very little free time because of frequent travel for work
- Use LinkedIn and Twitter
- Wardrobe decisions are influenced by their partner and the company's dress policy
- Need multiple suits for work
- Partner does most of the shopping for their wardrobe
- Impressing clients is their main motivation for buying a custom suit
- Buying a custom suit online is easier than making time to visit a tailor

The custom suits retailer also identified another target audience made up of a smaller but significant group of customers. They describe this target audience as follows:

- Women and non-binary people between the age of 40 and 60
- Income of \$100,000 or more
- Executive-level professionals with an advanced degree
- Very little free time because of long work hours
- Use LinkedIn and Facebook
- Wardrobe decisions are influenced by fashion media and colleagues
- Need multiple suits for work
- Make their own shopping and purchasing decisions for their wardrobe
- Expressing power in the workplace is their main motivation for buying a custom suit
- Buying a custom suit online feels more comfortable than visiting a tailor who traditionally measures for men's suits

Now that the custom suits retailer has identified the groups of customers in their target audience, they can use this information to make better marketing and advertising decisions. For example, based on second type of audience group, they can include product images on their website that feature women and non binary people wearing custom suits instead of just men. They might shift their advertising budget to spend more on the social media sites or other channels that their customers use frequently.

Product research

Launching a new product takes time, effort, and money. That's why it's important to find out if there's enough demand for the product before investing time and money into it.

Demand refers to how much consumers are willing and able to buy a certain product over a given period of time. Researching demand for a product helps a company answer important questions like: Is there enough demand for this product to make it worth selling? If so, is there a reason to believe this level of demand will continue? If the demand is low or nonexistent, the company need to build up demand for that product if they still want to sell it or they decide it's not worth selling.

If the demand is extremely high, it could be a sign that competition is intense and advertising costs may be higher. Or it could be a sign that competitors are low on inventory, or that the product is new to the market.

If a company asked you to research a product which are or will be in demand then you can use tools like *Google trends* to find out how much demand there is for the products. Using Google Trends, you can compare multiple products and find out the interest level in these products over time. You can narrow your search to a specific region or state where your target audience lives. Or you can search more broadly across a nation or worldwide. To get a better idea of how the interests in a product change over time, set the time range to cover the past five years. The chart will help you figure out if demand for a product is stable, growing, or shrinking. The chart will also show you spikes in demand if there's seasonality for a product. A tool like Google Trends will show you interest in a product over time for specific region.

But also consider about your target audience

- Is this the type of product they would buy?
- Does it meet a need or solve a problem for them?

Asking these questions about your target audience and using tools like Google Trends will help you determine the demand for a product. But you also want to make sure the product is profitable. One of the ways you can figure out whether a product is worth selling is to determine the net profit for the product.

The main difference between profit and net profit is that profit is general term for money that a business makes and inside that profit, there comes net profit which is money that has left after deducting all its expenses.

Net profit is calculated by:

Net profit= Total revenue - Total expenses

1. First step is to figure out total revenue

Total revenue = Number of units sold * Average selling price [Price of one unit]

2. Second step is to figure out the total expenses

These should include all of the costs associated with the product.

Total expenses = Cost of goods sold (Production cost) + Packaging cost + Shipping cost + Advertising cost + Cost of returns + Additional expenses

Now, net profit = Total revenue - Total expenses

In terms of percentage, it is known as net profit margin

Net profit margin = (Net profit / Total revenue) *100%

Higher the net profit margin the higher is the net profit which is better.

Return on ad spend, or ROAS, is an important metric to measure the success of your advertising. After launching a new product, it's helpful to track the ROAS over a period of time to determine if the company's advertising dollars are well-spent.

As a remainder,

ROAS = (Number of unit sold * cost per unit)/ Ad spend

Net profit helps you determine if the product as a whole is profitable, while ROAS helps you determine if your advertising for the product is profitable. Both are helpful to consider in determining whether a product is worth selling.

Product sourcing

Product sourcing is how a business acquire the product that they sell to customers. In general product sourcing refers to the process of finding and obtaining products by company in order to sell in market. Imagine a business that wants to sell mattresses online. There are three main choices when it comes to sourcing their product:

1. Company manufacturing

The company can design and create its own custom mattresses. This requires a large amount of time, expense, and commitment upfront. The benefit, however, is that it gives the company more control over the design and quality of its products.

2. Vendor or wholesale supplier

This allows company to sell mattresses manufactured by other companies. This option allows the company to sell products from brands that customers already know and trust. Another benefit is that it's less time-consuming and less expensive than sourcing custom products.

3. Drop shipping

In drop shipping, a company purchase product from wholesaler and then put it on its E-commerce website. When customer purchase that product then the product is directly shipped from wholesaler to customer. This helps company to avoid its shipping cost and other expanses related to shipping. The mattress company doesn't have to purchase mattresses in advance, store them in a warehouse, or ship them to customers. The downside of drop-shipping is that the profit margins are usually slim.

Consideration during researching and sourcing products

Sourcing products for your online store can be a challenging. There are so many considerations to make before you decide which products you'll sell.

1. Product viability

Since the purpose of an online store is to make sales, you'll need to research the viability of each product before you decide if you want to add it to your online store. Product viability is the sales potential for a specific product. So, when determining the product viability of the items you want to sell, consider two things:

- Demand: Is there a high enough demand for this specific product to make it worth selling?
- Profit margin: Will you be able to sell this product at a competitive price while also making a profit?

2. Forecasting demand

Before you source your products, you'll need to consider if your consumers will even want those products. Forecasting is the process of predicting the future demand for products. In other words, when you forecast, you're hypothesizing about how popular an item might be on your website. This is important because it helps you analyze whether certain products are worth the financial risk. It can also help you better understand seasonal trends, which allows you to know how much of each product you'll need in stock. Forecasting includes taking actions like using analytics dashboards and sales data to view your top-selling products, negative reviews, quantities sold over a period of time, seasonal sales spikes or dips, and product reviews.

3. Add accessories to increase revenue

When you're researching products and forecasting inventory, a good way to increase your revenue per order is to add complementary accessories that align with those products. This is an effective strategy because when you remind customers that if they buy one product, they may need another product that complements it, they may spend more money at your store. For instance, if your online store sells electronics and you're offering the newest and most popular laptop, you may also want to sell charging cables, cases, screen protectors, external hard drives, and more.

Branding in e-commerce

Branding is a marketing and business strategy that involves creating a distinct and memorable image or identity for a company. Branding isn't just about a company's logo or its name. At its core, branding is about how customers feel about a company and the products it sells. It's about how they treat their customers, and how they make things right when there's a mistake. It's the story behind how the company got started, and it's about how customers connect with the values that the company supports.

Let's start with the company's website. The look and feel of a website is part of what affects brand identity. The website's design, photography, font style, and color scheme all impact how customers feel about a brand. The same is true for the voice and tone of the words used on the website, and also for the design and wording used in all

advertising and marketing channels. Another big piece of branding is the quality of the products that a company sells. Do customers feel they can rely on those products? Do the products make their lives easier? Do they fit the customer's lifestyle? Quality is also important when it comes to customer service. For instance, is the customer able to easily get the help that they need? What if something goes wrong?

For example, let's say a customer receives a damaged product. The way a company responds and how fast they respond will impact its brand. A company that cares about its brand will do what it takes to make things right.

Including helpful information on the website can also impact a company's brand in a positive way. For example, the website should make it easy for customers to find and fill out a contact form if they have questions or issues. It should also include links to helpful information, such as frequently asked questions or self-help articles that allow customers to troubleshoot issues on their own. And it should include clear, easy-to-understand instructions for returns and exchanges.

A generous return policy can improve customers' perception of a brand. If a company backs up the products it sells, customers feel an increased sense of trust. They're more likely to feel confident about buying a product if there's an option to return or exchange it.

The website also needs to tell the story behind how the company got started, and what's important to them. Storytelling is an important part of branding. Customers want to understand the values that a company upholds. They want to know how the company is making a difference in the world. Research indicates that 77 percent of consumers buy from brands that share their values. Customers want to feel good about their purchase. Knowing a company's story and identifying with its values can help strengthen a customer's relationship with a brand. A company's brand needs to be centered around its customers. That's why it's important for a company to know who its target audience is, so that it can build a brand around the customers' needs and desires.

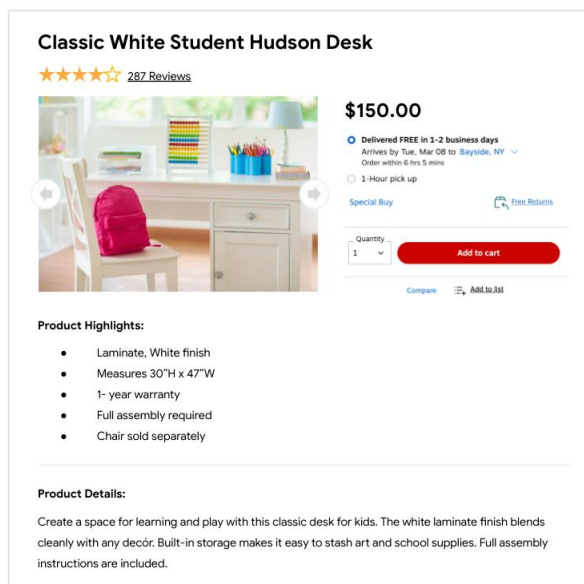
For example, customers feel good about the company when they know that company where they spend money for pet product, spend some of their revenue for helping animals. Branding is about establishing an emotional connection with customers, providing them with the best experience possible. It's about sharing the company's story, serving customers well, and connecting with customers' values.

Overview of ecommerce store and it's working

If you've ever bought something online, you know what it's like to make a purchase from an e-commerce store. When customers visit an e-commerce store, they might search for a specific product or just browse until they find products that meet their needs. For example, imagine a customer is searching for a desk that their child can use at home. The customer might search for kids' desks using one or more of the following methods:

1. Search bar (usually located at the top of the page)
2. Navigation menu (usually located at the top or left-hand side of the page)
3. Links to specific categories or products on the page


The customer might also research products in more detail to decide which one meets their needs or desires. For example, the customer searching for a kids' desk might research the different types of desks available and what features they offer, such as storage compartments or a keyboard tray. They might research products on the e-commerce store's website as well as other websites or sources. If the e-commerce store offers a buying guide, blog, or other information about buying a desk, the customer can learn more about the products they're interested in buying without leaving the e-commerce store's website. The customer can also research specific desks that the e-commerce store sells by visiting the product detail page, reading the product description, viewing the product images or videos, reading customer reviews, and browsing images or videos uploaded by other customers.



Researching products can happen at multiple times during the customer shopping journey, such as before the customer visits an e-commerce store, after they add a product to their shopping cart, or even after their purchase (if the product didn't meet their expectations and they need to return or exchange it).

Once the customer finds a desk, they're interested in buying, they can add it to their shopping cart. Sometimes a customer might add multiple products to their cart while they're still trying to decide which one to buy. The customer might also decide to add other products to their cart, such as a desk chair, to go along with the desk.

Shopping Cart




[Classic White Student Hudson Desk](#)

Price \$150

Quantity [update](#)

Item Total **\$150**

[Save for later](#) | [Remove](#)



[Blue Tufted Kids Desk Chair](#)

Price \$90

Quantity [update](#)






Item Total **\$90**

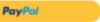
[Save for later](#) | [Remove](#)

Order Summary

Subtotal (2 items) **\$240**

Payment Method

☐     

☐ 

By continuing with your purchase you agree to our [terms and conditions](#) and [return policy](#).

[Check Out](#)

After the customer decides which products they want to buy, they're ready to begin the checkout process. At this stage, the customer enters their payment, shipping, and billing information and any other details needed. Then, they complete their purchase.

1. Shipping

☒ **Ship to Address**
Have your items shipped to your selected address

☐ **Ship to a Location near you**
Have your items shipped to a UPS Access Point

[Ship to multiple addresses](#)


Shipping Address

☐ Use this address as my billing information


[Continue](#)

Order Summary

Your Order (2 items)



[Classic White Student Hudson Desk](#) **\$150**



[Blue Tufted Kids Desk Chair](#) **\$90**

Subtotal	\$240
Shipping & Processing	Free
Tax	TBD
Total	\$240

Basic elements of an e-commerce store

Most e-commerce stores contain certain elements that customers expect to find whenever they're shopping online. Here are some of the basic elements you might find in an e-commerce store:

1. Homepage

The home page is the main page of a website. It helps customers understand what types of products a company sells, helps them find the information or products they need, and serves as a main hub that connects to other pages on the website.

2. Navigation bar

The navigation bar is a collection of links to other pages within the website. It helps customers find the department, category, or section of the website that will be most useful for them. The navigation bar is typically at the top or left-hand side of the page. It's a fixed element, which means that it stays in place even when a customer navigates to a different page on the website. The navigation bar usually includes a search function and a navigation menu to help customers find what they need. It may also include a link to the shopping cart and the customer's account, as well as other helpful links. If the company has physical locations, the navigation bar may include a store location. The navigation bar also includes a menu with links to department or category pages. For example, an online store that sells furniture might include links to the kids' furniture category or office furniture category. Within these categories, a customer would be able to find desks.

3. Product detail page

Product detail pages, sometimes called PDPs are pages on an e-commerce site that provide information about a specific product. They typically include a product description, specifications or technical details, product images or videos, customer reviews, and any other relevant information about the product.

4. Shopping cart

A digital shopping cart is the virtual equivalent of a physical shopping cart. It holds all of the products a customer is planning to buy. The customer can add multiple products to their cart or remove products at any time. After the customer is finished shopping, they can click on their shopping cart and begin the checkout process.

5. Checkout

During the checkout process, the customer enters their billing and shipping information. E-commerce stores use a payment service provider, which is a secure way to process transactions online. If the customer has already created an account with the store, they can sign in to their account before checkout. This offers a faster checkout option, since the customer's address and other information automatically populates in the required fields.

6. Help and support

E-commerce stores also include options for customers who may need help or support during or after the buying process. For example, the store might include a chat function so that customers can ask questions and receive answers online. There are often multiple ways to contact customer service and find self-help resources. Typically, the store's website also includes links to helpful information, such as frequently asked questions (FAQs), return and exchange policies, shipping policies, contact information, and details about the company and their values. Links to these pages are often included in the footer, which is a navigation section at the bottom of the website. It includes a collection of links to other pages within the website. These are often supporting pages, such as customer support and services, policies, and information about the company.

E-commerce platforms

There's a large number of e-commerce platforms available to use. Some of the most common platforms include Wix, Shopify, BigCommerce, Squarespace, WooCommerce, and Magento. The basic difference between these platform is that whether they are open source or Saas. Saas refers to software as service.

Open-source platform

It allows the user to access and edit the original source code. That means that a company can customize their e-commerce website in any way they choose. WooCommerce and Magento are two examples of open-source platforms. With an open-source platform, the company has complete control over how their e-commerce store appears and functions

but they also need to know how to make those changes within the code or to be able to hire someone with web development expertise.

Advantage of open-source platform:

1. It gives the company complete control over the design and functionality of their e-commerce store.
2. There are endless customization options
3. They may be less expensive than monthly subscriptions.

Disadvantage of open-source platform:

1. Company needs to have the coding and technical skills necessary to create and maintain their e-commerce store.
2. Need to pay separately for a web hosting service which is a service that enables a company to publish its website on the internet.
3. The company needs to consider additional costs involved, such as web hosting, web design, web development, security, and IT maintenance.
4. They may take a lot of time to build.
5. They typically do not offer customer support if you have trouble with your website.

Software as service (SAAS)

It is web-based software available on subscription basis. The user must purchase a subscription in order to use it. A SaaS e-commerce platform allows for a certain amount of customization, but it doesn't allow access to the source code. Most SaaS e-commerce platforms offer different plans a company can choose from, based on their size, budget, and the level of support that they need. Shopify and BigCommerce are two examples of SaaS platforms.

Advantage of SAAS:

1. It's an all-in-one solution that provides hosting, security, and customer service.
2. It provides built in templates
3. It provides user-friendly software that allows a company to launch their store quickly, even without coding skills.
4. E-commerce stores using a SaaS platform take less time to build.
5. They typically provide customer support if you have trouble with your website.
6. SaaS platforms include built-in analytics for metrics like traffic, clicks, and more.

Disadvantage of SAAS:

1. Limits customization
2. Platform may only integrate with certain third-party apps or shopping channels.
3. Payment methods may be limited
4. They may require addition fees for some features.

Consideration that applies to all platform

1. How fast the web pages load in an e-commerce store using those e-commerce platforms.
2. How much an e-commerce website can rank on search engine using those platform
3. How much room they allow for growth? When company expands, the platform needs to be able to handle increased traffic, allow for a large number of products, and have more flexibility and options to meet the marketing needs of a growing company.

Domains

Whether you end up using an open-source or SaaS platform for an e-commerce store, you'll need to register a domain. A domain is the URL (or web address) for your website—it can be found in the address bar at the top of your browser window. For example, in www.bathecoshop.com, .com is domain. Your domain name must be unique, which means that no one else has registered the same domain name. Means, there should no other name *bathecoshop.com*

Introduction to shopify

Most customers expect to be able to purchase a company's products online. That's why it's important for businesses to have an online store. Building an online store takes time and effort, but with an e-commerce platform like Shopify, the process is easier. Shopify is a Software-as-a-Service (SaaS) platform, which is web-based software available on a subscription basis.

Benefits of using Shopify

Shopify is an e-commerce platform that allows companies to sell their products online to customers anywhere in the world. It offers multiple plans designed to work for businesses of all sizes, from self-employed entrepreneurs to huge corporations.

Built-in features and tools:

Shopify offer multiple features and tools that make it easier to build and manage an online store. Few of these features and tools:

a. Online store builder

Shopify makes it easy to build an e-commerce store with free website themes. Design or coding skills aren't required. All Shopify themes are fully responsive, so they're mobile-friendly and provide a consistent experience across all devices.

b. E-commerce capabilities for existing websites

It means you can put a special button on your site that lets people buy products you're selling through Shopify. So, when visitors click on that button, they can easily purchase items without leaving your site. It's a convenient way to turn your website or blog into an online store without the need to build a whole new online store from scratch.

c. Secure checkout

Shopify provides a built-in shopping cart and checkout solution that protects customers' information. It's also mobile-friendly for customers shopping on their smartphones.

d. Payment processing

Shopify offers credit card payment processing for online and in-person sales with Shopify Payments. They also support third-party payment options, such as PayPal.

e. Shipping platform

You can get products to customers easily with Shopify's built-in shipping options. Plus, you can keep track of inventory levels.

f. Integration with third-party shopping channels

Shopify makes it easy to save product details in one place and sell on multiple channels, such as Facebook, Google, Amazon, eBay, Pinterest, and Tok-tok.

g. Marketing tools

You can manage your email marketing, content marketing, SEO, and ad campaigns all in one place with Shopify's marketing tools.

h. Blog

A built-in blogging platform makes it easy to share valuable information with customers and keep your content fresh.

i. Analytics and reporting tools

You can stay up to date on how the store is performing with real-time analytics and reports so that you can share with stakeholders.

j. 24/7 customer service

If you need help, you can visit Shopify's help center online or contact their customer support team any time, day or night.

Create product detail page

As an e-commerce specialist, you will eventually have to add products to your store's website. This means you'll need to add product descriptions, page titles, alt text, and meta descriptions.

A product description is the text on the product detail page of an e-commerce store that provides details and information to customers about the product. A good product description persuades customers to purchase your product. If your product description is incomplete or not descriptive enough, you are leaving questions unanswered, which means customers are less likely to buy the item. When creating descriptions, make sure your copy stands out from the rest and try to answer the questions:

- Who is my target audience?
- What kind of copy /text would they want to read? Humorous? Serious? Imaginative? Soothing? Fresh?
- What qualities are they looking for in a product? What makes my product special?

After you've answered these questions, you can start drafting your product description. Write a brief paragraph that includes features and any relevant information your target customers may want. After you've created your clear, concise description, feel free to add some personality and cleverness, if you think it makes sense. Remember, you're trying to convince people that they want this product. Then, include a bulleted list of features the product has.

Look at the following scenario:

Imagine you run an online electronics store, and you are writing a product description for a new pair of headphones that just arrived in your store. Your customers are tech enthusiasts who love the latest and most high-quality trends. They are clever, and they don't mind spending a lot of money if the product is worth it, especially if the product looks cool. Your product description might read:

Immerse yourself in the smoothest sound and strongest noise cancellation on the market. Available in five colorways, these headphones will have everyone around you doing a double-take—but you won't notice because you'll be lost in the sound.

Writing product title

A product title should be very straightforward and concise. Target customers should be able to read the product and know exactly what it is. To write an effective product title, include details like the brand's name and the product's name. Then, think about the color, flavor, material, and type of item, and include whichever aspects feel important. Finally, you may want to add information about size and quantity, depending on what you are selling.

Note: Stock keeping unit (SKU) is a unique code that retailers use to identify the product.

Certain products may have multiple SKUs based on identifiers like color, size, type, and more. If the product detail page allows the customer to select a size, color, or other variation, you wouldn't include these identifiers in the product title because one product page will represent multiple SKUs for that product.

Here's the example for product title for previous scenario:

Title: *Audiophile Over-The-Ear Studio Quality Headphones, Black*

In this example, it's clear which style of headphones they are, that they'll provide you with studio-quality sound, that the brand is Audiophile, and that the color of these specific headphones is black.

Writing an alternative text

Alternative text, more commonly called alt text, is a brief, written description of an image with the primary purpose of assisting individuals who are visually impaired. Screen readers read alt text aloud, allowing customers to understand what the image is by describing it in words. Alt text is also important for search engine optimization, where it's used to return search results. Alt text shouldn't exceed 125 characters.

While writing ALT text consider:

- Be concise but specific enough. The reader should have a general understanding of what the image is.
- Make sure the alt text makes sense when you read it aloud.
- Explain the type of image. Is it an illustration, graph, chart, stock photo, screenshot, or something else?
- Don't start your alt text with "image of" or "photo of" as it can get repetitive if there are several images.
- Incorporate a keyword, but don't over do it. Keywords will help your SEO, but if you use too many, this will be flagged by search engines and you may be ranked down.

Web page title element and meta description

For SEO purposes, every webpage has a page title and a meta description. The webpage title provides both the users and search engines with a page's topic, while the meta description provides search engines with a summary of what the page is about. Every page on your website will need a webpage title element and meta description so that your business can be found by potential customers when they search for products like yours. Webpage title elements should be brief so that search engines don't show only a portion of your text to potential customers. That doesn't mean webpage title elements

shouldn't be detailed. Make sure that as you write your page title, you thoroughly describe what users will find on the page.

As for the meta description, it should be about 150–160 characters, and it should include carefully selected keywords. Make sure to be thorough in your meta description, because you're summarizing what potential customers can find on the page.

Things to be added on e-commerce website

Add your brand voice

Expressing your brand's voice on your store's website is a great way to attract customers and get them interested in your brand. As a reminder, brand voice is the distinct personality a brand takes on in a company's communications. This includes the messaging and imagery on your store's website. Two ways to display brand voice on your site are creating "about us" pages and blog sections. "About us" pages offer a great way for customers to learn about your business and who you are as a brand. Use this section to tell customers about your brand's journey and mission. Blog sections are a thoughtful and deliberate strategy to connect with customers. Adding a blog section to your store also help to improve its SEO by adding more searchable keywords. The blog posts can include information about your brand's products, announcements, and compelling narratives about your company or a related topic.

Choose the right theme [Template] for website

Theme is a pre-built website template that creates the design and layout of your store. Themes form the organization, features, and style details—like fonts and colors—of your online store. Choosing the right theme with specific layouts, colors, and fonts helps to tailor your brand's identity so that your store is recognizable and distinctive. Choosing the right theme can also complement your product photos, making customers interested in what you are selling.

Optimize essential information

Customers expect to be able to find important shopping information when they visit an online store. When important information is missing or inaccurate, it can cause the

customer to lose trust in your brand—and even leave your site—costing you a possible conversion. When optimizing your store, pay close attention to your contact information, product details, and return policy. You should also include terms of service, which are legal agreements between a business and customers, and a privacy policy, which is a legal document that discloses some or all the ways a business gathers, uses, discloses, and manages a customer's data.

Contact information

A contact page is a common web page on a website for visitors to contact the organization or individual providing the website. Most templates include a contact page that has the option to add your business's name, customer support email address, and phone number, if available.

Product detail

The details that you provide for a product affect the way that the product is displayed to customers, make it easier for you to organize your products, and help customers find the product. Be sure to check that your product details are accurate and to your liking. If necessary, edit your product details using the admin menus

Return policy

A return policy is a document that describes, in detail, your business's process and requirements for accepting returns. Having return policies stated helps your customers make a informed buying decisions. You can edit your return policy under the policies tab of your admin dashboard. Your return policy should answer two basic questions:

- How can customers make a return? Most businesses offer customers the option to exchange their purchases for another product of equal value or return their purchase for a full cash refund.
- How long do customers have before they can make a return? Typically, most websites offer a 30 to 60-day return window.

Advertise for E-commerce store

A form of marketing which uses the internet to deliver promotional marketing messages to consumers is called online advertising. After you build store in E-commerce platform you need customer in it but it is not easier to bring customer into store without any ads. You can use following tools & platform for running E-commerce ad.

1. Google ads

Google Ads can support a business's digital marketing strategy. Google Ads is an ideal tool for e-commerce businesses that want to boost brand awareness or acquire new customers. Google Ads enables you to show Search ads on Google search engine results pages (SERPs) and place display ads on websites via the Google Display Network. As the world's biggest search engine, Google's Search and Display ads have tremendous reach potential.

2. Google shopping ads

Google shopping ad are image-based product ads that show a photo of a product, its title and price, the store name, and any reviews. These ads allow e-commerce businesses to display their products every time a relevant search is made, enabling them to expand their products' visibility to a wider audience. When a user clicks on an ad, they are taken to the product page in the e-commerce store. Since many people use Google to search for products, Google Shopping ads can help drive traffic and conversions.

3. Google Discovery campaigns

It delivers highly-visual, personalized ads that can be displayed on the YouTube Home and Watch Next feeds, on the Discover tab and the Gmail Promotions and Social tabs. Discovery campaigns are designed to reach users who are most likely to be interested in a product or service, as determined by Google's algorithms. Discovery campaigns can help you drive engagement and conversions because they show relevant, meaningful ads to people when they are most receptive to learning more about a business's products and services.

4. YouTube Ads

With more than a billion hours of videos viewed daily, YouTube Ads can reach a wide and diverse audience. On YouTube, e-commerce businesses can set up video ads and campaigns that align with their marketing goals and post them on their channel. This can provide these businesses with the opportunity to

increase brand awareness and drive traffic to their online store. YouTube Ads are especially effective for sharing educational or informational content, such as product demonstrations, product reviews, or explainer videos.

5. Amazon ads

It can help e-commerce businesses connect with potential buyers on a platform specifically designed for shopping. With Amazon Ads, advertisers bid on keywords and placements to show their products higher in search results. This can help businesses get their products in front of a wider audience. Amazon offers a variety of advertising options, including sponsored products, sponsored brands, sponsored display ads, video ads, and audio ads.

6. Facebook Ads

Facebook has the most users of any social media platform, with billions of active accounts. Popular among a wide variety of demographic groups, Facebook Ads can help to reach a target audience. Facebook offers a variety of ad formats that may benefit e-commerce businesses. Collection ads, for example, provide videos or images of products from a business's catalog and allow people to move seamlessly from the discovery of a product to a purchase. Facebook Ads also allows businesses to target customers by location, occupation, interests, past activity, and more.

7. Instagram ads

On Instagram, e-commerce businesses can create ads in a variety of highly-visual formats, from image-based ads to video reels to stories to promote their products and connect with their target audience. Instagram ads can be directly linked to a product page or another landing page, giving users a quick and easy way to engage with products.

8. TikTok for Business

It offers e-commerce businesses an opportunity to promote their products to a young, highly-engaged audience. Influencer marketing is a key component of advertising on TikTok, and TikTok's Creator Marketplace helps brands find influencers to partner with.

Advertising allows e-commerce businesses to reach people who may or may not be familiar with that business's products or services. The goals of e-commerce advertising campaigns can include everything from growing brand awareness to increasing

conversions. An advertising platform that works well for one e-commerce business may not work as effectively for another, so advertisers should test on each before launching campaigns. Generally, using a mix of platforms to place online ads is likely to yield the best results.

Using videos in ads

Digital marketing is the practice of reaching consumers online through digital channels with the aim of turning them into customers. Digital advertising is the practice of promoting a brand and generating sales through the use of ads. Using video in ads is one effective tactic of digital advertising.

Videos are an effective way to advertise for a number of reasons. For starters, 4 billion videos are watched on YouTube everyday. That's billions of potential opportunities for a video ad to be seen. It's also estimated that almost one-third of shoppers purchase a product after encountering a video ad, which is a conversion rate of 33% — well over most average ad conversion rates.

There are other benefits, too. A video can deliver more information than a graphic or a photo can. The use of videos can add a personal touch to a brand's ads, and videos sometimes do a better job of showcasing products than images do. Using ads that include storytelling videos, testimonial videos, or influencer review videos are all great ways to take your brand awareness to the next level.

Before you create a video ad, you'll want to make sure you set your strategy. When you're setting your advertising strategy, ask yourself: where will these ads be placed? Who is my target audience for these ads? What is my plan if the ads don't perform well? Will there be one ad or will we create a whole campaign of video ads?

Knowing this information will help you stay on track. As a digital marketer or digital advertising professional, remember that there will always be some level of trial and error. Be prepared to pivot or try new things if your video ads aren't generating sales or creating brand awareness like you wanted them to.

Tips to optimize video advertising

1. Length

Video ads should only run for about 20 to 30 seconds at most. The average viewer isn't likely to watch for much longer than that. In some cases, your ads may only be a few seconds long. The length of your video will depend on your goals and your intended audience.

2. Hook

The first 3-5 seconds are where you really catch the attention of your potential customer. Make sure you add content that hooks them right away.

3. Size and dimensions

Depending on where you plan to run your ads, the size and dimensions of your videos will be different. For instance, ads on Instagram should be 9x16 or square, whereas ads on YouTube should be 16x9.

4. Target audience

Create videos according to your potential customers, and place the ads wherever your potential customers are most likely to be, whether that's on social media, driving by digital billboards, watching videos on YouTube, or somewhere else.

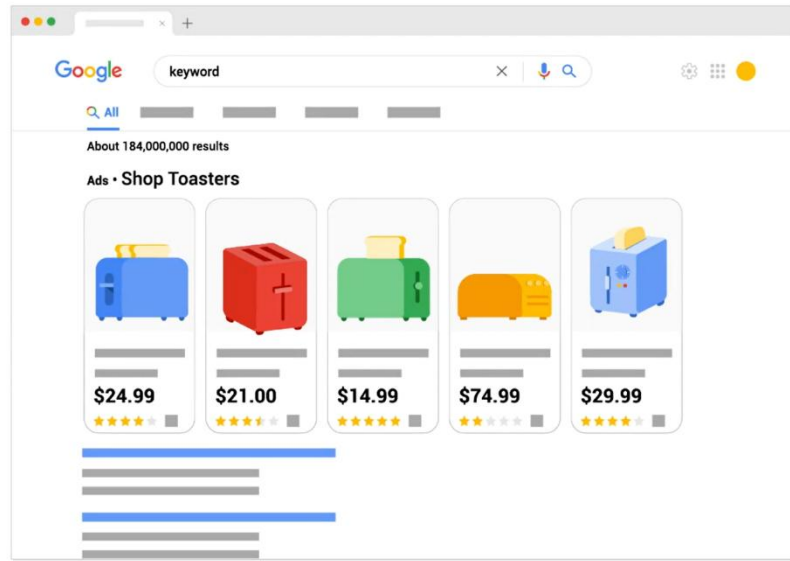
Advertise with Google ads campaigns

A campaign is a tool that creates and initiates a plan, for how to promote products or services on Google's vast network of search results, websites, videos, mobile apps, maps, shopping listings, and more. To create that plan, campaigns use a set of ad groups like ads, keywords, and bids. These groups share a budget, location targets, and specific audiences. Google Ads offer a variety of campaign types to help you craft specific messaging in your online ad to attract and engage potential customers.

Working in the field of e-commerce, you will likely to encounter four types of ad campaigns that fit your business needs and help you reach your audience. They are:

1. Shopping campaign

Shopping campaigns are product listings that appear on search results and the Google Shopping tab. They're ideal if you're an e-commerce retailer looking to sell your product inventory.



Shopping ads show users a photo of your product, plus a title, price, store name, and more.

2. Search campaign

A search campaign is text ads on search results that appear while people search on Google for related products and services. Search campaigns quickly helps to identify solutions to searches. Both Search and Shopping campaigns run using a PPC, or pay-per-click, model.

3. Display campaign

A Display campaign is a Google Ads tool that allows businesses to place an image advertisement across various websites. Display campaigns aren't limited to the Google Search platform. They can appear on any platform that's part of the Google Display Network. The Google Display Network is a group of more than two million websites, videos, and apps. Display campaigns are often artistic and use a combination of art, graphic design, photography, and typography to promote their products.

4. Video

YouTube has over 2.3 billion users worldwide as of 2021, according to a recent report. With so many users constantly streaming videos, e-commerce specialists

have a valuable opportunity to reach new and returning customers using video advertising. A Video campaign is a Google Ads tool that allows businesses to place video advertisements before, during, or after YouTube videos. Video campaigns help businesses and products get noticed on YouTube.

Understand Smart Campaigns

A Smart campaign is an automated campaign management tool within Google Ads that helps you promote your business. Originally it is called Google AdWords express. Smart campaigns were designed for small businesses and new advertisers. They provide a simpler business marketing experience by combining Search and Display campaigns and allow Google to control most of the campaign's management.

Advantages of smart campaign

- Smart campaigns are automated
- It saves time
- They are easier to set up
- It helps to save money

While Smart campaigns are less complex than regular Google Ads campaigns, there are also some limitations

- Limited campaign goals
- Limited keyword options
- Limited control of budget

For e-commerce, Smart shopping campaigns are the best Smart campaign helps to maximize shopping potential. A Smart Shopping campaign is an advanced shopping campaign that uses technology to optimize for more sales and reach Google shoppers across Google's sites and networks. Google will optimize to show your inventory to the right customers at the right time across different networks, including the Google Search Network, Google Display Network, YouTube, and Gmail. To accomplish this, Smart Shopping campaign optimizes real-time signals like user queries, time of day, and devices to show your products to customers who are more likely to buy your products.

A study found that Smart Shopping campaigns have over 20 percent more conversion

value than regular shopping campaigns. There are three key benefits of Smart Shopping campaigns:

- Optimize existing shopping ad products.
- Leverage automatic bidding.
- You can get started right from your e-commerce platform, since they allow easy integration through a third-party platform, like Shopify

Seasonality in e-commerce

Digital marketers and e-commerce specialists anticipate their own special times of the year based on past patterns. This concept is called seasonality. Seasonality refers to regular and predictable fluctuation of e-commerce traffic around special holidays, events, and weather on a quarterly or yearly basis. It is also known as seasonal marketing. Industry uses seasonality to determine when a business will receive a potential increase or slowdown in revenue sales.

Seasonality split into two parts:

On-season

The on-season is the period where customers are much more likely to buy products due to related weather variables or special events. During the on-season, businesses can expect to receive the most financial gain. For example: in the countries where there is drastic change in temperature, some clothings are more popular in certain time of year than other. For jacket industry, people tend to purchase in cold season then in warm season. This makes jacket industry to gain more financial benefits in cold season by selling more jackets.

It is not limited to just seasonal weather. Holidays and special events play a huge role in driving traffic to e-commerce sites. For example, consider the florist industry. During valentine day, people are more tend to purchase flower for their loved one, valentine day falls in February 14, which means floral industry gets huge boost around February.

Off-season

Off season refers to a period of time when consumer demand for a particular product or service is traditionally lower than usual. This can be due to various factors such as weather, holidays, economic conditions, or industry-specific patterns. Suppose for T-shirt selling company, they experience low demand during cold weather. Another example could be for travel industry, which experience less off-season during non-holiday periods. This period is generally considered a period of poor performance or inactivity, which is called a slump. It's important to note that the off-season doesn't mean that a business has nothing to accomplish.

Off-season is one of the most valuable times of the year for businesses to focus on off-season marketing strategies. The goal of off-season marketing is to put business ahead of the competition by building a strong brand awareness that will directly drive customers to your site during your on-season. Here are some off season marketing strategies:

1. Grow database

Off-season is the time to target new contacts and attract new audiences. While it may sound strange to create additional campaigns when you are in a financial slowdown, growing your database during the off-season is important. When your new campaign leads to a conversion, you can obtain customer information and use this information to follow up with new promotions during the on-season.

2. Increase social media presence

In order to gain more customers during on-season of the year, you have to increase your awareness. One way to do that is through social media. Use off-season time to interact with your customers and create social media posts and engaging content. This helps you stay connected to your customers and helps to increase sales in on-season.

3. Create great quality content

Great content takes time, effort, and creativity to cultivate and make memorable. It's often measured by how many people interact with it and how much it leads to conversions. So, this is the time to create such contents. This will help your business stand out from the crowd. You can utilize your site's blog feature to write interesting and thought-provoking posts. This is helpful for building a community that your audience feels connected to. When you have proper community, you can increase sales in on-season as well as in off-season.

4. Promote less popular products on your site

Turning the attention to less popular selling products on a business's site is a great way to keep your business profitable during the off-season since doing so will help to recover the revenue loss from the decrease in sales to your popular items. To do this, businesses feature the less known products on their homepage, create marketing campaigns for them, and develop creative branding.

5. Geographic segmentation

Geographic segmentation refers to the grouping of customers with regards to their physical location. This is important since depending on your industry, on-season and off-season may occur at different times and locations. Example: The global jacket selling company may experience off season in warm weather in India but on-season in cold weather in Canada.

Google ads for planning seasonality

Understanding seasonality is a great way to know what is coming ahead for your business, since it allows you to recognize common trends in your industry. As we know earlier that, Google Ads is an online advertising platform developed by Google where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users.

Consideration during planning for seasonality:

1. Determine your bidding strategy for on season or seasonal events. To do this, you'll use smart bidding. Smart Bidding is a subset of automated bid strategies that use machine learning to optimize for conversions or conversion value in each and every auction. With the seasonality adjustment tool in Google Ads, you can set a time and date for when you expect to see a short spike in conversion rate. This will inform the smart bid tools when to change its bidding behavior.

For example:

A floral company has steady sales over the year and one day, owner of the company notices that there are spikes of higher sales during the valentine day. Then using google ads smart bidding for floral company, the google ads keep record of that spikes and sets the daily budget at maximum for next year valentine day and normal on other regular days in order to gain higher profit on valentine day. Google needs to have enough previous conversion data to be able to make

smart decisions. This will depend on your previous activity. If you don't have enough conversion data, then the algorithm can't make informed decisions.

2. Consider new customer acquisition

Now a days customers are more willing to try new brands and products.

Historically, holidays have been a great time to gain new customers. You can adjust campaign for new customers. Google ads will optimize more for sales for new customers.

3. Using google ads performance planner to prepare for seasons

As you know, during certain periods of the year, consumer intent can be higher, which means customers know what they want to buy. For example, during the winter, instead of waiting around to see an ad for a new coat, customers are more likely to search for a new coat directly on the internet and purchase. This leads to more conversions for winter apparel business. *The Performance Planner is a tool that allows you to forecast the impact of different spending scenarios and events during upcoming seasons.* It also allows you to determine perfect bid and budget settings for campaigns that run year-round. It examines previous campaign performance and seasonal trends for your target industry and region.

Marketing for special events and holidays

It is important to develop the knowledge of seasonal marketing which will help to understand the importance of planning for “special events” and holidays to increase traffic to business.

Understanding geographic segmentation

When considering holidays and special events, an online business must start with a sense of where their audience is located. For example, in the United States, “Black Friday” is the single busiest shopping day for retailers. In United States *Thanksgiving holiday* also includes massive discounts and sales on retail products. Knowing whether or not your audience is located in the United States is helpful for marketing to that audience. If a company’s target market is in a country that does not participate in Black Friday, having a campaign marketed for Black Friday may not gather the desired attention.

Holidays and events

Once you've identified where your target audience is located, it's important to identify popular holidays and special events. Identifiers of popular holidays include religious observances, cultural happenings, and education events. The following are a few holidays that are often used to promote sales in many parts of the world. Some events are specific to regions or cultures:

1. Diwali

It is called the festival of lights, Diwali's exact dates of celebration change annually, based on the position of the moon. A quick Google Search will provide you with the day it is to be celebrated each year. It is most widely celebrated holiday in India. Also, this festival has got popularity to most European countries and United States.

2. Black Friday

One-day super sales event on the Friday following Thanksgiving in the United States.

3. Singles day

Celebrated on November 11th, Singles day is an unofficial Chinese holiday and shopping event that celebrates people who are not in relationships.

Special season that majority of people seeks:

1. The holiday seasons

An annually occurring period of time recognized in many Western and other countries that is generally considered to run from late November to early January. Since many holidays falls here, it is considered as holiday season.

Events which annual and celebrated across regions and cultures:

1. New Year celebrations

This is the time or day at which the new calendar year begins. Much of the world celebrates January 1 as the start of their new calendar year. Additionally, there are many New Year variations that honor specific cultures or religions happenings, such as East Asian celebrations of the Lunar New Year, Rosh Hashanah, and Songkran.

2. Back-to-school

The period in which students and their families purchase school supplies and apparel for the upcoming school year.

3. Mother's Day and Father's Day

These are holidays honoring parenthood and parental bonds. Dates for Mother's Day and Father's Day differ by country.

Planning for events

Once you have identified the targeted audience and the events occurring around them, you can take following consideration:

1. Create a promotional calendar

Creating a promotional calendar is a great way to identify dates you anticipate an increase in sales and potentially want to create promotional events for your business. Build a list of important holidays and special events, then connect those holidays and special events to specific periods of time ahead of the holidays and special events that you will likely see an increase in traffic. For example: If the Diwali falls in the date at November 12, then the seller mark 3 to 4 weeks earlier in their calendar as for marketing.

2. Choose additional marketing and promotional tactics

Earlier you learned about digital marketing techniques to promote your brand like in social media and email marketing. When creating a plan for your holiday or special event, choose which of these marketing and promotional tactics will be most effective. This can vary depending on the types of products or services your business offers but ultimately should fit your audience. For example, *social media marketing is a great way to reach new audiences during the holiday season. However, certain social media sites like Instagram or Tok-tok tend to have younger audiences than other platforms like Facebook or YouTube. With this knowledge in mind, you can easily make a decision on which marketing or promotional tactic will fit your audience best.*

3. Assign specific promotions to each holiday or occasion

During this step, you can decide what specific sale or promotion you want to assign to a holiday or special occasion. Do you want to provide 50% off of an entire purchase? Or, do you want to offer free shipping on all orders over \$50? You can do this by ranking holidays and events you expect to gain more traffic to

your site and adjust your yearly advertising budget accordingly. Using preselected holiday and special event dates allows you to create a balanced budget for the sales you expect for your business to have. You'll be able to capture your audience's attention while also being mindful of your return on investment. You should also be sure to be competitive among your competitors. If you have no good promotions compared to your competition, chances are you may lose out on potential sales.

4. Prepare inventory

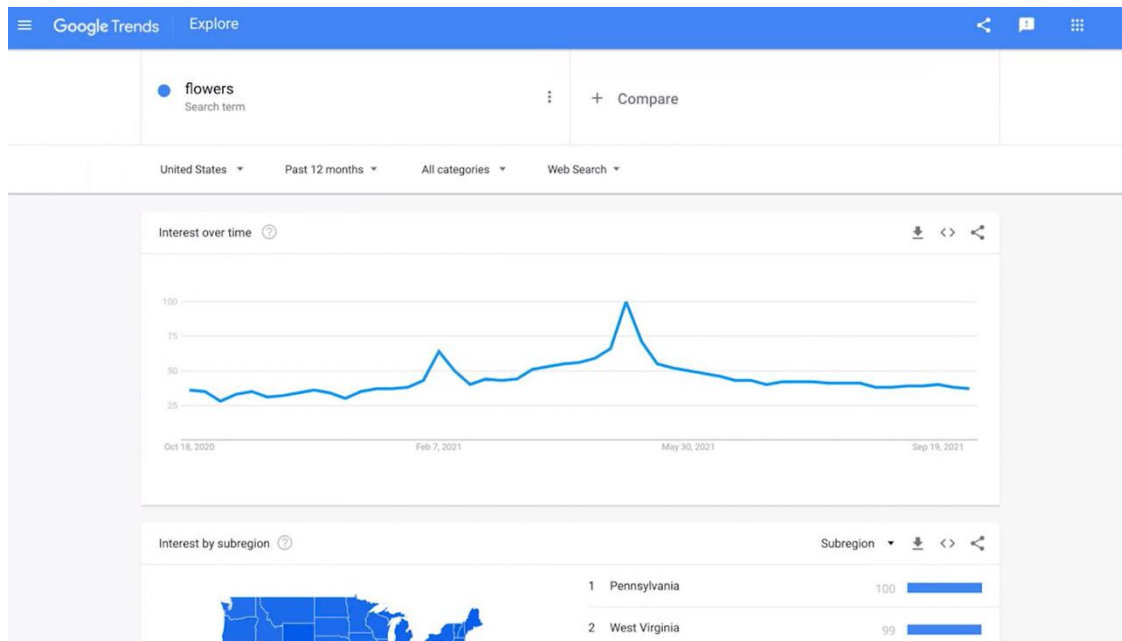
"Preparing inventory" in the context of marketing for special events and holidays refers to the process of ensuring that a business has an adequate supply of products or services available to meet the expected demand during those specific times. This involves forecasting the demand, planning the inventory levels accordingly, and making sure that there is enough stock to fulfill customer needs. There should be proper demand forecasting and stock planning to avoid having less stock or too many products left during the off-season

Optimize your e-commerce marketing strategies

It is important to know how to improve e-commerce sales efforts to increase sales in business. Some of the effective techniques that a e-commerce specialist use to optimize the e-commerce strategy are:

1. Conduct more research on the industry's booms and slumps.

Knowing when you'll experience a spike or a slowdown in e-commerce traffic is vital for planning ahead. One way to determine this is by using Google Trends which is a Google tool that lets you explore what citizens around the world are searching for on Google. Simply enter words or topics related to your e-commerce products into the interface and you'll get access to the amount of search interest on that topic. For example: Suppose you search flower on google trends search field, then you will get statistic about it.



You can see in image above that the largest spike is before may. It is period just before world's mother day where more people tend to buy flowers for their mother. And second spike is just before February where people tend to buy flower for valentine day celebration. This data of spike is very useful for floral company in order to plan their business to gain highest conversion. You can create promotional events that correspond with the spikes to help drive sales. These can include incentives like limited time deals, discounts, or free shipping.

2. Simplify the buying processes

When the customer feels difficult while buying the product from the website then they just leave it and search for other alternatives. When there is complexity on the buying process then it increases the customer drop off rate. These issues are called pain points. Pain points are defined as a specific problem faced by customer while interacting with a site. Resolving pain points improves the buyer's experience with your brand and could help bring customers back to your site. In many cases, companies hire user experience designers to target the issue customers are facing and redesign aspects of their site.

3. It's essential that you bring in more money to your e-commerce business than you spend. When setting the prices for your items it seems you will earn money when you set price of product high. However, high prices can turn away customers from choosing your products. It's important to make your product listing price reasonable for new and returning buyers. Adjust certain product prices so that they match or are lower than your competitors. When your products appear on the

Google Shopping tab, their lower price point will help them stand out among competitors. If you decide to use this technique, make sure that you have calculated reasonable ROI data.

Performance planner

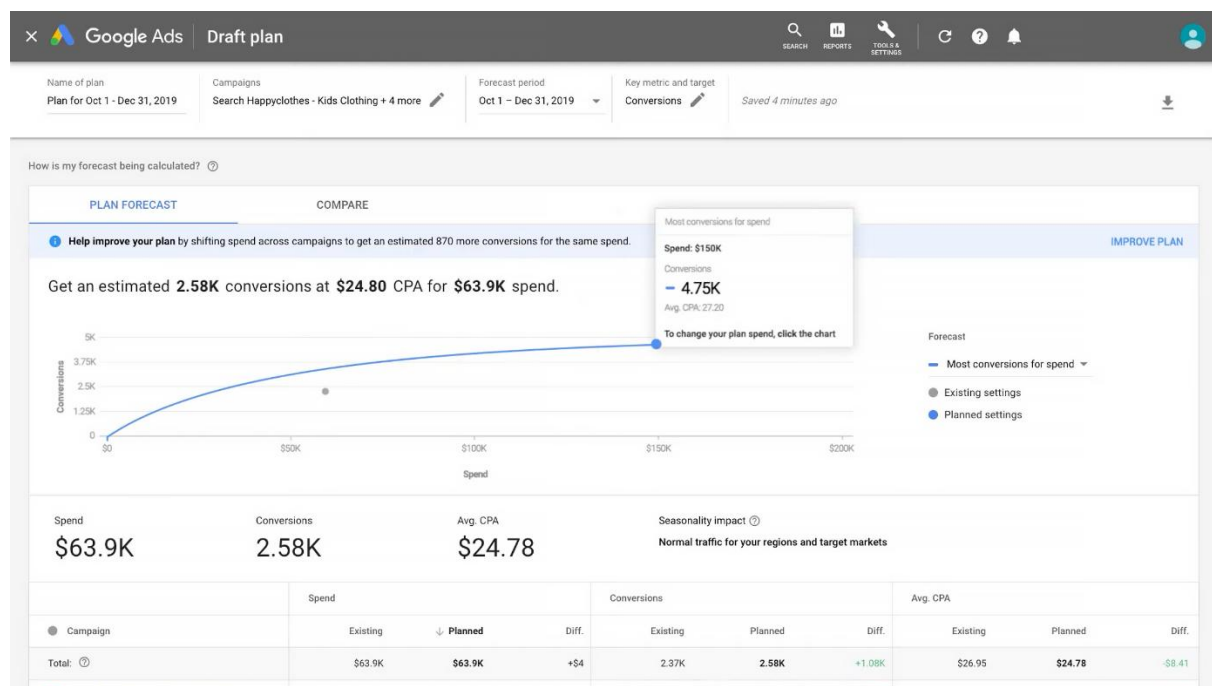
Performance Planner is a useful tool within Google Ads that allows you to forecast your Search, Display, and Shopping campaign's performance based on your budget. That means you can predict future outcomes of holiday and special event sales. The planner also addresses seasonality based on your business type and location. You can review how changes to campaigns might affect overall performance and key metrics such as conversions, conversion value, or clicks.

In addition, using Performance Planner can help you:

- Explore outcomes by adjusting campaign settings
- Understand opportunities in seasonal periods
- Manage budgets across accounts and campaigns

How it works?

The Performance Planner tool works by using your campaign history and billions of search queries to create forecasts or predictions on how well your campaign will perform. The tool helps you create plans for your advertising budget.



Unlike making Smart Bidding adjustments, Performance Planner relies on existing campaigns. If your campaigns don't have enough conversions to create a forecast, but they have enough clicks, you can manually enter a conversion rate to assess conversion forecasts.

To use the performance planner tool effectively for a standard or Smart Shopping campaign, you must:

- a. Have received at least 100 impressions in the last seven days
- b. Have received at least 10 conversions and/or conversion values within the last 10 days
- c. Have been active each day with a minimum spend of \$10 or more in the last 10 days

Seasonal budgeting and bidding

You learned about seasonality, the regular and predictable fluctuation of e-commerce traffic around special holidays, events, and weather on a quarterly or yearly basis. You know how considering seasonality can help you determine when your business will receive a potential increase or slowdown in revenue sales, which allows you to plan promotional opportunities accordingly. You also learned about Performance Planner, a Google Ads tool that allows you to forecast your Search, Display, and Shopping campaigns' performance based on a given budget.

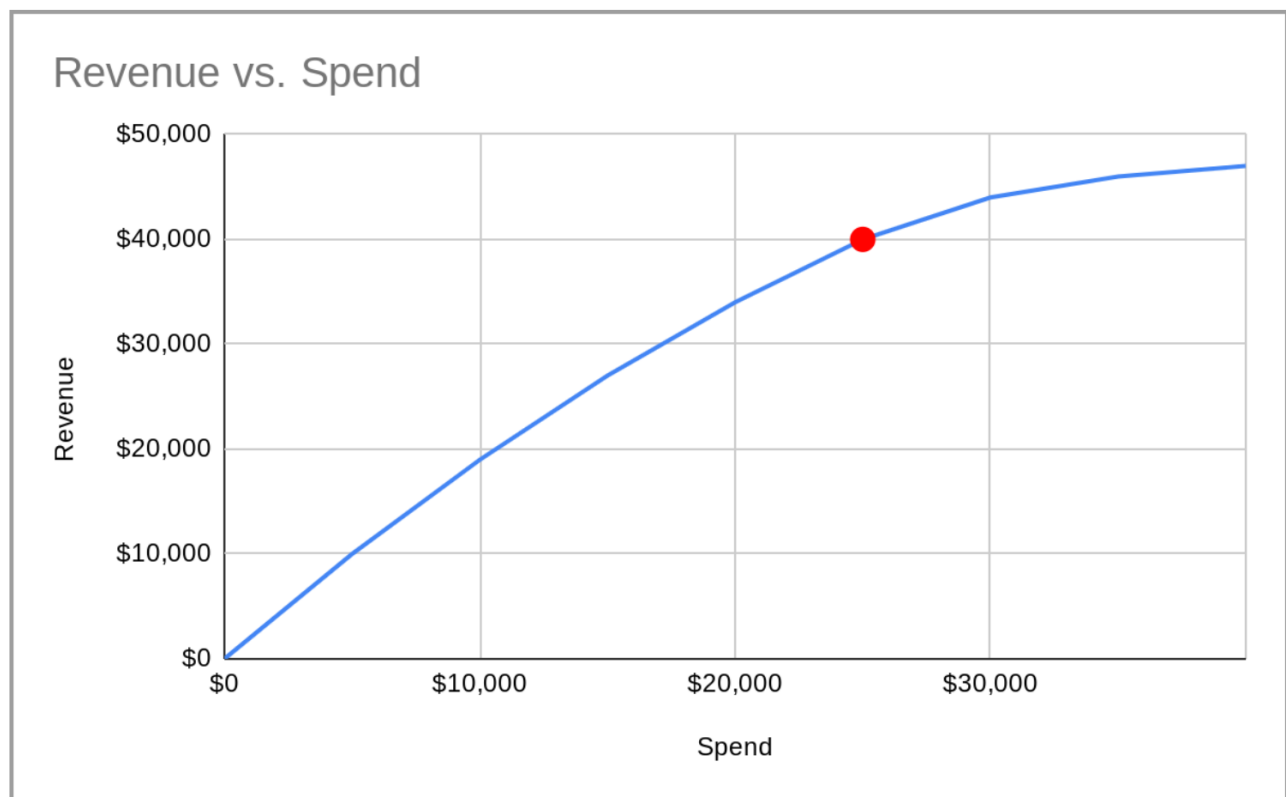
Now its time to learn how to evaluate data from Performance Planner to set a budget for a holiday period. You'll also learn how to effectively adjust your bids during seasonal fluctuations in sales.

Set budgets based on business objectives

As an e-commerce analyst, you may be asked to make budget recommendations. Performance Planner and similar tools provide data visualizations that can help you analyze the data in order to make these types of recommendations. It is important that you base your budget recommendations on business goals. For example, if maximum profit during the holiday season is your business goal, you need to determine what budget would best help you achieve that goal.

When assessing your budget for a given period, you also need to consider the law of diminishing returns. *The law of diminishing returns is an economic principle stating that if investment in a particular area increases, the rate of profit from that investment will eventually decrease if other variables remain constant.* So, as you budget for an ad campaign, it is important to understand that your first \$1,000 will probably be spent more efficiently than your next \$1,000, and so on, until the point at which you are no longer gaining revenue.

The chart below illustrates that as you start to spend more, the revenue you gain for each dollar will be less. If your primary goal is to maximize your profit, you need to find the point at which your revenue minus ad spend is at its highest, or the point of diminishing returns.



In this example, your profit for a \$25K ad spend is \$15K, and your profit for a \$30K ad spend is \$14K. Therefore, spending \$25K is the point of diminishing returns, as it is predicted to be more profitable than spending \$30K. An ad spends of \$25K would then be your recommended budget in order to hit the business objective of maximizing profit.

Ad Spend	Revenue	ROAS	Profit
\$0	\$0	N/A	\$0
\$5,000	\$10,000	200%	\$5,000
\$10,000	\$19,000	190%	\$9,000
\$15,000	\$27,000	180%	\$12,000
\$20,000	\$34,000	170%	\$14,000
\$25,000	\$40,000	160%	\$15,000
\$30,000	\$44,000	147%	\$14,000
\$35,000	\$46,000	131%	\$11,000
\$40,000	\$47,000	118%	\$7,000

Set bids based on seasonal trends

If you're not using an automated bidding system, you will typically base your bids on recent performance. If your goal were to drive conversions, for example, you would look at recent conversion rates and bid similarly to your bids in those campaigns. In order to calculate an amount, you can divide an average revenue-per-click by your return-on-ad-spend target. Revenue-per-click is the average revenue for each individual click on all of your pay-per-click keywords and ads. To review, return on ad spend, or ROAS, is how much revenue is gained for each dollar spent.

Let's say you had a recent revenue-per-click of \$2 and your target ROAS was 160%. You could use the following formula to determine a bid level that would help you meet that target:

$$\begin{aligned} &(\text{Revenue per click} / \text{ROAS Target} = \text{Target Bid}) \\ &(\$2 / 160\% = \$1.25) \end{aligned}$$

However, there are periods throughout the year such as around the holidays when there is likely to be a swing in performance, and you will need to plan for these shifts. To plan effectively, you might look at year-over-year (YoY) performance to suggest how much to increase or decrease your bids by in order to make up for the projected performance shift. You can do this by comparing the previous year's performance to the average on certain days during the holiday season and adjusting your bids accordingly. For

example, if you notice that the revenue-per-click averages on Black Friday are 565% higher than the typical average, you may want to bid that much higher to maximize your revenue while achieving a similar ROAS. (Note: Seasonality adjustments in Google's Smart Bidding can help you automatically make these types of adjustments.)

One way to plan how to bid differently throughout a holiday period is to create a bid calendar like the one:

Holiday Bid Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 20	Nov 21	Nov 22	Nov 23	Nov 24 - Thanksgiving	Nov 25 - Black Friday	Nov 26
Nov 27	Nov 28 - Cyber Monday	Nov 29	Nov 30	Dec 1	Dec 2	Dec 3
Dec 4	Dec 5	Dec 6	Dec 7	Dec 8	Dec 9	Dec 10
Dec 11	Dec 12	Dec 13	Dec 14	Dec 15	Dec 16	Dec 17
Dec 18	Dec 19	Dec 20	Dec 21	Dec 22	Dec 23	Dec 24
Dec 25	Dec 26	Dec 27	Dec 28	Dec 29	Dec 30	Dec 31
Jan 1	Jan 2	Jan 3				

In this calendar, the different colors indicate the different revenue-per-click:

- Lower than average (slightly grey) – Dec 11
- Average (white) – Dec 28
- Somewhat above average (little greyer) Dec 19
- A lot above average (Grey) Nov 29
- Substantially above average (around black) Nov 25

(Date written at side of each color represents different color representing other similar days)

So, for example, if your average revenue per click were \$2, but on Black Friday, this typically increases to \$5, then you would want to increase your bids on Black Friday. You could determine how much to increase your bids by using the following formula:

$$((\text{Projected Revenue per click} - \text{Average Revenue per click}) / \text{Average Revenue per click}) \times 100 = \text{Bid Increase Percentage}$$

$$((\$5 - \$2) / \$2) \times 100 = 150\%$$

If you're using automated bidding, you may not need to use this type of formula across an entire holiday season. However, it's still important for you to know when to expect increases and decreases in bids, which should lead to respective increases and decreases in ad spend and revenue on those days. With automated bidding, you may also utilize the "seasonality adjustments" feature in Google Ads, which often requires similar calculations for an expected change in conversion rates for a short period.

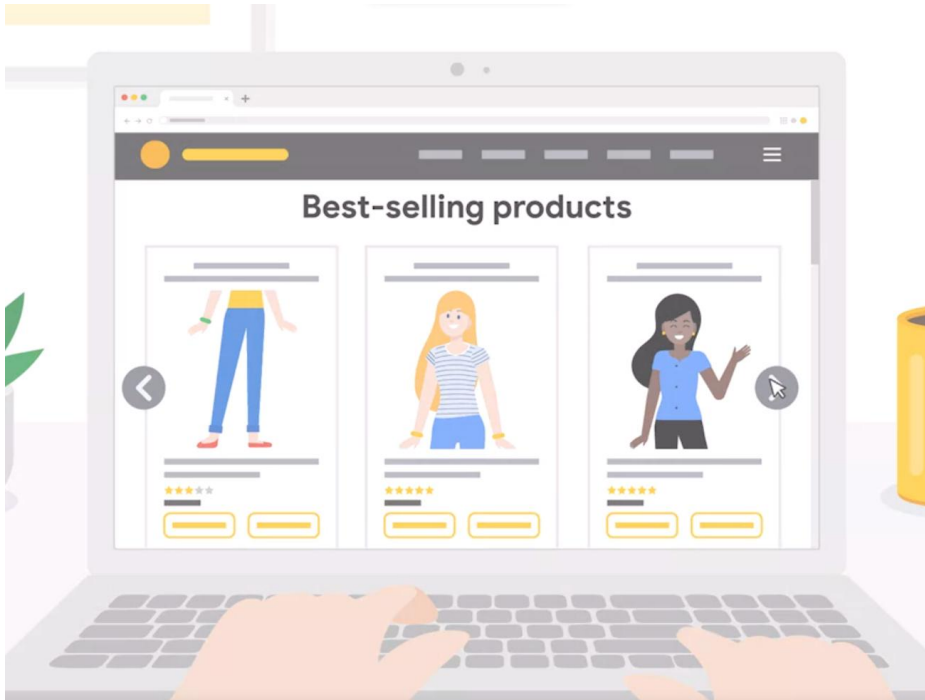
As a digital marketer or e-commerce analyst, you will need to react to predicted shifts in performance during holiday periods and seasonal events. Tools like Performance Planner and Smart Bidding can take some of the guesswork out of projecting these shifts. It's important to understand how to evaluate the data and most effectively adjust your budgets and bidding to help you achieve your business goals.

Create engaging online experience for customers

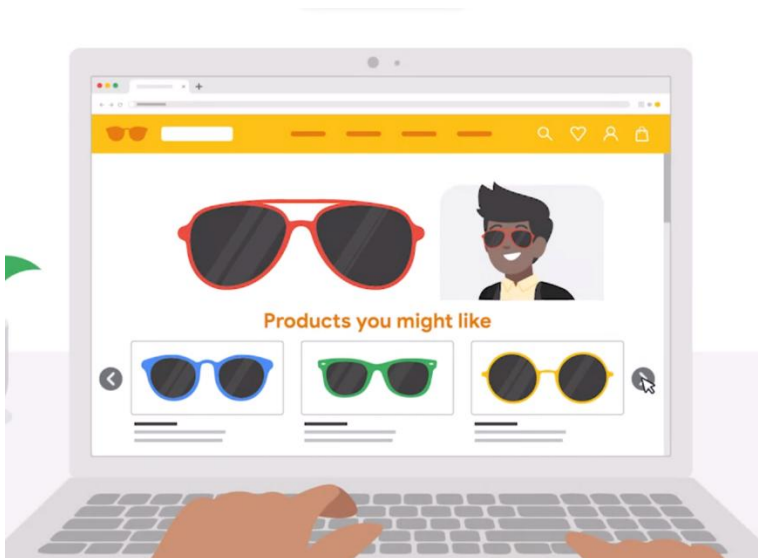
Customer engagement is interaction and emotional connection between a customer and a brand. Customer engagement happens in multiple ways on multiple channels throughout the customer journey. According to HubSpot, 93 percent of consumers are more likely to become repeat customers at companies that provide an excellent customer service. On top of that, 77 percent of consumers share their positive experiences with friends on social media or in review sites. Satisfied customers have a strong emotional connection to a brand, and they spread positive words about the brand to other people. This is called brand evangelist. It is defined as the customers who are so passionate about product or service that they enthusiastically promote it to others.

One of the most important way to improve the customer's connection with brand is to personalize the customer experience. Personalization is the practice of delivering a customized experience for each customer. It is tailoring of online shopping experiences to individual preferences, such as recommending products based on past purchases. For

example, a website suggesting additional items similar to ones a customer has previously viewed or purchased.



For example, when a new customer visits the homepage of an e-commerce store, they might receive general recommendations based on best-selling or highest rated products. A return customer may like to receive personalized recommendations based on their browsing history or recent purchases which increases the change of their conversion.



These recommendations should be displayed in relevant locations on the site, including product pages, and the shopping cart. Customers may be able to find these products on

their own, but offering personalized suggestions makes it easier for them to find what they want.

Besides personalized recommendations, another way to engage customers is by creating a rewards program, which is a marketing strategy designed to build customer loyalty by providing incentives for customers to continue shopping with the brand. A rewards program offers opportunities for personalization, such as a discount code for signing up, a free birthday gift, or allowing the customer to choose their reward from a list of options. A rewards program can also help a business attract more customers by offering a reward for referrals.

Responsive vs mobile-first design

As customer engagement is interactions and emotional connections between a customer and a brand. It also depends upon the ways an e-commerce store engages its customers online. One way to create an engaging experience for your customers is with a website that makes it easy and enjoyable for them to shop, browse, and buy.

There are mainly two website design approaches:

Responsive design

Responsive design is a web design approach that allows websites to automatically adapt to changes in device display sizes. All images, fonts, and other HTML elements are scaled appropriately, regardless of the user's screen size. Some advantages are:

a. Ideal for content-heavy websites

Responsive design is useful for websites that contain a lot of data, such as shopping platforms that offer a wide range of goods. This design approach assumes that your users will mostly visit your site using a full-size display like a desktop or laptop, making it easier for them to do things like fill out long forms or complete complex call-to-actions.

b. Cost-effective development and maintenance

A responsive design requires one single, flexible layout which can adjust in different size of screen making less time and money at the development and design stages.

c. One site for all devices

Websites with a responsive design adapt to be viewed accurately on every device.

Disadvantage of responsive design

a. Loss of features

When you display a website with responsive design on a smaller-screen device like a phone or a tablet, it can lose features, graphic elements, and some functions as it reduces in size.

b. Slow loading

Since responsive design development goes from large screens to small, high-resolution graphics are used. This makes the site weight a lot and makes loading slower on mobile devices.

Mobile first design

Mobile-first design is a web design approach that aims to create better experiences for users by designing specifically for mobile devices. A mobile-first website is a stripped-down version of the larger website that is tailored to work on the smaller screen size of most smartphones. Some of its advantages are:

a. Aligns with current shopping and internet browsing trends.

Statistics projects that by 2025, more than 10% of all retail sales in the United States are expected to be generated via mobile commerce. Additionally, more than half of web traffic worldwide is currently done on mobile phones.

b. Better user experience

A mobile-first design offers a better overall user experience because a variety of considerations are taken into account, such as an app-like user interface, less text, larger font size, and faster download speed

c. Improved accessibility

Mobile-first design improves websites' readability on smaller screens, making them more accessible to people with visual impairments.

d. Streamlined, well-organized content

Mobile-first design encourages you to include only relevant content in your site. By avoiding unnecessary details, you simplify the customer journey and help customers reach their goal.

e. Fewer bugs

Mobile-first design requires simpler code than responsive design which can help reduce the number of bugs.

Disadvantage of mobile first design

a. Cost

You will need to develop different website versions for different operating systems, which may lead to more time and higher costs for development. The design cost is also higher than for a responsive website.

b. Different content

While mobile-first websites have limited content, responsive versions can be broader and more diverse. Sometimes, this confuses users and can create a negative experience.

Choosing the best design for your e-commerce store

To determine which of these website design approaches is best for your e-commerce business, start by gathering information about your users, creating customer personas, and outlining the purpose of your website. Determine who your audience is, how they access your site, and what actions you want them to perform. Then, follow the 80–20 rule. If 80% of your users are mostly on desktops or laptops, responsive design is likely a better option. If 80% of your audience primarily shops on mobile devices, then a mobile-first design approach might fit best.

Google Analytics can give you information about how people are accessing your site. You can also gather information by researching industry statistics for your market, learning about your audiences' habits through user testing, and surveying your customers.

Tips for increasing customer engagement

Some of the ways for increasing customer engagement on your e-commerce website are:

Enable product ratings and reviews

Product ratings and reviews are an important part of your e-commerce store because they help customers make a decision about whether or not to buy a product. According to research, 89% of consumers worldwide read reviews before buying a product. On top of that, 79% of consumers trust online reviews as much as they trust personal recommendations. Reviews from other customers make a big difference in how customers view your products. Another good reason to enable product reviews on your website is because the conversion rates for product pages with reviews are up to 3.5 times higher than pages that don't feature reviews.

Product reviews can also help to reduce the rate of product returns. Because online reviews give customers more information about a product, they help the customers to make better decisions about whether a product is right for them.

Types of product ratings and reviews

- Star rating
- Written reviews
- Photos uploaded by customers
- Videos uploaded by customer
- Combined rating with star, written reviews and with photos.

Ensure a good user experience

When customers visit your website, they should be able to easily find the information they need. You can do this by creating a good user experience. The user experience is how a person, the user, feels about interacting with, or experiencing, a product. In this context, the product is your website.

The customer should be able to find what they need using the search function or navigating the menus on your website. Make sure your site includes easy access to helpful information, such as a frequently asked questions (FAQ) page, return and exchanges policy, and contact information for customer service.

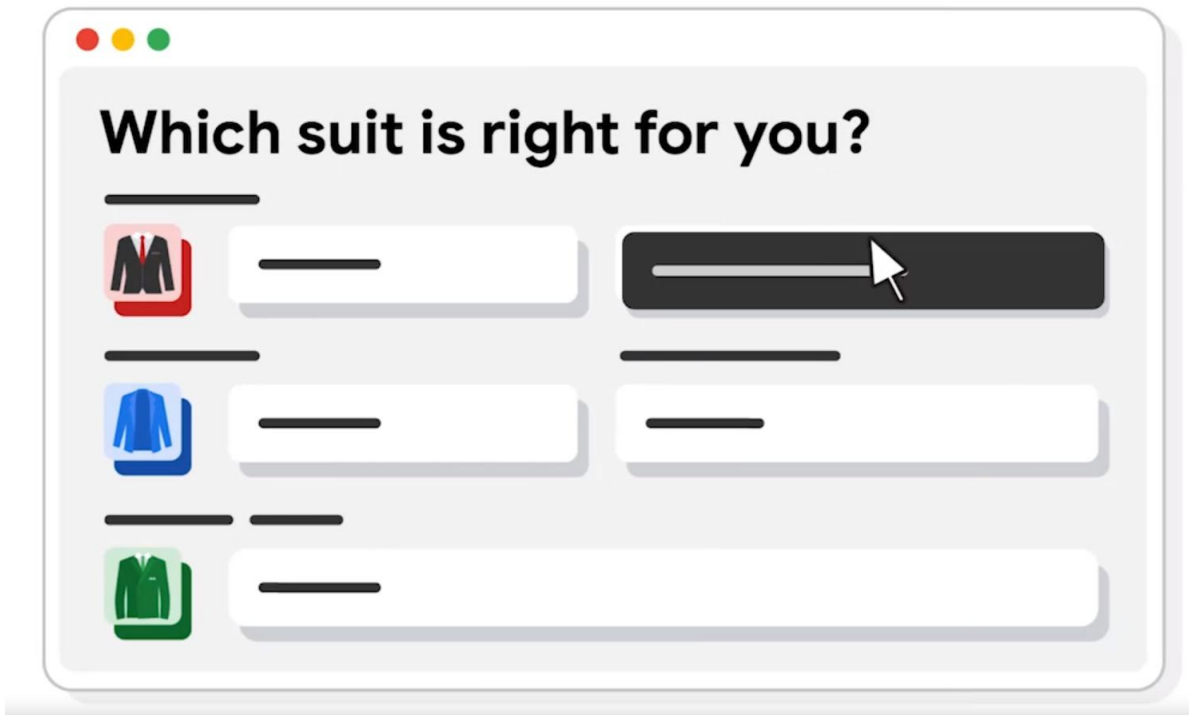
Since a growing number of customers shop on smartphones, it's important to optimize your website for mobile and other devices, such as a tablet. One way to do that is to use a responsive website, which is designed to work on all types of devices, including computers, mobile phones, and tablets. You may also want to consider launching an app so that customers can shop more easily on their mobile device. The product pages on your website should include high-quality images and detailed product information. Since customers may not be able to experience your products in person, it's important to provide as much information as possible online. Virtual experiences can also enhance the customer experience by allowing them to try on jewelry or picture how a TV would fit in their living room.

Personalize the customer experience

According to a research study by Accenture, 91% of consumers say they're more likely to shop with brands that provide offers and recommendations that are relevant to them. This is called personalization, which is the practice of delivering a customized experience for each customer.

One way to offer a personalized experience is to use a product recommendation engine, which is software that uses artificial intelligence to analyze customers' data, learn which products might interest them, and display those products to the customer. The recommended products for each customer might be based on their browsing history, recent purchases, or the saved preferences in their account. For example, a customer who recently purchased a laptop might receive recommendations for a keyboard, mouse, or other related accessories.

Another way to personalize the customer experience is to guide the customer to the right product using a questionnaire on your website. You could also use online chat on your site to help customers find what they need.



Introduction to checkout process

Around 70% of customers abandon their online shopping carts without completing their purchase. If customers experience issues during the checkout process or don't trust that their personal information will be secure, they're more likely to abandon their shopping cart and leave the site. They may even choose to shop with a competitor instead. That's why it's important to optimize the checkout process. A smooth and secure checkout process improves the customer experience and helps to increase the number of conversions.

It is an important part of the customer shopping journey because it's the point where the customer either completes their purchase or leaves the site. The checkout process needs to be fast, easy to understand, and secure. It also needs to be mobile friendly for customers shopping on their smartphone or mobile device.

E-commerce stores use a point-of-sale (POS) system to capture digital payment information. *E-commerce POS system is software that allows a business to process payment transactions from customers online.* It's typically built into the e-commerce platform, such as the POS system available with Shopify. Some POS systems can process both digital and in-person transactions, which allows click-and-mortar stores to

use the same POS system for all of their sales. The customer can abandon the checkout process at any point. That's why it's important to make the checkout process as smooth, easy, and secure as possible

NOTE: The billing address is the address associated with the payment method used for the purchase whereas the shipping address is address where a product is to be delivered. Sometimes a shipping address might be different from billing address. So, it may need to fill up independently.

For example, someone might want to send a gift to a friend or family member at a different location. In this case, they would provide the billing address associated with their payment method and the shipping address where they want the product to be delivered.

Common reasons for cart abandonment

There are a variety of reasons why customers abandon their cart during the checkout process.

Customers might just browse or not ready to buy

Solution: Recapture the customer's attention

Just because a customer isn't ready to buy yet doesn't mean the sale is lost. They may decide to come back later and complete their purchase. To recapture their attention, you can use dynamic remarketing, which allows you to show previous visitors ads that contain products and services they viewed on your site. If you have the customer's email address, you can also recapture their attention by sending an abandoned cart email, which is a follow-up email sent to customers who added an item to their cart but didn't complete the purchase. You can also add an additional incentive by offering free shipping or a discount if the customer comes back and completes their purchase. Research demonstrates that about 11% of customers who receive an abandoned cart email will click through and complete their purchase. That may not sound like a lot of people, but it's an easy way to capture lost sales, since the process of sending abandoned cart emails can be automated.

The extra costs for shipping, taxes, and fees are too high

Solution: Offer free shipping

One of the ways to reduce shopping cart abandonment is to offer free shipping. If your store sells products that would cost too much to ship for free, you can offer free shipping over a certain threshold, such as free shipping on orders of \$25 or more.

Aren't provided with the total order cost before the checkout

Solution: Provide total cost before checkout process begins

When customers are familiar with the total cost earlier than their final step then they are more likely to purchase

Requires to create account

It's an extra step that customers might not want to take. They may be wary of receiving marketing emails, or they may not want their personal information saved on the site. Signing up for an account takes extra time and effort that some customers would rather avoid.

Solution: Enable guest checkout

One of the best practices for creating an online checkout process is to allow customers to check out as a guest. This means the customer isn't required to create or remember a username and password in order to make a purchase from your store. Another great option is to allow customers to sign in using a social account, such as Google, Apple, or Facebook. This allows the customer to move through the checkout process faster, since it automatically fills in the information saved in their account.

Too long and complicated checkout process

Solution: Simplify the checkout process

Customers will be more likely to complete the checkout process if it's short and easy to complete. You can simplify the checkout process by removing unnecessary fields and asking only for information that's necessary in order to complete the customer's order.

Difficult to navigate on a mobile device

Solution: Design a responsive website

Make sure your website is easy for customers to navigate on any device by designing a responsive website, which is designed to work on all types of devices, including computers, mobile phones, and tablets.

Security concerns

Solution: Secure your website

You can address customers' concerns by making sure your website and payment methods are secure. Google recommends securing your site with HTTPS (Hypertext Transfer Protocol Secure), which is a method of transferring information over the internet that protects the integrity and confidentiality of data between the user's computer and the site. In order to use HTTPS, you must obtain a Transport Layer Security (TLS) certificate, also known as a Secure Sockets Layer (SSL) certificate, which is a digital certificate that authenticates a website's identity and enables an encrypted connection. Displaying the symbol for the TLS or SSL certificate during the checkout process helps customers know whether they can trust your website. Plus, the padlock symbol in a web browser's address bar indicates that the site is secure.

Preferred payment method isn't available.

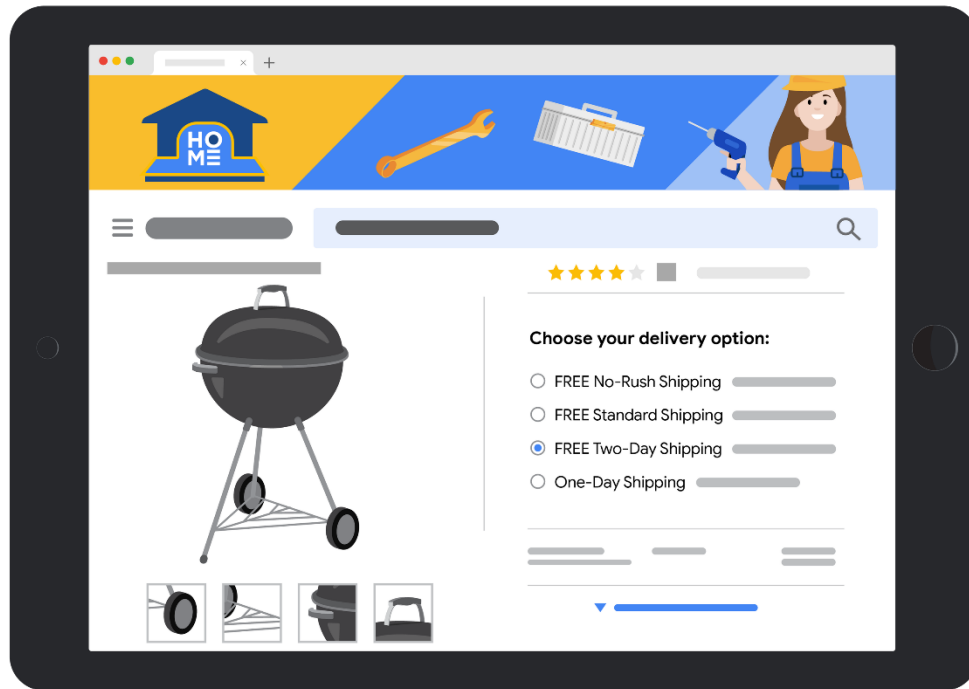
Solution: Offer flexible payment options

You can make customers happy by offering multiple payment methods, including debit cards, credit cards, PayPal, or mobile payments, like Google Pay.

Slow delivery time

Solution: Enable faster shipping

Switching to a faster delivery provider or partnering with multiple delivery providers can help the customer get their product faster. If you partner with multiple delivery providers, you can allow the customer to choose the shipping option they want based on the estimated delivery time. You can also give customers the option to pay for faster shipping.



Experience issues during the checkout process

Some times users experience issues such as a promotional code not working, an error message popping up, or the website crashing.

Solution: Test for errors

It's important to test your website regularly for errors, including the checkout process. Don't assume customers will contact you if something on your site is broken.

Not satisfied with the return policy.

Solution: Adopt a generous return policy

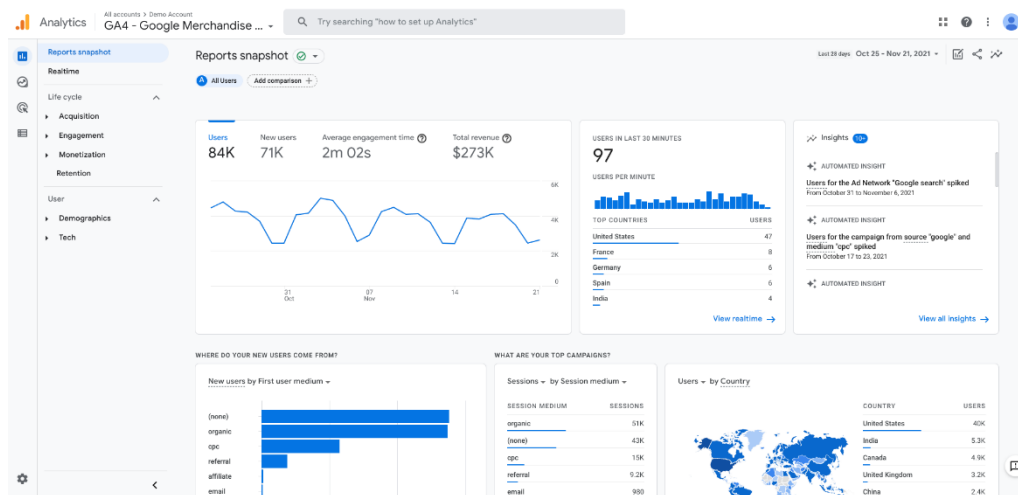
Customers are more likely to buy if they know the store will allow them to return the product if it doesn't meet their needs. A generous return policy demonstrates that the company fully backs the quality of their products.

Analytics tools used in e-commerce

Analytics tools provide insight into what's working for an e-commerce business and what isn't. There are many helpful analytics tools for e-commerce and some of the most popular analytics tool used are:

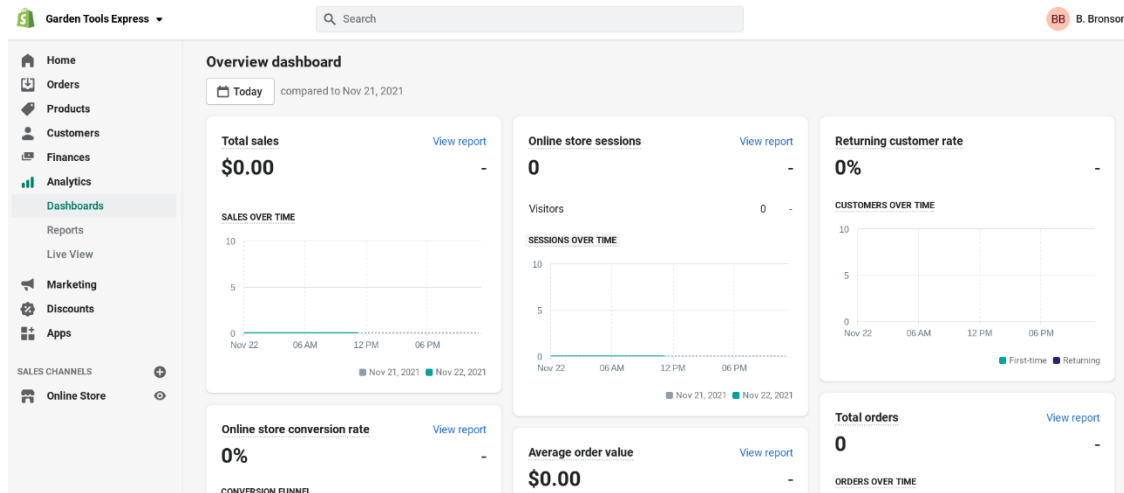
1. Google Analytics

Used by a majority of e-commerce sites, Google Analytics is a web analytics service that tracks and reports website traffic. It offers detailed information such as, how many visits the website gets? How visitors engage with the site content? Which products generate the most revenue? How many numbers of conversions and sales?



2. Shopify analytics

Many e-commerce platforms include their own built-in analytics, including Shopify. Online stores that use Shopify as their e-commerce platform have access to analytics and reports that provide the information such as, Recent activity in the store, Insights about the store's visitors, Website speed for the store, Analysis of the store's transactions



3. Email marketing analytics

Besides tracking the performance of your e-commerce store, it's also important to track the performance of your email marketing campaigns. Google Analytics tracks certain details about your email campaigns, such as how many visitors came to your site by clicking a link in one of your emails. However, you can get more detailed analytics about your email campaigns by using the analytics tool in your email marketing platform, such as Mailchimp or Constant Contact. You may also be able to integrate your email marketing platform with a Customer Relationship Management (CRM) tool, such as HubSpot or Salesforce. This allows you to track analytics from multiple sources in one location. Email marketing analytical tools can help you to improve campaigns by providing detailed information, such as *Open rate*, *Click-to-open rate*, *Unsubscribe rate*, *Conversion rate*, *Email bounce rate*, *Complaint rate*, etc. (Click-to-open rate is the percentage of email recipients who clicked on one or more links in an email)

4. Social media analytics

Along with email marketing, it's also important to track your social media marketing efforts. Social media analytics allows you to track, collect, and analyze data from social media platforms, such as Twitter, Facebook, Instagram and Tik-tok. Many social media platforms have built-in analytics tools like Facebook and Instagram has meta ads manager. You can also analyze your social media marketing across all channels by integrating with an analytics tool like Sprout Social or Hootsuite. Social media analytics can help you better understand your brand, your audience, and your competitors. It provides information such as brand awareness, impressions, potential reach, applause rate, referrals, conversion, etc. (*Applause rate is number of approval actions such as likes, mentions, retweets, or favorites that a post receives relative to your total number of followers*)

5. Paid advertising analytics

If you're running paid ads in search engines or on social media sites, analytics can help you monitor the performance of your advertising campaigns and improve your return on investment. You can view analytics for your paid ads in the advertising tool itself, such as Google Ads or Facebook Ads. You can also integrate these tools with Google Analytics to view all your data in one place. Paid advertising analytics can help you improve your campaigns by providing detailed information, such as How many people viewed your ads online, how many people clicked on your ads and so on.

Big Data

Most of the analytics tools you learned about in this reading can only handle a certain amount of data. But what if you need access to more data? You'll need a database that's designed to store big data. Big data is the field in analytics that systematically mines and extracts information from very large datasets for insights. Big data is changing in e-commerce by allowing marketers to monitor data in real-time and make immediate adjustments to a campaign. Big data also helps marketers to use predictive analytics to predict how a webpage or ad will perform.

Some solutions for analyzing big data are:

1. Structured Query Language (SQL):

The standard language used to communicate with databases developed by different vendors and hosted on multiple platforms. SQL queries enable you to pull data from databases for analysis.

2. BigQuery:

It is Google's cloud-based data warehouse solution. It helps you manage and analyze your data with built-in features like machine learning and business intelligence. You can use SQL queries to find data that answers your business questions.

3. Python

A programming language that's become popular for data analysis. It can also be used for data visualization.

As the field of e-commerce continues to change and grow, the list of analytics tools available will continue to change as well. Data analytics provides insight into how your website, marketing campaigns, and paid ads are performing. Using analytics tools, you can monitor data and find ways to improve your website or campaigns.

Note: Quatres means period of three months and there are 4 quatres in 1 years as:

First Quarter (Q1):

January

February

March

Second Quarter (Q2):

April

May

June

Third Quarter (Q3):

July

August

September

Fourth Quarter (Q4):

October

November

December

Monitor growth and revenue

Knowing which metrics to focus on is important. Here some of the important metrics will be taken into consideration for most types of e-commerce business.

Traffic is especially important to a new e-commerce store because if there are few visitors, there will be fewer sales. The company should monitor the total number of visitors, and determine which sources deliver the most qualified traffic, or traffic made

up of visitors who are likely to become customers. Some traffic sources will deliver more qualified traffic than others.

Total revenue is also an important metric for the success of an e-commerce store. Besides tracking the overall revenue, it's helpful to break out the revenue by traffic source, such as social, organic search, paid search, and referral. Are there any trends when customers choose to buy? For example, is a certain day of the week busier than others? Companies can use information to plan the timing of their marketing and advertising campaigns. When analyzing traffic, the company might also explore the demographics of their users. Companies can use this demographic information to create customer personas.

Another important metric to track is the **conversion rate**. As a reminder, the conversion rate is the percentage of users who complete a desired action, such as making a purchase. An e-commerce company might track the conversion rate for a number of different actions that users take, such as adding a product to their shopping cart, entering the checkout process, and completing a purchase. Monitoring conversion rates is important because it demonstrates whether users are taking actions that contribute to the success of a business.

The **cart abandonment rate** is also a key metric to track. The cart abandonment rate is the percentage of customers who add a product to their shopping cart and leave the store without completing their purchase. If the company is able to capture an email address before these customers leave, they can try to recover lost sales by sending out email reminders to customers who abandon their cart.

Another significant metric for e-commerce is the **average order value**, which tracks the amount of money a customer spends on each order. By increasing the average order value, a store can increase their revenue, regardless of whether they are able to acquire new customers or improve conversion rates. It's also important for e-commerce stores to understand how much it costs to gain a potential customer. The cost per acquisition (CPA) is the average cost of acquiring a potential customer. The customer lifetime value needs to be greater than the cost per acquisition. Otherwise, the company is losing money to gain customers. Suppose a company spends \$79 for acquiring one customer and that same customer spends around \$250 for around 1 year with company, then a company is in profit.

As a remainder, **customer lifetime value** is the average revenue generated by customers over a certain period of time. It's an important metric to track because it helps companies measure customer loyalty to their brand. Loyal customers are a significant source of revenue for many companies, especially ones that sell subscription-based products or services.

Customer retention rate is another metric that helps companies measure loyalty. The customer retention rate is the percentage of customers who returns back and purchase from same company. It gives companies an idea of how satisfied their customers are with the brand. If the retention rate is low or begins to decrease, the company needs to evaluate the customer experience and find ways to make improvements. Here is the formula to calculate the customer retention rate:

$$[(E-N)/S] \times 100 = \text{Customer retention rate}$$

E is the number of total customers at the end of a given time period.

N is the number of new customers added within a given time period.

S is the number of existing customers at the start of the time period.

The company should also track **NPS score**. NPS stands for Net Promoter Score, and it is a metric used to measure customer satisfaction and loyalty. The NPS is based on a simple question: "*How likely is it that you would recommend our company/product/service to a friend or colleague?*" Customers typically answer on a scale from 0 to 10, with 0 being "not at all likely" and 10 being "extremely likely."

NOTE: Qualified traffic tells you the percentage of site visitors who are ready to make a purchase. If you want to know what percentage of website visitors are serious about making a purchase then you see this metric

The customer acquisition cost (CAC) is the average cost of acquiring a paying customer. Unlike the cost per acquisition, which tracks potential customers, the customer acquisition cost tracks actual paying customers.

Use data to improve the performance

Metrics provides an important insight which can be used to improve an E-commerce store's performance. There are many updates a company can make to their e-commerce

store based on data. The specific updates that a company chooses to make will depend on their goals, as well as how much their e-commerce platform allows for customization. Why making update based on data is important?

1. It helps to attract more qualified traffic
2. It increases sales
3. It improves the customer experiences

Suppose the e-commerce store is experiencing steady increase in traffic, although the traffic is increasing but the additional traffic is not leading to an increase in revenue. There could be number of reasons for this:

1. The additional traffic is coming from customers who aren't as likely to buy. The company's goals should not just be increasing traffic rather it should be increasing qualified traffic. The company should analyze all of their traffic sources to determine which ones generate the most revenue and then create plan to attract more traffic from those sources. For example, if email campaigns generate qualified traffic, the company can work to grow their email subscriber list.
2. Another possible reason that the increased traffic isn't leading to more sales can be a low conversion rate. Conversion rate optimization is the process of increasing the percentage of website visitors who complete a desired action. The goal of conversion rate optimization is to remove any barriers to the customer making a purchase. A company can discover the barriers to purchase by using analytics to determine at what point customers are leaving the site or abandoning their cart. They can also use heat maps and record how customers interact with the site to better understand how customers navigate the website. Also, customers might land on product page which are out of stock. If so, the company can add a feature for product recommendations on the page. They can suggest similar products that might meet the customer's needs.

The checkout process is one of the most important areas to optimize, as you learned earlier. Allowing guest checkout, removing unnecessary fields, and including flexible payment options are just a few ways to optimize the checkout process. There are multiple ways a company can update their website. To find out which updates will have the biggest impact, the company can use A/B testing to compare two versions of a web page.

Some of the ways to increase average order value:

Average order value is a significant metric because it can increase revenue even without attracting more customers or improving the conversion rate. It is calculation of amount that a single customer spends on a products of e-commerce store. Some common ways to increase average order value are:

1. Cross selling

Cross-selling is a sales technique used to encourage customers to spend more by purchasing a product that's related to what they're already buying. For example, if a customer purchases computer monitor, then store can encourage customer to purchase additional graphics cards, CPU or other computer related products. This increases the average order value by increasing the number of products a customer buys.

2. Upselling

It is a sales technique used to encourage customers to spend more by upgrading to a more expensive product. For example, when a customer comes to buy a mobile of about \$400. Then store can encourage customer to purchase phone of \$600 by showcasing additional and powerful features available on \$600 phone. It increases the average order value by increasing the amount a customer spends on a single product.

Other ways to increase average order value are:

1. Creating an order minimum for free shipping
2. Offering bundle deals
3. Providing incentives through rewards program

Get products to customers

After an e commerce store receives an order on their website. They need to get the product to the customer. In other words, the e-commerce store needs to fulfill the order. Order fulfillment describes all the steps that take place between receiving an order and delivering the order to the customer. It includes processing the order, picking the

products from the warehouse or store shelves, packing it all up and shipping the package to the customer. Companies have three different options for handling the order fulfillment process.

The first option is to handle everything themselves. This requires the company to store their own inventory package and label orders and ship them to the customer. The company also needs to take care of any returns or exchanges. Handling fulfillment in house gives a company the most control over the quality of the work. They can also use custom packaging that fits their brand. However, it requires a significant amount of time and effort. It also requires enough space to store products and enough staff to fulfill the orders.

The second option is to use drop shipping. Drop shipping is when products are shipped from the supplier directly to the customer. The drop shipper owns, manages and stores all inventory. In drop shipping, a company purchase product from wholesaler and then put it on its E-commerce website. When customer purchase that product then the product is directly shipped from wholesaler to customer. They may also be able to process returns. Drop shipping is an easy and convenient way for companies to outsource a significant amount of work. Plus, it allows new companies to launch an e-commerce store faster and avoid the risk that comes with purchasing and store inventory that may not sell.

The third option is to use a fulfillment service, which is a third party company that prepares and ships orders from their fulfillment centers. This is similar to drop shipping and the fulfillment center handles the entire fulfillment process. But in the fulfillment service, the e-commerce store must have an inventory and they need to deliver the product from their inventory to fulfillment center. Fulfillment centers are usually able to handle returns for the company as well. Also, fulfillment service has multiple locations and there is faster in shipping when the customer's delivering locations are nearer to fulfillment center.

Chapter: 7

Customer loyalty

Introduction to customer loyalty

We demonstrate loyalty when we form an emotional attachment to someone or something. In relationships, loyalty is built on trust. In e-commerce, loyalty is built the same way. Loyalty is the last stage in the marketing funnel. Loyalty is where customers become repeat customers and brand advocates. Brand advocates are individuals who actively support and promote a particular brand or product. Loyalty is based on the trust that a customer places in a business. When customers feel a sense of community and connection to that business, their loyalty becomes even stronger.

Some of the ways to build trust with customers:

1. Offering quality products that meets customers needs
2. Implementing generous return policy
3. Offering free shipping can help build trust by removing the customer's worries about product that might not meet their expectations.
4. Provide quality customer service throughout the customer journey, including after the customer has made a purchase.
5. Protect customers' personal and financial information.

When customers trust a business, they're more likely to become loyal customers. Loyal customers are the building block for a strong brand. Some of the ways to create community with customers are:

1. Engage with customers on social media.
2. Encourage customers to share their experience with other customers through user-generated content. This might involve customers writing product reviews, uploading photos or videos, engaging in the question-and-answer section on a product page, or joining a forum.
3. Share the story behind your brand
4. Demonstrate how your values align with customers' values.

According to research, 77 percent of consumers buy from brands who share their values. Customers want to feel good about their purchase. For example, connecting with customer values could mean sharing a passion for the outdoors, caring for the environment, or advocating for change in society's perception of beauty. Another way to

connect with customers' values is by donating a portion of company profit to communities in need. Example, a company that sells clothing might donate a pair of socks to a homeless shelter every time when someone makes a purchase on their site.

Some others ways to make it easy for customers to stay connected:

1. Offering customers, a subscription for products they might buy on a regular basis
Subscription models often come with the advantage of providing additional benefits or exclusive offers to subscribers who pay fees monthly or annually. Imagine a skincare brand offering a monthly subscription for its popular moisturizer. Customers sign up, and each month, a fresh supply is delivered to their doorstep. This subscription ensures convenience, saves them money, and provides a steady, reliable skincare routine. The brand can personalize the subscription based on the customer's skin type, offer exclusive discounts, and keep them engaged with skincare tips. The subscription model benefits the brand by securing regular revenue and fostering a loyal community of users who appreciate the convenience and personalized experience. [Nep: *Barsa ma ya mahina ma paisa tiri rakhne \$\$/m or \$\$/y wala customer harulai intensives and premium feature diney is subscription program*]
2. Dynamic remarketing
It allows you to show previous visitors ads that contain products and services they viewed on your site.
3. Email marketing
It gives you the opportunity to deliver valuable content based on a customer's interests. For example, you can use data to personalize email campaigns by sending a reminder email if someone abandons their cart, or by suggesting products related to a product the customer already purchased. You can also use email as a helpful reminder, such as letting the customer know when it's time to reorder the new mattress they bought.
4. Reward program
It is also called loyalty program that creates incentives for customers to return to your business.

Rewards program

A marketing method designed to build customer loyalty by providing incentives to returning customers. It is often called as loyalty program. These can include but are not limited to free shipping, discounts, coupons, or even cashback for purchases. There are two common and easy ways e-commerce businesses prompt customers to enroll in loyalty programs.

The first is with *pop up messages* that appear on a customer's screen, within the first couple of seconds of visiting a website. They usually offer an incentive for just signing up, and entering an email address. The second rewards program enrollment method comes at the end of an online purchasing journey. While completing their purchase, customers can choose to enroll in a rewards program, and receive future offers. It's common for businesses to automatically enroll customers in rewards programs, that are at no cost to the customer. This benefits the customers but the brand loses trust in front of some people, as they might think the company enrolled them without any notice.

In e-commerce industry most common rewards programs includes:

1. Point based program

It is rewards program that offers customers a point equivalent for a determined monetary value spent over the course of several purchases. These points can be redeemed when customer reaches a certain number of points. Example: *A kitchenware e-commerce store may offer customers one point, for every dollar they spend. When customers reach 100 points, the business rewards the customer with a free bowl.* It is also similar to Google play points available in Google play store.

2. Spend- based program

It is a rewards program that offers customers incentives based on an amount spent during a single purchase. They are similar to points-based programs but it is implemented on single purchase only. These programs focus on gaining a larger short-term value. For example, *an online retailer may offer customers free shipping on all purchases of more than \$100.*

3. Tier-based program

It is a rewards program that allows customers to graduate to new customer status levels based on the amount of money they spend with a company over time. The more money they spend, the higher tier they gain access to and the better benefits and incentives they are offered. For example, *a company might offer three customers, three tiers, bronze if they spend below \$50, silver if they spend between 50 and \$100, and gold if they spend over \$100. With every purchase range, a customer will receive better rewards accordingly.*

4. Subscription based program

It is a rewards program that requires customers to make a recurring payment in order to receive an exclusive incentive. For example, *an online clothing retailer may offer free clothes pairs on next day delivery, for customers who pay an annual fee of \$20.* Customers who don't pay for this program will get regular delivery without any free clothes pairs on next delivery. If the rewards program is a paid program, like in a subscription program, businesses should never automatically enroll customers in an unwanted service. Instead, businesses should include separate messaging to allow customers to explore the details of the rewards program

However, short term promotions alone don't always lead to true customer loyalty. Even if your company offers great reward program incentives, there may be other companies with better prices on similar products. This may cause those customers that you considered loyal to switch towards competitors.

To create more effective and successful e-commerce rewards programs, businesses should consider the following questions.

1. How can we personalize our rewards program experience?

Personalization is about making an experience tailored to an individual. Many businesses achieve this by using tactics like including the customer's name in all program communications, and interactions.

2. How can a rewards program be both desirable and attainable?

Rewards programs work best when they offer that are attractive enough for customers to want to be a part of the program, but also easily accessible for customers. For example, *a customer's rewards program that requires customers*

to spend \$100 for a small discount like 5% off their next purchase, isn't as desirable as a rewards program that requires customers to spend \$100 for 25% on their next purchase. Finding the right balance can be hard, but it is a must for attracting return customers.

3. How can we create community within our customer base?

Fostering community outlets for your company can be a great way to ensure that those customers stay loyal to your brand. It is important to be connected with customers in order to build trust with them. Brands can use social media, newsletters and community forum to be connected with customers

Dynamic remarketing

Dynamic remarketing is a way to re-engage customers who have viewed products on your site previously. These customers are familiar with your store and have considered buying a product, but for some reason they haven't completed their purchase yet. Maybe they need more time to make a decision or maybe they need to be reminded that your product or deal is too good to miss. Either way, dynamic remarketing helps to re-engage these customers and drive loyalty by displaying ads that feature a personalized message that are tailored to your audience.

This type of remarketing engages visitors who have already started thinking about making a purchase from your store. It encourages these visitors to return to your store and complete their purchase. Dynamic remarketing works by displaying ads for products that customers have already viewed or similar products they might be interested in.

Let's imagine an online jewelry store, for example, with customers that might be considering a big purchase. These customers might need extra time to make their decision. They want to shop for the best quality product at best deal. Using dynamic remarketing, the jewelry store can display ads for products the customer viewed on their site as well as similar products the customer might like. By connecting with the customer in this way, the jewelry store can keep their brand in front of the customer as the customer moves through the process of making their purchasing decision.

Dynamic remarketing is an effective way to connect with customers because you're

reaching out to customers who are already interested in your products and motivated to buy. These customers may have also purchased from your store in the past. Dynamic remarketing allows your store to retain these customers and encourage them to continue the relationship with your business. It's one of the ways an e-commerce store can build loyalty and stay connected with their customers over time.

Post-purchase follow-up methods

The act of following up with customers is called post-purchase communication. It is defined as any direct interaction customers have with a brand after they make a purchase. Post-purchase communication focuses on building relationships with existing customers. They can also help your business stay in the minds of your customers and ahead of your competitors. Post-purchase communication doesn't only benefit your store, it can make the customer feel like they made the right purchasing decisions. Have you ever made a purchase online and felt like you made a mistake once the transaction was complete? That sense of regret after having a purchase is called "*buyer's remorse*." Post-purchase communication can help to ease these feelings by reinforcing positive feelings about the customer experience.

There are mostly three ways for post-communication method:

1. Email

There are different types of email for post-purchase method.

- a. Thank you email

It provides short and nice follow-up sentiments that shows appreciation from the brand. "Thank you" emails often make customers feel that a business truly appreciates them making a purchase.

- b. Review request email

It is an email sent to customers after they have made a purchase, encouraging them to share their feedback or review about the product or their overall shopping experience. These emails are part of a strategy to collect customer reviews, testimonials, and ratings, which can be valuable for the business.

c. Customer satisfaction email survey

A customer satisfaction survey email is another type of post-purchase follow-up that aims to gather detailed feedback from customers about their overall satisfaction with a product or service. Unlike a review request, which often focuses on obtaining public testimonials, a satisfaction survey is more in-depth and may cover various aspects of the customer experience.

d. Replenishment emails

Replenishment emails are used to prompt customers to make a repeat purchase when the items they previously bought are about to run out. These emails are highly effective. For example, if a customer is about to run out of their favorite shampoo they purchased on an online site two months ago, they may forget to order it again. But if they receive a convenient message letting them know that it's time to purchase a new bottle, they'll be more inclined to do so at that moment.

2. Social media

Social media is a great way to reach your customers. With the popularity of hashtags on various sites, you can always check to see what conversations your brand is a part of. For example, *let's imagine that a baseball fan creates a social media post that includes a photo of them wearing a new hat they just ordered online from a company, in the post they even decide to tag the company.* If the company keeps up with hashtags and mentions, they'll be able to see this mention quickly. The company can respond directly to the customer and share they're happy that the customer is satisfied with the purchase. Additionally, with the customer's permission, they can even repost the photo on their page. This could spark more interest in the brand from people who follow either the company or the customer.

3. Direct mail

Direct mail is a marketing strategy that involves sending physical promotional materials, such as postcards, catalogs, flyers, or letters, directly to a targeted audience via postal mail. In the context of post-purchase follow-up, direct mail can be a way for businesses to engage with customers after a purchase. This method can be more time-consuming, but for some, it's greatly appreciated.

Some tips for effective post -purchase communication

- Always personalize the experience. You want your relationship with your customers to feel intimate. Greet them by their actual names, instead of referring to them using formal name fillers like "customer" or "resident"
- Pace your communication. It refers to adjusting the speed, frequency, and intensity of your messages to align with the preferences and needs of your audience. Customers can get pretty frustrated when they receive multiple messages from brands. Instead, remember to pace your communication so that your customers aren't overwhelmed by attack of messages from your brand.
- Offer incentives. Offering discounts or free money can be a great way to encourage customers to return to your online store. Not only does it let customers know you want them to shop, but it lets them know that you appreciate their business.

Survey customers and ask effective questions

Surveying your customers is a way to get the feedback you need from your customers. It helps you understand their needs as well as their interests. A customer survey is a tool to measure how products and services supplied by a company meet or surpass customer expectations. Customer surveys can help you learn:

- Demographics
- Interest and hobbies
- Issues related to shopping experience

There are two customer survey categories:

1. Pre-purchase surveys

It is a survey conducted before products are made. Pre-purchase survey questions will likely include questions that seek to understand who the customer is and what they're shopping for.

2. A post-purchase surveys

It is a survey conducted after the customer has checked out. It includes questions that want to understand how the customer experience was. It can also include questions that get customers to provide information about themselves. This helps you to target them in the future so that they can return to your website. These include questions for event promotional opportunities like "when is your birthday", or questions related to brand advertising, "*on a scale of one to ten, how likely are you to recommend our company to a friend?*"

Before you begin creating your survey, it's important to define your goal. Aimlessly recreated questions to ask your customers can result in a lot of random data. To avoid this, ask yourself, what I want to learn from my customers? This can be things like, how do I improve my customer retention rate or what parts of my website needs improvement. Once you've defined your goals, it's time to move on to create clear and concise questions for your survey.

Tips for customer survey questions

1. Avoid asking leading questions.

For example, asking, "Do you like our website, right?" Pressures the customer into answering yes, simply based on the way the question is framed. Instead, try asking open-ended questions like, "On a scale of one to five, rate your shopping experience today." Also ask them to explain their answer.

2. It can create confusion if there are two possible correct answers. For example, if a 35-year-old person is trying to answer the question, "How old are you," but the only answer choices are,

A. Between 25 and 35

B. Between 35 and 45.

They may be at a loss for which option is right for them. Instead, write the options:

A. Between 25 and 34.

B. Between 35 and 44.

3. Be respectful and inclusive

Be conscious and mindful of the specific questions surveys and how you ask them.

4. Use your brand's tone of voice

For example, let's imagine a clothing store for kids that has a playful new ventures brand. If they create a customer survey using a formal greeting like *"Dear Sir or Madam, please take time to complete our customer survey"*. Some customers may be confused by the seriousness of the tone. Instead, they want to go with something like, *"Hi there. Do you mind completing our customer survey?"* Notice the difference that makes. The second one creates a welcoming tone that the customer is recognized and appreciated.

After scripting all of your questions for your survey, complete the following checklist for each question.

- Is the wording used in this question is simple and easy to understand?
- Does this question ask too much personal information?
- Is this question too complex?
- Does this question make an assumption about my customer? For example, *if you are an e-commerce specialist for a- handbag store, do some of your questions assume that your customers identify as women based on the wording. If so, change the question to fit in more neutral audience.* [Nep: *Handbag derai jasto women le use garxa, so taile question sodd da "He" vanis ki "She vanis?" gender taha xaina vanney neutral tarika le bolne*]

Provide excellent customer service

Building a great shopping experience for your customers will make your shoppers feel so good that they may choose to shop at your store again. They may even recommend your business to people they know. Globally 61% of consumers view customer service as very important. And customer service recently overtook price and product as the main factor that sets brands apart while shopping.

Customer service is defined as the advice and support a company provides to its customers before, during, and after a purchase. A great shopping experience includes how a brand approaches customer service.

Commonly used channel to provide support for the customers are:

1. Email

Most e-commerce businesses provide an email address or contact form on their store's website that customers can use to ask for support. In fact, Google requires businesses to list their email clearly on their site in order to advertise on Google shopping. You can state your expected reply time in the description of your contact us section on your store's website.

2. Live chat

Live chat is customer service technology that allows customers to communicate in real time with the business representative. If a customer has a question about anything, they can have an answer in a moment's notice. This method is often used by larger company

3. Chatbot

They offer direct customer business communication technology on the company's website. Chatbots are programmed systems that respond to common customer questions. Chatbots are helpful because they provide a quick response to user questions. However, they aren't equipped to handle complex interactions since they can only offer pre-programmed responses to specific questions.

4. Social media

Many brands have begun providing customer service directly through platforms like Twitter and Facebook. If brands have their own social media accounts, they have the option of responding directly to customers publicly or privately. It's best to offer customer service on social media platforms where you already have a presence or those used most by your customers.

Multi-channel customer service

It refers to providing customer service across multiple channels. When it comes to providing quality customer service, it's important to interact with customers in the way they choose. Whether it's through the four channels just covered or other channels like phone support or forums.

While providing customer service consider:

- Get the issue resolved quickly
- Resolve it in one interaction

- Provide friendly customer service throughout
- Follow up afterwards to ensure your customer is satisfied.

Resolving customer complaints is just one aspect of customer service. Another aspect to consider is providing customers with all the information about the issue that can arise during purchase journey. One of the ways you can do this is by creating page on your website for frequently asked questions (FAQs).

These pages provide extensive knowledge of the questions your customers might have regarding your business, products or services, policies, processes, and more. FAQ pages are helpful because they save you time responding general questions customers may have, build trust between brands and customers since FAQ pages demonstrate that your business has already considered common various scenarios, questions, and concerns. And that FAQ pages can even bring new traffic to your website. This is because of Google's featured snippet section on some search pages. When users search a question related to one of your FAQs, your question and response is automatically pulled from your FAQ page that has been indexed by Google.

Conversion rate optimization

One of the ways you can use data to improve performance is to focus on increasing the conversion rate. Conversion rate optimization is the process of increasing the percentage of website visitors who complete a desired action.

The desired action for an e-commerce store could be signing up for email offers, watching a product video, or adding a product to cart. These are called micro conversions, which are actions that indicate a potential customer is moving towards to complete purchase transaction. If the customer continues through the buying process, these micro conversions will lead to a macro conversion, which is to complete purchase transaction. That's the most important conversion for an e-commerce store to track.

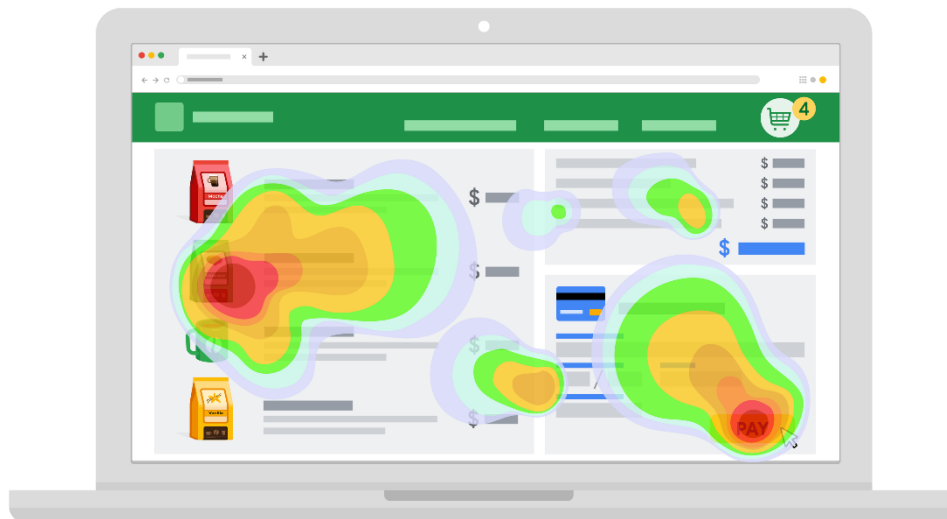
Using data to increase conversion rates. Analyzing data can help you figure out how to increase conversion rates for an e-commerce store. It can also reveal opportunities to improve the customer experience and the checkout process.

- Which traffic sources convert at the highest rate
- Which elements on the page have the biggest impact on conversion
- At what point in the buying process customers tend to leave your store or abandon their cart
- Where customers get stuck during the checkout process

Tools for conversion rate optimization

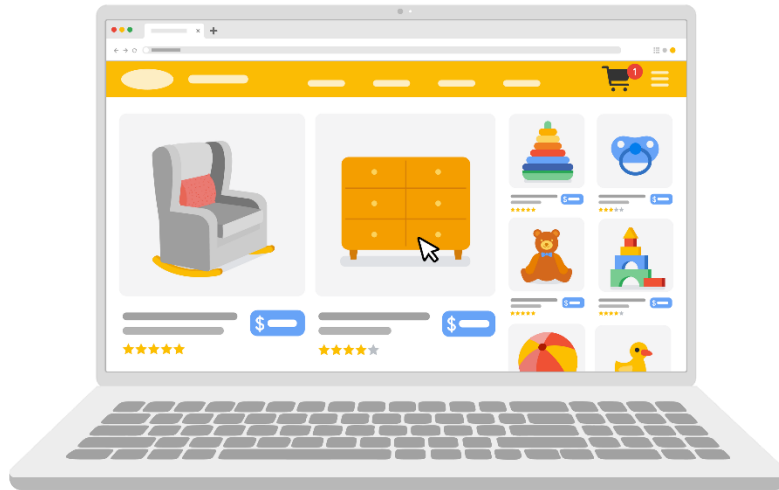
1. Heat map

A heat map is a data visualization tool that demonstrates how visitors interact with a website. It uses color variations to represent users' behavior. For example, if a large number of visitors clicked on a specific link, the heat map would show darker, more intense color in that area.



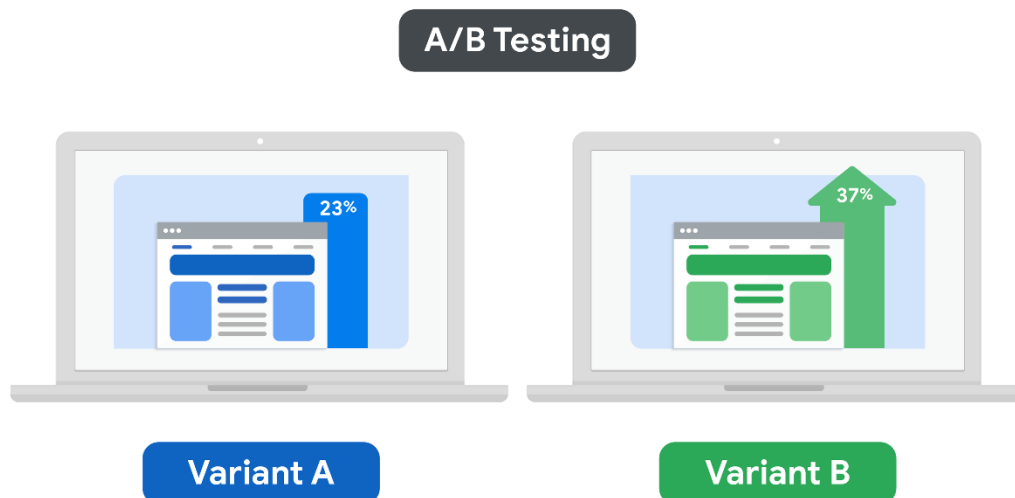
2. Session recordings

A session recording captures a visitor's actions as they navigate a website, including mouse movement, clicks, taps, and scrolling. It's also known as a session replay or user recording. Session recording makes it easy to see how visitors interact with a website. This information provides valuable insight into how to optimize a website and increase conversion rates.



3. A/B testing

A/B testing is an online test of two variants to determine the better performing option, with 50% of testers directed to one variant and 50% of testers directed to the other variant. An A/B test is also known as a split test or bucket test. After you decide which changes to make to an e-commerce store to increase conversion rates, you can use A/B testing to find out if those changes will make a positive difference. If the change leads to a higher conversion rate compared to the original version of the website, you can update the website to reflect these changes.



Some of the ideas to increase conversion rate and updating your website based on data & insights gathered from those above tools are:

General tips:

- Remove distractions, such as elements on a webpage that customers don't notice or interact with.
- Make sure elements that customers interact with most are in a prominent location on the webpage.
- Make your call-to-action buttons clear and easy to find.
- Test out different call-to-action button copy.
- Remove unnecessary form fields for creating an account, subscribing to emails, and completing the checkout process.
- Test out different sales promotions.
- Add live chat.
- Make your website is mobile-friendly.
- Improve the speed of your website and/or app, especially on mobile.

What to do in product pages:

- Offer a product guarantee.
- Personalize the customer experience by offering a virtual try-on experience.
- Improve your product detail pages by including a detailed product description, using high-quality images that show the product from multiple angles, and adding product videos.
- Add a product recommendation engine to your website.

Checkout flow

- Offer free shipping.
- Allow guest checkout.
- Add flexible payment options.
- Make sure the return policy is clear, easy to understand, and easy for customers to find.

Understand visitor behavior with heat maps

What is a heat map?

A heat map is a data visualization tool that uses a color scale to represent how visitors interact with an individual webpage. Most heat map tools use a rainbow (or thermal) scale to demonstrate patterns of user behavior across different parts of a page.



Areas of greater focus or engagement are considered “hot” and indicated by colors at the warm end of the scale (e.g., red, orange). That’s why elements with high click or tap rates are known as hotspots. In contrast, areas with less engagement are “cold” and expressed through cool colors (e.g., blue, cyan).

Heat maps are useful tools because they do more than just track metrics. They provide detailed data on how visitors are responding to specific parts of a page. Heat maps can tell you what visitors are reading, where they’re clicking, and what they might be missing entirely. The insights you gain from this data can help you determine how to test or adjust each page to improve the visitor experience and reach performance goals.

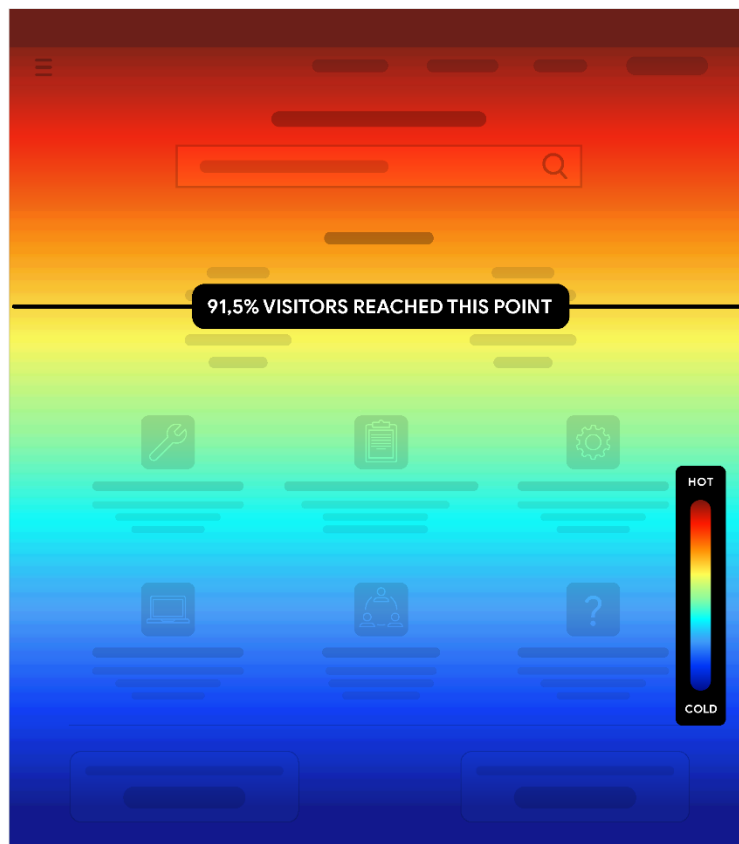
Types of heat maps

There are several types of heat maps businesses use to optimize e-commerce websites. Each provides slightly different information, so they are often used together to gain a more detailed understanding of visitor behaviors. Among several types three common types of heat maps are explained below:

1. Scroll heat map

Scroll maps track what percentage of visitors scroll down to specific points on a webpage. They tell you what areas of a page visitors are likely to see, rather than how they respond to individual elements. Often, the “hottest” area is above the

fold the area displayed before scrolling with the map becoming cooler further down as visitors click away (as in the graphic below).



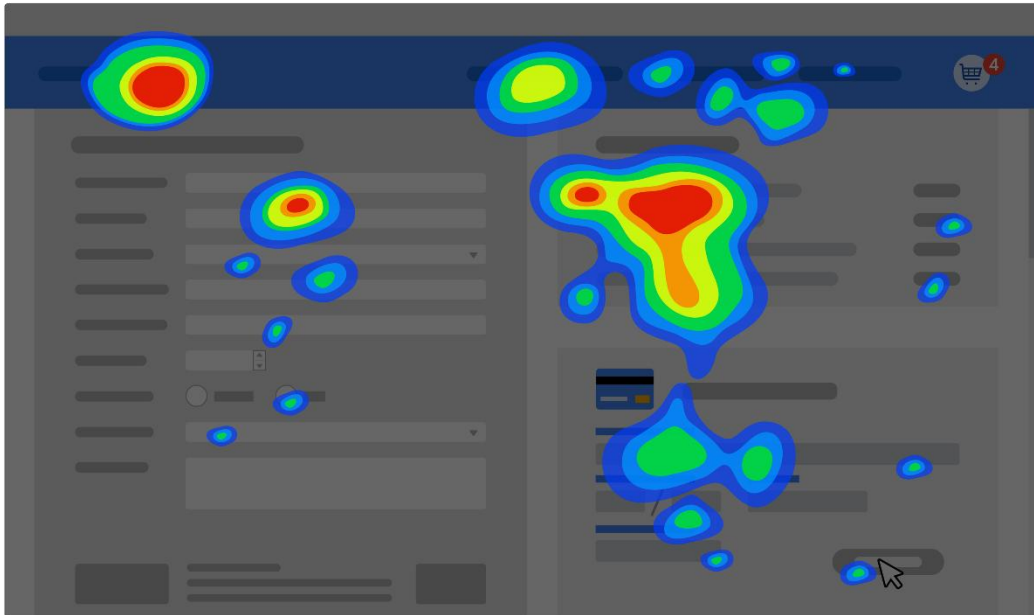
It means that 91% of visitors sees page mostly from top to center of page and then gradually decreases towards footer. Insights gained from scroll maps allow you to:

- Put key content where it will get the most attention
- Identify false bottoms (places where visitors stop scrolling before end of page because they think the page has ended already)
- Propose changes to encourage scrolling (if additional scrolling is the goal)
- Optimize pages for both web and mobile experiences

2. Click heat maps

Click maps or touch maps track where visitors click or tap on a webpage. Clusters of activity appear as blobs, or spots, of color across the page, as shown in the graphic below. This data lets you identify patterns and trends in visitor behavior, which can help you increase future click rates. Click maps can tell you if visitors are clicking (or tapping) where you want them to—for example, on certain links or calls to action (CTAs). If a link isn't getting enough engagement or visitors are

clicking unclickable elements, it could mean the page is overcrowded or confusing.

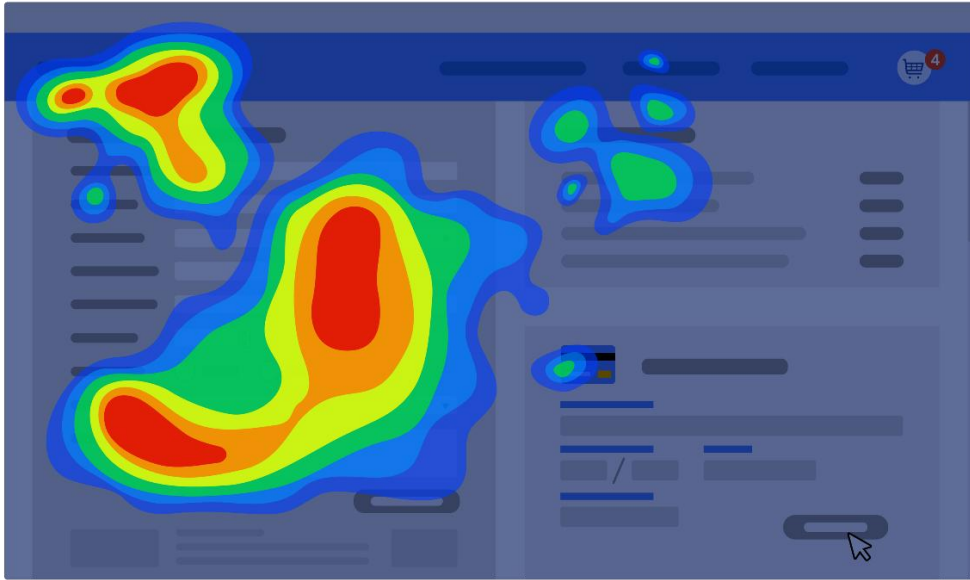


Insights gained from scroll maps allow you to:

- Find out which page elements visitors are responding to
- Gauge the effectiveness of your CTAs
- Decide whether to run A/B tests on certain elements
- Clarify page content or structure

3. Hover heat maps

Engagement can't always be measured in clicks, particularly when it comes to written or visual content. Hover maps (also known as mouse maps or movement maps) can capture these patterns of visitor attention by tracking mouse movement across a page. Mouse movement isn't a perfect indicator of attention, but it does provide a sense of where visitors are focusing. The optimal amount of attention paid to specific elements depends on the goals for a given page. If visitors are focusing on a specific paragraph, that may mean they find it interesting or helpful. However, it could also mean the text is confusing or difficult to read. [Nep: *Mouse eutai thauma rakhexa vanney tyo thauu automatically ratto banxa*]



Hover maps can help you determine if visitors are:

- Paying attention to the right (or wrong) elements
- Becoming distracted by unimportant page details
- Struggling with page content

Evaluate product performance

It is important to evaluate product based on analytics. The performance of product plays vital role in e-commerce business. Product analytics involves monitoring and evaluating data to gain insights into how users interact with a product or service.

Benefits of product analytics:

- Evaluate whether a product is successful
- Helps to figure out why a product is underperforming
- Identify opportunities for improvement
- Help a company avoid selling products that don't benefit their business or that can harm their brand's reputation.
- It helps company to plan inventory needs. Knowing which products are the most popular and understanding changes in seasonal demand helps a company know when to purchase more inventory and how much to purchase.

- Product analytics also help companies to evaluate the impact of marketing campaigns.

It's also helpful to compare a product's performance to similar products, such as several backpacks in different styles. Another helpful strategy is to compare the product performance of different variations, such as a gray and blue backpack in the same style. Certain colors or sizes might perform better than others. Some of the important metrics for evaluating product performance are:

1. Number of product views

One of the basic metrics to monitor is the number of times a product was viewed. This metric gives you an idea of how many visitors were able to find the product on the website. This metric also gives you an idea of whether the business's customers are interested in this type of product.

2. Number of add-to-carts

Another basic metric to monitor is the number of times a product was added to cart. This metric is a strong indicator of how much a business's customers are interested in buying a product.

3. Number of units purchased

The term "Number of units purchased" refers to the quantity of individual items that have been bought by customers during a specific period of time. Example: A store sold 50 units of their best-selling coat in the last 90 days

Item name ▾ ⬆ SHOW ALL ROWS		Ecommerce purchases	Purchase-to-view rate	Item purchase quantity
Totals		9,852 vs. 15,755 ↓ 37.47%	7.28% vs. 10.88% ↓ 33.11%	17,205 vs. 27,758 ↓ 38.02%
1	Google Small Standard Journal Navy			
	Jan 1 - Mar 30, 2021	79	0.47%	188
	Oct 2 - Dec 29, 2020	63	0.6%	101
	% change	25.4%	-21.31%	86.14%

It is represented on square "item purchase quantity". This means the product called "Google small standard journal navy" was down by 38.02% than previous purchase quantity.

4. Product revenue

Product revenue describes the amount of revenue generated by a product. It gives you an idea of how much the product benefits the business, although you also need to consider other product metrics for a more complete understanding of the product's performance.

5. Product conversion rate

The product conversion rate is the percentage of customers who purchase a product after viewing it. You can calculate the conversion rate using this formula:
$$(\text{Product conversions} / \text{Unique visitors to the product page}) \times 100 = \text{Product conversion rate}$$

6. Unique vs. recurring purchases

Another key metric is the number of unique purchases compared to the number of recurring purchases. A unique purchase means the customer only bought the product once. A recurring purchase means the customer bought the product twice or more. Comparing these two will help to offer businesses valuable insights into distinct features of their sales and customer engagement. Unique purchases, denoting individual transactions with different customers, provide a comprehensive overview of customer diversity and the efficiency of acquisition strategies. On the other hand, recurring purchases shed light on customer loyalty and relationship with them.

7. Net profit margin

Net profit margin is the percentage of revenue left over after expenses are paid. It allows you to compare the profitability of different products, no matter how much they cost. You can calculate the net profit margin using this formula:

$$(\text{Net profit} / \text{Total revenue}) \times 100 = \text{Net profit margin}$$

Also,

$$\text{Net profit} = \text{Total revenue} - \text{Total expenses}$$

8. Return on ad spend (ROAS)

The return on ad spend (ROAS) helps measure the success of advertising for a specific product. You can calculate ROAS using this formula:

$$(\text{Number of units sold} \times \text{Cost per unit}) / \text{Ad spend} = \text{ROAS}$$

If you see "Number of units sold \times Cost per unit" it represents total revenue generated and hence revenue generated vs ad spend is ROAS

9. Average order value (AOV)

The average order value tracks the average amount of money a customer spends each time when they complete an order. If an underperforming product is priced higher than the average order value, it may not be selling well because it's priced higher than customers are willing to spend. Average order value can also be increased. For example, if customers who purchase a coat often purchase accessories, such as a hat or gloves, these accessories increase the average order value for the site.

10. Return rate

The return rate is the percentage of products sold that are returned by customers. If a product's return rate is high compared to similar products in the same category, there may be issues with the product quality or how the product is represented online. However, keep in mind that some product categories may naturally have a higher return rate than others, such as clothing or shoes, because customers aren't able to try them before buying.

You can calculate a product's return rate using this formula:

$$(\text{Number of units returned} / \text{Number of units sold}) \times 100 = \text{Return rate}$$

11. Quarter over quarter performance

The quarter over quarter performance is the percent change of quarterly results. A quarter typically is a three-month period. A digital marketer can use this percent change to compare the quarterly performance of most metrics.

Optimize product offerings based on data

Product analytics can help companies increase the number of sales for a product, discover new product ideas, and decide which SKUs to retire, or stop selling.

Increasing the number of sales for a product

In order to increase the number of sales for a product, a company needs to make changes to improve key metrics, such as the number of product views and the product conversion rate. Below are a few ways that a company can improve these two metrics.

1. Increasing the number of product views

The number of times a product is viewed indicates whether visitors are interested in buying that product. If a product has a low number of product views, visitors might not be able to find that product on the site. Or, visitors might not be interested in buying that type of product.

If a product has a low number of product views, a company can try to increase views by making it easier to find the product on their website. If this strategy doesn't work, it may mean that customers aren't interested in the product. In that case, it could be time to stop selling that product on the website, or "retire the SKU". *SKU stands for stock keeping unit. It is a unique code or number assigned to a specific product to identify it in inventory management and retail operations.*

Here are some changes a company could make to try to increase the number of product views:

- a. Make sure the product type is included in the navigation menu where a visitor might expect to find it.
- b. Make sure the product is displaying in the search results on the website.
- c. Feature the product in a more prominent place on the website, such as the homepage or category page.
- d. Include the product in the product recommendations engine.
- e. Highlight the product in email marketing, social media, and advertising campaigns.
- f. Bundle the product with a related product that has strong sales—for example, a bicycle and helmet package.

2. Increasing the product conversion rate

The product conversion rate is the percentage of customers who purchase a product after viewing it. If the company's goal is to increase the product conversion rate, they can make changes to the product page that might encourage more customers to buy the product.

- a. Improve the product images
 - Use high-quality product photos.
 - Allow customers to zoom in on the photo for more detail.
 - Include photos in multiple angles and in all available colors.
 - Include a photo of the packaging
 - Include a photo of the product in use.

- b. Upload product videos
 - Add videos that demonstrate the product in use.
 - Include a video that features a 360-degree view of the product.
 - Include instructional videos, if applicable.
- c. Update the product description
 - Highlight the benefits and features of the product.
 - List any technical specifications, such as product size and weight.
 - Include a size chart, if applicable.
 - Use a comparison chart to explain difference between similar products.
- d. Increase the number of product reviews
 - Enable product reviews
 - Encourage customers to review products by sending an email request after the customer receives their product.
- e. Consider pricing
 - Make sure the price of the product is competitive when compared to similar products in the market.
 - If the product is priced too low, customers may question the quality of the product.
 - If the product is priced too high, it may cost more than customers willing to spend.

Discovering new product ideas

Product analytics can help a business make changes to improve a product's performance. It can also provide insight into new products that might perform well on the site. One way to find new product ideas is to analyze the keywords that the customers often use to search on the website. If a lot of customers search for a product that the store doesn't currently sell, it may be time to consider adding that product to the website. Keep in mind that the company will also need to do product research to determine if the product is worth selling. One method for researching products is to reference the *best sellers report* in Google Merchant Center, which provides information about the most popular brands and products used in Shopping ads and free listings.

Another way to find new product ideas is to figure out which products are the best-sellers on the company's website. Then use those products to brainstorm ideas for related products that customers might also be interested in buying. Product research can help companies determine the demand and viability—or sales potential. They can also gather data by conducting surveys or interviews with customers to find out if they are interested in buying these types of products.

If the company typically sources products and handles the shipping and fulfillment process in-house, they might consider drop shipping for new product to test out the product's performance before committing to a supply of inventory. Or, the company could start out by purchasing a limited supply of inventory to avoid the risk of dead stock, which is inventory that remains unsold for a long period of time and has little chance of selling in the future.

[Nep: Dropping shipping garne new product ko lagi to check whether it perform good or not, if it perform bad than due to dropshipping feature there is no danger for dead stock, but if it perform good than they can ship by themself in future]

Deciding which SKUs to retire

Even after making changes to the product detail page and website, sometimes a product's performance doesn't improve or, it doesn't improve enough to make the product worth selling. In that case, it may be time to retire the SKU.

In some cases, retiring a SKU might mean continuing to sell the product but no longer offering a certain variation, such as a specific color. For example, if a company sells a lunch box that comes in multiple colors, and lots of customers buy the blue lunch box but very few customers buy the green lunch box, they might choose to continue selling the lunch box but retire the green SKU.

Retiring SKUs that are underperforming can free up more time to focus on products that customers really want. No one can predict for sure how a product will perform before it's launched. If it turns out that a SKU doesn't perform well, even after putting effort into it, then it's better to retire the SKU than continue trying to sell a product that isn't adding value to the business.

Bonus

STAR method for interview

During the interview, you may be asked questions like: *"Can you tell me about a time when you solved a problem related to buying and selling goods online?"* Or, *"What part of the e-commerce industry do you enjoy doing the most, why?"*

To answer these questions as well as possible, it's best to use a proper structure that provides the right amount of detail. A helpful strategy for answering interview questions is to use STAR method. STAR stands for situation, task, action, result. One or two sentences is usually enough for each part of the STAR method. Think of answer as like in following way:

1. Situation

Add 2–3 sentences describing the situation. Be as specific as possible, providing enough detail to help the interviewer understand the context in which the situation took place.

2. Task

In the Task section, add 1–2 sentences describing what you were asked to do, how you were involved, or what you were responsible for in the situation. Explain exactly how you fit into the story you're telling.

3. Action

Add 2–4 sentences describing the action or actions you took to accomplish the task. Give specific details that demonstrate your abilities and skills. This part of your response may take the most time to cover, as you can highlight multiple skills here.

4. Result

Add 2–4 sentences discussing the outcome of the actions you took and the impact you had. Where possible, use data such as numbers and percentages to reinforce your response. If you're sharing an experience that came with challenges, you can also share the lessons you learned.

For example, if an applicant with office management experience was asked *"Describe a project that makes you proud."* Using the STAR method:

Situation

In my last job as an office manager, the small business I worked for was growing fast and needed to move to a bigger office space.

Task

I was tasked to organize the move to a new office space so that it would be a smooth transition. My goal was to make sure there was very little disruption to the company's day to day work throughout the process.

Action

I made a list of everything we would need for the packing and moving process and created a timeline for the project to ensure everything got done at the right time and in the right order. I also kept the company owner and employees updated on how things were progressing.

Result

The move went smoothly and the employees were able to focus on their work, with only a few hours of disruption to get settled into the new office. Plus, the company owner was very happy not to have to deal with the problems while shifting.

Another example for UX designer:

Question: Can you tell me about a time when you did your own research to understand user needs?

Answer:

Recently, I completed a UX design program held in Nepal [*Situation*] in which we were tasked with designing an app and website to help individuals limit their food waste. The mock organization knew that people wanted to limit waste but didn't know how to help. [*Task*] I reached out to interview participants in two categories: people who were already working to mitigate food waste and people who wanted but didn't know how to

start. Through in-depth interviews, I discovered that the base issue revolved around understanding how long food (both cooked leftovers and fresh ingredients) lasted once it was in participants' fridges. [Action] That led me to develop a product that helped keep an accurate inventory of food that was easy to update and reminded users when it was time to eat something and how they could use it. [Result]

While answering questions using the STAR method, be sure to give the interviewers a sense of who you are and why you're there. Be well prepared with specific points about how your unique background and experiences fit with the position.

The End

Conclusion

Digital marketing is not just about equipment or techniques, it is about trying stuff, making errors and learning from them. The digital globe continues changing, today is not same as before and tomorrow will not same as today, so being updated is most in this field. The cool part is that the greater flexible you are, the better you could roll with the punches. There is saying “It’s not about being best, its about being correct at dealing with trade.” Sometimes you should deal with loss, during that it’s important to learn and make strategic decision for future to avoid loss through same mistake. If you did 1000 mistakes, then you have learned 1000 lessons, each contributing to your growth, resilience, and understanding of how to navigate challenges and improve in various aspects of life.

Digital marketing is a skill. If you treat it like a job and then you make pennies but if you treat it like a business and make millions

In this digital world, every click on every marketing campaign teaches you some thing. Success isn't always a finish line; it's an ongoing factor of trying new stuff and getting higher at it. Every mistake and win take you towards being a digital ninja.

It's about creating a conversation, understanding the needs and preferences of your audience, and using the vast array of online tools to tell your brand story in the most engaging way possible. The essence of building meaningful connections, understanding the audience, and delivering value through strategic communication endures, regardless of the ever-changing landscape.