DMM 301

Digital Ecosystem and Freelancing

Skill Enhancement Course (SEC)

School of Vocational Studies

उत्तराखण्ड मुक्त विश्वविद्यालय

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DMM 301- Digital Ecosystem and Freelancing

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UNIT- 1
INTRODUCTION TO WEB & DIGITAL MARKETING

1.1   INTRODUCTION

The World Wide Web or www or W3 is an information space where documents and other web resources are identified by Uniform Resource Identifiers (URIs). Such documents are created using hypertext and can be interlinked by hyperlinks, and also can be accessed via the Internet. The resources on the Web are transferred via the Hypertext Transfer Protocol (HTTP), which may be accessed by users through the web browser. Hypertext documents are commonly called webpages, which are created and formatted using Hypertext Markup Language (HTML). Webpages may contain links to images, videos, text, etc. that are rendered to users of a web browser application, running on the user's computer. Tim Berners-Lee invented the World Wide Web in 1989. Multiple webpages with a common theme make up a website. Websites are stored in Web servers, which is a program that responds to requests made over the Internet from web browsers (called client side) running on a user's computer. Websites are provided for

a myriad of informative, entertainment, commercial, and governmental reasons. Some basic components of World Wide Web are-

- Web Servers: The computers that hold information (web resources) for distribution over the Internet based on client's call.
- Web clients: The machines which can retrieve information from the Web servers.
- HTTP: Hyper Text Transfer Protocol, is used to transmit files between web servers and clients. When you click on a hyperlink or fill out a form in a Web document, at that time the information is transferred by the HTTP. There are several other protocols used in the journey of Internet for various purposes, i. e. FTP, TCP/IP, UDP, SMTP, etc.
- Browser software: It is needed by a Web client for displaying text, images, video clips, etc on the client's machine. some popular browser software names are-Internet Explorer, Google Chrome, Mozilla Fire Fox, Netscape Navigator, etc.

1.2   OBJECTIVES

After the successful completion of this unit you will be able to-

- Understand the key developments of WEB 1.0, WEB 2.0 AND WEB 3.0.
- Know Internet evolution.
- Define the role of Internet in marketing.
- Know the several types of digital transactions.

1.3   INTRODUCTION TO WEB 1.0, WEB 2.0 AND WEB 3.0

The World Wide Web is not synonymous with the internet but is the most prominent part of the internet that can be defined as a techno-social system to interact humans based on technological networks. The immense progress had been made about web and related technologies.

Web 1.0-

Web 1.0 was defined as web of information connection. The Web 1.0 was referred as the first generation of World Wide Web. The first generation of web was the era of static webpages and such webpages are only used for content delivery purposes. In the year 1993 came a turning point for the world wide web with the introduction of the Mosaic web browser, which could display graphics as well as text to the clients' machine, from that date, usage of the web grew rapidly. This early phase of web development, called Web 1.0, where mostly web pages were static documents (read from a server and displayed on a clients' machine) with no options for users to contribute content, or to interact with it. Web 1.0 is a content delivery network (CDN) which enables to showcase the piece of information on the websites. Characteristics of web 1.0 are-

- Static web pages.
- Web 1.0 technologies includes core web protocols, as- HTML, HTTP, and URI.

- Web 1.0 have read only content.
- It establishes an online presence and make their information available to anyone at any time.
- Content is served from the server's file-system.
- Pages built using Server side includes or Common Gateway Interface (CGI).
- Frames and Tables used to position and align the elements on a page.

Web 2.0-

Web 2.0 is the revolution period of computer industry which establishes Internet as a new business platform. It is also referred as participative web or people-centric web or interactive web or read-write web. Several technological advancements were noted, i. e. uses of client-side and server-side scripting languages, uses of Javascript and AJAX framework, etc. In the age of web 2.0, AJAX (Asynchronous JavaScript and XML) and JavaScript frameworks have become a popular means of developing interactive website with rich features, as- interoperable, high usability, ability to create user-generated content, interaction and collaboration with other applications, etc. Characteristics of web 2.0 are-

- Easy information classification and retrieval.
- Dynamic content which is user responsive.
- Information flows bidirectional (as- between website owner and website users by means of feedback and commenting).
- Developed APIs to allow self-usage, such as by a software application.
- Era of social web started, which open the doors of online tools and platforms where people can share their perspectives, opinions, thoughts and experiences.
- Web 2.0 applications tend to interact much more with the end user.
- The following applications/tools were started in trending, as- Podcasting, Blogging, Tagging, Curating with RSS, Social bookmarking, social networking, social media, etc.
- Web 2.0 were facilitated with Flexible web design, creative reuse, updates, collaborative content creation and modification.

Web 3.0-

The basic idea of web 3.0 is to define structure data and link them in order to more effective discovery, automation, integration, and reuse across various applications. Web 3.0 tries to link, integrate, and analyze data from various data sets to obtain new information stream. Web 3.0 is also known as semantic web. Semantic web was thought up by Tim Berners-Lee (inventor of the World Wide Web). The Semantic Web is a vision about an extension of the existing World Wide Web, which provides software programs with machine-interpretable metadata of the published information where computers are able to make meaningful interpretations similar to the way humans process information to achieve their goals. Web 3.0 is able to improve data management, support accessibility of mobile internet, simulate creativity and innovation,

encourage factor of globalization phenomena, enhance customers' satisfaction and help to organize collaboration in social web. It includes transforming the network into a database, a move aimed at making content accessible by multiple applications that are not just the browser, the push of artificial intelligence technologies, the geospatial web, 3D Web, etc. It enables the upgradation of back-end of the web where many evolutions of web usage and interaction among several paths happened. Characteristics of web 3.0 are-

- Towards semantic web.
- Uses of artificial intelligence.
- 3D Graphics.
- Content is accessible by multiple applications
- Several advance web technologies, tools and frameworks were designed and developed.

1.4 HISTORY OF INTERNET

In todays' information age the Internet is a world-wide broadcasting system, which is capable to information dissemination, and a medium for collaboration and interaction between individuals. The original ARPANET (Advanced Research Projects Agency Network) grew into the Internet. Internet was based on the idea that there would be multiple independent networks of rather arbitrary design, beginning with the ARPANET as the pioneering packet switching network. In an open-architecture network, the individual networks may be separately designed and developed and each may have its own unique interface which it may offer to users and/or other providers. including other Internet providers. Each network can be designed in accordance with the specific environment and user requirements of that network. There are generally no constraints on the types of network that can be included or on their geographic scope, although certain pragmatic considerations will dictate what makes sense to offer.

The idea of open-architecture networking was first introduced by Kahn shortly after having arrived at DARPA (Defense Advanced Research Projects Agency) in 1972. This work was originally part of the packet radio program, but subsequently became a separate program in its own right. At the time, the program was called "Internetting". Key to making the packet radio system work was a reliable end-end protocol that could maintain effective communication in the face of jamming and other radio interference, or withstand intermittent blackout such as caused by being in a tunnel or blocked by the local terrain. Kahn first contemplated developing a protocol local only to the packet radio network, since that would avoid having to deal with the multitude of different operating systems, and continuing to use NCP (Network Control Program).

Vint Cerf and Bob Kahn designed a protocol that would improve the efficiency of the network, allow different networks to connect together into one big network (hence Internet: global group of interconnected networks), and would include error detection, packaging, and routing. The new protocol was called Transmission Control Protocol and was later split into a separate

Internet Protocol. Together, the suite of protocols were called TCP/IP. TCP/IP is particularly valuable as it ensures that messages are reliably sent over the Internet over multiple routes in individual packets. Those packets are then reassembled at the receiving system. If there is an error in a packet, a request for a new one is sent to the originating computer.

With the advent of TCP/IP, the 'global network' became a reality. Universities and government offices and agencies increasingly used the network for communication. Up to this time, the Internet was, by law, for strictly official use. However, personal email addresses became commonplace and games began to be played over the network. Unofficial use of the Internet gained impetus in the 1980's when personal computers by Apple and IBM became common in both offices and in homes.

In the year 1984, the Domain Name System (DNS) was introduced. DNS is a global network of servers that translate intuitive host names (Uniform Resource Locators) into numerical IP (Internet Protocol) addresses, which computers on the Internet use to communicate with each other. In the year 1990s, 'the World Wide Web' was introduced by the Tim Berners-Lee at CERN in Switzerland for distributing information across a network of different computers and operating systems.

The 'Hypertext Transfer Protocol' (http) is the communications protocol that enables the transfer of web pages. Http runs on top of TCP/IP and defines how different types of hyperlinked data (text and multimedia) are transmitted and accessed over the Internet. It supports a 'client/server' mode of communications between remote computers where a 'client' is a computer that requests data from a 'server' computer.

The first graphical browser, named Mosaic was came into existence in the year 1992. Further versions of Mosaic became Netscape. It is estimated that the Web has greatly surpassed one billion pages and that individuals, companies, educational institutions, and all other types of organisations are putting Web pages online. The Web is supported by backbone networks that are comprised of major, high capacity, long-distance computer networks with very high data transfer capacity.

1.5   GROWTH OF INTERNET

The Internet refers to the global information system that is logically linked together by a globally unique address space based on the Internet Protocol (IP). As we discussed in previous topic the history of the Internet began to take root out of a network developed by the Advanced Research Projects Agency (ARPA) to aid in the sharing of information and resources among researchers. The ARPANET, the network that became the basis for the Internet and made operational in the year 1969, became an essential tool for remote login, file transfer, electronic mail and the sharing of information by interest groups.

In the year 1973, the U.S. Defense Advanced Research Projects Agency (DARPA) started a research program called the Internetting project to develop communication protocols which would allow networked computers to communicate transparently across multiple, linked packet networks. The system of networks which emerged from the research is what is we know as the Internet. The system of protocols which was developed during this project is the TCP/IP Protocol Suite, after the two initial protocols developed: Transmission Control Protocol (TCP) and Internet Protocol (IP).

Since its creation, the Internet has grown exponentially in terms of numbers of networks connected to it. Over the years, there has been wave of commercialization of the Internet. The Internet has now become almost a "commodity" service, and much of the latest attention has been on the use of this global information infrastructure for support of other commercial services. This has been tremendously accelerated by the widespread and rapid adoption of browsers and the World Wide Web technology, allowing users easy access to information linked throughout the globe.

> **NOTE**- The Cisco Annual Internet Report is a global forecast/analysis that assesses digital transformation across various business segments. The report covers fixed broadband, Wi-Fi, and mobile (3G, 4G, 5G) networking. Quantitative projections are provided on the growth of Internet users, devices and connections. As-
>
> Internet users- Nearly two-thirds of the global population will have Internet access by the year 2023. There will be 5.3 billion total Internet users (66 percent of global population) by the year 2023, up from 3.9 billion (51 percent of global population) in the year 2018.
>
> Devices and connections- The number of devices connected to IP networks will be more than three times the global population by the year 2023. There will be 3.6 networked devices per person by the year 2023, up from 2.4 networked devices per person in the year 2018. There will be 29.3 billion networked devices by the year 2023, up from 18.4 billion in the year 2018.
>
> M2M connections will be half of the global connected devices and connections by the year 2023. The share of Machine-To-Machine (M2M) connections will grow from 33 percent in the year 2018 to 50 percent by the year 2023. There will be 14.7 billion M2M connections by the year 2023.
>
> The consumer segment will have nearly three-fourths share of total devices and connections by the year 2023. Globally, consumer segment's share of total devices and connections will be 74 percent, with the business segment claiming the remaining 26 percent.

Mobility growth- Over 70 percent of the global population will have mobile connectivity by the year 2023. The total number of global mobile subscribers will grow from 5.1 billion (66 percent of population) in the year 2018 to 5.7 billion (71 percent of population) by the year 2023.

5G devices and connections will be over 10 percent of global mobile devices and connections by the year 2023. By the year 2023, global mobile devices will grow from 8.8 billion in the year 2018 to 13.1 billion by the year 2023– 1.4 billion of those will be 5G capable.

[Source: https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html]

1.6 INTERNET AND DIGITAL MARKETING

Internet marketing performs a major role in present marketing strategy. Internet marketing is a vital part of the success of any business organization. It is beneficial to nearly every aspect of the business. Internet marketing sometimes also called online marketing or digital marketing or web marketing or e-marketing is defined as the process of promoting brands, products, or services, over the Internet. It includes several promotional activities, such as- e-mail marketing, blogging, SEO, website, and social media.

The advent of Internet started a new era of Internet marketing. The worldwide reach of the Internet has made it possible for businesses to easily reach to their customers accross the globe. Through the Internet, business organizations of all sizes are now able to share brands, products, and services on a global scale at any time.

Internet uses are in trending irrespective of gender, age, place and time where vast majority of people spend a significant amount of time online, whether they are at work or home or waiting at the airport on a smartphone or digital device. The selection and execution of right Internet marketing strategies is the key factor to achieve the goal. Internet marketing also helps organizations in achieving better global branding and in building greater awareness of the products or services that they offer. The Internet has enabled the rise of the smart consumer. Today's consumer first takes the complete enquiry of the products or services before to proceed to buy or opt services.

1.7 IMPROTANCE OF INTERNET IN MARKETING

In todays' digital age Internet is a place where anybody can sale or purchase products/services, but for that you must have the art of utilizing Internet in your life. Now, developing online marketing strategy is the central idea for any successful business brand. The role of Internet in marketing is unavoidable. The following point states the importance of Internet in marketing-

- Product awareness and branding- Product awareness and online branding is one of the top reasons for using Internet in marketing.

- Meeting the new Demand- Consumers are gravitating to Internet media outlets such as social media platforms and mobile apps.
- Cost Efficiency- Internet marketing is significantly less expensive than traditional marketing.
- Better Visibility- Online marketing tactics like search engine optimization (SEO) enable your business to be more easily found on the channels your customers are using most.
- Increased Authority- Online marketing is important not just because it helps you to get found online, but also because it can change the way your business is perceived by potential customers.
- Long-Lasting Relationships
- Marketing boosts sales, which keeps your small business afloat. However, online marketing also does something more, which has a greater long-term impact. It enables you to build relationships. Building relationships with customers earns you repeat business.
- Increases Website Traffic- Internet marketing attracts consumers to visit the website.
- Increase Sales- Online marketing has proven to enhance sales. Most consumers research prices, sales and promotions online before proceeding to their online or in store purchase.
- Improve Credibility- Maintaining a consistent online presence via Internet marketing is one of the best ways to maintain credibility.

1.8 E-COMMERCE AND DIGITAL TRANSACTIONS

Digital transactions (in terms of payments) are defined as transactions in where the customer transfers money through electronic means, and the funds (payment) directly flows from one bank account to another bank account. The bank accounts could be held in banks, or with any other entities (such as payment bank). Such digital transfers could be done through means of cards (debit/credit), mobile wallets, mobile apps, net banking, Electronic Clearing Service (ECS), National Electronic Fund Transfer (NEFT), Immediate Payment Service (IMPS), pre-paid instruments or other similar means. Following are the types of digital payments usually followed in India, are-

[1] Banking Cards (Debit / Credit / Cash / Travel / Others)-

Banking cards offer consumers more security, convenience, and control than any other payment method. The wide variety of cards available– including credit, debit and prepaid cards which offers enormous flexibilities. These cards provide two factor authentications for secure payments, e.g, secure PIN and OTP (One Time password). RuPay, Visa, MasterCard are some of the example of banking cards used for payment systems. Such banking cards give people the power to purchase items in stores, on the Internet (online shopping), etc.

[2] Unstructured Supplementary Service Data (USSD)-

The innovative payment service *99# works on Unstructured Supplementary Service Data (USSD) channel. This service allows mobile banking transactions using basic feature mobile phone, there is no need to have mobile internet data facility for using USSD based mobile banking. It is envisioned to provide financial deepening and inclusion of underbanked society in the mainstream banking services. *99# service has been launched to take the banking services to every common man across the country. Banking customers can avail this service by dialling *99#, a "Common number across all Telecom Service Providers (TSPs)" on their mobile phone and transact through an interactive menu displayed on the mobile screen. Key services offered under *99# service include, interbank account to account fund transfer, balance enquiry, mini statement besides host of other services. *99# service is currently offered by 51 leading banks and all GSM (Global System for Mobile Communications) service providers and can be accessed in 12 different languages including Hindi and English.

[3] Aadhaar Enabled Payment System (AEPS)-

AEPS is a bank led model which allows online interoperable financial transaction at PoS (Point of Sale / Micro ATM) through the Business Correspondent (BC)/Bank Mitra of any bank using the Aadhaar authentication.

[4] Unified Payments Interface (UPI)-

UPI is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing and merchant payments into one place. It also caters to the "Peer to Peer" collect request which can be scheduled and paid as per requirement and convenience. Each Bank provides its own UPI App for Android, Windows and iOS mobile platform(s).

[5] Mobile Wallets-

A mobile wallet is a way to carry cash in digital format. You can link your credit card or debit card information in mobile device to mobile wallet application or you can transfer money online to mobile wallet. Instead of using your physical plastic card to make purchases, you can pay with your smartphone, tablet, or smart watch. An individual's account is required to be linked to the digital wallet to load money in it. Most banks have their e-wallets and some private companies. e.g. Paytm, Freecharge, Mobikwik, Oxigen, mRuppee, Airtel Money, Jio Money, SBI Buddy, itz Cash, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, SpeedPay etc.

[5] Point of Sale (PoS)-

A PoS is the place where sales are made. On a macro level, a PoS may be a mall, a market or a city. On a micro level, retailers consider a PoS to be the area where a customer completes a transaction, such as a checkout counter. It is also known as a point of purchase.

[6] Internet Banking-

Internet banking, also known as online banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. Different types of Internet/online financial transactions are:

- **National Electronic Fund Transfer (NEFT)-** NEFT is a nation-wide payment system facilitating one-to-one funds transfer. Under this Scheme, individuals, firms and corporates can electronically transfer funds from any bank branch to any individual, firm or corporate having an account with any other bank branch in the country participating in the Scheme. Individuals, firms or corporates maintaining accounts with a bank branch can transfer funds using NEFT. Even such individuals who do not have a bank account (walk-in customers) can also deposit cash at the NEFT-enabled branches with instructions to transfer funds using NEFT. However, such cash remittances will be restricted to a maximum of Rs.50,000/- per transaction. NEFT, thus, facilitates originators or remitters to initiate funds transfer transactions even without having a bank account. Presently, NEFT operates in hourly batches- there are twelve settlements from 8 am to 7 pm on week days (Monday through Friday) and six settlements from 8 am to 1 pm on Saturdays.

- **Real Time Gross Settlement (RTGS)-** RTGS is defined as the continuous (real-time) settlement of funds transfers individually on an order-by-order basis (without netting). 'Real Time' means the processing of instructions at the time they are received rather than at some later time; 'Gross Settlement' means the settlement of funds transfer instructions occurs individually (on an instruction-by-instruction basis). Considering that the funds settlement takes place in the books of the Reserve Bank of India (RBI), the payments are final and irrevocable. The RTGS system is primarily meant for large value transactions. The minimum amount to be remitted through RTGS is 2 lakh. There is no upper ceiling for RTGS transactions. The RTGS service for customer's transactions is available to banks from 9.00 hours to 16.30 hours on week days and from 9.00 hours to 14:00 hours on Saturdays for settlement at the RBI end. However, the timings that the banks follow may vary depending on the customer timings of the bank branches.

- **Electronic Clearing System (ECS)-** ECS is an alternative method for effecting payment transactions in respect of the utility-bill-payments such as telephone bills, electricity bills, insurance premia, card payments and loan repayments, etc., which would obviate the need for issuing and handling paper instruments and thereby facilitate improved customer service by banks / companies / corporations / government departments, etc., collecting / receiving the payments.

- **Immediate Payment Service (IMPS)-** IMPS offers an instant, 24X7, interbank electronic fund transfer service through mobile phones. IMPS is an emphatic tool to transfer money instantly within banks across India through mobile, internet and ATM

which is not only safe but also economical both in financial and non-financial perspectives.

[7] Mobile Banking-

Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct different types of financial transactions remotely using a mobile device such as a smart phone or tablet. It uses software, usually called an app, provided by the banks or financial institution for the purpose. Each Bank provides its own mobile banking App for Android, Windows and iOS mobile platform(s).

[8] Micro ATMs-

Micro ATM meant to be a device that is used by a million Business Correspondents (BC) to deliver basic banking services. The platform will enable Business Correspondents (who could be a local kirana shop owner and will act as 'micro-ATM') to conduct instant transactions. The micro platform will enable function through low-cost devices (micro-ATMs) that will be connected to banks across the country. This would enable a person to instantly deposit or withdraw funds regardless of the bank associated with a particular BC.

1.9   POINTS TO REMEMBER

- The World Wide Web or www or W3 is an information space where documents and other web resources are identified by Uniform Resource Identifiers (URIs).
- Hypertext documents are called webpages, which are created and formatted using Hypertext Markup Language (HTML). Webpages may contain links to images, videos, text, etc. that are rendered to users of a web browser application, running on the user's computer.
- The Web 1.0 was referred as the first generation of World Wide Web. The first generation of web was the era of static webpages and such webpages are only used for content delivery purposes.
- Web 2.0 is the revolution period of computer industry which establishes Internet as a new business platform. It is also referred as participative web or people-centric web or interactive web or read-write web.
- Web 3.0 is also known as semantic web. Semantic web was thought up by Tim Berners-Lee (inventor of the World Wide Web).
- The first graphical browser, named Mosaic was came into existence in the year 1992. Further versions of Mosaic became Netscape.
- Internet marketing sometimes also called online marketing or digital marketing or web marketing or e-marketing is defined as the process of promoting brands, products, or services, over the Internet. It includes several promotional activities, such as- e-mail marketing, blogging, SEO, website, and social media.

- Digital transfers could be done through means of cards (debit/credit), mobile wallets, mobile apps, net banking, Electronic Clearing Service (ECS), National Electronic Fund Transfer (NEFT), Immediate Payment Service (IMPS), pre-paid instruments or other similar means.

1.10   GLOSSARY

- Packet: The fundamental unit of data transmitted over the Internet. When a device intends to send a message to another device, it breaks the message down into smaller pieces, called packets. Each packet has the sender's address, the destination address, a sequence number, and a piece of the overall message to be sent.

- Hub: A simple network device that connects other devices to the network and sends packets to all the devices connected to it.

- Bridge: A network device that connects two networks together and only allows packets through that are needed.

- Switch: A network device that connects multiple devices together and filters packets based on their destination within the connected devices.

- Router: A device that receives and analyzes packets and then routes them towards their destination. In some cases, a router will send a packet to another router; in other cases, it will send it directly to its destination.

- IP Address: Every device that communicates on the Internet, whether it be a personal computer, a tablet, a smartphone, or anything else, is assigned a unique identifying number called an IP (Internet Protocol) address. Historically, the IP-address standard used has been IPv4 (version 4), which has the format of four numbers between 0 and 255 separated by a period. For example, the domain Saylor.org has the IP address of 107.23.196.166. The IPv4 standard has a limit of 4,294,967,296 possible unique addresses. As the use of the Internet has proliferated, the number of IP addresses needed has grown to the point where the use of IPv4 addresses will be exhausted. This has led to the new IPv6 (version 6) standard, which is currently being phased in. The IPv6 standard is formatted as eight groups of four hexadecimal digits. The IPv6 standard has a limit of 3.4×1038 possible addresses.

- Domain name: If you had to try to remember the IP address of every web server you wanted to access; the Internet would not be nearly as easy to use. A domain name is a human-friendly name for a device on the Internet. These names generally consist of a descriptive text followed by the top-level domain (TLD). For example, the Uttarakhand Open University's domain name is uou.ac.in; UOU describes the organization and .ac.in is the top-level domain. Other well-known TLDs include .com, .net, .org, .gov, etc.

- DNS: DNS stands for "domain name system," which acts as the directory on the Internet. When a request to access a device with a domain name is given, a DNS server is queried. It returns the IP address of the device requested, allowing for proper routing.
- Packet-switching: When a packet is sent from one device out over the Internet, it does not follow a straight path to its destination. Instead, it is passed from one router to another across the Internet until it is reaching its destination. In fact, sometimes two packets from the same message will take different routes! Sometimes, packets will arrive at their destination out of order. When this happens, the receiving device restores them to their proper order.
- Protocol: In computer networking, a protocol is the set of rules that allow two (or more) devices to exchange information back and forth across the network.

1.11   CHECK YOUR PROGRESS

Descriptive type questions-

a)   Explain the key features of Web 1.0 and Web 2.0.
b)   Briefly define the history of Internet.
c)   Explain the role of Internet in digital marketing.
d)   What do you understand by various types of digital transactions? Define Banking Cards and Unified Payments Interface (UPI).
e)   What do you mean by Internet banking? Define NEFT, RTGS, IMPS, and ECS.

Objective type questions-

a)   In computer networking, a protocol is the set of rules that allow two (or more) devices to exchange information back and forth across the network (True/False).
b)   Every device that communicates on the Internet not necessarily needs a unique identifying number called an IP (Internet Protocol) address (True/False).
c)   Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct different types of financial transactions remotely using a mobile device (True/False).
d)   The RTGS system is primarily meant for large value transactions (True/False).
e)   It is not possible to transfer money using NEFT to someone's bank account without having own bank account (True/False).
f)   USSD stands for Unstructured Supplied Service Data (True/False).
g)   DARPA stands for Defense Advanced Research Projects Agency (True/False).
h)   DNS is a global network of servers that translate intuitive host names (Uniform Resource Locators) into numerical IP (Internet Protocol) addresses (True/False).
i)   The Semantic Web is a way to extending software programs with machine-interpretable metadata of the published information where computers are able to make meaningful interpretations (True/False).

Answer (objective type question)-

[a] True   [b] False   [c] True   [d] True   [e] False

[f] False   [g] True   [h] True   [i] True

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UNIT- 2

FREELANCE DIGITAL MARKETING

2.1 INTRODUCTION

Digital Marketing can be defined as "The application of the Internet and similar digital technologies in conjunction with traditional communications to achieve marketing objectives". The main objective of digital marketing is attracting consumers and allowing them to interact with the brand through digital media. Digital marketing is the promotion of products and services through different forms of electronic medium. Keeping the benefits in view, government of India has initiated many policies and programs for digitalization process, so that with the use of the latest technology, living standards can be improved. Digital India has been started with the aim to make India totally digital, so the focus of companies should be on digital modes for marketing of their product and services.

In broader sense, digital marketing is the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brand image of the company, build more & more prospective customers and increase the sale of goods & services by adopting various digital marketing techniques available. Digital Marketing is the use of digital channels to promote or market products and services for consumers and businesses.

In practice, there are different terminologies to explain the practice of utilizing digital marketing, internet marketing, online marketing and social media marketing. Digital Marketing is the utilization of Internet in order to reach the desired target market, via some of the following channels:

- Social media (Facebook, Twitter, LinkedIn, etc.)
- Websites/Blogs (WordPress.com).
- Multimedia Advertising (YouTube.com).
- Online/Search Engine Adverting (GoogleAdWords, SEO)
- Email Marketing.
- Interactive Marketing/Apps (Online Competitions, Polls, & Gaming)

2.2   OBJECTIVES

After successful completion of this unit, you will be able to-

- Analyze the confluence of marketing, operations, and human resources in real-time.
- Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
- Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
- Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
- Interpret the traditional marketing within the context of a changing and extended range of digital strategies and tactics.
- Comprehend the importance of conversion and working with digital relationship marketing.
- Analyse cross-cultural and ethical issues in globalised digital markets.

2.3   WHAT IS FREELANCING?

Freelancing is a contract-based profession where instead of being recruited in an organization, the person uses his skills and experience to provide services to a number of clients. In simple terms, freelancing is when you use your skills, education, and experience to work with multiple

clients and take on various assignments without committing to a single employer. The number of assignments or tasks that you can take just boils down to your ability to deliver on them as asked from them.

Freelancing usually involves jobs (called gigs) that allow you to work-from-home situations. But one shouldn't associate freelancing as the same as having a work-from-home job. Freelancing doesn't always mean that you'll work from home. You might have to work at your client's office too depending upon the type of work and client's requirements. A work from home job involves a contract between you and a single employer who gives you a salary while freelancing doesn't. It is just that many of the jobs that freelancers perform can be delivered over the Internet without their presence at the company or client's place.

Who is a freelancer?
A freelancer or freelance worker is a self-employed person who earns money by providing services to multiple clients. These services relate to the person's skills and are not necessarily provided to just businesses. Freelancers either use third-party platforms like Fiverr, 99designs, etc to get business or use their network to get more business and provide services to their clients directly.

But is it a good choice for a career? Can you sustain a lavish life while freelancing? How do you start with freelancing jobs? Well, when 11 percent of the working adult population in the United States is working primarily as full-time freelancers, there must be something good about this industry.

Freelancing as a career-
The rise of freelancers has resulted in the development of a new concept – the gig economy. In the gig economy, a person instead of working for a single employer full-time and getting a fixed salary in return, works for multiple clients at his own terms and at a price he thinks his work deserves. Freelancing is an enticing profession. It takes care of almost all the problems of a usual service-class human. According to Upwork, Americans work an average of 47 hours per week. Freelancers work an average of 11 hours less per week than full-time employed workers. That adds up to about 550 hours per year or 23 whole days. Full-time traditional workers spend nearly an additional full month each year behind the keyboard (or wherever they work).

Freelancer is an online job marketplace that provides a means for employers and freelancers around the globe to collaborate for mutual benefit. Individuals or businesses in need of skilled help for short or long-term projects can post those projects and allow freelancers to submit bids for the completion of the work.

Freelance digital marketing-

With freelance digital marketing, you're basically helping companies promote their products and services online. Your job is to reach out to your client's target audience, drive them to your client's website and convert them as paying customers. If you recognize that you have a skill that's valuable to a business' ability to market online and you offer that skill to businesses for a fee, you're engaging in freelance digital marketing.

Freelance marketing allows you to have the freedom to work for yourself, and try out ideas on a global scale, with very little start-up capital. Not to mention the fact that there is pretty much infinite scalability with it. It is the perfect place for those who have ideas and the work ethic to implement them. An important key to your success in freelancing is making sure that you love the journey as it won't always work out exactly as you expect it to.

2.4 FREELANCE DIGITAL MARKETING- REACHING THE AUDIENCE

You can have the most aesthetically appealing online store with easy navigation, the highest quality products backed by top-notch customer service and bottomless pockets when it comes to marketing budget. Yet, none of this matter if you aren't reaching and engaging the right audience for your brand. In order to drive the right traffic to your online store and increase sales, you first need to define what a qualified audience is for your brand. You want to determine who they are, what they value and how they use each channel at the various stages of their purchase journey, from interest and validation through to decision and advocacy. Following are four ways you can identify and engage the right audience with digital marketing.

[1] Learn what is important to your Audience

As marketers and business operators, we have near limitless amounts of data at our fingertips. Google Analytics and Search Console can tell us how people find our store and what they do upon arriving. Facebook Insights and Ad Manager can tell us the age, location, relationship status, interests and behaviors of our fans and customers. Social media listening tools can tell us what customers think about our company and products, and what other topics are interesting to them.

Use these tools to unearth insights about your audience's demographic and psychographic profiles to gain a better understanding of what is most important and interesting. There are multiple tools that easily integrate with the Bigcommerce backend that can help out in this arena. These tools use your store data as well as data from connected accounts (Facebook Power Editor, for instance) and then retarget or push ads out to pull additional clients back to your site.

[2] Speak your audience's language

You'll never get through to Belieber teen girls if you're using an extremely formal tone. And you'll likely ostracize male boomer sports car fanatics with flowery prose and exclamation

points. To relate to and connect with your audience, you need to speak their language. That means not only using the appropriate voice and tone, but also peppering in actual words and phrases they use.

Through an extensive ethnographic study for a woman's apparel brand, our team learned that numerous customers used the term "darling" to describe their clothing products. We began using this term in advertising creative and social media conversations to better connect with their customers and immediately saw an increase in the campaign's click-through rate.

You don't need a large-scale and lengthy study like this to uncover these common phrases however. Simply using social media listening tools or manual monitoring of social media conversations can reveal your audience's common dialect. We often use Tweet deck and hop on the phone with customers regularly to hear them speak about their business and our product naturally- and then incorporate that verbiage into specific campaigns.

[3] Know your organic keywords

Organic search is typically the largest source of traffic for any website. It's important to understand not only what terms are bringing folks to your store, but why those terms are being used and what stage those audience members are in. Keywords typically fall into three main categories:

- **Informational Keywords-** Used to find broader topics or items. User probably doesn't know what they want or need just yet. They're still researching. This is your opportunity to be helpful and/or interesting, increasing chances that you'll be considered when they are ready to purchase.

- **Navigational Keywords-** Used to find a specific website or product. For example, they may be searching for your brand name, or a specific product you carry. These users have likely already done their research or know exactly what they want, but may not be ready to purchase just yet or they may be existing customers coming back for a repeat purchase.

- **Transactional Keywords-** Used to find a product to purchase. For example, "Buy bicycle tires." The user is either ready to purchase immediately or well on their way.

By identifying relevant search terms and the user intent behind them, you can develop content to better address your audience's need. Informational content is often found in blog posts, FAQs, learning centers or resource sections. Navigational and transactional content is found in product category pages and product pages.

You can use tools like Ahrefs or BuzzSumo to do some research on which other sites are currently occupying the leading spots on a search term. These platforms will show you number of linkbacks, publisher, date of publishing and more. Do a bit of research into what your competitors or what the most successful brands out there are doing — and then recreate it with your own branded tone and style.

[4] Stay Top of Mind with Retargeting

When customers reach your store early in their purchase journey- whether they come from an informational keyword search, guest blog post link, display ad or any other means- they're likely not going to make a purchase that visit. That's expected and it's okay. You can remain in the consideration phase and bring those customers back to your store through retargeting efforts.

Numerous digital channels offer retargeting campaign options. You can use AdWords to run search retargeting, Google Display Network or a DSP, or Facebook for retargeting on desktop and mobile devices. Knowing who your audience is and what channels they use, will help you decide what the best channels are for your retargeting initiatives. The list of integrations above is helpful for determining channel ROI from advertising efforts and can be a great starting point in figuring out where retargeting might most make sense for your brand.

Gaining a deep understanding of who your customers are and what motivates them will help you define a more qualified audience. Only then can you use digital channels to reach that audience, drive higher quality traffic, improve on-site engagement and most importantly increase sales.

2.5   *FREELANCE DIGITAL MARKETING- GENERATE LEAD*

Lead generation strategies are one of the biggest challenges for digital marketers, as they need more customers for their business to grow. The key to driving more traffic to boost up sales is the quality of the service being provided and quality of the content designed to attract the targeted audience. With the advancement in technology, a new sun has risen. The world has turned into a global village and the era of digitalization has changed how we conduct or manage our business.

No matter how much changes you see in the marketing or advertising area, the main goal will always be to direct and engage more traffic onto your website in order to boost sales and improve the conversion rate. Here are twelve lead generation strategies to help digital marketing agencies with some impressive results.

[1] Webpage Optimization

First things first, you start from the very roots and since your website is the main source of driving all the traffic, you have to check whether it is functioning properly or not. Website loading errors, lagging speed, and bad user interface drive the traffic away rather than bringing more in. There are many tools that help scan your website for any errors. Knowing which clients or companies have viewed your website is necessary for sales specific marketing. This can later be given to a sales representative for a precisely designed follow up conversation to land in more clients.

[2] Running A/B Tests

Running an A/B test allows you to determine which version of your webpage is causing more traffic. The performance is checked through statistical analysis. Shortening the forms on webpages ensures higher conversions. This helps companies increase the conversions rates and in turn more leads are generated.

[3] Do Routine Website Checks

If you're like most businesses and only check your website for bugs- when something is broken or you get repeated complaints- chances are that you are going to lose clients faster than you are gaining them. This laid-back approach secretly causes the website to lag and possible visitors to turn the other way, without you even ever knowing. Broken links that never load or 404 error pages can easily make visitors turn away forever. A weekly routine website scan is crucial not only to make sure the system is running smoothly but also to make changes and improve user interface whenever needed.

[4] Create a Mobile Friendly Website Version

Google deems it necessary for websites to be more mobile friendly. Consider your website as your digital business card. If your website is not optimized for a smooth experience on the user's smartphone it can be alarming. If your webpage is not loading or working properly on a cell phone, it's a big reason to worry; considering the number of people using their cell phones and how much traffic are you diverting from your website due to this cause alone.

Best solution is to do a full website scan and target the areas or pages that are not mobile friendly. Have your web developer create webpages that are either more responsive or have a totally different stand-alone website for a mobile version.

[5] Keep Updating Keywords

Uncovering the keywords that your competitors are already using and generating traffic from can be very beneficial. By understanding which keywords are working for them, you can optimize your content accordingly. Besides, you can get your website to rank higher with similar keywords. Adding long-tail keywords to structure your web content is a good tip for effective lead generation strategies.

[6] Create Lead Magnets through SEO

No matter how attractive your webpage is, it won't generate leads if it is not visible to the potential customers. That's when SEO jumps in for help. SEO strategies put your webpage into the first search page of Google results. Lead magnets are pieces of contents like PDF or recorded files that can be viewed and downloaded by the visitors in exchange for their email addresses or other contact information. There are many forms of lead magnets but they all have one thing in common; they allow a conversation with the possible clients who are not ready to buy from you yet but can be persuaded.

[7] Personalizing Your Content

A general version of a landing page will never do you any good and won't really increase the conversion rate since they always target a broad spectrum which, in this case, is not a good thing. Your website's prospects can be increased by providing personalized content to the end user. For instance, you might want to show different content to the CEO of a company than you might want to show to an advertising agency. Identifying each person's wants and desires and channeling that into your content will help you generate more leads.

[8] Building an App

Building an app is now the easiest way to get more traffic, for upgrading your lead generation strategies. It is easily accessible but you can't expect customers to download an app just because you ask them to. You have to offer unique services or services that your competitors haven't thought of yet. An app that keeps offering immense value to its user and is always a source of ease will continue to produce more traffic and generate a huge number of leads, while also taking care of its existing customers.

[9] Make Videos for YouTube and Vimeo

Vimeo and YouTube are the leading online video platforms that get millions of viewers every day. If you own a business, you can easily use this platform to target a specified audience with a bunch of how to videos or any relatable content that you might be able to think of. YouTube now is more than an entertainment tool and people use it for a lot of product reviews or to find answers to questions they can't anywhere else. You can add the link to your website in the description box of the video. Taking advantage of video marketing is the smartest move you can make.

[10] Set Up a Blog

In order to sell your products, you have to think from buyer's perspective. Many times, when people come across a product, the information provided is not enough to satisfy them and they end up brushing off the idea of investing in it at all. Create a blog or do guest blogging to publish more personalized content or talk about the product in depth so that it can help drive more traffic. You can use different keywords to attract customers, write a bunch of how-to articles as well. The best way is to keep a keen eye on the feedback you get from the customers and try to incorporate it into your product and your blog posts as much as you can.

[11] Use Social Media

Social media marketing has been immensely fruitful for many businesses. Also, there are many ways to generate leads using different online platforms. You can record podcasts that can be played by multiple people and can be a source of generating new leads. They will also come up on Google's search results whenever similar keywords are searched. You can upload this

on iTunes and SoundCloud to promote your product. You can also advertise your products on different social media websites or get in touch with bloggers to promote your product in a very subtle manner that will only generate more leads and drive further traffic.

[12] Live Chats and FAQs

You may have a separate page for complaints and questions but half of the customers don't bother sending in their queries because it is time-consuming. The only way to know what most of your visitors are really looking for is if you engage with them on the spot. A live chat allows a customer service representative to engage with potential customers and help them out. You can also go through customer emails and live chats to compile all the questions your customers have asked frequently and try to answer them as elaborately as you can. You can even link the blog posts on the FAQ page to generate further leads. This will not only help your customers but also direct them to the products you're selling.

Successful lead generation strategies differ for each business. Moreover, generating a stream of new leads is not something that will happen overnight or even in a couple of days. **It is a process that requires an inspection to identify which parts need improvements and how to effectively improve them.**

2.6 *FREELANCE DIGITAL MARKETING- PRESENTATION STRATEGY*

Every good presentation needs a good marketing plan. Every good marketing plan needs to include the latest trends. Digital marketing trends are the newest trends to change industry. Research shows that 50% of businesses use digital marketing but without a strategy. Using digital marketing trends to promote your presentation can help you build upon your strategy and build your audience.

What are the latest digital marketing trends?

According to Entrepreneur, business should include these in their strategy: visual content, interactive content, live video, expiring content and in-store applications. These trends are important for overall marketing strategies, but they can also be used in promoting your presentation. Here are some tips to use today's digital marketing trends for your presentations.

Visual Content-

Visuals speak volumes when compared to text on a PowerPoint slide. As we have written many times before, research shows that the brain processes visual information 60,000 times faster than text. Presenters should rely on their visuals to spread their message instead writing it out. Include design elements and themes that will make your presentation more shareable. Use infographics, illustrations, photography filters, iconography and typography.

Expiring Content-

Entrepreneur reports that SnapChat has had a big influence on digital marketing trends. Creating a story that disappears forever once it's viewed is exciting for consumers. It can make them feel like they are part of something special and exclusive. In a way, presentation themselves are a form of expiring content. No presentation performance is exactly that same as another. Make your audience aware of that through social media messages of how special the event will be.

In-Store Applications-

Beacon technology allows businesses to interact with customers digitally. For example, a retailer can send push notifications to shoppers in their area alerting them to a sale.. Maybe you can offer discounted tickets to your event by notifying your contacts. This is a digital marketing trend to keep an eye on.

Digital marketing is evolving as new technology gets released. Stay up to date with the best ways to promote your presentations by joining the Presentation Revolution.

2.7 FREELANCE DIGITAL MARKETING- AFTER SALES SERVICE

Finding new customers is important for any business, except the **list of current customers mustn't be forgotten**. Immediately after a sale is the right time to try and persuade a second purchase. According to the BDC, it is seven times more expensive to sell to a new

customer compared to a returning customer. The relationship you establish with your customers is therefore essential to ensure a favourable after-sales service for your company. To do so, here are **the five steps for effective monitoring, along with the benefits involved!**

The Benefits of Promoting Good After-Sales Services

Competition in some areas can sometimes be fierce and consumers do **more research** before purchasing. They therefore expect companies to meet their needs and respond to their problems effectively. This is even more important when it comes to bigger purchases. Consumer will not only buy your product, they will expect the service they receive to be up to their expectations. **The after-sales services play a role in the client's decision to purchase.**

To show that your business stands out, the after-sales services must have a big impact to improve your sales. Using a **satisfaction survey** is always a good way to gather information about your services, making way to improvements.

Several benefits include:

- **An increase in sales**

- **Loyalty of your customers**

- **Improvement in your performance**

- **An element differentiating you from competitors.**

Thanking your Clients Immediately After their Purchase

If your customer has just made a purchase then they deserve a thank you, whether by sending an **automated email** after their purchase or a **thank you note added to the invoice** (especially if it's written by hand). You make your customer's experience more attractive and you show that they chose well by doing business with you. In addition, with the name of a person to contact in case of questions, you reassure the buyer that your company is doing everything they can.

Contact your Customer After 1-2 Weeks

One or two weeks after the purchase, it is advantageous to contact your customer to **ask them if they are satisfied, received good service or if they have any questions.** This contact serves only as a mark of attention, not to sell them more. The goal is to know his appreciation of the product or service sold.

Maintain Communication

You can continuously maintain communication with your client by sending an e-newsletter to inform them about topics that affect them, or by offering information through **articles, videos, guides and webinars** to help advise them on needs. **You will show, by maintaining**

communication, your professionalism and expertise. If you give them all the information they need, they will be much less likely to go elsewhere.

Suggest a Second Sale

Now that your customer has confidence in you, it's the time to **offer another sale**. Offering them a new product, service or something related to their previous purchase.

Ask for Recommendations

If your client appreciates you, there is no reason not to recommend you. Happy customers will be eager to help you offer your services or products to those around them. **Their opinion will be more taken into consideration than an advertisement.**

2.8 POINTS TO REMEMBER

- Digital marketing is any form of marketing products or services that involves electronic devices.

- Digital marketing can be done both online and offline. Choose the right mediums.

- A keyword is word or phrase that your audience uses to search for relevant topics on search engines. If you are a flower shop, a relevant keyword could be "Buy Red Roses" or "Looking to purchase roses from a flower shop".

- Search Engine Optimization is a way a company optimizes its webpage allowing the website to rank higher on a search engine's results page (SERP). The higher your ranking, typically more traffic is generated (if the keyword has traffic) and more targeted traffic.

- Search Engine Marketing is a way companies can get higher placement on search engines by bidding on search terms.

- Viral Marketing is a way of marketing where the audience is encouraged by companies to pass on their content to others for more exposure. Usually a successful viral marketing campaign has easy share functionality. If you had to pay a lot to generate awareness, it wouldn't be considered "Viral Marketing" (it would be considered paid traffic).

- Social networking is the practice of using web-based platforms (or mobile) to build online communities where people share common interests or activities. The most common social networks are: Facebook, LinkedIn, Twitter, Pinterest just to name few.

- Evaluate your past successes and failures.

- Be genuine, figure out your budget.

2.9 GLOSSARY

- Ad Extensions – Additional pieces of information that can be added to Google Adwords ads, including reviews, address, pricing, callouts, app downloads, sitelinks, and click-to-call.

- Adwords (Google Adwords) – A Google owned program used by advertisers to place ads on Google search results pages, Youtube, and Google ad network sites. Adwords is the primary platform for PPC advertising.

- Adsense (Google Adsense) – A Google platform allows websites to earn money by publishing Google network ads on their website.

- Banner Ad – A popular type of digital image ad that can be placed across various websites.

- Business Manager – A Facebook platform that allows marketers to manage multiple pages and ad accounts in one central location.

- Buzzword – A trendy word or phrase used more to impress than explain.

- Campaign – A series of advertising messages that share a theme, and market a product or service. In the context of digital marketing, campaigns can be run through search and display network advertising platforms (i.e. Google, Bing), social media, email, or other online platforms.

- Content – Any form of online media that can be read, watched, or provides an interactive experience. Content commonly refers to written materials, but also includes images and videos.

- Digital Marketing – A catchall term for online work that includes specialized marketing practices like SEO, PPC, CRO, web design, blogging, content, and any other form of advertising on a internet-connected device with a screen.

- Domain name - Location of an entity on the Internet.

- Email marketing -The promotion of products or services via email.

- Keyword marketing- Putting your message in front of people who are searching using particular keywords and key phrases.

- Pop-up ad- An ad that displays in a new browser window.

- SEO- The process of choosing targeted keyword phrases related to a site and ensuring that the site places well when those keyword phrases are part of a Web search.

- Social networking- The process of creating, building, and nurturing virtual communities and relationships between people online.

- Viral marketing – Marketing phenomenon that facilitates and encourages people to pass along a marketing message.

2.10   CHECK YOUR PROGRESS

Descriptive type questions-

a)   Explain what is digital marketing?

b)   Explain what is SEO?

c)   Explain what is a keyword in digital marketing? How important is it from the point of SEO?

d)   List out some of the useful online marketing tools.

e)   In what segments you can categorize digital marketing?

Objective type questions-

a)   Which of the following is not a type of digital marketing activity?

[A] e-marketing. [B] Social marketing. [C] Print advert   [D] Internet marketing.

b)   An advertising model used in which advertisers pay their host only when their sponsored ad or link is clicked, is called:

[A] Search Engine Optimization (SEO).   [B] Contextual Advertising.

[C] Digital Asset Optimization (DAO).   [D] Pay Per Click (PPC).

c)   This attempts to improve rankings for relevant keywords in search results by improving a website's structure and content:

[A] SEM.   [B] SEO.   [C] SST.   [D] SFA.

d)   A form of marketing communications that uses Internet-based resources for the purpose of advertising, delivering messages to drive traffic to a website ('click-through rate') and also encourage trial, purchase, or repeat-purchase activity is called:

[A] Search marketing.   [B] E-mail marketing.

[C]Internet advertising.   [D] Social web marketing.

e)   A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called:

[A] Search marketing.   [B] E-mail marketing.

[C]Internet advertising.   [D] Social web marketing.

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2.12   SUGGESTED READINGS

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- Digital Marketing for Dummies By Ryan Deiss and Russ Hennesberry, 2017.

- Become a Content Brand: Build a Team, Own Your Audience, & Create Video Your Customers Will Love by Chris Carter.

- Content Marketing: Proven Strategies to Attract an Engaged Audience Online with Great Content and Social Media to Win More Customers, Build Your Brand and Boost your Business by Gavin Turner.

- "Start with Why" by Simon Sinek.

- "All in Startup" by Diana Kander.

- Digital Minimalism: Choosing a Focused Life in a Noisy World by Cal Newport.

- Dreyer's English: An Utterly Correct Guide to Clarity and Style by Benjamin Dreyer.

UNIT- 3

DIGITAL ECOSYSTEM

3.1   INTRODUCTION

A digital ecosystem consists of all hardware devices, program files, and data files, that a user needs to process data. Digital ecosystems encompass both ICT services and digital infrastructures, and their interactions with their surroundings. Prime challenges in such systems are the lack of coordinated engineering and management which, if not properly handled, can threaten the trustworthiness of the overall system. A holistic view of services and infrastructures is required, focusing on the relationships and dependencies between communication networks, data storage, service provisioning, management of services and infrastructure.

New ICT-solutions are not created from scratch, but are based on building upon a large number of existing and evolving systems and services- 'systems of systems'. Since, the sub-systems are not under any centralized control and exhibit emergent features, the term 'digital ecosystems' was proposed to describe such systems. Digital ecosystem is a metaphor inspired by natural ecosystems to describe a distributed, adaptive, and open socio-technical system. A wide range of individuals and organizations use and provide data, content and services to the digital ecosystem, as shown in Figure 1. Such systems are ideally characterized by self-

Figure 1: Types of actors and interactions in digital ecosystems.
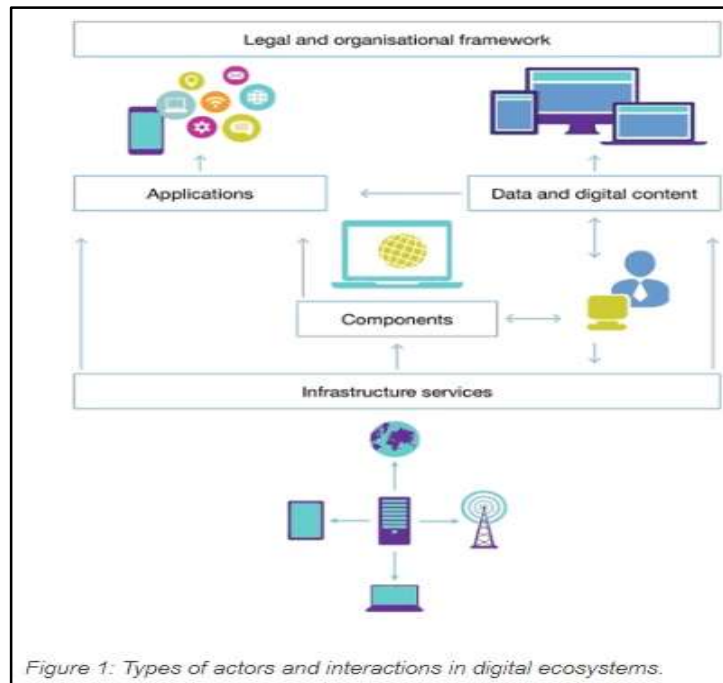
organization, autonomous subsystems, continuous evolution, scalability and sustainability, aiming to provide both economic and social value. On the other hand, as these systems grow organically, it also opens them up for a number of threats to the overall dependability and thus trustworthiness of the system.

There are three partly related variants of digital ecosystems: software ecosystems, data-oriented ecosystems, and infrastructure ecosystems.

Software Ecosystems-

Software ecosystems are "a set of businesses functioning as a unit and interacting with a shared market for software and services, together with relationships among them." These relationships are frequently underpinned by a common technological platform and operate through the exchange of information, resources, and artifacts". For instance, within open-source systems (OSS), hundreds of thousands of co-evolved software 'components' are freely available. Their quality and documentation are rather variable. Yet, OSS components are integrated into many applications, and some also contribute back. Traditional customers – such as municipalities –

cooperate to provide improved e-services for their inhabitants. And end-users, even children, are becoming developers of components for the potential use of others.

Data-Oriented Ecosystems-

In recent years, an increasing amount of data and meta-data has been made available for common use, representing the basis for an ecosystem of services being developed based on the shared online data. Of particular interest is the explosion of linked open data that makes it possible to access, interpret, and share heterogeneous and dynamically changing data across the web with limited knowledge of how the data was produced. Since applications don't need to have any ownership to this data or to have access to an appropriate infrastructure for local management of large-scale data, the provision of linked open data enables a new breed of data-driven applications, which are more cost-effective to develop and can combine data in new and innovative ways. Moreover, anyone can contribute to the total data model by publishing their own definitions, making sure that the data model is dynamically adapted and is relevant for outside use. It is in the nature of such data to be both heterogeneous and distributed. This creates new challenges, as this data often cannot be transferred owing to volume or legal constraints.

A variant of data-oriented ecosystems are content ecosystems - networks that deal with creation and sharing of artistic or intellectual artifacts. The web allows for highly visual and multimodal interactions, and these interactions will become represented through richer means.

Infrastructure Ecosystem-

The third eco-system, and critical with respect to trustworthiness, is the ICT infrastructure ecosystem. It consists of a huge number of interconnected networks, computing and storage facilities owned and operated by a number of autonomous market actors. In addition, it has infrastructure services, such as positioning, and infrastructure information, such as maps, that a range of end user services rely on. The organization of these systems is mostly based on bilateral commercial agreements between market actors, and hence, it is a techno-economic eco-system rather than an engineered system. There may be regulations that put requirements on these systems and their interworking, but these are of a general kind.

To address the trustworthy application of combined digital content, software and infrastructure ecosystems, there must be substantial and concerted improvements of the state-of-the-art in five traditionally unrelated and partially isolated research areas:

- Open innovation

- Software engineering

- Enterprise architecture and enterprise modelling

- (Big) Data management

- Quantitative modelling of ICT infrastructure.

In complex digital ecosystems, such as those underlying Smart Cities or Smart Grids, aspects from all of these areas interplay, and to understand how to design, implement, manage, and operate trustworthy systems on top of the digital ecosystem; we need to be able to look at the different aspects in concert.

3.2 OBJECTIVES

After successful completion of this unit, you will be able to-

- Understand Digital Ecological Approaches.
- Know digital business ecosystems.
- Know digital publicity platforms.

3.3 APPROACHES TO DIGITAL ECOLOGY

Introduction and utilization of the concept digital ecosystem instigate the development of digital ecology. A digital ecosystem is a distributed, flexible, adaptive, amenable socio-technical system with features of self-organization, self-operation, scalability and sustainability, motivated by the concept of natural ecosystems.

Specialization of the concept digital ecosystem brought forth digital health ecosystems, digital service ecosystems, digital transportation ecosystems and digital business ecosystems. The latter are defined as combinations of digital systems used in the business, the people that interact with them, and related business processes and technology environment. A digital business ecosystem emerges in coupling of digital business ecosystems to the socio-economic system of its users.

Ecological Approach as a New Methodology for Information Studies- Let us consider information ecology as a methodology for information studies. It will allow us to understand what progresses could be achieved based on this methodology and what opportunities can be gained in applications.

The Concept of Information Ecology-

As usual, the definition for a new terminology is necessarily needed first so that the understanding and the application of the terminology in the future can be precise as well as reliable. The definition of information ecology shall, of course, keep the spirit of the definition of the general ecology.

Information ecology is a holistic study of information processing systems in the context of their surroundings by explicating patterns of, processes in and interrelationships between these systems and their components in the context of their environment.

The efficacy of this definition is demonstrated by application of ecological principles in other areas, such as plant ecology, animal ecology and other kinds of ecology.

Defining information ecology, we do not define information or information processing because the definition of information and information processing belongs to Level 1 of information studies, while information ecology is Level 3 of the information studies.

From the perspective of scientific research, there are two basic approaches to the studied phenomena—reductionism and holism. The major feature of reductionism is dividing a complex system into elements and reducing the theory of the system to the theory of its elements. Holism goes in the opposite direction assuming that basic properties and functioning of a complex system cannot be deduced from the properties and behaviour of its elements.

Ecological theory in general and information ecology in particular base their studies on holistic approach because relations, connections and processes uniting separate elements in an integrated system produce synergy making the whole system irreducible to its elements. Ignoring these regularities of system science can cause various misconceptions and result in waste of time and energy in human society.

Information Ecology as a Research Model-

A critical issue of any research in general and information studies, in particular, is correct selection of an adequate basic structure for representation, modelling and exploration of the research domain. An important innovation of information ecology is the introduction of the triadic structure "subject–object-interaction" as the basic system of information studies. This structure is described in Figure.
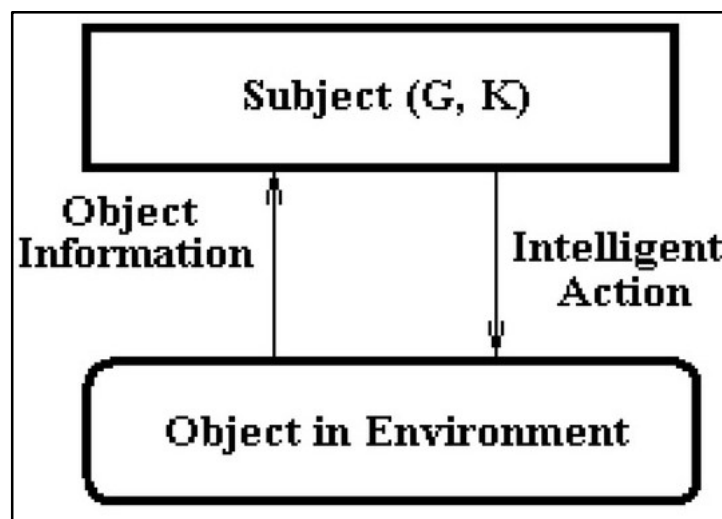
The structure "subject–object-interaction" consists of three components:

- Subject can be any intelligent system possessing knowledge and goals and treated from the information perspective although the most typical, most characteristic, and thus, the

- most meaningful, subjects are human beings who have complex goals and enough knowledge.

- Object can be any information processing system imbedded in its environment.

- Interaction consists of processes that go between the Subject and the Object.

3.4   DIGITAL BUSINESS ECOSYSTEM

The term of the business ecosystem was introduced in 1993, by J. R. Moore (1993) to describe how the economic community works. Business ecosystem is defined as a large number of loosely interconnected participants who depend on each other for their mutual effectiveness and survival. Business ecosystem has been popularly discussed since the 2000s, especially by the boost of the internet. Along with the internet, the term digital ecosystem was introduced, a digital business ecosystem is defined as 'constructed when the adoption of internet-based technologies for business is on such a level that business services and the software components are supported by a pervasive software environment, which shows an evolutionary and self-organizing behaviour'. The digital ecosystem has been applied to present the IT infrastructure or the software platform.

Business ecosystem is popularly used to investigate a complex social system with the business perspective, and particularly contributes to the understanding of actors and their relations in the innovation research. However, the aspect of business ecosystem modelling is limited discussed in the literature, although the importance has emerged significantly in recent years due to the emphasis on cross-disciplinary research and digitalization with artificial intelligence.

Digital Business Ecosystem as a free, open source and distributed software platform, based on internet technologies, has enabled entrepreneurs specifically the small and medium entrepreneurs to create integrate and provide products and services more efficiently and effectively. The impact of this ecosystem on the business enterprises across the sectors is so fast and central that it has significantly changed almost all the paradigms of the entrepreneurship process. Aware of this colossal impact, economies all over the world are providing favourable policy framework support to facilitate the establishment of this ecosystem so that it becomes easier for the entrepreneurs to transform their business operations on the digital platforms

3.5   DIGITAL PUBLICITY PLATFORMS

Three terminologies for ecosystems are most commonly used in management, and organization science research, which also divide the field into three broad streams, as found by Jacobides et al. (2018): "business ecosystems", "innovation ecosystems" and "platform ecosystems". The three streams differ in their focus of the research but share the common understanding of ecosystems as a group of interdependent, but loosely coupled firms.

Moore defined business ecosystems as companies with "co-evolving capabilities around a new innovation" in a cooperative and at the same time competitive way. This broader definition has since been widely maintained, with Teece defining business ecosystems as "the community of organizations, institutions, and individuals that impact the enterprise and the enterprise's customers and suppliers". There is still incertitude as to where exactly the boundary has to be drawn that separates the entities within from that outside of a specific ecosystem. However, this definition also entails that a business ecosystem is constituted relative to a particular firm – with different firms that are not operating in the identical ecosystem even when they are offering similar services or products.

In some of the definitions of business ecosystems, the term "platform" is already mentioned, as in the conceptualization of Autio and Thomas. This already indicates how closely the idea of a platform is related to ecosystems. Ecosystems are the more generic concept, of which platform ecosystems are one typical instantiation: Many ecosystems, such as the Apple iOS ecosystem, have at their core a platform that structures and orchestrates the complementors and partners. The term "platform ecosystem" is likely to be most conventional in IS, shaped, for example, by the work of Tiwana on ecosystems around software platforms. The designation "platform" originates from the product development or engineering disciplines, and has since enjoyed similar popularity as the term "ecosystem", with further adoption in fields such as (industrial) economics.

A common platform strategy is to use public relations communications and the courts to delay, deny or to deflect public criticism. When confronted with proposed or implemented changes in laws aimed at curtailing platform practices, these companies highlight their commitments to public values.

Modern digital platforms-

Modern digital platforms are distinguished by their use of digital technologies for binding, coordinating, and implementing methods for linking multiple suppliers and consumers or citizens using their data. The dominant market positions achieved by Google, Facebook, Amazon and Twitter are echoed by Tencent, JD.com and Alibaba, Baidu, YouKu and QQ.com, and Weibo in the Chinese market. These developments are widely attributed to the 'intelligent' capabilities of machines, market entry by companies that disrupt older 'single sided' business models, and the scale of globally distributed end-users of platforms. The platform strategies enable datafication, information circulation and commodification, constituting key elements of 'platformization'. When the interests of governments and civil society stakeholders in the platform society do not align with the platform's ambitions, then behavioural and or structural remedies are considered.

The platform companies are continuously seeking to strengthen and diversify their revenue streams by exploiting global, regional and local markets. In the international rule-based system

that facilitates trading relationships, they can organize their operations with relatively little regard for national boundaries, although they face specific national constraints in China and, increasingly, in other national jurisdictions.

3.6   POINTS TO REMEMBER

- A digital ecosystem consists of all hardware devices, program files, and data files that the user needs to process data. Digital ecosystems encompass both ICT services and digital infrastructures, and their interactions with their surroundings.

- Software ecosystems are "a set of businesses functioning as a unit and interacting with a shared market for software and services, together with relationships among them."

- A variant of data-oriented ecosystems are content ecosystems - networks that deal with creation and sharing of artistic or intellectual artifacts.

- It consists of a huge number of interconnected networks, computing and storage facilities owned and operated by a number of autonomous market actors.

- A digital ecosystem is a distributed, flexible, adaptive, amenable socio-technical system with features of self-organization, self-operation, scalability and sustainability motivated by the concept of natural ecosystems.

- Information ecology is a holistic study of information processing systems in the context of their surroundings by explicating patterns of, processes in and interrelationships between these systems and their components in the context of their environment.

- Digital Business Ecosystem as a free, open source and distributed software platform, based on internet technologies, has enabled entrepreneurs specifically the small and medium entrepreneurs to create integrate and provide products and services more efficiently and more effectively.

- A common platform strategy is to use public relations communications and the courts to delay, deny or to deflect public criticism. When confronted with proposed or implemented changes in laws aimed at curtailing platform practices, these companies highlight their commitments to public values.

3.7   GLOSSARY

- Ecosystem: An ecosystem is a large community of living organisms (plants, animals and microbes) in a particular area. The living and physical components are linked together through nutrient cycles and energy flows. Ecosystems are of any size, but usually they are in particular places.

- Digital Ecosystem: A digital ecosystem is a group of interconnected information technology resources that can function as a unit. Digital ecosystems are made up of

- suppliers, customers, trading partners, applications, third-party data service providers and all respective technologies.

- Software Ecosystem: Software ecosystems are "a set of businesses functioning as a unit and interacting with a shared market for software and services, together with relationships among them."

- Infrastructure Ecosystem: It consists of a huge number of interconnected networks, computing and storage facilities owned and operated by a number of autonomous market actors.

- Digital Ecological: "A closed set of digital and non-digital artifacts and a user acting as nodes of a network where its boundaries are specified by an activity and the structure and patterns of organization are either user and/or designer defined.

- Digital Business: Digital business is the creation of new business designs by blurring the digital and physical worlds.

- Information Ecology: Information ecology is a holistic study of information processing systems in the context of their surroundings by explicating patterns of, processes in and interrelationships between these systems and their components in the context of their environment.

- Digital Business Ecosystem: Digital Business Ecosystem as a free, open source and distributed software platform, based on internet technologies, has enabled entrepreneurs specifically the small and medium entrepreneurs to create integrate and provide products and services more efficiently and more effectively.

- ICT: All kinds of electronic systems used for broadcasting telecommunications and mediated communications.

3.8   CHECK YOUR PROGRESS

Descriptive type questions-

- What is Digital Ecosystem?

- Define the term Digital Business Ecosystem.

- What is Software Ecosystem?

- Discuss in brief about the approaches of Digital Ecology.

- Discuss the modern Digital Platform?

- Discuss in brief about the two basic approaches.

- Discuss the importance of ICT.

- Explain the different types of Digital Ecosystem.

Fill in the blank type questions-

- A digital ecosystem consists of .....

- ..... is dividing a complex system into elements and reducing the theory of the system to the theory of its elements.

- The platform strategies enable datafication, information circulation and commodification, constituting key elements of .....

- Digital Business Ecosystem as a free, ... and ..... software platform.

- ..... Networks that deal with creation and sharing of artistic or intellectual artifacts.

- Answers-

- [a] all hardware devices, program files and data files [b] Reductionism [c] platformization [d] Open source, distributed [e] Content ecosystem

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3.10   SUGGESTED READINGS

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UNIT- 4

CONTENT MARKETING

4.1 INTRODUCTION

Content marketing is a marketing technique of creating, distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action. The keyword here is "valuable." It's what changes this definition from one that could be described by almost any form of advertising or marketing. You can tell if a piece of content is the sort that could be part of a content marketing campaign if people seek it out, if people want to consume it, rather than avoiding it. Some popular mediums of content marketing are-

WebPages- What's the difference between a normal webpage and a webpage that is content marketing? Consider the Beginner's Guide to SEO from Moz, a provider of SEO related tools and resources. This resource, offered for free, has been viewed millions of times, bringing in countless customers who otherwise might never have stumbled across Moz and the services

they offer or take a look at a case study from the design firm Teehan+Lax. Most case studies are boring. Their case studies are fascinating. That's the difference between simply putting content on your website, and content marketing.

Podcasts- Michael Hyatt, author of the best-selling book Platform: Get Noticed in a Noisy World, practices what he preaches. His "This is Your Life" podcast is downloaded 250,000 times each month. As Hyatt elaborates on his blog post 4 Reasons You Should Consider Launching Your Own Podcast, "A podcast gives you visibility in a completely different world-primarily iTunes. I have had scores of new people say they had never heard of me until they stumbled onto me in iTunes." Hyatt gives valuable information and advice in his podcast--all for free. But that podcast leads to more sales of his books, signups for his courses, and requests for him as a speaker.

Videos- Gary Vaynerchuk is a master of content marketing using online video; just take a look at his YouTube channel. He got his start creating videos to promote his family's wine store and through those videos and other online marketing he eventually grew it to a $45M empire. Videos and podcasts are a largely untapped form of content marketing because people think it's expensive and hard. But with the falling cost of professional grade equipment creating high quality video and audio content is easier than ever. Amateur video content marketing has been used to sell blenders, launch new dental products, and market Hong Kong visa consulting services. What video could you throw together for your company that might change your fortunes overnight? It might be easier than you think.

Books- Like movies, people often think of books as selling themselves, but savvy marketers don't sell books just to sell books, they sell books as marketing tools. Michael Port's sales manual Book Yourself Solid is a great read for entrepreneurs, salespeople, and marketers, and while I'm sure Port enjoys selling his book, the book is a tool for driving customers to his coaching and speaking services. Although, with self-publishing it's easier than ever to publish a book, there is still the perception that it's difficult and that only reputable professionals can publish a business book.

4.2   OBJECTIVES

After successful completion of this unit, you will be able to-

- Understand content marketing for lead generation, brand awareness, support selling and thought leadership.

- Know about the impact of subtle marketing of content marketing on consumer decisions.

4.3   CONTENT MARKETING STRATEGY

Steps in developing Content Marketing Strategy are-

Step1. Set Your Mission and Your Goals

Step2. Establish Your KPIs

Step3. Know Your Audience

Step4. Assess Your Current Position

Step5. Figure Out the Best Content Channels

Step6. Decide on Content Types

Step7. Identify and Allocate Resources

Step8. Create a Content Calendar

Step9. Create Content

Step10. Distribute and Market

Step11. Measure Results

Facebook-

This is easily the largest social networking site in the world and one of the most widely used. Facebook was perhaps the first that surpassed the landmark of 1 billion user accounts. Apart from the ability to network with friends and relatives, you can also access different Facebook apps to sell online and even market or promote your business, brand and products by using paid Facebook ads.

Recently Facebook has lost the trust of millions of its users by allowing 3rd parties to access over 87 million users personal data. This is a massive breach of trust and has created a feeling of unrest amongst the social media platform's audience. So much so that there is now a #deletefacebook campaign where people are completely removing themselves from Facebook and using other networks instead. If you're concerned about what Facebook is doing with your data, then why not check out my guide on alternatives to Facebook, and see if there's a better place for you to interact with family and friends. Numbers of active users per month: 1.59 billion approximately.

WhatsApp-

Despite having been acquired by Facebook in 2014, this instant messaging platform exists as an independent entity. It arrived on the scene much later than Facebook, but has been able to capture the imagination of millions of people across the world by giving them the ability to communicate and share instantly with individuals and groups. WhatsApp's call feature is just the icing on the cake! **Number of active users per month: 1 billion approximately.**

WeChat-

This is an all-in-one communications app for messaging and calling (similar to WhatsApp) that enables you to connect with the people of your choice. It was also developed by Tencent in China and can easily work alongside QQ. As per the BI intelligence report, the number of WeChat users is fast catching up with the number of WhatsApp users. **Number of active users per month: 697 million approximately.**

Instagram-

Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app enables you to capture the best moments of your life, with your phone's camera or any other camera, and convert them into works of art. This is possible because Instagram allows you to apply multiple filters to your photos and you can easily post them to other popular social networking sites, such as Facebook and Twitter. It is now part of the Facebook empire. **Number of active users per month: 400 million approximately.**

Twitter-

This social networking site enables you to convey your message to the world through posting short text messages (called tweets), containing a limited number of characters (up to 280). With the growing craze for online shopping, Twitter also makes it possible to promote your businesses and even shop directly through tweets. **Number of active users per month: 320 million approximately.**

Google+

Owned by the tech giant Alphabet (Google), this interest-based social networking platform enables you to stay in touch with people by sharing messages, photos, videos, useful links to sites and so on. It also extends support for video conferencing through Hangouts and allows businesses to promote their brands and products through Google+ business pages. **Number of active users: 300 million approximately.**

Skype-

Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows you to connect with people through voice calls, video calls (using a webcam) and text messaging. You can even conduct group conference calls. And, the best part is that Skype-to-Skype calls are free and can be used to communicate with anyone, located in any part of the world, over the internet. **Number of active users per month: 300 million approximately**

LINE-

LINE is a globally available messaging social network that enables you to share photos, videos, text messages and even audio messages or files. In addition, it allows you to make voice and video calls at any time of the day. **Number of active users per month: 215 million approximately.**

Snapchat-

This is an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out live stories that are happening around the world. **Number of active users per month: 200 million approximately.**

4.4   MARKETING BUDGET AND MEASUREMENT

A marketing budget can be defined as marketing plan evaluated in terms of costs. Marketing budget can be understood an estimated amount of cost that will be required to promote products or services. Marketing budget is generally part of a marketing plan and crucial part of the marketing process. It includes all promotional costs like advertising and public relations, employing staff, office costs and other expenses included for marketing. This budget is created to estimate the costs necessary for growing a business. A marketing plan is a detailed roadmap that outlines your marketing strategies, tactics, costs and projected results over a period of time. The marketing plan and budget keeps your entire team focused on specific goals – it's a critical resource for your entire company.

Some statistics have shown that up to 85% of small- to mid-size companies operate from a budget only- without a written plan to accompany it. This explains why so many marketers are tactically focused – they're figuring out how to spend a defined budget, instead of thinking about goals and strategies. Writing a marketing plan is a time-consuming exercise, but it forces you to think through your strategies and relevant tactics. A good marketing plan typically includes:

- Financial goals

- Positioning strategy

- Brand strategy

- Product/service overview

- Detailed goals by product, distribution channel &/or customer segment

- Sales plan

- Major marketing campaigns

- Detailed budget

- Dates to review progress.

4.5   IMPORTANCE OF MARKETING BUDGET

Most of the businesses have tough time in predicting promotional and marketing costs. Generally, high marketing budgets are kept when new products or services are launched in the market as companies have to spend on advertising. Percentage method is used for predicting budget, i.e. marketing budget is set according to percentage of sales or profit. It is critical resource for entire company because failure to properly estimating cost can lead to various problems.

Some statistics have stated that 85% of the small to mid size companies just operated on budget without any specific marketing plan. That's why so many marketers are focused on tactically preparing marketing budget. Budgeting is a difficult process and many companies rely on their last year's spend as a base in estimating the budget. Marketers also use ROI to prepare the appropriate budget.

How to prepare Marketing Budget?

It takes time to develop a good marketing plan and budget, but it's important because it ties all of your activities to tangible goals. It's also a great opportunity to focus on the future, generate new ideas, and inspire your team. Even a simple plan is better than none, but when you invest more effort upfront, you'll have a better roadmap toward your goals.
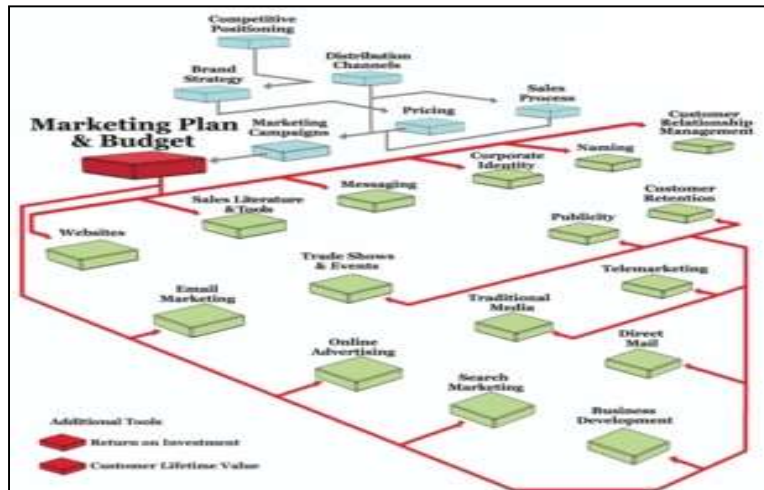
4.6 MARKETING BUDGET KEY CONCEPTS

Design your plan to achieve the goals that you define-

Quantitative (numeric) goals such as total revenue, profit, number of customers, units sold, and breakdowns by product or channel as needed. Strategic goals — for example, you may want to expand into a new market with a new distribution channel, or you may need to reposition your brand to reflect a change in your business.

Emphasize your positioning in the marketplace-

Your positioning strategy defines how you'll differentiate your offering from those of your competitors. Your brand strategy defines what you stand for and how you'll communicate with the market.

Develop a marketing budget-

Budgeting can be a difficult process. Many companies just estimate, or base their budget on last year's spending. An estimate is better than nothing, but if you've defined your major campaigns and needs, you can develop better numbers. You also use ROI to determine the appropriate total budget for your marketing efforts.

Marketing Budget Measurement

When meeting potential clients, we always have to ask the dreaded question: "What is your marketing budget?"Typically, we get a blank stare and a shrug...and that's okay! Unless you're a marketing expert, most people don't think about how much money goes into a steady marketing campaign.

A good marketing agency won't try and sell you on what you can't afford, but try and figure out what will work best for your situation. All companies are different and have individual

needs, but we have figured out a simple way to get your business on the right track for planning your marketing budget.

Calculating Revenue-

One of the first steps to figure out your marketing budget is to establish your total revenue. Talk to your CFO, financial department, or accountant and figure out your gross revenue or estimated revenue.


Gross Revenue- Revenue received before any deductions or allowances, as for rent, cost of goods sold, taxes, etc.

Estimated Revenue- Amount of earnings projected for a given accounting period. This calculation can be important for a number of financial activities including estimating taxes due, budgeting, and issuing statements to shareholders and interested members of the public.

Company Size-

Are you a new up-and-coming company or an older, established company? Typically new companies are truly the ones that need to push their marketing. They are trying to establish their brand and gain loyal customers.
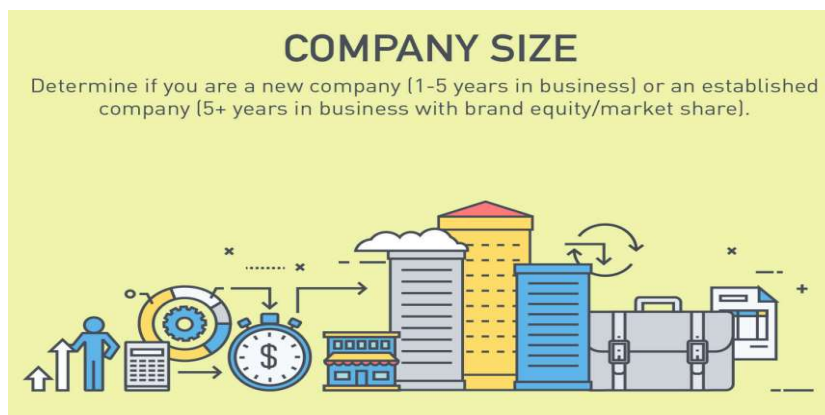
Established companies, while they should always be marketing, don't have to push as hard; customers know their name and will purchase without even giving it a second thought.

Marketing Budget Allocation-

For those new companies, at least 12%-20% of your gross revenue should be allocated to marketing. That seems like a lot, doesn't it? Especially for a smaller company!
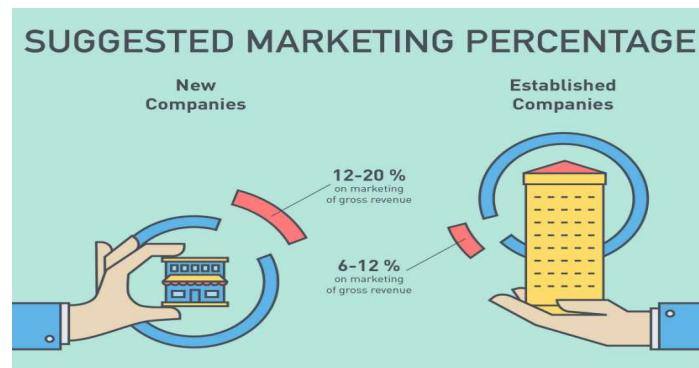
Well, think about it this way: You have this amazing new product or service – a major game-changer in your industry. But, no one is buying. Why? Well, probably because they have no idea it's even a real thing yet. Word of mouth only does so much, and new companies need to take their business to the next step. Marketing should be a major focus of these young companies; not only does it bring in new customers and leads, but establishes your brand in the industry. Once your brand is established, you can definitely discuss bringing down your marketing budget.

Marketing Budgets for Established Companies-

For established companies, at least, 6%-12% of your gross revenue should be allocated to marketing. But why so little compared to those little companies? As previously mentioned, established brands don't need to market as heavily. They have their loyal customers that really aren't going anywhere. While they still need to market, they certainly don't need to allocate as many resources as a small company. For our example, our small company with a revenue of **$100,000** has decided to allocate **15%** of their gross revenue to marketing. By taking our revenue (100,000) and multiplying it by our marketing percentage (.15), we have come to a marketing budget of **$15,000** for our accounting period.

4.7   POINTS TO REMEMBER

- Make adequate research about competitor's strategies and user intent.
- Confirm all social profiles are well built with adequate bios.
- Most importantly, the most story live should engage people, solve a drag, and encourage them to require an action.

- Content Marketing may be a process. Content marketing is that the ability to supply enough quality content to support other marketing strategies likes inbound marketing. Content marketing must reinforce or change behavior. Otherwise, it's just content.

4.8   GLOSSARY

- Agile- Having the ability to move quickly in the world of content creation is a necessity for inbound marketers.

- Analytics- Making use of analytics is the only way you'll have insight into which content is working or falling flat.

- Blogging- Blogging is a core component of content marketing, driving site traffic, quality leads, and establishing your position as a thought leader in your industry.

- Copywriting- Copywriting is one of the most essential elements of effective online marketing.

- Cost Per Click (CPC) - An online advertising model where a company pays for each click instead of paying by the number of impressions.

- Landing Page- A page on a website designed to receive visitors directly from organic or paid links on other online channels.

- Promotion- Any type of marketing communication that aims to inform or persuade a target audience of the merits of a company, product, or service.

- Quality- In terms of content, quality refers to any content that is original, well written, concise, and delivers value to the target audience.

- SEO (Search Engine Optimization) - SEO covers all strategies that are aimed at making a website easier for search engines to index and rank.

- Storytelling- Storytelling in content marketing is a powerful way of writing that includes a narrative to help readers identify with a brand and see the benefits of its products or services.

4.9   CHECK YOUR PROGRESS

Descriptive type questions-

a)   What is content marketing?

b)   How do we convince the management team that content marketing works?

c)   How does marketing without talking about or promoting our product/service help us create leads and sales?

d) How can content marketing help address our target audiences throughout the customer purchase journey?

e) Why are companies using content marketing? What are the benefits?

Objective type questions-

a) Content marketing helps with-

[A] SEO   [B] Brand building   [C] Social media   [D]   All of the above

b) What does CTA mean?

[A] Click through art   [B] Click through amp

[C] Call to action   [D] Call to arms

c) Creating great content is not enough. It needs to be promoted.(True/False)

d) Cornerstone content has a short shelf life.(True/False)

e) The headline is one of the most important elements of a blog post.(True/False)

Answers (Objective type questions)-

[a] All of the above   [b] Call to action   [c] True   [d] False   [e] True

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4.11   SUGGESTED READINGS

- Become a Content Brand: Build a Team, Own Your Audience, & Create Video Your Customers Will Love by Chris Carter

- Content Marketing: Proven Strategies to Attract an Engaged Audience Online With Great Content and Social Media to Win More Customers, Build Your Brand and Boost your Business by Gavin Turner

- "Start With Why" by Simon Sinek

- "All in Startup" by Diana Kander

- Digital Minimalism: Choosing a Focused Life in a Noisy World by Cal Newport

- Dreyer's English: An Utterly Correct Guide to Clarity and Style by Benjamin Dreyer

UNIT- 5
E-MAIL MARKETING- TOOLS AND ACTIVITIES

5.1 INTRODUCTION

E-Commerce changes the way organizations do business. Recognizing the significance of e-commerce contributions to the nation's economic growth, Indian government introduced some solutions to increase the practice of e-commerce and encourage public and private enterprises to adopt it as a tool to be more competitive in global markets. One of the tools is E-mail Marketing. E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fund-raising messages to an audience.

Marketing is the process of attracting customers and building a relationship with them. It includes advertising, press releases and promotional media and activities. E-marketing refers

to communication directed at customers over an array of online media, while email marketing refers to a single web-based tool used in marketing. In this unit, we will learn about email marketing. In addition, we will learn some techniques, and tools to improving a B2B and B2C business using E-mail marketing.

5.2   OBJECTIVES

After successful completion of this unit, you will be able to-

- Define e-mail marketing.

- Understand E-mail marketing and its benefits.

- Understand and apply digital marketing strategies using e-mail.

- Understand various web software's enabled with mail for business model.

5.3   E-MAIL MARKETING

Email marketing is, quite simply, using the tools of email to deliver advertising messages. The vast majority of Internet users have email accounts which allow them to receive an almost unlimited number of messages instantly. As above said, that "Email marketing is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience." Email marketing can also be defined as "Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing."

Email marketing is one sector of internet marketing, which encompasses online marketing via websites, social media, blogs, and more. It is basically direct mail done electronically instead of the traditional postal service.

Types of Email marketing-

a)   **Email Newsletters** – These are regular emails that are sent to a list of subscribers who have chosen to receive updates from a company. Newsletters usually don't have explicit sales messages, but try instead to build a relationship between a customer and a brand. They often have a conversational tone and contain news and information that will be of interest to the customer. The goal is to keep a customer connected to a company even when they are not buying anything.

b)   **Transactional Emails** – These are emails that are sent out after certain actions trigger them. When a customer buys a product or makes a reservation, emails are sent out confirming that transaction. They legitimize online commerce by giving customers a way to prove they have bought something. Transactional emails often also contain new sales messages. Studies have shown that transactional emails are opened 51.3% of the time, while newsletters are only opened 36.6% of the time. Knowing that they have a captive

audience, marketers will often try to insert new sales pitches into emails that are not explicitly for selling.

c) **Direct Emails -** These are used to inform customers about new products, sales and special offers. They provide customers with direct information about products and usually provide a link or another easy way for customers to access the product. They are similar to the coupons, catalogs, and sales fliers that used to be sent through the post office.

Relationship between e-Marketing and Email Marketing-

It might be difficult for learners to differentiate between e-marketing and email marketing. We would like to focus on the same in the following content so that it becomes easy for the learners to understand the difference between the two. In global view, Electronic Marketing (E-marketing) mostly defines a new attitude and modern realistic involvement with marketing of goods, services, information and even ideas via internet and other electronic means.

Email marketing is a great way to get your message across, whether you're a blogger and want to give your readers regular updates or you're a businessman trying to generate more leads. With email marketing, you get your message straight into the inbox of the people those who want to see it. Email marketing gives you the ability to contact your visitors even after they leave your website. We came to know by reviewing literatures about the above subject that many researchers and authors have given an unclear definition about E-marketing, E-commerce, E-business and internet marketing.

E-marketing E-commerce, E-business, and internet marketing are considered to have same meaning with different spellings, which is not correct. Here we would like to clear the concept related to above given terminology. E-marketing has broader scope while internet marketing just refers to internet thing like world wide web (www) and electronic mail. E-marketing include all above plus tools like mobile phones, intranet, extranet, etc. On the other hand, E-business and E-commerce have even broader scope in compare of E-marketing.

E-marketing means using digital technologies such as websites, mobile devices and social networking to help reach your customers, create awareness of your brand and sell your goods or services. E-business and E-commerce is also different terminology as E-business (electronic business) refers to the conduct of business processes on the Internet, whereas E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. In simple terms, E -commerce is e-business but e-business is not only e-commerce.

Advantages of Email marketing-

Most people use email daily, and they check their inbox everywhere: while working out, eating, and even travelling. Email marketing is an inexpensive and easy way to connect with

customers. Email marketing provides a reliable form of communication between your brand and your customers. It's a cost-effective solution to reach customers where they visit every day their inbox. Let's find out the other benefits that make email marketing a smart solution for communicating with audience, finding new customers, and growing your business. There are following other benefits of email marketing:

- **Most of what you invest, you get-** McKinsey & Company is an American management consulting firm. This company did a survey and found out that an e-mail is almost 40 times more effective in helping business acquire new customers than Facebook and Twitter combined.

- **Easy to targeted and personalized content-** Email marketing allows you to segment your customers into different lists based on their preferences to send highly personalized content.

- **Easy to get started-** Email marketing doesn't necessarily require a huge team or reams of technical nous in order to be successful. It's certainly possible to start an email campaign with fancy templates, videos, images and logos. User can start the business campaigns by utilising simple plain text emails, suggesting that the content of an email is the most important thing. Many email marketing platforms offer Drag & Drop Editor, which allows you to create target campaigns, quickly and easily.

- **Low costs-** One of the most obvious advantages of email marketing is its lower cost as compared to the traditional marketing channels. There are no print or postage costs and no fees paid in exchange for exposure on a certain billboard, magazine or television channel. Email marketers might consider investing in specialist software to automate, track, and evaluate their emails. The costs of sending thousands of emails at a time is much lower than what you expect to pay using other marketing channels.

- **Automatic-** E-mail marketing has a tool called an "auto responder". For example, if you want to send a campaign message to your recipients on special days you just create the messages and schedule it.

- **Convenient way to reach an already interested audience-** Email marketing is one of the only channels that consumers ask to receive. Majority of businesses using the platform only send messages to those who have signed up to receive them. This can allow for much higher conversion rates as a business is only targeting those who already have an interest in their brand.

- **Grow your audience-** As a small business, it's not always easy to stand out in a crowded market. Email marketing allows you to build an audience that is interested in hearing from you, without having to pay for other advertising channels.

- **Reach a global audience-** There may be other marketing platform which lets you instantly send a message to thousands of people across the world like social media and help spread the information to a global audience – but there's no telling who's actually reading your content. In this regards the email is the only way to reach a global audience.

- **Get started quickly- A business can start seeing results within minutes of its emails being sent.**

- **Build your brand-** With email marketing, you can strengthen brand recognition with new and potential clients, and extend your reach when people forward or share your message with a friend.

- **Get immediate results-** In the business world, results are arguably all that matters. With this in mind, the main reason that most businesses invest in email marketing is the fantastic return on investment. When you run a small business, every sale, order, or appointment can have a significant impact. With email, you're able to get the results you're looking for right away and easily track how your different email marketing campaigns are performing.

5.4   LIMITATIONS OF E-MARKETING

Undelivered E-mail- These days many ISPs use complex junk-mail filters. So, there is no guarantee that your E-mails are getting into your audience inbox. Also, it is possible that individuals delete an E-mail from someone who is not in their contact list.

E-mail response decay- It's not easy to keep subscribers actively engaged with your company in the long-term.

Render ability- Generally it has observed that many subscribers may want a message with "unsecured" items such as color, graphics and links that not all browsers will support them. Finally, your recipient will instantly close the window and the ultimate objective of marketing strategist will not be completed.

E-mail Overload- When an E-mail gets through to the consumer, there may be so much E-mail that needs to be looked and analyze at sometimes. It is tough task for the businessman to distinguished between solicited and unsolicited E-mail, as well spend the time to read and analysis the mail.

5.5   HOW TO CHOOSE THE BEST E-MAIL MARKETING SERVICE?

Choosing the right email marketing service that fits your needs is important for your business. Just because an email marketing company is popular doesn't always mean that it's the best solution for your needs. It's easy to get overwhelmed with different choices since there are

dozens of email marketing solutions on the market. Here are a few basic things you'll need to focus on when choosing an email marketing service:

- **Ease of use**: It's important that the email marketing service you choose is easy to use and works with your business.

- **Automation**: Almost all services out there allow you to automate your email campaigns, but each one does it in a different way.

- **Pricing**: Obviously, the tool you choose must fit your budget.

  Some renowned email service providers and its features-

- **Constant Contact-** Constant Contact is the most prominent email marketing service for small businesses. It comes with tons of customizable email templates that help you get a promising beginning. Constant Contact offers supreme support with live chat, emails, and discussion forums. They also have a vast library of resources.

- **Sendinblue-** Sendinblue is an email and SMS marketing software designed with simplicity in mind. Even an absolute beginner can easily start creating marketing campaigns without prior knowledge. It is best for beginner's marketers for bulk email service.

- **Drip-** Drip is the perfect solution for an e-commerce vendor who wants to convert visitors into subscribers and customers with intelligent marketing automation. Drip is more than just a typical email marketing service. It lets you have deeper conversations with your customers and send emails at the right time by understanding their purchase intent and behavior. **Drip is best for** e-commerce websites and savvy internet marketers.

- **ConvertKit-** ConvertKit is the trendy email marketing tool for bloggers and publishers. It was built specifically for online creators like bloggers, and YouTubers. With ConvertKit, user can create attractive forms and send custom-tailored emails to individual subscribers. ConvertKit also gives a attractive email automation features for easy to understand for publishers.

- **AWeber-** AWeber is one of the most fashionable services for small businesses. It comes with all the essential tools for email marketing. User can design email newsletters with the drag and drop builder, automate email sequences, and create mobile-responsive signup forms that look attractive on any device. Support options include live chat, phone, and ticket-based emails. AWeber is best for all marketers in general, especially those who're just getting.

5.6   HOW TO START WITH EMAIL MARKETING?

An effective email marketing strategy can be vital for achieving your overall marketing goals. It provides a number of opportunities to marketers looking to expand their audiences. A well-crafted email marketing strategy can help you drive conversions and boost your revenue.

Step-1: Email campaigns

Email marketing is as advertisement tools and as the advertising campaigns; email marketing is broken down into email campaigns. Each campaign is a self-contained unit and has one main goal. A campaign may, and usually does consist of multiple emails sent over a period of time. An example of this could be the announcement of a new feature. A campaign could comprise an announcement email, a reminder email, and a tutorial email.

Step-2: Set up your structure

This is arguably the most important step in your email marketing plan because it forms the foundation for everything that comes hereinafter.

First know who is your audience? As it may be in email marketing the audience will most probably be your customer base. However, if you have number of products, chances are that your audience or customer base consists of many different types of people. This is where personas come in. Define each individual type of persona, with a list of characteristics, demographics, and behavioral patterns.

Step-3: What are your goals?

It is easy to pick a generic business goal like "increase sales" however, you can think of something more specific. Look at your analytics and see which of those numbers can be improved by an email marketing campaign.

Step-4: Create a content strategy

In order to achieve your goals for email marketing, you need to have an idea of what you plan to send. Draw up a list of what you would like to communicate with your customers, and match them up to the goals that you defined earlier.

Step-5: Create your email marketing campaign

If the above given steps have been completed and you have a email marketing strategy, the next step is to develop the content. The content is what forms the core of your communication with your customer. And thus, communication must be clear, engaging, valuable, and built on the foundation of all your strategies. The content will cause the customer to either engage with your brand or not. That is how critical it is to your overall email marketing strategy.

Step-6: Delivery

Once you have focused in on good email marketing software for email delivery, you need to set a schedule for delivery. It is best to strategist to create batches, and keeping in mind

customer time zones. Your marketing automation suite should be able to suggest the best slots for delivery, based on a number of factors and previously collected data.

Step-7: Review the analytics

The next step of email marketing is analysis the running strategy. For this, automated system's dashboard may generate statistics for your campaign. There are certain Key Performance Indicators (KPIs) that you must need to monitor, and which paints a picture of either success or failure of your campaign. KPIs are a useful way for Digital Marketers to set expectations and prove that their work is having a positive impact.

Step 8: Repeat

As is the case with any endeavour, don't expect to get your email marketing campaign perfect the first time around. With luck and a great deal of planning, you can reasonably expect it to be fairly good. However, the true key to cracking a successful email marketing campaign is to keep on innovating and improving, using the insights gleaned from many sources to refine each subsequent time.

5.7   THINGS TO AVOID IN E-MAIL MARKETING

Email marketing is the best way for reaching more people than ever before in business marketing. With a solid email marketing strategy, business owners can convert new customers and stay top of mind with existing customers. But how to make up a solid email marketing strategy, and how to avoid some of the most common mistakes small business owners occasionally commit with their email marketing.

- Not Building Your Database- The first imperative for an email marketing strategy is having people to email. But it should be noted that not to buy email lists by the business owners. Email service providers and customers don't like when you use purchased lists, and the people you end up emailing have no idea who you are. The key to email engagement is by reaching out to those who have in some way expressed that they want to hear from you. Start with a list of your existing email contacts and grow from there. There are many ways to build your email list; you can import contacts from LinkedIn, provide an email newsletter signup field on your website, use the call-to-action button on your Facebook page, and make your customers to around the world.

- Going in Without a Plan- A good strategist never goes for business without a strategy. In email marketing, content strategy is very important. Our content strategists rely on content calendars to map their strategy. A well thought out content calendar keeps your send dates timely and your topics thoughtful.

- Sending Unprofessional-Looking Emails- No matter who you are, when you land in someone else's inbox, you're competing against big companies with money and resources dedicated to email marketing. Your emails need to stand up to the competition. This means you need to send well-written emails that are visually appealing, which includes both the email template you use and the photos or images that you include. Above all, you need to proof everything before you click send.

- Sending Emails at the Wrong Time- As you get your email marketing strategy off the ground, it's important to track your email open rates. If no one is opening your emails, you're wasting your time. One of the reasons behind it that it is not the suitable time to appealing your marketing. Try to find out, what days and times yield the best results for your contact list. Anticipate that result may change over time, so paying attention to your email success rate statistics.

- Ignoring Your Analytics- Ignoring the analysis of customer review such mistake takes point six one step further. It's major thing to see if an email is being opened, but it's another to pay attention to how well emails are doing. What are your subscribers doing once they open your email? Are they clicking your links, or are they unsubscribing? Are you annoying your customer? All these questions and their answers you must be solved so that the strategy could be change.

- Not Using Time-Saving Tools- Time factor is precious to grow any business in the business market. There are so many tools and resources to help alleviate the work that email marketing requires and business strategies can use them to your advantage.

5.8   HOW TO SET UP A BUSINESS E-MAIL?

According to survey research generally a consumer trusts a business email more if it comes from a company-branded email address. So, nailing that professional and approachable email identity is vital to building that vital customer to brand relationship. So how to set up a business email? If you aren't sure how to set up a business account, this section of the unit is for you – fortunately, the process is simple and the associated costs are very manageable.

Register a domain name-

Your domain name plays several roles. It the address that a user will type and see when they visit your site, but it is also going to be a part of your email address; for that reason, the domain name you choose needs to be as close to your brand name as possible. The easiest way to register a domain name is to go use an internet domain registrar or web hosting company.

The easiest way to register a domain name is to go use an internet domain registrar or web hosting company. To do this you can take help from companies like ZOHO or Bluehost to make things easier for you. You to choose domain name should be close to your brand as possible. For example, softsolutions@tech.com might be suitable if your business is making technology-based software.

Decide which email system you want to use-

In general, the hosting or domain provider will direct emails to you via free hosted providers like Gmail or Outlook. For extra features, you may consider paying for a business-specific service like Microsoft Office 365.

Set up multiple mailboxes-

Multiple inboxes mean that everyone in your business can be assigned an email that uses the same domain name, but with their own name as the the prefix. For example: admin@tech.com, help@tech.com

Scale your email marketing with CRM-

Once you're set up with your email addresses and have begun sending and receiving them regularly, you may also want to consider adopting tools to help optimize your user journeys and email sequences. A customer relationship management (CRM) system can work with a number of platforms, including email, to improve the way you can work with your database. Using a database that can also connect phone numbers and other useful information, you can create bespoke email journeys for your users. This is particularly useful in sales and marketing, where you want to be able to track who has been contacted before, but also what messaging they have received.

How to write marketing email?

Whenever an entrepreneur sends an email to client, he must think a favorable response from the client. As an entrepreneur he or she never would like send such email to clients that will not give a response? Or they will never open it, or will open it just to delete it? Maybe you don't even know where your campaigns are going wrong. Whatever emails you're sending, it's critical that you consider what you're trying to accomplish and structure your message and strategy accordingly. Some tips for well-structured writing the email that can give success in campaign are as follows-

[1] Build your subscriber list-

If you already have a long list of emails for clients and prospects, you should never stop adding to it. Especially, since it's not nearly as hard as it sounds. For example, make sure your list is always growing passively with a signup feature on your website. Subscription forms should be

on your home page, blog page and everywhere else you can fit it without taking away from more important content. If the subscriber list has been created, the next critical step is to send your subscribers something. There may many types of business mail possible, but to understand we can classify as follows and also give some tips for writing these business mails.

(a)   Promotional email- An entrepreneur may send the promotional email to the client. The purpose of promotional email is to promote a product or service, usually to entice

Tips for writing promotional e-mail-

- Make the offer clear- Your customers may not take the time to read your email, but if you have a clear offer that's front-and-centre, they won't be able to ignore it. In the promotional email below, there's no question what the deal is.

- Give a sense of urgency- Give customers a reason to act quickly, rather than let the email sit in their inbox. For example, mentioned the dates of the promotion should apparent. Use active language as well.

- Keep it short- Promotional emails don't require a lot of explanation. State the deal, then tell customers how to redeem it before it expires. No need for a lot of flowery words.

customers to make a purchase. Some tips of writing the promotional email.

(b)   Newsletter email: The purpose of Newsletter email is to inform customers about company news, improve brand awareness and build a relationship with your core audience.

Tips for writing newsletter e-mail-

- A newsletter doesn't mean long format- Break the copy in your newsletter into short, digestible and actionable sections of content, copy, images and calls to action.

- Create an easy-on-the-eyes image of the customer- Think of your newsletter like a mini-newspaper. Design simple layout with basic fonts. Don't go crazy with the color scheme.

- Include your contact information in the newsletter- As an entrepreneur you will always want your contact information in an easy-to-find area on the newsletter. The main purpose of your newsletter should not be necessarily to sell, but if your customers are inspired to reach out to you

(c) **Welcome e-mail:** The purpose of Welcome email is to welcome new email subscribers to the family and establish a good relationship.

(d) **Product advice email:** The purpose of writing an advice email is to offer your customers advice on how to get the most from your business or product. At the same time, you establish your authority in the industry. The main difficulty to write a type of email is that it has more information, so your time will go toward writing and proofreading.

(e) **Reorder email:** Such type of email objective is to remind customers that it's time to reorder a certain product. The main advantage is to sending the above types of email are to sells products or services needed on a regular basis.

Tips for writing product advice e-mail-

- Create valuable content- As an entrepreneur write short and valuable content for client. Find the keys subjects to that your customers want to read. Help solve problems they may have or obstacles they may need to overcome.

- Proofread- There is no matter what email you send, but one should proofread it several times. Read it from the bottom up so your brain isn't reading words that isn't there. Take it through an error-check process before sending. Misspellings and grammatical errors make your work less credible.

Tips for writing welcome e-mail-

- **Write in a conversational tone**- A welcome email is like a virtual handshake that accepts a new member into your group. It should be inviting and warm. Show the personal side of your business.

- **Consider offering a reward**- In celebration of a new customer, you could offer a discount or some sort of perk.

- **Remind new users about the benefits**-Thank your new customers for signing up and reinforce their decision to join.

(f) **Testimonial email:** The main objective is to send the testimonial email is to give the message to customer reinforce how valuable your business or product is through customer feedback. But in this process the main difficulty is time to collect testimonials. You may need to be persistent to get customers to give them to you. Some tips of writing

the testimonial email: as- (i) Create an attractive design (ii) Include Open ended questions (iii) Offer more information and more.

5.9   POINTS TO REMEMBER

- E-mail marketing is considered as one of the most effective marketing activities involved in building the brand; improve relationships with customers, getting new contacts and sales promotion company.

- In this digital era, email marketing is the most effective medium for reaching your customers, and an integral part of shaping of your business. It's fast and effective way to send and receive message, both personally and professionally.

- If any businessman wants to open a business, e-mail marketing is an ideal tool for email campaign.

- Using email marketing a business man can target the audience. A market strategist is able to send an email to the exact group of contacts who would be most interested.

- Besides, market strategists can personalize the benefits for each individual. Marketing automation has taken email marketing to the next level where no other medium offers these strengths.

5.10   GLOSSARY

- Attachment open rate- The percentage of people who click to open the attachment you have sent them via email is called attachment open rate.

- Autoresponder- An automated message or series of messages that are triggered when an email is sent to a particular address. For e.g. – An out of office email is an auto-respondent.

- Block- When your emails are stopped from being sent by spam filters or other factors is called email block. This usually happens if you cross daily sending limit of Gmail or send a spammy looking email.

- Bounce Rate- The percentage of emails that don't land in the inbox of your recipients.

- Bulk Mail/Mass email- The process of sending a single email to hundreds of people at a time.

- Cold Email- When an email is sent to someone you don't know for some particular reason.

- Conversion Rate- The percentage of people who complete your desired task through email is called the conversion rate. E.g. When you email them for getting them to sign up for your app and they do, it is a conversion.

- Drip Marketing- When a set of pre-written emails scheduled to be sent to a recipient one after another depending on his behaviour.

- Email Client- A computer application that allows you to use emails from your desktop without logging into a browser is an email client. Outlook is one of the most popular email clients out there.

- Email Phishing- A fraudulent activity performed by scammers where they send mass emails illegitimately through a popular company's name in order to gain personal information like credit card numbers, passwords, etc from unaware individuals.

- Email Queue- As the name suggests, it is a line of all your emails that are to be sent one after another. When you automate an email campaign, all the emails go in a queue.

- Grey Mail- A recipient has opted-in but lost interest in receiving your emails over the time as he lost his interest in the topic itself. When you send your email to them, these emails are known as grey as they don't completely fit in the spam category or legitimate email category.

- Domain Blacklist- There are anti-spam groups that blacklist a domain for sending too many unsolicited/phishing emails. Once a domain has been blacklisted, it has high chances of being treated as a spammer.

- Email Campaign- An email campaign is a series of emails target to achieve one goal. It consists of one primary email and multiple follow-ups after that. These follow-ups are designed differently for different conditions like opened, responded, not opened, etc.

- Email Filter- Email filters are smart filters that make inferences on whether your emails are important, promotional, social update or spam and classify it accordingly.

- Email List- It is a collection of information of individuals usually containing their names, email addresses, workplace, and location. These lists help you with personalization and segmentation.

- Email Marketing- It is the art of using emails to develop and maintain a relationship between leads and clients.

- Email Service Provider (ESP)- Any company that provides you with the service of emails is an Email Service Provider. E.g. Gmail is the most popular email service provider out there.

- Email Templates- A set email already made in order to serve a purpose. There are email templates specifically designed for particular actions.

- Hard Bounce- When the email cannot be delivered due to reasons like an invalid email address, an invalid domain name or if a recipient's email server has completely blocked delivery.

- Newsletter- A bulletin or message regularly sent to the members who opted to receive it through emails.

- Reply rate- The percentage of people that reply to your email.

- Unsubscribe rate (List Churn)- The percentage of people from your list that opt out after you send an email.

- Rendering- Knowing how the email will look in your recipient's inbox after it's sent to the recipient before actually sending it.

5.11 CHECK YOUR PROGRESS

[1] Exercise- Fill in the Blanks

a) Who is known as the father of E-mail?

b) ....is an email sent to a potential customer that has had no prior relationship with you.

c) An **...................** occurs when the email cannot be delivered to the email address you intended to send it to.

d) .... is the process where you slice your user base into segments to send emails your customers want to see.

e) ....feature automatically sends your email on the specified date and time.

[2] Exercise- Multiple Choice Questions

a) Which of the following is not a type of digital marketing activity?

   [a] e-marketing [b] Internet marketing [c] Social marketing   [d] Print advert [Answer]

b) Expand MIME in respect of E-mail?

   [a] Million Instruction Multiple Execution

   [b] Multipurpose Internet Mail Extensions [Answer]

   [c] Multiple Instruction Million Execution

   [d] Multipurpose Information Mail Extensions

c) This is the process of marketing accomplished or facilitated through the application of electronic devices, appliances, tools, techniques, technologies and or systems:

   [a] Electronic marketing. [Answer]   [b] Interactive marketing.

   [c] Interface marketing.   [d] Direct marketing.

d) Which is not a type of Email Marketing Campaign from the following-

   [a] Newsletter   [b] Marketing Offer

[c] Announcement   [d] Make a social contact [Answer]

e)   Which is not a suitable way of growing email marketing list from the following-

[a] Making wonderful email content

[b] Empowering your present email supporters of the offer and forward your messages

[c] Utilize your social media Page to advance distinctive offers

[d] Go door to door to take the email address from customer. [Answer]

f)   Which is not the correct method to measure success of an email campaign?

[a] Open Rate   [b] Click Rate

[c] Subscription Rate   [d] Internet rate [Answer]

[3] Exercise- True /False

a)   Email marketing is used more to acquire customer, rather than retaining them. (True / False)

b)   Responsive design allows for your email to render to multiple devices. (True / False)

c)   Intranet is a company's internal web. (True / False)

d)   After sending emails to the list, Tracking tracks the result of your email campaign and shows you, its statistics. (True / False)

e)   Forward Rate tells about how often people open, read, and then liked your email message so much that they shared it with someone else. (True / False)

f)   Email churn rate is a percentage of users who have left your mailing list within a given period of time. (True / False)

[4] Exercise- Short Answer type Questions

a)   What is email marketing?
b)   How does email marketing work?
c)   How to create an email marketing campaign?
d)   How to create growing E-mail Lists for campaigns?

[1] Answer- Fill in the blank type questions

[a] Ray Tomlinson   [b] Cold Email

[c] email bounce   [d] Segmentation   [d] Schedule email

[2] Answer- True /False type questions

[a] False   [b] True   [c] True   [d] True   [d] True   [e] True

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UNIT- 6
GOOGLE ADWORDS- TOOLS AND ACTIVITIES

6.1 INTRODUCTION

Google AdWords is a service where you can buy ads on Google and its advertising network. Using Google AdWords, you can show your website above, with or without search results from the search engine results pages (SERP). SERP is the page you see when you type a search within Google. Google AdWords, Google's advertising program where advertisers bid on specific keywords so that their clickable ads appear in Google search results.

The AdWords program allows businesses to budget for advertising and pay only when people click on ads. The ads service is very focused on keywords. Businesses that use AdWords can create relevant ads using the keywords for people who search the web using Google's search engine. Google Ads helps your business generate new customers or lead with search ads, network ads, and YouTube ads.

6.2 OBJECTIVES

After successful completion of this unit, you will be able to-

- Know about Google AdWords

- Able to create your Google AdWords

- Know about the various features & tools of Google AdWords

6.3   BRIEF HISTORY OF GOOGLE ADWORDS

History of Google AdWords-

- 2000 – AdWords launches with a total of 350 advertisers.

- 2005 – Google Analytics is launched, based on the technology of a company Urchin, acquired by Google in March 2005.

- 2007 – Google introduces the first video ads to YouTube.

- 2011 – AdWords Express launches.

- 2016 – Google AdWords app launched for iOS.

- 2018 - Google announced a rebranding of Google AdWords to become Google Ads as of July 24, 2018.

What is Google AdWords?

Google AdWord is a paid advertising platform that falls under a pay-per-click (PPC) advertising channel, where you (advertiser) pay per click or per view/impression for the ad. Google Ads are an effective way to drive relevant traffic, or relevant customers, to your business while searching for products and services such as the ones you provide. With Google ads, you can boost your website traffic, get more calls, and increase your in-store visits.

Why Advertise on Google?

Google is the most widely used search engine, gaining 3 billion search queries a day. By now, Google's ad platform has been around for almost two decades, giving it expertise in the paid advertising space. Google is a source used by people all over the world to ask questions answered with a combination of paid ads and organic results. According to Google, advertisers make 500 INR for every 70 INR they spend on Google ads. So, these are the few reasons why you want to consider advertising on Google.

How Google Ads Works?

The Google AdWords auction is focused around keywords –

a) Advertisers choose a list of targeted keywords that are relevant to their business offerings, the keywords that people are most likely to use when searching for their product.

b) They then solicited these keywords, backing up each bid to be willing to pay a Google user to click their ad. This bid, combined with a Quality Score provided by Google depending on the quality of your proposed ad, determines which Google ads appear on the search engine results page.

c) When user click on an ad, the advertiser pays a specific cost (the cost per click, or CPC), which is calculated as per the formula below:

$$\frac{Competitor\,AdRank}{Your\,Quality\,Score} + .01 = Actual\,CPC$$

10.4 GETTING ONTO ADWORDS(ADS)

Google AdWords Terms-

These are some of the common terms used by Google Ads. For using Google AdWords effectively knowledge of these terms is necessary.

[1] AdRank-

Your AdRank determines the placement of your ad. Higher the price, the better your rank, more eyes will come down on your ad, and the more frequently users will click on your ad. Your AdRank is determined by your highest bid multiplied by your Quality Level.

[2] Bidding-

Google Ads is based on a bidding system, where you as an advertiser choose the highest bid price you want to pay for by clicking on your ad. The larger your bid, the better your placement will be. You have three options for bid: CPC, CPM, or CPE.

a)   CPC, or per click, is the price you pay per click for your ad.

b)   CPM, or cost per machine, is the price you pay per thousand ad impressions, when your ad is displayed to 1,000 people.

c)   CPE, or the cost per transaction, is the amount you pay when a person prepares an action for your ad.

[3] Campaign Type-

Before you start a paid campaign on Google Ads, you'll choose between one of the three types of campaigns: search, show, or video.

a.   Search ads are the text ads displayed between search results on Google's results page.

b.   Visual ads always display the image on web pages within the Google Display Network.

c.   Video ads are between 6 and 15 seconds and appear on YouTube.

[4] Click-through Rate (CTR)-

CTR is the number of clicks you receive in your ad as part of the number of views your ad receives. High CTR shows a quality search that fits your search and targets relevant keywords.

[5] Conversion Rate (CVR)-

CVR is a form of submitting forms as part of a complete visit to your landing page. In short, a high CVR means that your landing page shows a seamless experience that matches the promise of the ad.

[6] Show network-

Google ads can be displayed on search results pages or on a webpage within Google Display Network (GDN). GDN is a network of websites that allow space on their Google ad web pages - these ads can be based on text or image ads and displayed next to content relevant to your keywords. The most popular options for display ad are Google shopping campaigns and app campaigns.

[7] Extensions-

Ad extensions allow you to supplement your ad with additional information at no additional cost. These extensions fall under one of five categories: Sitelink, Phone, Location, Offer, or App.

[8] Keywords-

When a Google user writes a query in a search field, Google returns results that match the search intent. Keywords are words or phrases that match the searcher's requirements and will satisfy their query.

a)   You choose keywords based on the questions you want to show your ad side. For example, a researcher who writes "how to clean gums" will see advertisers' results focusing on keywords such as "gum on shoes" and "clean shoes."

b)   Bad keywords are a list of keywords you don't want to match. Google will pull you from the bid with these keywords. Usually, this is related to your target search terms but is outside the scope of what you offer or want to claim.

[9] PPC-

Each click, or PPC, is the type of advertising that an advertiser pays per click. PPC did not specify Google Ads, but it is a very common type of campaign. It is important to understand PPC's understanding and login before starting your first Google Ads campaign.

[10] Quality Score (QS)-

Your Quality Rating measures the quality of your ad by your click-through rate (CTR), the importance of your keywords, quality of your landing page, and your previous performance in the SERP. QS is a deciding factor in your AdRank.

Types of Advertising on Google Ads-

Google Ads offers quite a range of Advertising for businesses. You can choose them to advertise your product on different platforms.
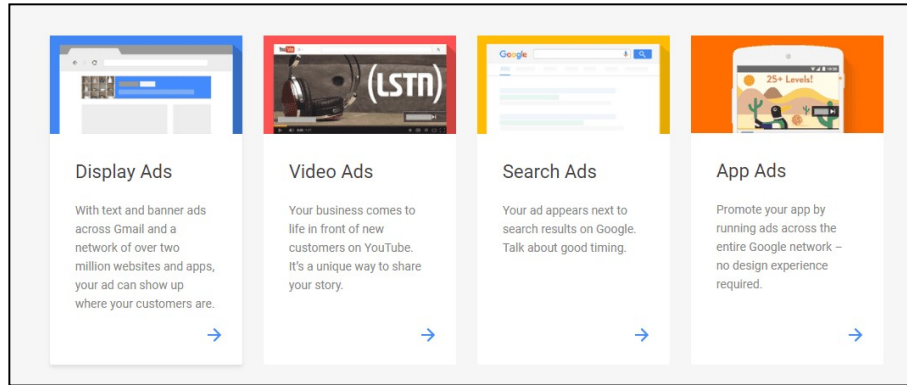
[1] Display/Banner Ads-

Display ads serve as text or banner ads and can appear in Gmail and various websites on the display network. Businesses often use them to recreate non-responsive site visitors. If you have seen an ad on a website, it may have come from a display network. Below are some guidelines, based on when Google chooses websites to place display/banner ads.

- **Keywords -** Ads are displayed based on the keywords they were created for. Let's say the keyword for the ad is "Social Media Communication", Google selects websites with content on the topic.

- **Placement -** Placement is nothing without the websites you want your ad to appear on. Just add websites where you want to show ads, instead of keywords. For example, if you want to show your ads on travel-related websites just take a look at travel-based advertising and add it to your understanding.

- **Remarketing -** This helps you reconnect with your existing website visitors. Using this, you can target visitors who come to your website but do not take action.

- **Title -** There are certain topics in AdWords, where all websites are listed below. Advertisers will be more likely to select business related topics. For example, shopping-related websites will be listed under the heading 'shopping.'
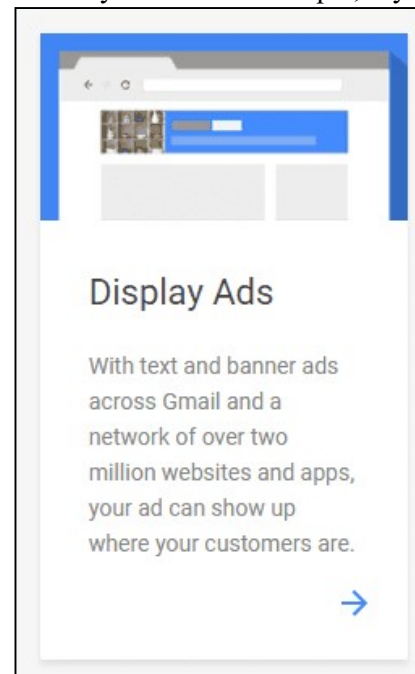
[2] Video Ads-

Video Ads are used to show ads on YouTube videos. The top benefits of using video ads are:

- **Better targeting -** This type of ad has a combination of people, location, interest, keyword and device targeting that helps you reach the right audience on YouTube and the Google Display Network.

- **More Reach –** According to a survey YouTube is the most visited website and has 30 million daily visitors. In addition, video ads are also available on the Google Display Network. This means that you are able to reach a wider audience.

- **Measurable –** YouTube ads let you know all the necessary details like video views, view rate, clicks, reach and frequency, engagement, performance, etc. This helps you in measuring the success rate of video ads.
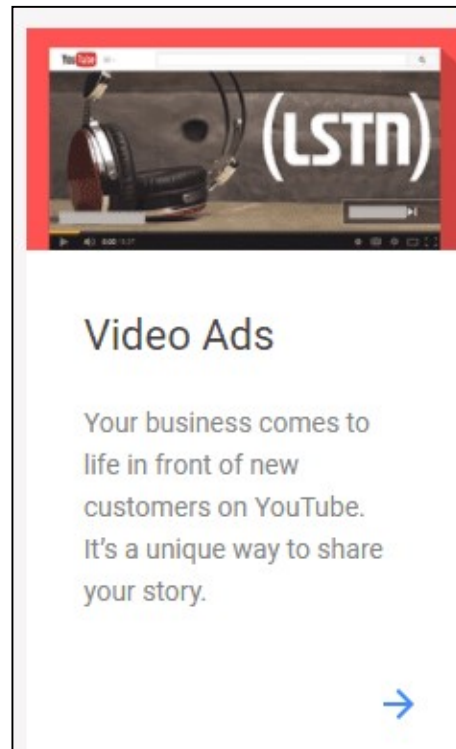
[3] Search Ads-

These are the most popular ads of all. Search network ads show up as a text ad for a given Google search.

Important features in search ads are-

- **Directions** - For example, your ads will be displayed in the geography of your choice (you can go directly as a ZIP code)

- **Search keyword and keyword** - What the user searches for + the keyword for your ad.

- **Ad copy validity -** Visible ads for a specific search term are appropriate. Searching for colleges should not lead to results for travel packages.

- **Login experience -** How effective is a search engine optimization page? Did you find what you were looking for?

- **Conversion rate -** This also controls the compatibility, the quality of the hosting page, and experience.
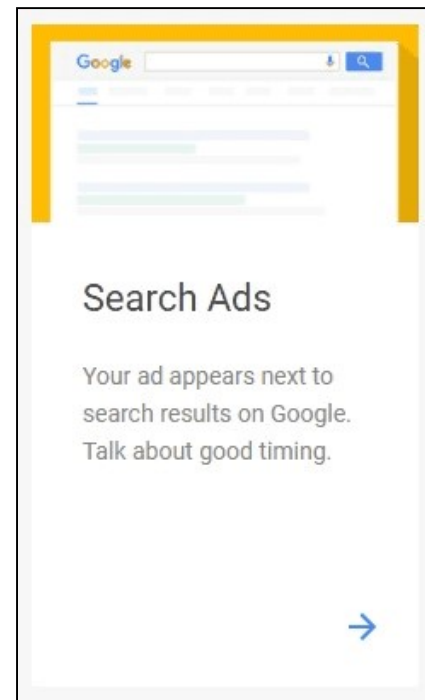
- **Bids -** If two advertisers have relevant ads and landing pages, the highest bid will gain more popularity than the smaller one.

- **Quality level-** Quality level also depends on all the other factors described above. So, it's more like a cycle than anything else. Everything is together.

[4] App Ads-

Finally, App Ads allow you show advertisement of your business on network-based app (like Games) installed on smart phone devices.

How to set up a profitable/effective Google AdWords Campaign?

Running an effective Ads campaign requires smart work. Savvy business owners know that these days, people live online - access the nearest device where they want to know, do or buy something. With such a large audience on your hands, how do you set the right budget for successful marketing?

a)   Make understanding of what Ads are for.

b)   Research and understand your target customer.

c)   Have a specific goal for your campaign. Set different goals for different campaign.

d)   Always create a target landing page of your Ads in your website, so that customer can land directly to that page after clicking on your Ad.

e)   Create lots of version of single Ad.

f)   Target specific location. Start with small radius and then go bigger.

g)   Connect your Google AdWords and Google Analytics Account.

h)   Always monitor your Ads with Google Analytics and adjust according to result shown.

Google's Ads Selection Criteria (How Google display particular Ads)-

a)   Customer Searches in Search Engine with specific words.
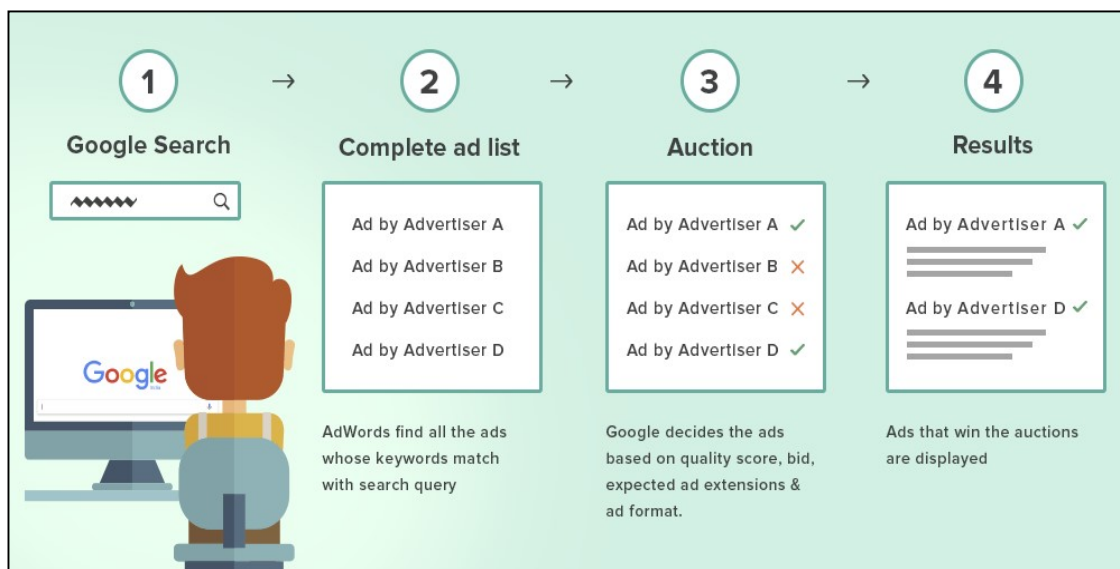
b)   Google AdWords find all the Ads whose keywords match with searched words.

c)   Google decides the Ads based on quality score, bidding, Ad format, etc. This process is known as Auction.

d)   Ads that win the Auction are displayed by Google AdWords.

6.5 SETUP GOOGLE ADWORDS(ADS) FOR BUSINESS
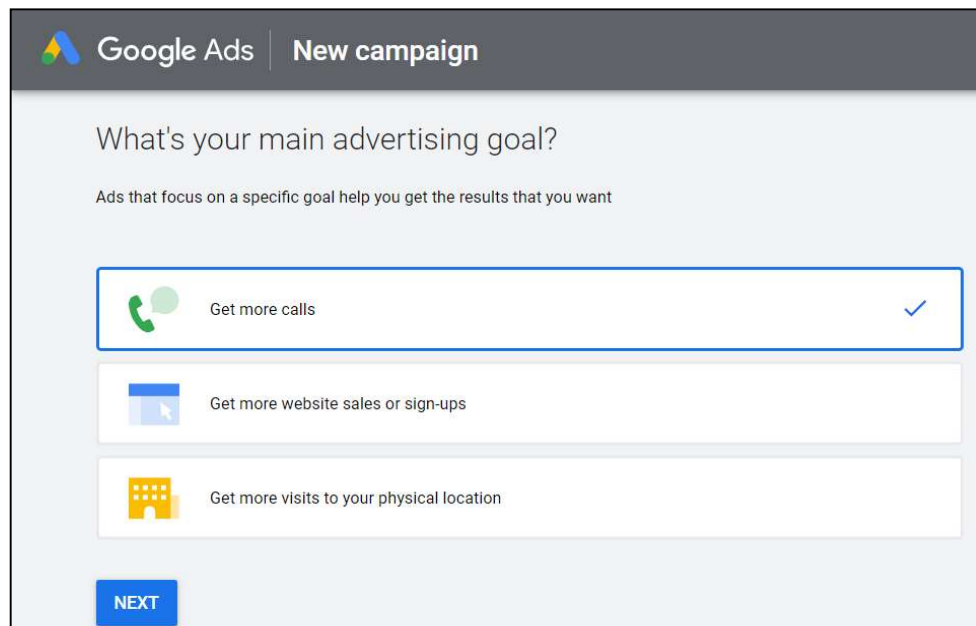
Steps to set up Google Ads Account for your business-

Step 1- Open the website "https://ads.google.com/"

Step 2- Click on Start now button to start setting up account.
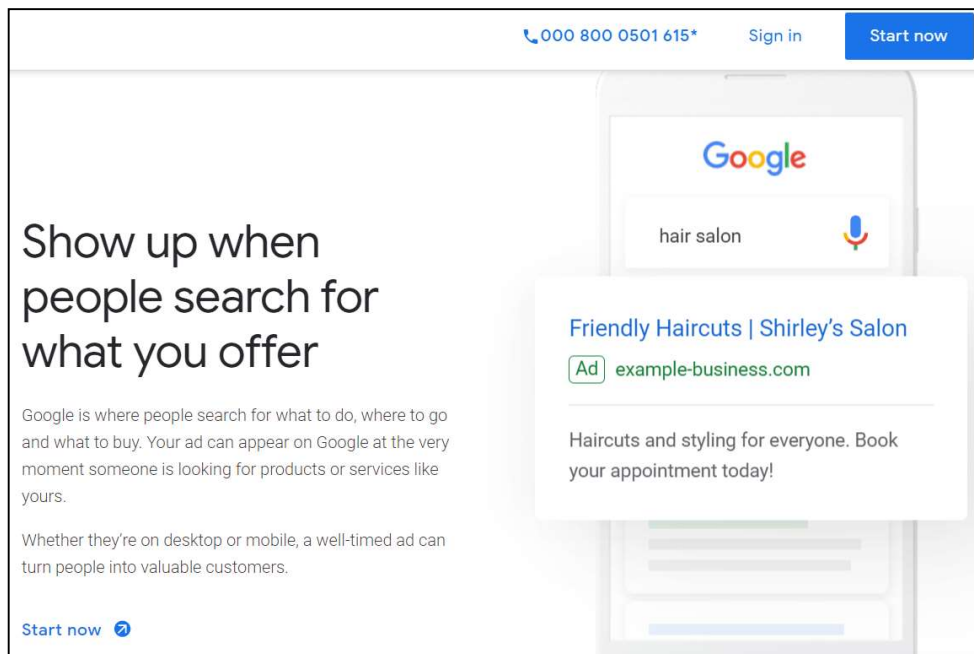
Step 3 – Clicking on Start now button will open up new campaign Page

In this page, you have to check from following three points to specify your advertising goal of setting Google Ads Account -

a)   Get More Calls

b)   Get More website sales or sign-ups

c)   Get More visit to your physical Location

Choose from above goals so that Google will suggest you option from the selected option. After selecting click on the NEXT Button to move further.

Step 4 – In this Step, Google will ask you about your Business.

Place your Business Name and website in the space provided and press NEXT button.

**Step 5** – At step 5 locate your customer from specific areas and location

Google AdWords will allow you to select customer for your business from your specified location and radius. You can set the radius for your prescribed customer into Google map provided by Google AdWords Screen in step 5.

After setting the required information of your customer press NEXT to move to the next screen.
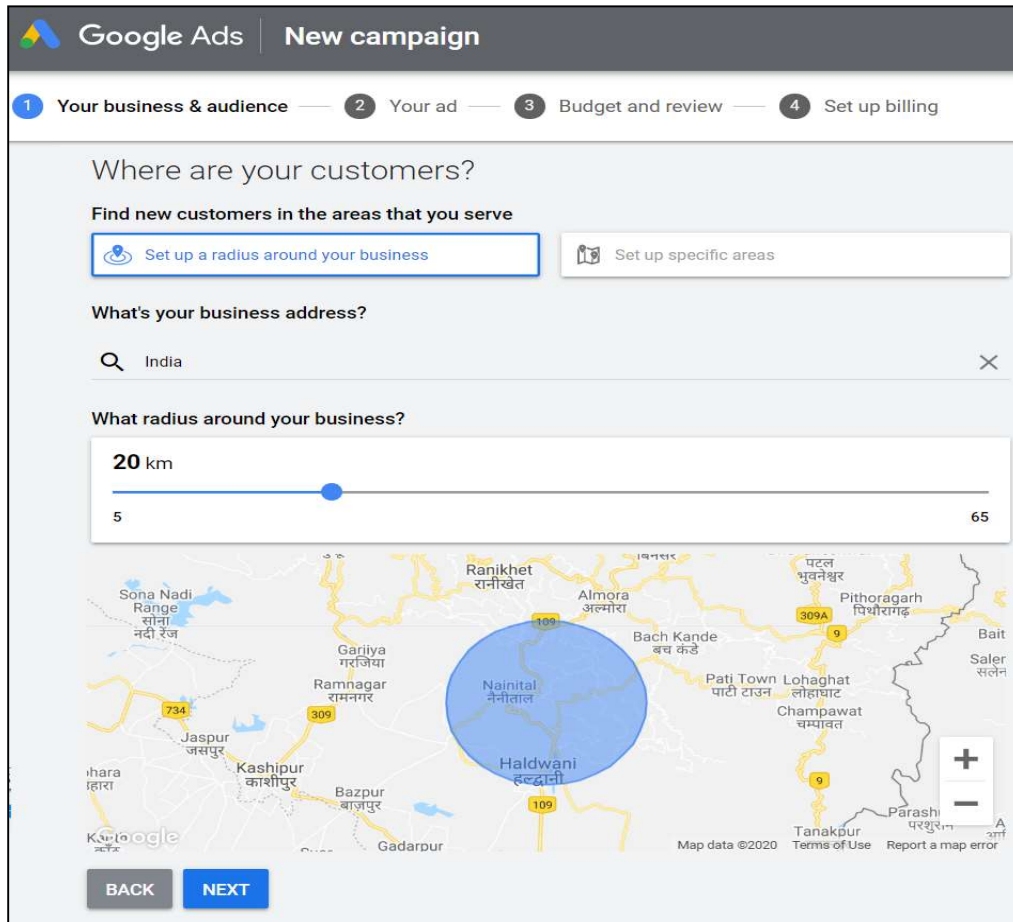
Step 6 – Enter your Range of Product in this step.

Enter Name of your Product here which you want to be searched in Google Search by your customer.
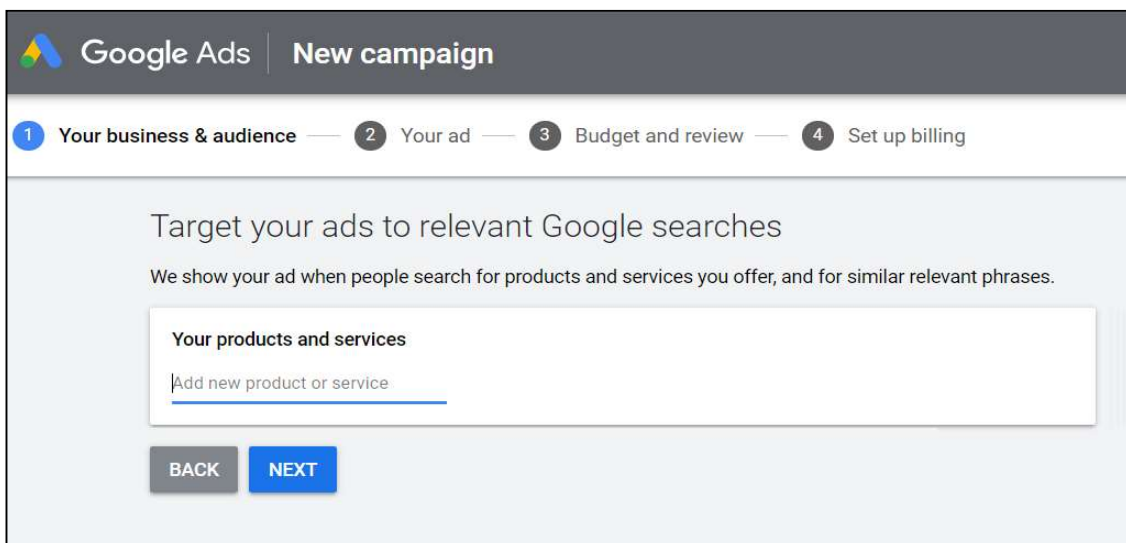
Step 7 – Now is the time to create an advertisement for your product.

Google will allow you to customize your advertisement and give some option to create your own personalize ads.

Press NEXT after finishing creating your ads.

Step 8 – Next step will ask for your contact number

Google will ask for your contact number to show in ads, so that your customer can directly call you after getting details from Google search result.

Step 9 – We can call this step as Budget Step, as it will ask you about your daily and monthly budget for your campaign

Google will ask to set up your budget for the current campaign. It will suggest you some budget option. You also have option to enter your own budget.

Click on the budget which is most favorable to you and click on NEXT button for further proceedings.

Step 10 – Finally, the last step is to set your billing credential, so that payment will be done through that medium. You can give Credit card or Debit card detail here for payment.

Click SUBMIT button to finish the Google AdWords creation for your business.

6.6   *POINTS TO REMEMBER*

- Google AdWords is a service where you can buy ads on Google and its advertising network. Using Google AdWords, you can show your website above, with or without search results from the search engine results pages (SERP).

- SERP is the page you see when you type a search within Google.

- Google is where people search for what to do, where to go and what to buy. Your ad can appear on Google at the very moment someone is looking for products or services like yours.

- Google Ads can work for almost any advertising budget. Set a monthly budget cap, and never go over it. And also, you can pause or adjust your time.

- Google Ads are also responsive and Mobile Friendly, so your Ads can be viewed anywhere and in any device.

6.7 GLOSSARY

- **Call to Action (CTA)** - A CTA is literally the action you want your searcher to take.

- **Click Through Rate (CTR)** - Your CTR measures how many people who have seen your ad click through to your link destination.

- **CPC** - Cost-Per-Click is the most common bid type on Google AdWords. It means you pay every time a person actually clicks on your ad.

- **PPC -** Pay-Per-Click is the same as CPC.

- **CPM -** Cost-Per-thousand impressions is a bidding method that bases your costs on how many times your ads are shown (impressions).

- **AdSense-** It is a tool by Google which give publishers of all shapes and sizes the ability to host ads on their site to make money off ads.

- **Approved-** The status given to ads that are allowed to run on the AdWords network.

- **AdWords Editor-** A free tool from Google that allows advertisers to make bulk changes to their account (bids, keywords, ads, and other settings changes).

- **Approved (Limited) -** The status given to ads that adhere to Google's policies, but are limited in where they are able to be shown.

- **Analytics-** A free tool Google created to help you better understand the types of customers that visit your website, how much time they spend there, where they come from, and other important metrics that AdWords can't provide in as much detail.

- **Daily budget -** Your daily budget is what you're willing to spend per day per ad.

- **Bid Strategy -** Your bid strategy is basically how you set your bid type to pay for viewer interaction with your ads.

- **Ad Rank -** Your Ad Rank is the value that's used to determine where your ad shows up on a page. It's based on your Quality Score and your bid amount. Ad Rank = Your Max CPC Bid x Your Quality Score.

6.8   CHECK YOUR PROGRESS

Short Answer type Questions-

a)   Write the brief history of Google AdWords.

b)   What are Google Ads?

c)   What is PPC & CPC? Explain.

d)   How to set up a business profile on Google AdWords?

e)   What is the formula to find CTR?

f)   How do I choose which keywords to use in AdWords?

Multiple type Questions-

a)   You can make changes to location and language targeting at?

    a) Account Level   b) Campaign Level

    c) Ad Group Level   d) None of These

b)   While setting up a Search Network campaign, you want to maximize the number of clicks you can get. Which bidding strategy should you use to achieve this goal?

    a) CPC   b) CPA

    c) CPM   d) PPA

c)   Google Search Network shows your ad when someone searches for terms that are similar to you.

    a) Ad Text   b) Website

    c) Placements   d) Keyword

d)   Your client wants to increase the number of people visiting his website. When analyzing the data for his Search campaign, which metric do you most want to improve?

    a) CTR (Click through Rate)   b) Conversion Rate

    c) Impression   d) Converted Clicks

e)   You can use audience targeting to show your ads to because it is a social network:

    a)   specific groups of people, based on their interests

    b)   specific websites, based on specific interests

    c)   specific groups of people, based on their location

    d)   groups of websites, based on specific interests

Terminal Question-

a)   How do I choose Budget in Google Ads Campaign? Explain.

b)   Why is Google AdWords important to our business?

c)   What is meant by Ad Rank?

d)   What is Google AdWords quality score?

e)   How to AdWord work? Explain in detail.

f)   How Google Auction works? Explain.

g)   What are Google Ads Extensions?

6.9   BIBLIOGRAPHY/ REFERENCES

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- https://www.spyfu.com/blog/tutorial-start-adwords-campaign-scratch/

- https://ads.google.com/

- https://www.forbes.com/sites/ryanerskine/2018/02/28/6-surprising-ways-to-use-google-adwords-you-havent-tried-yet/#64213be6366b

6.10   SUGGESTED READINGS

- Ultimate Guide to Google AdWords: How to Access 100 million People in 10 Minutes (Ultimate Series) by Perry Marshall, Mike Rhodes, Bryan Todd

UNIT- 7
DIGITAL MARKETING ELEMENTS AS ENGAGEMENT MARKETING- TOOLS AND ACTIVITIES

7.1   INTRODUCTION

Making right offer in the right place and right time is the rule of marketing. By involving smart electronic devices, like computer, implementing this rule is easy for the strategy planners. Hence the term spawned as 'digital marketing'. We may replace digital marketing with the term 'modern marketing. Digital Marketing is the process of promoting the products and services using variety of technologies in today's era. Digital marketing needs a lot of strategy where objective of promoting things is actually materialized. Digital marketing is neither as hard as the physically reaching approach by going door-to-door for product promotions nor it is as easy as flooding emails to subscribers and getting the things done. There are various protocols which need to set before applying the steps organized for successful business strategy. While performing product or service marketing in physical or digital form, competition is a big challenge to achieve success. To achieve success, the selection process and medium of marketing needs to conducive. It has also been observed in a study, paradigm

shift in various business domains such as applying more sophisticated production and packing system, automated sorting, artificial intelligent system for various processes such as content marketing and other cutting-edge technology support has been witnessed.

Moreover, omni-channel advertising, programmatic advertising are some strategies which helps in the growth of easier and more customized marketing. As engagement marketing is also taking new leaps in the business juncture the need for making meaningful interactions is felt.

7.2   OBJECTIVES

After successful completion of this unit, you will be able to-

- Understanding digital marketing and engagement marketing for product and service promotions.
- Understanding the popular tools for engagement marketing.

7.3   DIGITAL MARKETING AND ITS CHANNELS

Digital marketing refers to the promotion of products and services by deploying online marketing tactics such as social media marketing, video marketing, SEO marketing, email marketing etc. The secret is to chip-in a digital marketing strategy on the internet that puts your interfaces in all the places your potential customers are already hanging out, then using a variety of digital channels to connect with them in a variety of ways.

Now the question is to choose the platform that will help you to start framing your policies for the purpose of marketing your products on the internet. As stated above, there are various types to marketing, but it is better to call it channels of marketing rather than types of marketing. Reaching the alleged customers seems to be tough, but it is even harder than you may think of, depending on level of integration and tactics required to mould them to fulfill your need.

There are 5Ds of digital marketing. These 5Ds helps both ways i.e. from consumer to business and from business to its consumers and in different ways. These 5Ds are Digital devices, digital platforms, digital media, digital data and digital technology. Ultimately, the digital marketing is all about utilizing digital technology which helps in reaching the marketing objectives for your business. Various channels for digital marketing are available in plenty. Few of these channels include e-mail marketing, search engine optimization, social media marketing, affiliate marketing, online public relation marketing, etc. It is also to be noted that the most successful digital marketing solutions does not rely on one or two digital marketing channels rather they follow a multi-channel digital marketing approach.

It is also a matter of attention that various channels are evolving with time and several of them are dying with time due to unsuccessful results. It is because the market is not static these days and is changing its marketing channels time to time. Smart, strategic and long-lasting approach for marketing in today era is needed. In a nut shell, a successful marketing operation will inter-mix multiple digital channels available today.

7.4   ELEMENTS OF DIGITAL MARKETING

Elements of digital marketing are also known as components of digital marketing. Internet has totally changed the landscape of the digital marketing. It is already known that customer is the king and the things are moulded according to their choices. In continuity to the same, more choices and richer control is given to them while promoting the products using the latest digital marketing channels. So, here is a challenge for those who are using these latest marketing channels which are in trend today. Continuous look on the marketing strategy and analytical exercises are mandatory not only to compete the peer brands but eradicating the fake brands from the market which are doing marketing malpractice using digital technologies.

Elements used for modern marketing are available in plenty and are both evolving and dissolving continuously. There is a need of smart approach before landing your business over any popular digital marketing channel. Few of the popular elements popular these days are listed below along with their small preview-

[1] Website Advertising-

Website is a special part of business in the entire domain today. If designed well and followed perfect marketing mix is amalgamated in the policy, the results of the efforts will be appreciable. Also, it is also important that time-to-time upgrading the system and supplying the cutting-edge demands is equally important to stay successful for long run. This way the business may become more efficient and at least constant at some good milestones. Apart from normal things we need to consider the following with due regard to website, which are:

- Creating responsive website
- Providing information dissemination platform using website
- Website must be mobile friendly
- Contents on the website must be up-to-date and relevant to the business
- Landing pages must be ready for achieving business leads
- Proper integration using e-CRM must be provided.

[2] Search Engine Optimization (SEO)-

According to Pew Research Center "77% of online health seekers say they begin their session at a search engine". This is the most popular channel of choice among the marketers of the digital marketing. It provides interface for entry to your targeted business using search engine results ranking. The ultimate target of this digital marketing channel is to give highest priority to your website or blog or any other web interface whenever the user searches for the contents matches the metadata of your website. Google and Bing are one of the most popular search engines. They provide various strategies in achieving the best rating for your website, few are:

- It focuses not only on outbound advertising but creates inbound traffic that lands to your website or any other web interface where you may meet your business goals.

- Checks if the website is mobile friendly for porting from website from desktop to palmtop or mobiles.

- Keywords management that helps on quick hit from search engines using title, header and meta tags.

- Grammar correction is also provided during SEO.

- Checking relevant content management.

Moreover, SEO promotes better cost management to the business. It has higher conversion rate as compared to other digital marketing channels. User have better experience while relying the search engine results. SEO is helpful in setting up the brand and its awareness. The more the investment, more is the world-wide recognition of the product and services. Not only the world-wide recognition, SEO also has power to inform domain specific crowd, region specific crowd or any other category specific crowd of the customers you may think of. It helps in targeting the quality traffic very smartly with the help of its powerful and smart algorithms. Ads are freely posted on SEO as they charge other ways than ads. SEO has power to get more clicks as compared with pay per click (PPC). It also helps in public relationship domains also for achieving the business leads.

On the other hand, there are various myths about search engine optimization. Such as keyword optimization is only the most important part of SEO. Study says that this idea is outdated. Today there is merely not a need to focus on words only. Obviously, it helps in search strategy, but the way of writing the contents matters the most. It may be understood in a way that same set of words may be used repeatedly to frame different phrases.

[3] Content Marketing-

Content is the heart of the website. If the content is good the more hits are expected to your website. The more the hits on your website, more the business opportunity of digital marketing on your website. So, there is an immense need to design a content management strategy to your website. Take it this way, if you are genuine seller but your content is not attractive and catchy enough then low surfing of your website will be there. On the other hand, if you have genuine things to sell and have catchy content on your website where more and more customers will navigate, the chances of business growth are for sure. Thus, a smart strategic plan is required for your website or any other similar interface. Such plan may involve the following:

- Brand value must be disseminated

- Vision of the company must be shared with all the website viewers

- Being genuine is of important trait for successful marketing

- Patience for reaching break-even is needed

- Case study must be considered for peer providers so that you may survive in a long run

- Right target should be poked for right things. It will give relevance to your business and not irritate the customers who belong to another domain.

[4] Social Media Marketing-

Social media, as the name suggests is the platform where people meet for various purposes say information sharing, entertainment, infotainment and others. Meanwhile there exists a vast opportunity to accelerate your business by involving among them in a variety of ways say it is sending ads in terms of images, audio, videos, text or any other way around. Developing strong social media strategy is highly recommended for business providers to utilize the interaction with the social media agents such as service receivers, service providers and others. It is a platform that runs 24X7 and at the same pace based on the plan you opt for your social media marketing. The best part of social media digital marketing is that if the alleged customers have any queries, they may reach to you easily from the same juncture. Even, you may provide some FAQs to them so that general and frequent queries may be solved instantly. Further, you may get feedback from your customers in terms of reviews of your products and services offered to them and may take corrective actions wherever needed.[6] You may also provide various relevant videos such as introductory, intermediate and advance product details sharing or for providing solutions to your targeted customers whenever they found any specific problems.

In this channel of digital marketing, Facebook is ranking at the top in the list. As per sources, more than 75 percent internet users are on Facebook. Refined methods and metrics are needs to be developed for applying marketing over these mega digital platforms. Also, it is to be noted that there is a difference between social media manager and a community manager. Their domain of expertise is different whether they both manage social media too. There are basically four steps suggested for getting success while using digital marketing over social media. These are:

- Listening: Targeting your niche, competitive research, how public think of you, etc.

- Influencing: Get more engagement, increase your traffic on target customers, more clicks, start related conversation, awareness drives, retargeting strategies, etc.

- Networking: Provide stamp of each success on social media, share common interests of your peer competitors to your customers for their satisfaction, fill gaps created by you earlier, etc.

- Selling: This is final but interesting step of the strategy as here you reap the things you have sown in the above three steps. Here, you easily convert them to your business line and make merry. Furthermore, if your efforts are on the right track, the chances of your

business increase will be at good level as it will exponentially grow the network towards your business.

[5] Blogging-

Blog is usually a kind of journal which is managed by a blogger for providing instant updates on the web platform. This is becoming a very popular activity by domain experts in their areas whether it belongs to any region, religion, nature, interests, etc. As people around the internet, are regularly in touch of blogs updates creates a vast opportunity for making blogs as a widely used digital marketing tool.

[6] Paid Advertising-

As the name suggests, paid advertising is a type of advertising for which you pay its owner where you want to advertise. Few categories under this marketing channel are pay-per-click (PPC), pay-per-impression (PPI) and display-ads. Paid advertisements are displayed on the interface to the internet users such as websites at the top or bottom of web pages. PPC, PPI, etc allows the experts to customize their campaigns. Facebook is getting lot of popularity for providing paid ads to their users. Display ad is also termed as a banner which are linked and redirected to the business partners.

[7] Webinars-

It is a kind of lecture, workshop, seminar or presentation to educate people of specific domain. It uses web technologies such as voice over internet, video-conferencing, etc. to deliver the contents. Even to make it more interactive, users are allowed to chat, share documents or subject specific software application to progress accordingly. It is a way to quickly coach the large audiences over the internet irrespective of any geographical boundary.

The important point is that, the organizers of the webinars have always an opportunity for marketing the products of any business enterprise. This tool is also becoming successful exercise for various brands to reach their alleged customers. Webinars is treated as a junction where people of various interests share their ideas and can turn it into business for the purpose of promoting the brands of any producers.

[8] Web Press Release (Web PR)-

According to the Business Dictionary, a press release is "Written, audio taped, or video-taped matter about a book, event, person, or program, presented by its promoters or principals to the media for editorial comment and free coverage." It is also called media release or news release. The main objective of the press release is to promote some product, idea or service. It has direct sense for digital marketing and is one of the popular channels for it. Web Press releases or Web PR can either be produced by specialized PR management company or by the product and

service companies themselves. Further the things may be sent to various relevant next marketing channels such as editors and reports as they are duly responsible for short listing the things which are then published by them. This is the reason; Web PR is one of the ways for digital marketing as a successful platform.

Moreover, various things need to be carefully taken which are very basic but important such as who, what, when, where, why, how and short enough that your reader won't get bored before finishing it. Also, PR is not your platform where you expect to publish anything that will give benefit to you. It requires a lot of formal short listing, setting the things, pre and post editing, etc for you need to get ready. So, make to note to it that you are not writing directly an article to be published instantly but actually providing pertinent information in anticipation that the publication witnesses its importance and write about it. The PR is used to be a decisive part of every marketing strategy for any business. The term "release" helps make your audience to be sentient of your new products and services. A press release may include various things such as imperative information, information about people you add to the concern with PR, etc.

We feel glad whenever we get the free things in any way. Not surprisingly, the press releases are free events. They used to cost you money. You had to buy the paper to print it on, have a printer (and ink) to print it out, and stamps and envelopes to mail them out. That's why they should at least be considered your digital marketing strategy. But this cost to the event should not become reason for its non-short listing as digital marketing channel. In the technological age today, there are lots of other channels which may be utilized for your press release and save cost of your company in this process. To make the process even easier, you may use an automated email platform. You may connect with your supposed customers using this channel and reach to them using your e-mail. An automated email can save you a lot of time and minimizes the frustration during your business marketing processing. Using this digital marketing channel for promoting your business things has various advantages.

7.5 ENGAGEMENT MARKETING

Engagement marketing is the use of strategic, resourceful content to engage people, and create meaningful interactions over time. Today, in their business every marketer's objective is to chop unwanted data noise of all types. The modern marketer has the only one aim of connecting with vision to his customers and in a meaningful line of approach. This strategy is not merely a new marketing strategy rather it is a modern way of thinking about how your brand communicates with your audience. Engagement of the people over a particular domain of interest creates scope for the growth of the business. This engagement is possible in today's modern way of marketing with the help of various digital marketing channels such as email marketing, content marketing, social media marketing, marketing automation and other as discussed above.

We also need to understand that engagement marketing in not about interruption marketing strategy. It has various factors that make this difference. One way to understand this difference is that all top MNCs are at least CMM 5 level companies have developed their blogs and are engaging their interested customers using these blogs. Interested people are engaged using blogs and making this digital channel of marketing live. On the other hand, companies who have developed their blogs are doing hard while updating their contents on the blogs so that their subscribers remain in their communication more frequently. As a marketer, there are various questions on why to use engagement marketing. Few of these questions are listed below:

- How frequently the result with engagement marketing will come back?

- If it is similar to search engine optimization?

- If it is similar to social media marketing or else?

- Are there situations when this channel of marketing will fail?

There may be more questions for using engagement marketing. But only arising questions without having of corpus of detail of the field is irrelevant. What we can do at this situation is that we may start analyzing the currently existing systems in use and list the advantages and disadvantages. Then we may list our objectives and start picking-up such digital marketing channel or more than one digital marketing channel which is the most suitable for your requirement.

Role of digital marketing elements as engagement marketing-

Customer engagement is the emotional connection between a customer and a brand. If your customer is engaged customers then he/she will buy more product and services. Engaged customer will promote more and more if treated well and genuine. So, it is an important part for your business whether or not you develop a high-quality customer engagement strategy. Customer engagement is more specific term than of digital marketing.

There is a paradigm shift in the marketing strategy today as since the advent of the digital marketing to the modern era of digital marketing. Today, buying behavior has drastically changed over the past decade. Mostly, brands which are supposed to be popular or are already popular already have various consumers are converting their strategy simply from digital marketing to engagement marketing want to start the journey of their buyers online and showing the effectiveness of how digital marketing works in virtual mode. The scenario of the current marketplace is transforming at rapid rate from desktop to mobile. Buyers buying things during travel, casual meeting irrespective of any factor such as time and place. Similarly, due to power of automation, producers, marketers and seller are doing their job round the clock. This is the main reason for paradigm shift in the product related activities at every stage right from production till it is owned by particular customer. Most of the in-between exercises are

getting automated and artificial intelligence is playing a key role in achieving it. Further, more automated, smart, customized and accurate digital marketing requires the application of artificial intelligence. Moreover, cognitive artificial intelligence is also providing the cutting-edge solutions for the same.

7.6   POINTS TO REMEMBER

- There is a paradigm shift in digital marketing with the involvement of cutting-edge technologies such as machine learning, artificial intelligence and next generation computing.

- Popular 5Ds of digital marketing are digital devices, digital platforms, digital media, digital data and digital technology.

- Advertising may be inbound, outbound or blended. (including both inbound and outbound)

- The future of marketing will not be in the hands of humans, but 99 percent driven by computing devices.

- Scope of marketing has increased with the popularity of the social media platforms. Personalized marketing has also become easier to implement.

- Smart marketing algorithms continuously watch the behavior of users.

- Omni-channel marketing is different from multichannel marketing as it integrates all channels of marketing into one.

- Blogging is one of the popular ways of marketing the brands with the customers by top notch CMM 5 level business enterprises.

- Pay-per-click and pay-per-impression are approaches that help in making brand popular as well as getting details of the intended user that may turn out as a customer.

- Web press release or Web PR is a way to formally market, product and services among the customers interested in formal way of business processing.

- CC and BCC are the features used to monitor the marketers while using email marketing as it is hidden from the intended email receivers.

- Whatever the skill a marketer today has the skills to be upgraded as per the new market trends including all the cutting-edge technologies in their business skills.

- Being tech savvy, having multitasking abilities, mobile marketing skills, good writing and speaking skills and overall honesty on the work are at least expected from a successful marketer.

7.7   GLOSSARY

- Digital Marketing: It is the process of promoting the products and services using variety of technologies available in today's era.

- Modern Marketing: It is another name given to the digital marketing of today.

- Engagement Marketing: Comprises of utilizing strategic information to engage people on the internet especially by creating business relevant interactions over time.

- Omni-Channel Advertising: It is an integrated approach for marketing over different suitable digital marketing channels that utilize the internet for marketing purpose.

- Content Marketing: It involves development and creation and distributing various marketing things such as videos, images, text, blogs, posts on social media, etc.

- Programmatic Advertising: It is the power of computing that is added to the marketing practice to give it the advantages of computing such as speed, time, accuracy, diligence, analytics, etc.

- PPC Advertising: It is an approach for redirecting internet users which are alleged customers by providing variety of interfaces for the marketing of product and services.

- Opt-in Tools: It is also termed as permission marketing in which a consent is requested from potential customers to share the more specific details of the product or to introduce new and future brands.

- Web PR: It is formal way of digital marketing which provides a platform where various users of the cyber world are involved to share comments on the particular product or service of a brand for the purpose of marketing.

7.8   CHECK YOUR PROGRESS

PART A: (True/False type questions)

a)   Print advertising is an integral a part of digital marketing. (True/False)

b)   The term 'mass marketer' and 'mass marketing' are the same. (True/False)

c)   Machine learning helps the marketers in personalized marketing. (True/False)

d)   Multi-channel approach does not integrate multiple channels as omni-channel approach does. (True/False)

e)   Ephemeral contents used for marketing includes big sized videos. (True/False)

f)   Digital-divide is a barrier to digital marketing. (True/False)

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UNIT- 8
EMERGING TRENDS AND TECHNIQUES IN DIGITAL MARKETING

8.1   INTRODUCTION

Internet has made the entire world accessible to us, allowing us to communicate and collaborate with each other like never before. The use of Internet is growing all over the world and with it, the use of digital devices and social media growth is another trend that still continues. The most impactful trend in digital technologies is the advent of mobile technologies, which had begun with the simple cell phone in the 1990s and evolving into the smartphones and tablets.

The use of artificial intelligence (AI) in digital marketing is a game changing event. From beginning of production (and advertising) till product sale all over the role of AI is not less important. The scope of AI is all over, it is simply a marketing strategy that uses product categorization, machine learning, data automation, optimizing campaigns, customer care services and many more. AI helps you analyse vast information for developing an automatic

data-driven marketing strategy by knowing your customer's choices and engagement in different online activities.

In the current age of marketing, tools used for marketing makes a big difference. Plenty of tools are available for marketing implementation but it is quite tactical and calculated on which to rely upon. Engaged community on the internet by any means is a big source where these tools may apply. Few popular categories where these tools belongs to are social media marketing tools, search engine optimization tools, customer relationship management tools, email marketing tools, landing page creation tools, content marketing tools, video marketing tools, filling out forms tools, opt-in tools and the list is very long. Tools have added advantages over normal marketing specifically they helps timely, accurate, customized and valid marketing approaches along with better analytical and feedback systems support. Now, there is a big confusion on opting out the best marketing strategy which is perfectly suitable to your business needs. This confusion cannot be sorted out but may be bracketed with the fool proof strategy up to the extent possible. The ultimate goal is to promote the products and services to the right hands and right platforms. The following leadings will help you not only in understanding the scenario much better but will also help in selecting the tools into specific areas of business for doing digital marketing with successful results.

8.2   OBJECTIVES

After successful completion of this unit, you will be able to-
- Understand the use of AI in digital marketing.
- Identify the emerging trends in digital marketing.

8.3   ARTIFICIAL INTELLIGENCE (AI) AND DIGITAL MARKETING

Artificial intelligence (AI) as part of digital marketing is now a reality, offering a range of benefits and options. AI revolutionizing digital marketing with the ability to collect data, analyse it, apply it and then react to it. AI becomes more important due to its ability to make data-based decisions quickly and accurately. Some forms of artificial intelligence in digital marketing are- Application of AI chatbots, AI Email marketing, AI digital advertising, AI Marketing content and more.

Machine learning is taking place in all areas of business whether it is production, packing, marketing, delivery management, analysis, summarization or any other sort. It provides higher degree of pace to the business that run today. It is a tool that helps in solving the complex business problems such as customized marketing, managing data which is in chaos using its clustering and classification algorithms. Machine learning has a great impact on digital marketing of the current digital scenario. It uses various platforms to collect data and then doing miracles using these data by turning them into business. Machine learning is leading usually

all the marketing giants of the globe these days due to its powerful features enabled with it. It is needless to say that the future of the digital marketing will be surely driven by the machines itself and not by the humans directly. Technology gap will make ruin those business experts who will not upgrade them with this future and perpetual demand of the business world. It will be compulsory for all business enterprises to make them rich with the demand of the current world which is obviously smartly digital. Various marketers are already using AI for their digital marketing strategy to name a few are Stella & Dot, Epson, HR GO, etc.

Moreover, using machine learning for digital marketing has various advantages. Few of these advantages are improved customization, speedy business data processing, smart approach of problem solving with less human intervention, natural language generation, tight control over copyrighting, smart automation for business, optimization at each level, clustering based information sharing, powerful management, accurate transformation, scalability, etc.

8.4   SKILLS REQUIRED FOR DIGITAL MARKETER

In the market, customers are heterogeneous and skills required to get success is depend on the skill sets applied by digital marketers. Various marketers have various set of skills based on the nature of their area of specialization and obviously of the domain in which they are working with. Following are the generally required traits for becoming a successful e-marketer-

- Video: This is the most favourable way to impress your audience. You must be at least good enough to capture, manipulate and share videos beneficial to your business. Trainings on video management technology are mandatory for marketers to achieve success.

- SEO and SEM Expertise: Both search engine optimization and marketing are key in digital marketing. All the experts of the digital marketing must have a good hand on these keys of digital marketing.

- Data analytics skills: If you have no idea of data analytics, it is highly recommended that you must go through Google Analytics to know about it. Data is merely not remaining data but is turning out into big data. Sooner or the later, all business philosophy will encompass this new era of data handling which is a lot more than just data analysis. Analytics needs various sophisticated algorithms which are changing the business on how to grow exponentially.

- Understanding design-based thinking and planning: The five key points to know about design-based thinking are to understand, delineate, prototype, modify and assess. Most of the designers are following this progress line while designing.

- Tech savvy attribute: This feature is also essential as all business is turning out on digital platform these days. All the product development companies are having website where

the business-related things are disseminated. Even session-based web surfing is used to get the details of the alleged customers while signing up on their web sites. If the marketer is not tech savvy enough then in near future the survival of the business will be tough due to out of the race channels of digital marketing. So, a digital marketer needs to be clever enough to update with the time.

- CRM skills: The proverb "customer is the king" is more likely to this skill. For successful marketing one need to develop this managerial skill of creating suitable business relation with his valued customers. Customers are of varied natures, ages, tastes and others. Smart digital marketer needs to know about it and need skill to deal with them accordingly.

- Mobile marketing skills: This skill is also given due importance as most of the person is having a smart phone these days and in near future hundred percent of the customers will use smart phone and are going to become digitally savvy customer. All his interest, dealings, queries, etc will be in digital mode only. So, to become a successful digital marketer one need to become expert in mobile based communication with his customers.

- Multitasking abilities: Various tasks wait for you in the pipeline in a business. To make your business more demanding you need to develop a multitasking strategy where you may categorize tasks and handling all them in parallel. To sort the computer-based tasks, computer provides various multitask management algorithms to make their marketing successful.

- Skill of walking with peers: Though you have competitors in the market, still you need to learn the skill of managing them by meeting physically or virtually at a regular interval and know what challenges the marketplace has prepared for you in the near future.

- Communication: Business communication is a foundation to start any marketing. Various aspects of formal and informal communication need to be learned by anyone interested is the use of digital channels in marketing. This feature plays a vital role when you need to interact with your customer for any reason such as product support or offering any benefit for being a valuable customer of you.

- Honest and smart approach of marketing: Whatever you have planned for your digital marketing, you need to be honest for it. As business is a long exercise and it takes time in returning the things made today. However, only being honest is not as complete as required for the success in the business. Some sort of smartness must be applied to the business by learning various tools and techniques that will surely grow the business by leaps and bounds.

8.5   *EMERGING TRENDS AND TECHNIQUES IN DIGITAL MARKETING*

Marketing is central process of business for achieving success. Since, early days it has higher impact on business. The shape, size and mode of marketing keep on changing since its advent starting from verbal marketing, newspaper ads, leaflet attachments to newspapers or journals, free subscription to the magazines, various offers to their customers, television ads, internet ads on various platforms viz. websites, blogs, etc, mobile ads are popular examples of marketing which includes both physical and digital marketing.

On the other hand, the scenario of marketing has transformed into new digital mode with the involvement of cutting-edge technologies such as using machine learning, bigdata, cognitive power of artificial intelligence, smartphone-based ads, etc. This trend is changing the ways of existing digital marketing and is getting popular among the marketing giants. Few digital marketing channels of higher impact are listed below. Apart from these you always need to keep an eye on the latest trends of marketing in this rapidly changing digital platform:

- Omni-channel marketing: The key difference between multichannel marketing and omni-channel marketing is that, multichannel marketing sales approach uses various marketing channels whereas in case of omni-channel it is same as multichannel plus these approaches of marketing are integrated. Omni-channel marketing provides integrated shopping experience to its valued customers. It provides unified experience to its customers. This marketing strategy must be included in marketing trend of today.

- Ephemeral contents for marketing: As per its definition, an ephemeral content is set of rich media including the videos, images, etc accessible for a significant time. Fear of missing out or FOMO is a barrier to the marketers and such ephemeral content helps in resolving this FOMO problem by getting prompt reaction from its intended users. Such digital marketing channel is popular in social platforms such as Facebook, Twitter, and Instagram. This is one of the key trends in the marketing for these days.

- Programmatic advertising: Programming the key power of computation. It is the basic building block of computers whether it is super computer or a mainframe computer. If this feature is used as a tool for advertising or marketing then it will change the marketing landscape. This type of marketing is transforming the business at higher rate. Using this approach has various advantages such as providing real time reporting of data, reaching prospective customers, reaching maximum internet users, reaching to customers through cookies—a powerful web browser tool. This is also in the best choice of present digital marketing experts.

- Personalization: This is marketing landscape where you integrate various marketing channels for relatively better results. It includes user data collection and imposing the marketing exercises over that data on the basis of target specific customers. This process

results in much better response which is ultimately based on your plan which you have created while analyzing the data and framing the policies.

- Next-Gen SEO: As SEO is among the key strategy for successful marketing, the next-generation SEO are more powerful as the computer is powered with cutting edge technologies such as machine learning and artificial intelligence. Less human intervention is required for processing. It may be understanding in this way that programs are developing program, machines are handling machines. It is a sort of automated and smart phase of programming for marketing. SEO will be customized for better results in next-gen SEO ranking.

In conclusion, there is an immense need to walk feet-to-feet with the emerging trends of marketing for reaching success. For short run, few digital marketing channels may give benefits but for log and perpetual success in marketing, use of the cutting-edge technologies cannot be ignored. Paradigm shift is expected as the phase of computing is changing from human intervention to automated computing using cutting edge technologies.

8.6 POINTS TO REMEMBER

- Artificial Intelligence: Ability of computing to help achieving the tasks done by human on automated mode. Robots are an example of artificial intelligence controlled by smart algorithms for solving general problems to specific problems of the world.

- Cognitive Artificial Intelligence: It is form of artificial intelligence that simulates the human behaviour while applying intelligence such as understanding of sense, emotions, etc.

- Big data: It is huge set of data that helps in the convergence process of marketing which provides more personalized accurate and effective results for business.

8.7 GLOSSARY

- CRM- Customer Relationship Management

- AI- Artificial Intelligence

- SEO- Search Engine Optimization

- SEM- Search Engine Marketing

8.8 CHECK YOUR PROGRESS

Descriptive type questions
a) Define the role of artificial intelligence in digital marketing?
b) List the emerging trends in digital marketing.

c) What are the key skills required digital marketing?

d) What do you understand by artificial intelligence (AI)? Define briefly.

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UNIT-9
UNDERSTANDING DIGITAL CONSUMERS AND THEIR NEEDS

9.1   INTRODUCTION

A digital consumer may be defined as someone using mobile devices, and in a broad sense, as e-consumer, looking for and purchasing products on the Internet, taking advantage of the content published on-line, aware of themselves and of their needs, and keen on simplifying the decisions they need to make. A typical consumer of the digital era of today has access to many sources of information, functioning in an environment which offers many possibilities unknown in the pre-Internet age on the one hand, but also which is characteristic of chaos and an increasingly difficult decision making because of information overload. A consumer 'inhabiting' a virtual environment becomes more demanding and transfers their expectations to the real world, which forces enterprises to adapt to the emerging trends and challenges even if the on-line world is not their main domain of operation. The aim of the unit is to present the

essence of the idea of digital consumer, to highlight the considerations related to the behavior of digital consumers, and to describe the trends in their behavior that may pose a challenge to contemporary businesses.

9.2   OBJECTIVES

After the successful completion of this unit, you will be able to-

- Define digital consumer.
- Explain the concept of consumer behaviour.
- Digital influence in consumer life.
- Know about e-consumers.
- Know about the behaviour of e-consumer.

9.3   DIGITAL CONSUMERS: AN OVERVIEW

The term of digital consumer may be thus understood in a narrow sense, referring to a consumer using mobile devices (smartphones, tablets, laptops, etc.) or in a broad sense, denoting an e-consumer searching for and purchasing products on the Internet, taking advantage of the content published on-line, aware of themselves and of their needs, and keen on simplifying the decisions they need to make. Today, even the most innovative companies wonder how to make contact with consumers who are becoming better informed and more dispersed than ever before. In developed countries, technology is present in almost every aspect of people's lives, starting from weather applications, through on-line shopping, and ending with e-books and wearable.

In the case of developing markets, access to the Internet and to smartphones grows exponentially year by year, and on-line retail sales reaches volumes achievable so far only on highly developed markets. As for mobile technologies in developed countries such as the UK, Germany, Canada, laptop is still the most popular type of device, while in the case of developing countries like China, Russia, or Brazil, the main link with the on-line world is smartphone. Regardless of the means used to connect to the Internet, it is fair to say that digital consumer has become a global phenomenon. The behavior and preferences of such consumers, shaped mainly by the intense use of technology, evolve very quickly, so it is important to investigate the trends accompanying their behavior in order to be better prepared to satisfy the resulting needs, demands, and expectations.

Trends Shaping Digital Consumers

A trend is a process of change that can be viewed from different perspectives: psychological, sociological, and economic. Trends usually emerge as a result of impact of a given environment in the economic, demographic, social, legal, political, and technological dimension. In the case of digital consumers, we are interested mainly in the trends that appear as outcomes of the

impact of technological factors. Among the global trends shaping the behaviour of digital consumers there are:

- Common access to the Internet
- Mobile technology
- 'On-demand' media
- Wearable technologies

The impact of the Internet increases with its range. On the one hand, it gives great opportunities, especially to the developing countries, but on the other hand, it leads to a growing risk of e. g. cybercrime or personal data theft. The development of mobile technology has made mobile phones advanced telecommunications centres. Apart from the basic functions, they also feature photo cameras, computing units, and offer mobile access to the Internet. Today, a mobile phone may become a city guide (when we download and use a special application), but it can be also used to make small payments (parking fees etc.). Apart from mobile phones, there are also other mobile devices that enjoy a high level of popularity; these include tablets or e-readers, which change the way we can benefit from education and culture. Some speak of an arrival of a "screen culture", where screens are getting bigger and bigger (compared to the size of mobile phone screens), increasingly cheaper, permanently connected to the Internet, offering access to "on-line cloud" resources, more interactive and intuitive in use, and more user-friendly.
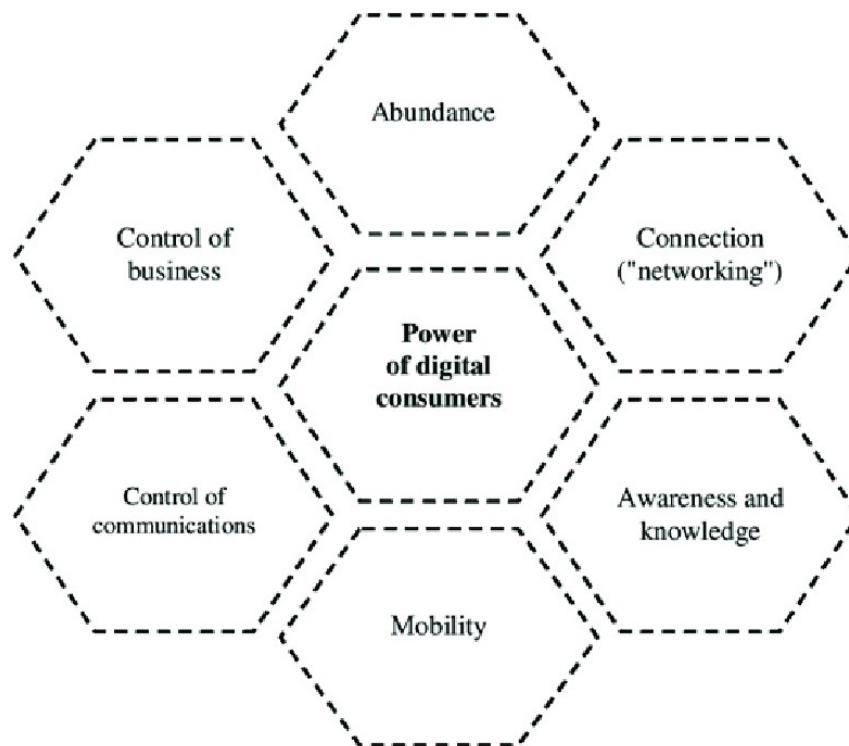

Fig1: Power of Digital Consumers

Types of Digital Consumers

Digital consumers are not a homogeneous group, and although the way they use technology is common to them, the demographic variable and the lifestyles they live make them different. Consumerbarometer.com is a website that presents findings of a study conducted by TNS at Google's request (2014/2015) on how people from 51 countries across the world use the Internet; it divides digital consumers into four groups:

Brand advocates-

In electronic commerce and online advertising, a brand advocate is a person, or customer who talks favourably about a brand or product, and then passes on positive word-of-mouth (WOM) messages about the brand to other people. A brand advocate is anyone who supports the company's growth. This includes:

- Customers: Customers are not affiliated with the company. This makes their support more genuine and influential to future clients.
- Employees: <u>Employee advocates</u> know everything about the business. Their inside knowledge combined with their relatable nature make them a powerful tool in advocacy.
- Business partners: Charities, organizations and other companies affiliated with the brand also influence purchasing decisions.
- Influencers: A well-known form of advocate, influencers extend a wider yet more targeted audience.

Digital moms-

For marketers, mothers represent a very familiar buyer persona. It is no secret moms spend more time online than any other internet user population. But what kind of opportunities are there for a business to market to digital moms? Through social media, mothers connect not only with their children, but a vast network of actual friends. And because mothers are likely to react on social media, their posts hold the potential to provide organic marketing. Some things to consider when marketing to a mother are easy-to-use services and on-the-go products. Mothers are heavy multitaskers, so intuitive products or services that save time are in demand.

Millennials-

Millennials are so named because they were born near, or came of age during, the dawn of the 21st century – the new millennium. As the first to be born into a digital world, members of this group are considered "digital natives." Technology has always been a part of their everyday lives – it is been estimated that they check their phones as many as 150 times daily – and serving them has been a major contributing factor to the growth of Silicon Valley and other technology hubs. Each of these groups behaves in a specific and individual way. Brand advocates are extroverts; they are trustworthy, and fluent in using the Internet. Their strong

presence and position across social media let them shape the image of products and brands. Brand advocates are keen on writing about brands.

9.4   CONSUMER BEHAVIOUR

It is a globally accepted fact that in recent times, marketers have become dynamic and the consumer has control over the strategic decisions made by the insurance companies. Companies are put to challenge to understand the pulses of new age policyholders and their buying pattern. India, in this scenario is no exception. It is being a nation of diverse cultures and traditions, understanding the consumer's buying pattern become a hard task. With the advent of globalization and the sequel changes in the country, many Multinational Insurance Corporations have started making a foray into Indian insurance market due to its sky-scraping potential.

Business environment today is turbulent as never before and the service industry as promising as never before. In this era of intense competition where customer is the king, success depends a lot on the efficiency of the managers in delivering what they have promised and the responsibility lies on the organizations to develop such a culture where business ethics are followed, value for the services is provided and quality services are offered to achieve higher level of customer satisfaction. For achieving customer satisfaction understanding dynamic consumer behavior is essential. As true believers in the marketing concept marketer should try their best to meet needs of consumers.

Service firms should follow a proactive approach i. e. begin the service and satisfaction management process before they even come in contact with customers and also be reactive i. e. look forward for customers to complain, welcome them and tell them what to do. This is an attempt to develop a thought on how to focus on enabling and keeping promises in service firms because how promises are kept is a clear indication of how strong and for how long shall the customer relationship be. The service sector dominates the Indian economy today, contributing to more than half of the National Income. Since services are intangible in nature and cannot be checked before the purchase is actually made therefore, it is very critical to deliver what has been promised to the target customer. Consumer behaviour studies play an important role in framing marketing and in deciding marketing strategies.

Consumer behaviour is seen to involve a complicated mental process as well as physical activity (purchase decision). Consumer behaviour is a decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services. Consumer Behaviour reflects the totality of consumer's decisions with respect to the acquisition, consumption and disposition off goods, services, time and ideas by (human) decision making units.

Buyer Behaviour particularly is the study of decision-making units as they can buy for themselves or others. Thus, buying behaviour particularly involves collective response of

buyers for selecting, evaluating, and deciding and post purchase behaviour. Buyer behaviour is the study of human response to services and the marketing of products and services. Buyer behaviour researches continuously investigate a broad range of human responses including human affective, cognitive and behavioural responses. The buying behavior and purchase decisions are need to be studied thoroughly in order to understand, predict and analyse critical market variations of a particular product or service. The field of consumer behaviour is the broad study of individuals, groups or organisations and the process they use to select secure and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer behaviour studies are based on the buying behaviour of final consumers-individuals and households who buy goods and services for themselves. The collective behaviour of consumers has a significant influence on quality and level of standard of living. Buyer Behaviour is broadly defined by various scholars and researchers as:

- It is the behavior displayed by the consumers during the acquisition, use and disposition of products/services, time and ideas by decision making units.

- It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play.

- The process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. The activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions.

9.5   DIGITAL INFLUENCE IN CONSUMER LIFE

Digital Marketing refers to online marketing or internet marketing. Digital marketing not only essential for grabbing wide area for marketing but it also equally essential for customers as it provide number of opportunities to talk directly with customers. In the highly competitive market and technology advancement with the usage of internet it has shift the marketing strategies to digital marketing strategies and the way of dealing with the customers with the passage of time. Day by day it increases the use of digital marketing as consumer gets wide variety of products not only with in particular geographical boundaries but from all over the entire world. The term digital marketing has become popular over period of time.

Digital marketing market the product and services mainly on the internet but also on any digital medium like mobile phones. Marketing through digital medium it gives more satisfaction to the customers as they can ask queries and can also give suggestions related to any product and services. In digital market medium for communicating is much more convenient than

traditional marketing as medium of communicating is mainly through website, chat, Email, etc. To expand and grow any business worldwide digital marketing is one of the fast ways to develop as they use digital tools which makes marketing much easier. It reaches large number of customers from all over world in a smaller number of times. Through analytics it is very easy to measure efficiency of a campaign where as in traditional marketing it is very difficult to measure efficiency of a campaign. In digital market it is very easy to make changes and update information continuously from time to time according to their goals and services and with the help of internet customers at any place and at any time can go through the given information which is beneficial for them.

Today online shopping like Myntra provide various brands and it becomes convenient for customers to shop at any time at any place by just downloading one app by using internet, it also proves 30 days exchange or return policy which increases satisfaction level in the customers.

Today all most everyone rely on online shopping for each and every kinds of products weather it is grocery items or it is clothing, today everyone knows how to visit company website and refer to the particular product and make order of particular product and gives feedback. It is the right of each and every customer to get complete information related to every product nothing should be hidden from the customers as they can file complain for any product if they are cheated. With the other related products customers can make comparison and place order at any time according to their preferences, as digital marketing provides 24 hours services to the customers so that they can do shopping at any time whenever they are free. Now there is no need to take out time from busy schedule for the shopping as customers can do it at any time at any place without any fear as there is transparent pricing of the product and they can do comparison from many and buy product of least price.

Today digital marketing has a greater scope of expanding their business in the future as customers are much more satisfied by doing online shopping as they find digital marketing much safer than traditional marketing. Each and every income group of people do online shopping as there is different variety of products available at different prices and different payment methods also available which becomes more convenient for the customers to do online shopping. Today for every organization digital marketing becomes very crucial part in doing business as it not only increases profit margin of the organization but also expand the business globally. Customers become loyal towards product as they become more confident after getting each and every information of the product and they gives their feedback which generate good relationship between customers and sellers.

Digitalization plays an important role in today's competitive market as it involves exploring business model using digital technologies which reduces cost and expand business globally. It not only benefited to customers but it also reduces the tension of organization as there is no

fear of wear and tear or theft of goods as there is no fixed location of shop. It also ensures quality and reduces fraud as there is transparency in the business and there is highly competitive market so customers are free to make choice. There are various E-Commerce models such as:

- Business to Business E-Commerce (B2B) here both the parties engaged in the business.
- For example- Myntra deals with various brands.
- Business to Customers (B2C) here buyers and sellers of products and services do online
- transactions. For example-online shopping.
- Customers to Customers (C2C) here both the buyer and sellers are individual. For example- In OLX both the parties involved are individual they sell the old product which is of no use to him digitally by using internet to the one who find it more useful.
- Business to Government (B2G): It involves selling product and services to the government by using internet.

9.6   E-CONSUMER

A consumer is a person or a group who intends to order, orders, or uses purchased goods, products, or <u>services</u> primarily for personal, <u>social</u>, family, household and similar needs, not directly related to entrepreneurial or business activities. "Consumers, by definition, include us all;" President John F. Kennedy offered his definition to the United States Congress on March 15, 1962. This speech became the basis for the creation of World Consumer Rights Day, now celebrated on March 15. In his speech, John F. Kennedy outlined the integral responsibility to consumers from their respective governments to help exercise consumers' rights, including:

- The right to safety: to be protected against the marketing of goods which are hazardous to health or life.

- The right to be informed: to be protected against fraudulent, deceitful, or grossly misleading information, advertising, labelling, or other practices, and to be given the facts he needs to make an informed choice.

- The right to choose: to be assured, wherever possible, access to a variety of products and services at competitive prices; and in those industries in which competition is not workable and Government regulation is substituted, an assurance of satisfactory quality and service at fair prices.

- The right to be heard: to be assured that consumer interests will receive full and sympathetic consideration in the formulation of Government policy, and fair and expeditious treatment in its administrative tribunals.

A consumer is one that buys goods for consumption and not for resale or commercial purpose. The consumer is an individual who pays some amount of money for the thing required to consume goods and services. As such, consumers play a vital role in the economic system of

a capitalist economy. Without consumer demand, producers would lack one of the key motivations to produce: to sell to consumers. The consumer also forms part of the chain of distribution. The e-Customer explicitly uses Internet and a whole new set of novel abilities focused towards online shopping of products and services. This phenomenon relies on existence of two basic premises:

- Web-based services, including e-Commerce, that rely on complex, large scale systems consisting of thousands of computers, heterogeneous networks, and software components;
- Users, i. e. electronic consumers or e-Customers, who interact with the previously mentioned Web services unpredictably and stochastically.

As in the case of traditional, "brick-and-mortar" model of doing business, the highest priority task and a fundamental premise for the successfulness of the novel, "click-and-mortar" business model remains assuring e-Customers' satisfaction. It is not a trivial task, because it is based on analysis of a complex mixture of various quantitative and qualitative factors and variables. Such multidisciplinary approach undoubtedly relies on a usage of a plethora of relevant models, mechanisms, techniques, software and hardware solutions and tools, etc.

In a narrow sense, a digital consumer may be defined as someone using mobile devices, and in a broad sense, as e-consumer, looking for and purchasing products on the Internet, taking advantage of the content published on-line, aware of themselves and of their needs, and keen on simplifying the decisions they need to make.

9.7   E-CONSUMER BEHAVIOUR

Early e-shopping consumer research indicated that e-shoppers tended to be concerned mainly with functional and utilitarian considerations. As typical 'innovators' suggested that the e-consumer tended to differ from the typical traditional shopper. More recent research, on the other hand, casts doubt on this notion. Consumer purchase orientations in both the traditional world and on the Internet are largely similar and there is evidence for the importance of social interaction and recreational motives as demonstrated by virtual ethnography (webography), social networking sites and e-word of mouth (eWOM).

The study of e-consumer behaviour is gaining in importance due to the proliferation of online shopping. Consumer oriented research has examined psychological characteristic, demographics, perceptions of risks and benefits, shopping motivation, and shopping orientation. The technology approach has examined technical specifications of an online store, including interface, design and navigation, payment, information, intention to use, and ease of use. The two perspectives do not contradict each other but there remains a scarcity of published research that combines both.

Factors influencing e-consumer behaviour

The basic model argues that functional considerations influence attitudes to an e-retailer which in turn influence intentions to shop with the e-retailer and then finally actual e-retail activity, including shopping and continued loyalty behaviour.

- e-Consumer attitude towards an e-retailer will be positively influenced by customer perceptions of e-retailer image.
- e-Consumer intentions to purchase from an e-retailer will be positively influenced by positive attitudes towards the e-retailer.
- Intention to shop with a particular e-retailer will be positively influenced by past Experience.
- e-Consumer trust in an e-retailer will positively influence intention to e-shop.
- e-Consumers' learning about an e-retailer web site will positively influence their intention to purchase.
- e-Consumer attitude towards an e-retailer will be positively influenced by social factors.
- e-Consumer attitudes towards an e-retailer will be positively influenced by e-interactivity.
- One of the most significant attractions of e-shopping is perceptions of convenience for example, a reduction of search costs when the consumer is under time pressure. Convenience in e-shopping therefore increases search efficiency.

By eliminating travel costs and associated frustrations (psychological costs). E-Retailers differentiate themselves by emphasizing convenience. www.amazon.com allows regular customers to complete the purchase process with 'one click'. Similarly, Amazon have allowed customers to review products, enhancing the quantity and quality of product information for potential customers, helping in the customer information search process to reduce search costs and time. Variety of products is a related aspect of online shopping that also reduces search costs.

Retailing literature suggests that shopping frequency may influence purchase intentions. For example, experienced Internet users were more likely to participate in virtual communities for informational reasons, whereas novice users were more likely to participate for social interaction. E-Shopping becomes more routine as e-shoppers gain experience of an e-retailer's site.

9.8   POINTS TO REMEMBER

- A digital consumer may be defined as someone using mobile devices, and in a broad sense, as e-consumer, looking for and purchasing products on the Internet, taking advantage of the content published on-line, aware of themselves and of their needs, and keen on simplifying the decisions they need to make.

- The term of digital consumer may be thus understood in a narrow sense, referring to a consumer using mobile devices (smartphones, tablets, laptops, etc.)

- Digital consumers are not a homogeneous group, and although the way they use technology is   common to them, the demographic variable and the lifestyles they live make them different.

- Consumer behaviour studies play an important role in framing marketing and in deciding marketing strategies.

- Digitalization plays an important role in today's competitive market as it involves exploring business model using digital technologies which reduces cost and expand business globally.

- A consumer is one that buys goods for consumption and not for resale or commercial purpose.

- A digital consumer may be defined as someone using mobile devices, and in a broad sense, as e-consumer, looking for and purchasing products on the Internet, taking advantage of the content published on-line, aware of themselves and of their needs, and keen on simplifying the decisions they need to make.

- The study of e-consumer behavior is gaining in importance due to the proliferation of online shopping.

- e-Consumer attitude towards an e-retailer will be positively influenced by   customer perceptions of e-retailer image.

9.9   GLOSSARY

- WOM-word-of-mouth messages
- B2B- Business to Business E-Commerce
- B2C- Business to Customers
- C2C- Customers to Customers
- B2G-Business to Government

9.10   CHECK YOUR PROGRESS

Descriptive Type Questions-

a)   Define the term digital consumers?

b)   How many types of digital consumers are there? Explain.

c)   What do you understand by consumer behaviour?

d)   Define digital influence in consumer's life.

e)   What do understand by the term e-consumers?

f)   What are the factors influencing the e-consumers behaviour?

Objective Type Questions-

a)   A digital consumer may be defined as someone using mobile devices, and in a broad sense, as e-consumer, looking for and purchasing products on the Internet. (True/False)

b)   Digital consumers are not a homogeneous group, and although the way they use technology is   common to them, the demographic variable and the lifestyles they live make them different.

c)   (True/False)

d)   Consumer behaviour is a decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services. (True/False)

e)   Business to Business E-Commerce (B2B) here only one party engaged in the business. (True/False)

f)   A consumer is a person or a group who intends to order, orders, or uses purchased goods, products, or services primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities.(True/False)

g)   .... …. Marketing refers to online marketing, internet marketing.

Answer (Objective Type Question)-

[a] True   [b] True   [c] True   [d] False

[e] True   [f] Digital   [g] e-consumer

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UNIT- 10
MOBILE AND SOCIAL MEDIA APPLICATIONS

10.1   INTRODUCTION

10.2   OBJECTIVES

10.3   MOBILE AND SOCIAL MEDIA APPLICATIONS: AN OVERVIEW

10.4   SMART DEVICES

10.5   SIGNIFICANCE OF SMART DEVICES

10.6   NOTIFICATIONS

10.7   MANAGING INDIVIDUAL BEHAVIOUR

10.8   MANAGING CUSTOMER DATA

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10.14   SUGGESTED READINGS

10.1   INTRODUCTION

The latest advancement in mobile computing, hardware, and software empowers end users worldwide through a range of mobile devices with enhanced capabilities. Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry.

10.2 OBJECTIVES

After the successful completion of this unit, you will be able to-

• Understand mobile social networks and its features.

• Define the significance of smart devices.

• Managing individual behaviour on social networks.

• Understand the concept of notifications in mobile applications.

• Understand customer data and service delivery.

10.3 MOBILE AND SOCIAL MEDIA APPLICATIONS: AN OVERVIEW

Recently, personal hand-held mobile devices (e.g., MP3 players, PDAs, and smartphones) have become more and more popular. Mobile Social Networks is a means of transmitting information (communicating) using a mixture of voice and data devices over networks including cellular technology and elements of private and public IP infrastructure (such as the Internet). 'Mobile Social Networking' (MSN) refers to all of the enabling elements necessary for the contribution ('posting' and sending/uploading) and consumption (downloading/viewing/experiencing) of social media across a mobile network.

Social media are non-professional digital photos, written communications (eg text-based blog postings), sounds (voice and/or musical expression) and video, integrated and digitally shared with a group of known and/or unknown network connected individuals. Some of the widely used social media platforms are- Facebook, Twitter, Utube, Instagram, Linkedin, pintrest, etc. Before going to study the other aspects of social media applications, let us understand some terms.

Social Network- Similar to there being many online social networking sites, such as Facebook and Twitter, there are just as many social networks on mobile devices. They offer vast number of functions including multimedia posts, photo sharing, and instant messaging. Most of these mobile apps offer free international calling and texting capabilities. Today, social networking apps are not just for the social aspect, but are frequently used for professional aspects as well, such as LinkedIn, which is still constantly growing.

Messaging- This model is focused on the ability to send short, text-based messages to an individual, group of close friends, or even a large group of classmates, simultaneously. This category enables messages to reach the right people as quickly as possible. Many messaging apps are very popular, maybe even more than classical texting. Some social network platforms, such as Facebook, have their own native messaging applications, similar to Facebook Messenger. Different countries have a certain messenger that is predominant, like China with WeChat, Korea with KakaoTalk, and the US with WhatsApp.

10.4   SMART DEVICES

Smart devices are all of the everyday objects made intelligent with computing power and connected to the Internet to form the Internet of Things (IoT). Smart devices gather and share data from the edge of the network, and while they may be small, they are powerful. They range from small asset tracking devices to wearables that monitor health, to refrigerators and other smart home components. Smart devices use sensors to gather physical data, such as light, temperature, and presence, and deliver that data to be analyzed and used.

Smart devices connect a home or building to the IoT, making the space intelligent by— automating ambient controls, increasing energy efficiency, and increasing security. Smart devices are also used by companies in each step of the supply chain to improve business decision making and, customer service, and to help and refine manufacturing processes.

Some of the smart devices used today are discussed below.

Amazon Alexa-

Alexa is undoubtedly one of the most comprehensive smart home ecosystems available today. Alexa makes every aspect of your smart home easy to access and control. Alexa is now built into plenty of other smart products, including thermostats (i.e. Ecobee4) and TVs (i.e. Fire TV).

Google Assistant–

If there's any true runner-up to Alexa, it's Google Assistant. Even though Google Assistant has less third-party integrations, it can often answer questions and complete commands Alexa can't. Thanks to Google's major ownership of the search engine space. Google Assistant was five times more likely to give a correct answer than Alexa. Ultimately, Assistant wins when it comes to understanding how people naturally speak. You can find it in your smart phone.

Smart phone-

Smartphones use cell phone network technology to send and receive data for phone calls, Web browsing, file transfers. A smartphone is a cell phone that allows you to do more than make phone calls and send text messages. Smartphones can browse the Internet and run software programs like a computer. Smartphones use a touch screen to allow users to interact with them. There are thousands of smartphone apps including games, personal-use, and business-use programs that all run on the phone.

Tablets-

A tablet, tablet computer, or tablet PC is a mobile computing device designed to be held in one or two hands. It is approximately the size of a hardcover book (seven inches or bigger), and resembles a large smartphone.

Wearable Smart Devices-

Wearable technology is increasingly driving closed-loop healthcare, where wearable trackers or other remote patient-monitoring devices allow clinicians to constantly monitor and adjust treatments.

Oxymeter-

Pulse Oxymeter is a portable medical device that can help in identifying oxygen level in the blood in a non-invasive way. It gives the details within seconds. A click like device places to the finger and within seconds the medical device checks the oxygen levels in the blood. The oxygen levels calculated by Pulse Oxymeter in a percentage based on the comparison of maximum level of oxygen carry by blood and the current oxygen level carrying by the blood cells. In medical terminology it is called oxygen saturation levels.

Fitness bands-

With changing lifestyle and food habits, maintaining a healthy diet has become one of the most tedious tasks. That is when a schedule of the solid workout comes into play. But the most important question is how to keep track of fitness? The answer to this question is the fitness bands. Fitness bands make the workout simpler with accurate statistics and related data.

GPS trackers-

Global Positioning System or "GPS" was originally developed by the US Air Force to assist them with the military operations. GPS has made a significant impact on all positioning, navigation and monitoring applications in the world and over the course of the decades, it has evolved to a point where it is used in almost every aspect of our lives.

Global Positioning System tracking is a method of working out exactly where something is. A GPS tracking system, for example, may be placed in a vehicle, on a cell phone, or on special GPS devices, which can either be a fixed or portable unit.GPS works by providing information on exact location. It can also track the movement of a vehicle or person. So, for example, a GPS tracking system can be used by a company to monitor the route and progress of a delivery truck, and by parents to check on the location of their child, or even to monitor high-valued assets in transit.

10.5   SIGNIFICANCE OF SMART DEVICES

Let us observe the significance of smart devices.

- Keep your loved ones in touch, either through calls, text or images, which express the feeling in a sweet and amusing way.
- You may know where you are and find easy ways and routes to go anywhere, especially in an unknown place.
- You can make the world listen to your voice in a touch.
- You can spend your time wisely reading the news or doing some official work.

- Can entertain yourself with games, music or movies.
- Can always be available socially.
- Can avail the Customer service offers to be easily accessible.
- Food and groceries can be ordered online.
- Email and Banking become easy.
- Endless apps are available to make your dreams come true.

10.6   WHAT IS NOTIFICATION?

A notification is a message that Android displays outside your app's UI to provide the user with reminders, communication from other people, or other timely information from your app. Users can tap the notification to open your app or take an action directly from the notification.

A mobile app push notification is a message sent by an application to a customer's mobile device. You can send push notifications to customers who have installed your mobile app and opted-in to receive messages. Mobile app push notifications are typically used to deliver product updates, reminders, personalized offers, breaking news and any information that's integral to the functionality of the app and requires special attention, or needs to be actioned quickly. Notifications appear to users in different locations and formats, such as an icon in the status bar, a more detailed entry in the notification drawer, as a badge on the app's icon, and on paired wearables automatically. The benefits of mobile push notifications are:

[1] Stimulate user engagement

Mobile push notifications can have a huge impact on engagement by pushing your customers back into your app. Done wrong, push notifications can cause customer opt-out, app removal, and bad publicity. Done right, mobile push notifications can open up a line of communication that's closer to the customer than any other technology currently available.

[2] Increase conversion

A real-time mobile push message, segmented or generic, creates a sense of urgency. It can efficiently retarget customers and trigger instant purchases.

[3] Improve customer retention

Did you know that nearly 90% of apps that are downloaded onto a mobile device are opened once, and then they are never used again? Only 16% of users will try out an app more than twice. Fortunately, expanding your messaging strategy with Android and iOS push notifications can increase your mobile consumer engagement and app retention.

10.7   MANAGING INDIVIDUAL BEHAVIOUR

Individual behaviour is the result of interaction between individual characteristics and environmental characteristics by which behaviour occurs. It has been observed that each person's behaviour is the result of intelligence, creativity, personality and adaptability etc. To

understand individual behaviour some factors that affect behaviour of an individual should be explained, they are:

[1] Personal characteristics- They are age, gender, marital status. These factors make people different.

[2] Personality- *"Personality means how people affect others and how they understand and view themselves as well as their pattern of inner and outer measurable traits and the person – situation interaction."* Fred Luthans.

[3] Emotions- They are the intense/powerful feelings that are directed someone or something. They create state of readiness for behaviour. Joy, love, sadness, and fear are some forms of it.

[4] Value- Value generally identifies a person's ethical/moral structure on which the concept of good or bad and right or wrong is based.

[5] Beliefs- Beliefs are descriptive thoughts that an individual hold about something. They can be based on knowledge, opinion, and reference group member. They influence individual behaviour. Beliefs are formed by past experience, available information and generalization.

[6] Attitudes- An attitude can be as a positive or negative evaluation of people, objects, event, activities, ideas, or just about anything in environment. Attitude identifies whether a man is feeling good or bad it is really a person's psychological matter or world.

Consumers use social media for the benefit of immediate access to information at their convenience helping them to decide what to buy or to know more about new products or brands, when and where they want. Social media is perceived as a more trustworthy source of information when compared to corporate communications and advertisements. Customers contact with each other through the online platforms(C2C) and avail the easier facilitation of customer communities and then they go back to the company (C2B).

Impact of Internet on consumer behaviour-

WOM is a concept called word of mouth, a person-to-person communication regarding any product or service. Online or electronic word-of-mouth (eWOM) is a form of WOM where internet users provide reviews and ratings to all kinds of products, brands and services on review sites. It is defined as "any positive or negative statements made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet". There are many ways to model consumer behaviour, depending on the goal of the research, but a useful method is the decision-process approach which studies the events that precede and follow a purchase, and that explains the way decisions are made (Karimi, 2013)

There are many ways to model consumer behaviour but a useful method is the decision-process approach which studies the events that precede and follow a purchase, and that explains the

way decisions are made. Consumer decision-making could be defined as the "behaviour patterns of consumers, that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services". It means that the consumer behaviour can be managed by studying the search history and browsing history. Social media links, likes and browsing history also tells the interest of consumer.

Impact of Social media on consumer decisions-

Consumers use social media for the benefit of immediate access to information at their convenience helping them to decide what to buy or to know more about new products or brands, when and where they want. Social media is believed as a more trustworthy source of information when compared to corporate communications and advertisements. It has a deep impact in decision making capacity of users.

10.8   MANAGING CUSTOMER DATA

Off-the-shelf smartphones already come equipped with the sensors needed to obtain a great deal of information about their owners' behavioural lifestyles. They routinely record sociability (who we interact with via calls, texts, and social media apps) and mobility behaviours (where we are via accelerometer, global positioning system [GPS], and WiFi) as part of their daily functioning. Smart-phone sensing methods make use of these behavioural records by implementing on-the-phone software apps that passively collect data from the native mobile sensors and system logs that come already embedded in the device.

Managing customer data is a hot topic. According to one report, consumer data is now the world's most valuable resource "the oil of the digital era" and needs to be treated and safeguarded as such. Failing to do so can result in serious damage. Consider the ride-hailing service Uber. The company experienced a data breach in 2016 when hackers accessed the private data of around 57 million people, including 600,000 driver's license numbers. The incident cost Uber $148 million in the settlement alone. It also caused major damage to Uber's reputation, particularly after the company attempted to hide the breach from the public. Proper data collection and management are absolutely essential for ensuring that a company avoids data breach issues and the resulting loss of customer trust. Furthermore, effective customer data management is beneficial for a business.

Customer data management is the practice of ethically collecting, securely storing and managing a database of customer information for the purpose of improving a company's overall services, processes, and products. The value of effective customer data management can include increased sales, improved customer retention, more effective marketing campaigns, stronger customer relationship, and more.

10.9   SERVICE DELIVERY

Service delivery can be defined as any contact with the public administration during which customers – citizens, residents or enterprises – seek or provide data, handle their affairs or fulfil their duties. These services should be delivered in an effective, predictable, reliable and customer-friendly manner. Due to rapid expansion of the use of information and communication technologies, electronic service delivery is an effective means to reduce costs, both in time and money, for the customer as well as the government. Good service delivery requires that:

- The government understands the need to promote citizen-oriented administration.
- Good administration is a policy objective put into practice coherently, through various regulatory and other mechanisms, to ensure quality public services.
- Accessibility to public services is ensured.

Challenges Facing Mobile Service Delivery Strategies

- Understanding the customer, their attitudes and preferences.
- Identifying high volume applications or transaction suitable for a mobile app.
- Determining which hardware device features are necessary for application operation? Would a web-based solution be a better fit?
- How will content be aligned across multiple channels including web, mobile web, and mobile apps?
- Managing code-base and ensuring consistent presentation across multiple platforms.
- App store maintenance and updates.
- Ensuring application integrity and authenticity to agency customers.

10.10 POINTS TO REMEMBER

- There are many forms of social media, including blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets etc.

- Smart devices are all of the everyday objects made intelligent with computing power and connected to the Internet.

- Smart devices use sensors to gather physical data, such as light, temperature, and presence, and deliver that data to be analysed and used.

- A mobile app push notification is a message sent by an application to a customer's mobile device. Global Positioning System tracking is a method of working out exactly where something is.

- Consumer behaviour can be managed by studying the search history and browsing history.

- Consumers use social media for the benefit of immediate access to information at their convenience.

- Service delivery can be defined as any contact with the public administration during which customers – citizens, residents or enterprises – seek or provide data, handle their affairs or fulfil their duties.

- Data is now the world's most valuable resource—"the oil of the digital era"—and needs to be treated and safeguarded as such. Failing to do so can result in serious damage.

- Customer data management is the practice of ethically collecting, securely storing and managing a database of customer information for the purpose of improving a company's overall services, processes, and products.

10.11 GLOSSARY

- MP3- Moving Picture Experts Group Audio Layer 3
- PDA- Personal Digital Assistant
- MSN- Mobile Social Networking
- IoT- Internet of Things
- PC- Personal Computer
- UI- User Interface
- GPS – Global Positioning System
- eWOM- electronic word-of-mouth

10.12 CHECK YOUR PROGRESS

Descriptive Type Questions-

a)   What are smart devices?

b)   What is the significance of smart devices?

c)   What are the main aspects of an individual behaviour?

d)   What do you understand by managing customer data?

e)   Define challenges of managing mobile service delivery strategies.

Objective Type Questions-

a)   Social media is an internet-based form of communication. (True/False)

b)   Only Few people around the world use social media to share information and make connections. (True/False)

c)   Smart devices use sensors to gather physical data, such as light, temperature, and presence, and deliver that data to be analysed and used. (True/False)

d)   WOM is a concept called word of mouth. (True/False)

e)   Consumer behaviour cannot be managed by studying the search history and browsing history. (True/False)

f)   …………. is a message that Android displays outside your app's UI to provide the user with reminders, communication from other people, or other timely information from your app.

g)   ……………. tracking is a method of working out exactly where something is.

h)   Customer data management is the practice of ethically collecting ……..

Answer (Objective Type Question)-

[a] True   [b] False   [c] True   [d] True

[e] False   [f]Notification   [g] Global Positioning System   [h]Data

10.13 BIBLIOGRAPHY/ REFERENCES

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10.14 SUGGESTED READINGS

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- https://www.zendesk.com/blog/8-ways-effectively-manage-customer-data/