Chapter (1)

Digital Marketing

What is digital marketing

- Digital marketing helps to create consumer demand by using the power of the interconnected, interactive web. It enables the exchange of currency but, more than that, it enables the exchange of attention for value. This is

Digital marketing is powerful in two fundamental ways:

- First, the audience can be segmented very precisely – even down to factors like: current location and recent brand interactions – which means that messages can (and must) be personalized and tailored specially for them.
- Second, the digital sphere is almost completely measurable – every minute and every click by a customer can be accounted for. In digital you can see exactly how various campaigns are performing, which channels bring the most benefit, and where your efforts are best focused.

Digital marketing strategy

- Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital medium. A digital marketing strategy should be constantly iterating and evolving. Since the Internet allows for near-instantaneous feedback and data gathering, digital marketers should constantly be optimising and improving their online marketing efforts.

Crowdsourcing

- Crowd sourcing: is a powerful example of the way digital tools have enabled certain ways of thinking. In simple terms, crowd sourcing is a distributed problem-solving and production model that relies on an active community to find solutions to problems. Crowd sourcing relies heavily on the tools and communication forms made possible by the Internet.

Crowdsourcing

- 1. Crowd sourcing, which involves asking and enabling people to share their ideas or creations in exchange for an emotional or monetary reward. This is the most common type used for marketing and idea generation. Websites such as Threadless (www.threadless.com), Idea Bounty (www.ideabounty.com) and Wikipedia (en.wikipedia.org) are prime examples of crowd sourcing.

Crowdfunding

- 2. involves asking many people in a large crowd each to donate a small amount of money in order to gather a large sum to fund a specific project or venture. Kick starter (www.kickstarter.com) is a well known platform where people who want to start projects can ask for backers to fund them. The higher the contribution, the more the backer will receive once the project is complete.

Microtasking

- which involves breaking a big task or project down into tiny components and asking many people to each complete a few of these components, usually for payment. One company that uses micro-tasking is: Brands Eye (www.brandseye.com), which pays members of its crowd to evaluate the sentiment behind mentions in social media.

Defining Content marketing

- *Content marketing: is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.*

- Content components:
- • Substance: Who are you trying to reach, and why?
- • Structure: Where is your content? How is it organized? How do people find your content?
- People components:
- • Workflow: How does your content happen?
- • Governance: Politics, guidelines and standards (Halvorson, 2010).

Video marketing

- Video content strategy:
- • Address a currently trending topic.
- • Make it enticing.
- • Make it remarkable.
- • Make it unique.
- • Make it shareable.
- • Make it short.

Video production step by step

- Identifying your audience
- Planning and concept
- Producing the video
- Choosing and uploading to platform
- Optimizing
- Promoting
- Engaging the community
- Reporting

Video promotion

- Earned video promotion
- Paid video promotion
- Owned video promotion

Email marketing

- Email strategy and planning:
- Email service providers
- Email for mobile phones
- Rules and regulations

Step-by-step process

- Growing a database
- Designing an email
- Creating content
- Deploying
- Measuring
- Testing

Trends

- •Mobile is bridging the Digital Divide
- •5 billion mobile phone users by 2015.
- *Nokia report
- •50% of global mobile phone subscribers will go online with their mobile by 2011. *InformaTelecom

Trends

- •Mobile will be at the centre of Social networking and a key driver for user generated content.
- Mobile technology, network and devices are being designed for new uses rather than voice.

Customer behaviour
Mobile content and services

- 41% of Australians access the internet from their mobile.
- There is 102%mobile phone penetration in Australia.
- 35% play games on their mobile
- 22% watch live TV on their mobile

Mobile messaging channels

- SMS, MMS, Wi-Fi and Bluetooth, USSD, Instant messaging, QR codes, Automated voicemail messages, Voice technologies

Mobile marketing

- The role of mobile in personal communication:
- Six features of mobile:
- 1. Mobile devices are personal.
- 2. Mobile devices are always carried.
- 3. Mobile devices are always on.
- 4. Mobile devices have a built-in payment system.
- 5. Mobile devices are available at the point of creative inspiration.
- 6. Mobile devices allow accurate audience measurement

Location and mobile

- Geo-location
- Mobile social networks
- Considerations for location-based mobile marketing

Mobile commerce

- Mobile shopping
- Near-Field Communication and mobile wallets
- Mobile ticketing and coupons
- Mobile currency
- Carrier-based payments
- Airtime as currency
- Mobile banking

Chapter (2)

Social Media

What is social media?

- "Social media is online content created by people using accessible and scalable publishing technologies. At its most basic sense, social media is a shift in how people discover, read and share news, information and content. It's a fusion of sociology and technology, transforming monologues (one too many) into dialogues (many to many) and is the democratization of information, transforming people from content readers into publishers.

- Social media: is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio.

- **Put more simply:**
- “Social media is people having conversations online.”

Social media is online

- Social media is online
- Social media is user-generated
- Social media is highly accessible and scalable
- Social Media: A Way to Diffuse Information
- Social media is a shift in how people discover, read, and share news, media, and content
- Social media is a fusion of sociology and technology
- Social media is a dialogue

- Social media is the democratization of information
- Social media is people connecting with others
- Social media is content readers become content publishers
- Social media is forming relationships for personal, political, and business use

Social media strategy

- Get buy-in
- Listen and understand the landscape
- Analyze
- Set objectives
- Create an action plan
- Implement
- Track, analyze, optimize

Common Mistakes Companies Make With Strategy

- Not developing a social media strategy
- Perfecting a social media strategy
- Gathering followers rather than building a network
- Putting all eggs in one basket
- Putting the horse before the carriage

Common Mistakes Companies Make With Social Media Tools

- Thinking the tools are everything .
- Not using the tools correctly .
- Not using the tools at all.

Common Mistakes Companies Make With Messaging

- Creating impersonal accounts
- Controlling the message
- Not controlling the message
- Abusing permission

Statics

- Almost4,000,000articles
- > 100,000,000 videos
- 200,000,000blogs

Why users participate in Social Networking

- Why audiences engage in social networking:
- **•Meet people -78% join to *communicate with existing colleagues or develop new acquaintances***
- **•Be entertained -47% join in order to find entertaining *content such as photos, music or videos.***
- **•Learn something -38% join to get *information from other people about topics that hold particular interest to them***

- **•Influence others -23% join to *express their opinions in a forum where their ideas can be discussed or acted upon***

Chapter(3)

Social Media marketing

Why should you care about Social Media Marketing?

- Social media marketing is the art and science of building relationships throughout every phase of the business cycle. Today's businesses are moving in droves to learn how social media marketing works. This guide is meant for you to use to determine your company's social media marketing dialogue. The goal is to present you with the tools, resources and information that supports your own goals and applies to your niche.

facebook
twitter
YouTube
slideshare
friendfeed
MyBlogLog
del.icio.us
Your Business
LinkedIn
flickr
digg
Technorati
myspace.com
Google Reader
Your Site

How Do We Define Social Media Marketing?

- social media marketing represents the evolution of the Internet. In the introduction to this section, social media marketing is defined as “the art and science of building relationships throughout every phase of the business cycle.”
- To fully grasp the potential of social marketing, think of it as the infrastructure of Internet activity. Every user has a network of sites that they visit for news, social interaction entertainment, communication and reference.

- the social networking websites bring your company *directly into the* Internet user's world.
- **There are over 4,000 social networking sites,**

Content creation

- Image sharing
- Video sharing
- Blogging
- Micro-blogging
- Podcasting

There are some core components to creating an authority presence through social media, such as:

- blogs,
- news feeds,
- forum creation,
- article marketing,
- automated and manual bookmarking,
- online infomercials and video

What Makes a Viable Social Network?

- Common Purpose.
- Make It Scalable.
- Critical Mass of Users.
- Make it Attractive.
- Networks Need Leaders.
- Make it Indispensable.
- Networks Need Data.
- It Must Have Integrity:
- Make it Easy To Use:

- What's interesting to note is that most Search Engine Optimization (SEO) specialists have a completely different view on what it means to be an 'Authority' website as compared to Google.
- Many search marketing firms (*including my own: http://www.chaosmap.com) stress the importance of inbound links to build credibility. They think in terms of the 'authoritative sites.'*

- The bottom line is that the success of your social media marketing campaign is connected to your efforts in creating an authority presence.

Brand Awareness and Social Media Marketing

- Building your website authority for your social media marketing campaign has several correlations to traditional marketing such as "Branding."
- These *instinctive brand associations are built through your participation and representation in social* media, making them easy ways to make your brand persistent. The collective result of your social media marketing activities is that your branding message seeps into your audience unconscious.

What are branding associations?

- They are the images, keywords, phrases and ideas that you use to identify your business and website.

Public Relations and Marketing

- How do I find my audience?
- How do I get the word out?
- What is a viral marketing campaign?
- What are the components of a viral marketing campaign?
- What are some tricks that help sites, posts, and videos go viral?

Customer Services

- Why do customers want service support via social media?
- Should my company have a separate account for customer service issues?
- How can my company monitor and manage reputation with social media?
- How does my company handle bad publicity on social media?

Reputation Management

- How to Monitor Your Company's Reputation:
- Google Alerts, *OneRiot or Twitter research*

Dealing with Bad Publicity

- Respond quickly to help control the message
- Response should be short and to the point
- Response should seem impromptu, but not unprofessional
- Response must be warm, genuine, and authentic
- It helps to have a relationship with your customer prior to the incident
- Use the right person in your company to respond to the incident

Chapter (4)

How to Measure Return on Investment

How to Measure Return on Investment

Email

- Landing page conversion percentage
- # of opens for each email
- # of clicks of links in each email
- # of email subscribers who purchase something

Blogs

- Total # of posts or average page views per post
- Traffic overall or per post via a service like Google Analytics
- Subscriber counts via an RSS service like Feed burner
- Comment counts per post (measures engagement)
- Demographics information via a service like Quantcast

Facebook

- # of Fans of members in your group
- Percentage of items shared on Facebook
- Percentage of traffic driven to website
- Facebook fan page analytics

Twitter

- # of followers
- # of retweets of all links
- # of people who respond (@) to questions, polls, etc.
- Percentage of traffic driven to website
- Became a trending topic or not

Adding Facebook to Your Marketing Strategy

- Why your business needs a Page:
- ✓ Get more attention from search engines:
- ✓ Tap into the social network:
- ✓ Target a global digital audience:
- ✓ Attract unlimited fans and potential new clients:
- ✓ Engage your audience

Developing Your FacebookMarketing Strategy

- ✓ Knowing your target audience
- ✓ Identifying objectives
- ✓ Developing a content strategy
- ✓ Creating a conversation calendar; in other words, who in your organization is responsible for updates as well as what and when content will be shared
- ✓ Mapping a customer response plan, meaning how you're going to answer customer inquiries and any complaints that may come in
- ✓ Measuring results with the most salient data

Leveraging Content

- ✓ Take into account how best to involve your audience.
- ✓ Maintain a steady stream of updates; however, be careful to strike a delicate balance to not overwhelm your fans.
- ✓ Create a schedule for your posting updates

Microblogging

- Getting Started on Twitter:
- Understand Twitter
- Create your Twitter account
- Public vs. private accounts:
- • They won’t show up in search results.
- • A direct reply sent to someone who isn’t following you won’t be seen by that person

- Customize your profi le:
- • More info URL
- Bio:
- Location:
- • Profi le picture:
- • Background and colors:
- Begin tweeting
- Use URL shorteners

- Use URL shorteners in your tweet
- Include photographs in your tweets
- Understand what followers are
- Find people to follow:
- Find on Twitter
- Find on other networks
- Invite by email
- Suggested users

- Reply to followers:
- Replies
- Mentions
- Retweet
- Direct messaging
- Mark favorites
- Use Twitter search
- Create lists

Leveraging Twitter

- Find and track popular hashtags
- Place hashtags in your tweets:
- 1. Find the hashtag.
- 2. Watch your character count.
- 3. Don’t overuse them.
- 4. Give context.
- Tweet your company blog posts

- Publicize your account
- Listen and learn:
- Search.
- Gauge the sentiment.
- Respond.
- Look at your response effects.
- Track.

- Don’t spam
- Use real time to your advantage:
- • Catch problems early.
- • Solicit feedback.
- • Crowd source.
- • Find topics to talk about.
- • Help your customers

Social media risks and challenges

- No one cares.
- The social media space is used by unhappy customers.
- It requires ongoing attention and monitoring.
- It can be difficult to measure the impact of the campaign.

Statistical Facts

- The leaders of the most popular (search) websites are Google and Yahoo, respectively, which demonstrates how important your search engine ranking is to reach the largest market share.
- YouTube ranked as third most popular site has over 100,000,000 videos and 65,000 new videos appear each day.
- In the fifth position is Facebook, which currently has over 250 million users and 70% of those users are International. Worldwide, over five billion minutes are spent on a daily basis on Facebook

- In June 2008, Twitter’s worldwide audience was 2.9 million. Twitter is now reaching 44.5 million unique visitors as of June 2009.

Conclusion and the Future

- Is social media marketing a fad?
- Is social media marketing viable for every business?
- Is social media marketing profitable?
- Is there a magic formula for ensuring social media marketing success?
- Is a social media marketing campaign worth the effort?

Chapter(5)

Web Marketing

Web Marketing

Planning for Web Marketing

- Planning to Fit Your Business Goals

Here are a few examples of business profile questions:

- ✓ Are you a new company or an existing one with an established customer/client base?
- ✓ Do you have an existing bricks-and-mortar store or office?
- ✓ Do you have an existing website or other web presence?

- ✓ Do you sell goods or services?
- ✓ Do you market to individuals (which is called *B2C for business-to-consumer)* or to other businesses (which is called *B2B for business-to-business)?*
- ✓ Who are your customers or clients (generally referred to as your *target markets)?*
- ✓ Do you sell — or want to sell — locally, regionally, nationally, or internationally

- Setting Goals for Your Online Presence
- Providing customer service through information
- Branding your company or product
- Generating leads or qualifying prospects
- Generating revenue through sales
- Generating revenue through advertising

- Achieving internal needs or building relationships
- Improving business processes
- Specifying Objectives for Your Online Marketing

Defining Your Target Market

- *Market segmentation (dividing your market into smaller sets of prospects who* share certain characteristics) takes many different forms. You need to select the one that's the best fit for your business. For your online marketing plan, you need to locate the various sites on the web where your target audiences

Here are a few forms of market segmentation:

- Demographic segmentation:
- ✓ Life cycle segmentation:
- ✓ Psychographic segmentation:
- ✓ Geographic segmentation:
- ✓ Vertical industry segmentation:
- ✓ Job segmentation:
- ✓ Specialty segmentation:

Writing Your Online Marketing Plan

- Marketing tag
- Value proposition
- Competitors

Examining the four Ps of marketing

- Product:
- ✓ Do you have enough products in your online catalog to compete successfully?
- ✓ Are you selling what people want to buy?
- ✓ Are you updating your product catalog regularly, quickly removing items that are out of stock and promoting new items?

- Price
- Placement: Placement *refers to your distribution channels.*
- Promotion

Assessing Your Website and Others

- Concept
- Content
- Navigation
- Decoration
- Marketing efficacy

Using rich media

- Use of rich media adds marketing value.
- ✓ It makes the site easier to use or otherwise enhances the user's experience.
- ✓ The goal for your website demands it.
- ✓ Your target audience wants or expects it.
- ✓ You need rich media to stay even with, or ahead of, your competitors.

Examining the Key Components of an Online Store

- ✓ Product catalog:
- ✓ Shopping cart:
- ✓ Check stand:
- ✓ Reporting and order tracking:
- ✓ Other add-ons:

Merchandising Your Online Store

- Selecting and pricing products
- ✓ eBay or another auction site
- ✓ Amazon Marketplace (www.amazon.com/gp/help/customer/
- ✓ A distributor at another online store
- ✓ A classified ad on a site such as Craigslist.org

Displaying products

- Choose which products to feature:
- ✓ Sort products:
- ✓ Provide product detail pages:
- ✓ Position special items on the page:

- Informing users of product options
- Enhancing revenue with upsells, impulse buys, and more
- Including product detail

Making It Easy for Your Customers to Buy

- Providing a product search engine:
- ✓ Product name
- ✓ Product type
- ✓ Price
- ✓ Product attributes, such as size, color, or material
- Brand

- Offering multiple payment options:
- PayPal:✓ Google Checkout: , ✓ Prepaid deposits: , ✓ Electronic bill presentation and payment (EBPP):
- Supporting customers:
- ✓ Enable customers to communicate with a real person.
- ✓ Build trust.

- Spell out warranty, refund, and return policies. Look at your competitors’
- ✓ Ensure privacy and security.
- ✓ Notify customers if you place cookies on their computers.

Fulfilling orders

- Packing slips and shipping labels:
- ✓ Production tracking:
- ✓ Shipping confirmation

Shipping Is a Marketing Issue

- Deciding what to charge for shipping
- Communicating your shipping policies
- Specifying Storefront Requirements
- Selecting the right type of storefront:
- No-storefront selling solutions
- Social media selling solutions
- One-stop store builders
- Specialty store builders

Reaching Customers Using Social Media

- Making the Business Case for Social Media:
- ✓ Help you pinpoint prospective customers
- ✓ Provide opportunities to build your brand recognition
- ✓ Encourage customers to share your site, services, and products with their friends via online word-of-mouth\
- ✓ Facilitate two-way communication so that you can eavesdrop on customers' concerns and respond quickly
- ✓ Involve no upfront marketing cost

- Dividing Social Media into Channels:
- ✓ Social content sharing
- ✓ Social networking:
- • Full networks, such as Facebook, MySpace, or my Year book, which
- • Micro-blogging (short message) networks such as Plurk or Twitter.
- • Professional networks such as LinkedIn and Plaxo.

- **Social bookmarking:**
- **✓ Social news:**
- **✓ Social geolocation and meetups:**
- **✓ Community building**

Integrating Social Media into Your Overall Marketing Effort

- Meet an otherwise-unmet marketing need
- ✓ Increase access to your target market
- ✓ Open the door to a new niche market
- ✓ Move prospects through the conversion funnel
- ✓ Encourage loyalty from existing customers

Developing a Strategic Social Marketing Plan

- Establish goals:
- ✓ Set quantifiable objectives:
- ✓ Identify your target markets:
- ✓ Estimate costs:
- ✓ Determine your social media marketing mix:

Chapter(6)
BB
Bliss Business

In 2010

- **$125 billion in revenue 150 countries**
- **75 million men and women are network marketing distributors**

- **Almost 20 years of consecutive growth.**

- **Fewer than 1% of the population involved so far.**

- **175,000 new people in the US and another 300,000 = around the world join a network marketing company every week.**

2009 through 2011

- The top 7 publicly traded network marketing companies averaged 268% increase in share value.