

Digital Marketing

Dr. Madan Mohan Varshney

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Preface

I have great pleasure in presenting first edition “Digital Marketing” written for students of PG courses as well as Research scholars. The related matters are written in a simple and easily under standable language with sufficient support for real business world information.

This volume is an attempt to provide the students with through under standing of digital marketing concept, methods and techniques with some important topics such as marketing in the digital environment, media options online, payment gate ways and PayPal, digital marketing research, online surveys, blog mining, data mining, search engine marketing, email campaign creation and management, social media, online reputation management mobile banking and consumer engagement.

I am sure this book will have extremely useful to students and teachers identical.

I am quite confident, though, that the book can also be adopted and used successfully. I believe that the book is even suited for self study. This book will provide an up-to-date first foundation for informed discussion of today’s national and global issues.

The book has a user-friendly design, featuring margin notes and definition and the emphasize important concepts. Exercises geared to wards each chapter’s central ideas consolidate the acquired knowledge. An extensive and innovative use of graphs facilitates access and enhances learning success.

I hope that the book will be helpful to both teachers and students.

Comments are welcome to improve the contents. Feel free to contact me.

Dr. Madan Mohan Varshney

Acknowledgements

Publishing of this book was a rigorous and vital task and would not have been accomplished without the encouragement and assistance of many of my well-wishers. I would like to take this opportunity to express my sincere gratitude to all of them who assisted to prepare this book.

The success of a book is not possible without the unstinting faith of a publisher and a team that staunchly believe that the book under preparation is a winning. This faith was one of the constant driving forces that provided me the encouragement to move forward.

Special acknowledgement for my wife Somya, for giving me encouragement, for being full of love and support and making my life so colourful and for always having bigger dreams for me. When she needed me the most. I was not available during this journey. What a great devotion! I express my thanks to elder son Vihan and little naughty son Abhijeet who relieved me of incessant work with their lovely company.

No effort made would have been possible without the patient and consistent support of my family, whose faith and love for me was a constant source of inspiration and reassurance for me.

And to the Almighty, for every thing.....!!!

Dr. Madan Mohan Varshney

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Introduction of Marketing

The managerial awareness and desire reflected in the consumer orientation for an all-out commitment to the market consideration and dovetail all marketing operation to the consumer needs has given birth to a new operational notation called the 'marketing concept'. This concept has been in vogue in the free economics for quite some time and especially in the U.S.A. since 1950.

Even in the controlled economics like that the USSR, Hungary, Poland, Romania and Czechoslovakia this concept has found favour. It is evident by Khrushchev's speech at the plenary session of the CCCP, held in December 1963 when he said that, "a system should be introduced making factories and firms responsible directly to consumers for the quality of their goods, factories and firms should be made to work with an eye on the consumers via shops and not the shops alone".

The importance of this concept is being realised by Indian business houses also owing to the fast changing environment context characteristic by material supply abundance, consumer resistance and Government interest and participation in the marketing operations. As such, in many companies attempts are under way to formally adopt this operational concept. A perusal of the following extracts from the speeches of some company chairman in India reflects the new-found need for its adoption.

Meaning of Marketing

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Thus, marketing consists of all those activities designed to create exchanges which satisfy human or organisational needs or wants in a way that brings profit for the firm. It performs the task of both identifying and satisfying customer needs. This helps business enterprises in anticipating customer demand and creating satisfied customers through conception, production, promotion and physical distribution of goods and services. Marketing deals with products. A product can be a good, service or an idea. A good is a physical entity i.e. it is a tangible product, which can be felt or touched. A service created, when human efforts are clubbed with mechanical efforts to provide intangible benefits to the customer. While ideas provide intellectual or spiritual benefit to customers.

On the whole a marketing transaction is one, in which the buyer and the seller,

irrespective of the nature of the product, experience mutual satisfaction, the seller on selling the product and making a profit and buyer on purchase and subsequent consumption of the product.

Definition of marketing

- According to **Bartles**, “Marketing is the process, where by society, to supply its consumption needs, evolves distributive system composed of participants, who interacting under constraints, technical (economic) and ethical (social), create the transaction and flows, which resolve market separations and results in exchange and consumption”.
- According to **American Marketing Association**, “Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.”
- According to **B.D Garware, Chairman, Garware Paints Ltd.**, “The motto of the company under Garware management is growth through customer service and satisfaction.”
- According to **Philip kotler**, “Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.”

Evolution of Marketing

Although, the concept of marketing emerged after the Industrial Revolution, but the change in business in terms of adapting to the concept come about gradually. It took many years for business to realise that satisfying customers gone through different phases or stages of marketing over the years. These four stages (era) can be classified as follows:

Production Era

The Industrial Revolution of the 17th century brought about the production era, which continued till the late 1920. Before Industrial Revolution markets existed without much competition and producers and consumers were not closely knit. As such demand and supply remained passive and distribution activities were ignored.

Sales Era

The sales era began in the late 1920s and lasted till to mid 1950s. The economic depression of the late 1920s proved that producing the goods was not every thing, a company had also to sell them. By that time, most companies had made their production processes efficient, which paved the way for competition. In this era, marketers focused their efforts only on selling their products to the customers.

Marketing Era

During the sales era, companies ignored consumer wants and needs. They focused simply on selling their products. So products in sales era were sold without

looking at the consumer needs and wants. Later, Companies began to realise that they would fail, if they did not satisfy Consumer needs.

Societal Marketing Era

In this era, it was emphasised that the key task of the company is not only to determine the needs and wants of the target markets and deliver the desired satisfaction, but also to preserve and enhance the consumers and society's over all well-being. It is also called relationship marketing era.

Next was the societal marketing era, during which the company focus shifted from products to and sales to customer's needs. The marketing concept, a crucial change in management philosophy, can be explained best by the shift from a seller's market one with a goods and services to a buyer's market one with an abundance of shortage of goods and services. The advent of a strong buyer's market created the need for a customer orientation. All facets of the organisation must contribute first to assessing and then to satisfying customer needs and wants. Relationship marketing, by contrast, involves long term, value-added relationships developed over time with customers and suppliers.

NATURE OF MARKETING

The term marketing concept holds that achieving organizations goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its Organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than Competitors. The spirit of market is exchange A products and service to satisfy human needs, wants, demand, utility etc.

1. Human Activity:

Originally, the term marketing is a human activity under which human needs are satisfied by human activities. It is a human action for human satisfactions. Under the nature of marketing, a business or market exists to satisfy human needs.

2. Consumer-oriented:

Since a business exists to satisfy human needs, hence business must find out what the consumers want and there by produce goods according to the needs of the consumers. As such only those gads should be produced which best satisfy consumer needs and at a reasonable profit to the producer of manufacturer. What is offered for sale must be determined by the consumer and not by the seller.

3. Art as well as Science:

Marketing is both as an art as well as science Most of us describe marketing purely as an art. In the past, marketing was considered synonymous with selling which is purely an art. In this sense, marketing is a technique of marketing the goods available at the right time, right place, into right hands, right quality, in the right form, and at right price.

However, in its recent developments in theory and practice indicate that marketing is also a dynamic and development science because it emphasises to maintain supply of goods according to their demand. As a matter of fact, many aspects of marketing are becoming increasingly technical day by day. This has created the need for complex tools of measurement and experimentation. Thus we conclude that marketing is both an art as well science.

4. Creation of Utilities:

Another nature of marketing is that it is the creation of utilities. Students of commerce are aware that there are four forms of utilities i.e. (i) Form Utility (ii) Time Utility (iii) Place Utility (iv) Ownership Utility.

Marketing creates all these four forms of Utilities for example, there is creation of place utility as soon as day fruits from Afghanistan reach to Mumbai market through marketing process. In the same way, time utility is created through warehousing.

5. Starts and ends, with the customer:

Marketing starts and ends with the customer. Under customer-oriented marketing, it is most essential to know what the customer actually wants. This is possible only when the requisite information is collected from the customer. Thus, it is the start of marketing. The marketing ends as soon as those goods reach into the safe hands of the customers.

6. Guiding Element of Business:

Modern marketing is the guiding element of business. In fact, it is the market potential and not production resources that guide a business to day. In the past, it was thought that marketing was only concerned with getting goods and services into the hands of ultimate consumers.

SCOPE OF MARKETING

Most of us presume that the term nature and scope are synonyms and thus there is no difference between the nature of marketing and the scope of marketing. However, in practice it is not so. There is a difference between the nature and scope of marketing. The scope of marketing may be narrow or wide. In the narrow or traditional sense marketing is the performance of business activities that direct the flow of goods and services from the producer to the consumer or user are included in the scope of marketing. It also includes business activities relating to the distribution of goods and services. In the modern concept, the scope of marketing includes all those activities which are conducted before the production commences up to the satisfaction of the consumers. It also includes the guarantee of goods or services and after sale services. The scope of marketing can be summarized as follows:

(i) Consumer Research:

Modern marketing activities start with consumer research consumer research is concerned with the discovery and analysis of consumer attitudes, tastes, habits, reactions and preferences to the company's products so that the products may

be produced according to the needs of the consumers and be delivered at the residence of the consumers.

(ii) Determination of Product and Price Policies:

Under modern marketing activities product policies are determined before the start of actual production such as, shape, size, colour, weight, design, brand, trade mark, packing etc.

(iii) Determination of Distribution channel:

A channel of distribution is a group of individuals and organisations that direct the flow of products from producers to customers. The function of distribution is performed through distribution channels, such as wholesalers, retailers, sole agents, travelling agents etc. Inappropriate channel of distribution is also responsible for product failure. In this way, determination of distribution channel is included in the scope of marketing.

(iv) After sales services:

The ultimate object of modern market is consumer satisfaction. In order to maximise consumer satisfaction after its services are provided by the marketing, such as product guarantee, repairs, sale on approval, money refund etc.

(v) Marketing Research:

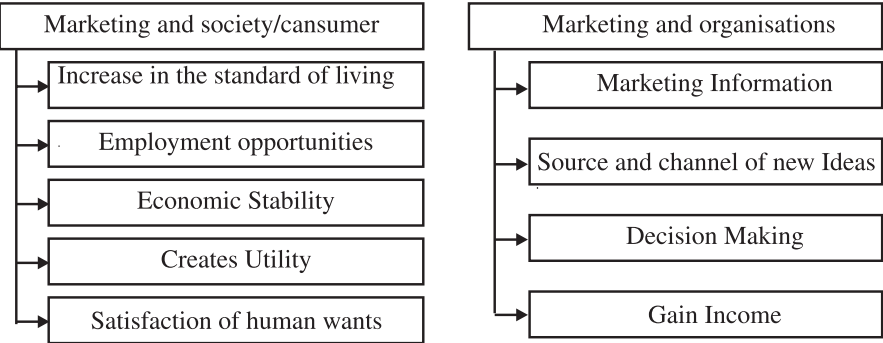
Marketing research is also included in the scope of marketing. Marketing Research is the systematic gathering, recording and analysing of data about problems relating to the marketing of goods and services. Under marketing research - Market Research, Sales Research, Advertising Research, Product Research, Sales Methods Research, Buying Motive Research, Export Marketing Research are included.

(vi) Marketing Segmentation:

Market segmentation is also included under the scope of marketing. According to **WJ Stanton**, “Market segmentation consists of taking the total heterogeneous market for a product and dividing it into several sub-markets or segments each at which tends to be homogeneous and also significant aspects.”

IMPORTANCE OF MARKETING

Importance of Marketing can be summarized as follows:



1. Importance of Marketing to the society and consumers.

(i) Increase in the standard of Living:

Importance I marketing, modern society is divided in to three classes as Rich class, Middle class. Poor Class. Standard of Living of society is mainly depends on purchasing power of three classes. Better standard of living needs, fulfillment of various wants, which is possible with the help of marketing, Hence it can be stated that standard of living is a gift of marketing. In simple words, market improves the standard of living of society.

(ii) Employment opportunities:

Importance of marketing, marketing is a prominent instrument of employment. These process includes various activities such as buying, selling Warehousing, transportation, grading, finance, risk undertaking etc. Which, provides employment to the number of persons. Thus marketing generates sufficient scope for employment to thousands of people and improve their income levels.

(iii) Economic stability:

Marketing plays a vital role, in the economic stability of a country. Economic growth depends on economic stability. Economic stability depends on balance between production and consumption i.e. demand and supply. To maintain balance in production and consumption marketing is necessary. Marketing maintains this balance and stabilize the economy.

(iv) Creates Utility:

Marketing creates ownership, place and time utility in goods and services. Marketing demand various activities of marketing create utility. E.g. Exchange of goods offered ownership, time utility and place utility is created due to warehousing and transportation. Thus marketing provides value to the goods and services. It also provides goods at the right time at right place and at reasonable price.

(v) Satisfaction of human wants:

Marketing plays a significant role in the distribution of goods and services to the consumer satisfaction of their wants. It is the activity which transfers goods and service from the place of consumption to satisfy the needs of society. Thus, marketing has great importance in providing goods necessary to fulfill human needs,

2. Importance of Marketing to the organizations: goods

(i) Marketing Information:

Modern Economics in dynamic in nature. There are tremendous and rapid changes in likes, dislikes, price and demand. An entrepreneur has to take decisions according to changed environment. Entrepreneurs have to search new products, new customers, new market, new process of production and so on.

Producer can collect all this information from various marketing sources and can introduce changes in their production, and can survive in the competition.

(ii) Source and channel of new Ideas:

Marketing is a significant and complex aspect of the modern dynamic economy. Dynamic changes constantly occur in the field of marketing, which is very essential for providing sources and channels of new ideas and guiding policies.

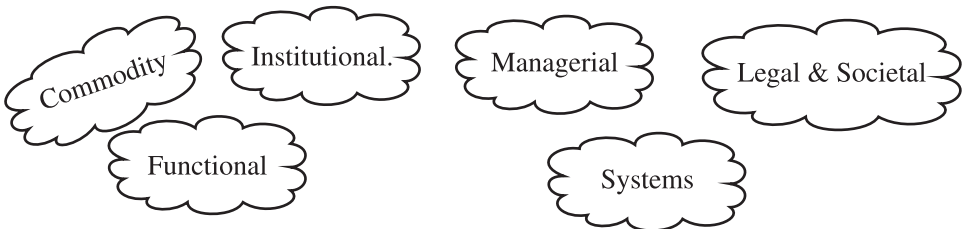
(iii) Decision Making:

Producers produce goods and services. He has to take major decisions like what to produce? Where to produce? How much to produce? All these decisions directly affect the profit. These decisions are major and hence are difficult to take. Marketing helps producers to take the proper decisions, at the right time. Hence “Success” of business and proper decisions are interdependent, which is possible due to marketing.

(iv) Gain Income:

Organizational profit depends on its income, while the future of organization depends on its profit. Importance of marketing, organizational profits based on its income, while the future of organization depends on its profit. Organizations can earn the profit through various activities. Marketing provides Market’ to goods and services. The function of marketing develops, wants and fulfills the same. Organizations can spend on production and marketing through the income earned.”

APPROACHES TO STUDY OF MARKETING & ECONOMIC DEVELOPMENT



1. Commodity Approach:

The marketing situation of each product is studied with regards to its sources of supply. Marketing organization and policies, involvement of the middlemen, to the extent of the market. This approach is also called as “Descriptive Approach. In this method the commodity serves as a focus, around which other aspects of marketing its journey from the original producer right up to the final customer are studied and people engage in buying and selling of the product, mode of transportation and so on. Through such an approach we can find out the difference in marketing products, services and problems.

2. Institutional Approach:

The description and analysis of the different institutions engaged in marketing are undertaken. Here we study not the products but the producers, wholesalers, agents, retailers, transporters, storing institutions etc. Different institutions serve as separate 'cells' of the marketing body. The functions performed by each cell form part of the whole body? Marketing and our main interest center round the marketing institution or agencies such as wholesaler, retailers, transport undertakings, banks, insurance companies etc.

This approach focuses is on the study of various middle men and facilitating agencies. The study includes their position in the distribution channels, the purpose of their existence, the functions performed, their operating methods and service rendered by them.

3. Functional Approach:

In the functional approach the focus of studying is on the different kinds of functions necessary to complete the market transportation. Though there is no unanimity about the number and nature of functions that constitutes marketing, some function, post recognition are selling, buying, storage, transportation, promoting etc.

As per the approach marketing is regarded as "The business of buying and selling which includes those business attributes involved in the flow of goods and services between producers and consumers". These function are also studied in relation to commodities and marketing institutions, in terms of nature, important operational cause and methods.

4. Managerial Approach :

The difference between functions and managerial approach is that in the functional approach the emphasis given towards marketing function is at macro level and its scope extends to those functions which are involved during the flow of goods and services from producer to consumer.

In this approach the focus of marketing study is on the decision making process involved in the performance of marketing functions at the level of the firm. The study involves discussions of important concepts like devising alternatives strategies, analyzing their relative importance, determining the strength and weakness of the company, techniques and methods of problem solving.

5. Legal and Societal Approach :

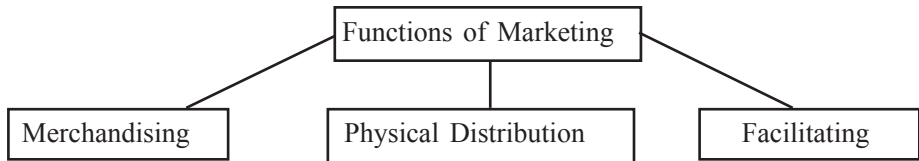
Under societal approach to marketing, the entire marketing process is regarded not as a means by which business meets the needs of a consumer but has a means by which society meets its consumption needs. The focus of study in there fore the interaction between various environment factors

This approach is very narrow as it concentrates only one aspect, i.e., the effect of transfer of the title in a legal way. In India this aspect has particular significance. There are many enactments passed in India which regulate and control the marketing activities e.g. sales of Goods Act, Contract Act, Common Carriers Act etc. Bailment Act etc.

6. Systems Approach:

Systems approach may be an advancement to management or decision making approach. Broadly defined as, “A system is an organized body of independent parts that have separate but identifiable areas of operators.” These sub systems may further be split down in to sub- parts, hence may be known as sub-system of the total body.

FUNCTIONS OF MARKETING



1. Merchandising functions

It includes all those activities which are conducted for creating the demand and making the product available in the market. The following functions are included in it.”

(i) Buying and Assembling:

Buying is the first step in the process of markety. It is the transfer of ownership of goods from seller to buyer. Assembling means procurement of goods in the right quality and quantity. This is generally done by middle men.

(ii) Product Planning and Development:

It is essential not only to make necessary changes in the quality of products but also to make available new products in the market.

(iii) Standardisation and Goadng:

It assures quality and promotes Uniformity of products. It also widens the market for commodities. They are determined on the basis of quality, size, colour, shape, weight etc.

(iv) Selling:

It includes finding or locating buyers, creating of demand, negotiation of terms of sale, such as price, quality, quantity delivery, market research, selection of channel for distribution etc.

2. Physical Distribution functions

This function relates to the process transporting the goods from the place of seller to the place of buyer · It includes the following:

(i) Storage and warehousing:

storage involves holding and preserving goods between the time of their production and the time of their demand, by the consumers. Warehousing is a place where the goods can be stored safely.

(ii) Transportation:

Good system of transportation increases the value of goods by the creation place utility. large-scale production, specialisation and the existence of nations and international markets mandis etc, is possible due to transportation facilities only.

3. Auxiliary functions:

Those activities which make the marketing process early and convenient are included in auxiliary functions of marketing. They are as follows:

(i) Marketing finance:

All of manufacturing business, wholesale or retail business take finance from different agencies as it is very difficult to carry out marketing activities smoothly with out adequate and cheap finance.

(ii) Risk Bearing:

Marketing of goods involves innumerable risks such as fluctuations in prices, change in fashion, existence of competition and change in the habits of consumers, theft, deterioration, accidents and other natural calamities. That is why it is said that marketing is a risk bearing activity.

(iii) Market Information:

Since marketing conditions are dynamic and may affect industry in any way and to any degree, hence producers, wholesalers and even retailers are interested in securing up-to-date information on changing conditions of demand, supply and prices ruling in the market.

THE MARKETING CONCEPT

The term ‘marketing’ is very wide. It does not mean only the sale and purchase of goods and services. It means entire process of satisfying the needs of consumers. It starts with discovery of needs and wants of the consumers and wants of the consumers, and it continues till these needs and wants for are satisfied.

The marketing Concept has been stated as “we make it happen you” (Marriott); to fly, to serve (British Airways); “We are not satisfied until you are” and “Let us exceed your expectations.

Traditional Concept of Marketing

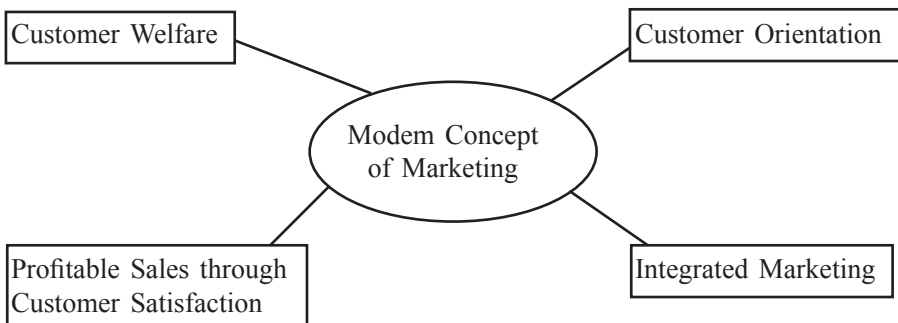
This concept is based on the assumption that the manufacturer must produce the goods and distribute them to the consumers. Some important definitions of this concept are as under:

American Marketing Association, “Marketing in the performance of business activities that direct the follow of goods and services from the producer to Consumer or user.”

Tousley, clark and clark, “Marketing consists of those efforts which affect transfers in the ownership of goods and services and provides for their physical distribution.

1. **Exchange Concept-** The exchange concept of marketing holds that exchange of a product between seller and the buyer in the central idea of marketing. Although, exchange forms significant part of marketing, but a to view marketing as more exchange will result in missing out the essence of marketing Marketing is much broader than exchange.
2. **Production Concept-** This concept is based on the belief that marketing can be managed by managing production and so, all the efforts should be focussed on production.
According to this concept, consumer would support those products that are produced in great volume at a low unit cost. But in reality consumers are motivated by a variety of considerations in their purchases besides price.
3. **Product Concept-** Production concept seeks to win markets and profits by high volume of production and low unit cost, while product concept seeks to achieve the same result by product excellence, improved products, new products and ideally designed and engineered products. Product concept tries to achieve marketing success through product attributes.
4. **Sales Concept-** According to sales concept, the company has to aggressively promote and push its products, it cannot expect its products to get picked up automatically by the customers. Heavy advertising, high power personal selling, large scale sales promotion, heavy price discounts are the normal tools used by organisations.
5. **Marketing Concept-** It is a customer oriented philosophy that is implemented and integrated throughout organisation to serve customers better than competitors and to achieve specified goals.

Modem Concept of Marketing



The main components of Modern Concept of Marketing are:

(i) Customer Orientation

The marketing concept calls for a basic customer orientation of the Company from looking inward towards its products to looking outwards the consumer's needs. Selling focuses on the needs of the seller. marketing on the needs of the buyer.

(ii) Integrated Marketing

The second pillar of marketing concept is integrated marketing. Many companies agree with Ducker, that is "The purpose of the company is to create customers" but they fail to take the necessary organization of steps to implement the marketing concept.

Integrated marketing a number of things. The various departments in the company must recognize that the action they take and not just the actions of the sales and marketing people.

(iii) Profitable sales through customer satisfaction

The main aim of every business is earning and maximizing its profits. Manufacturer cannot ignore the wants and expectations of customers. Customer is the supreme and he determines the product to be produced by the manufacture. Marketing starts with the generation of a product idea and continues until the customer's wants are completely satisfied.

(iv) Customer Welfare

The Third Pillar of the marketing concept in the customer satisfaction the firm should strive to maximize customer satisfaction. Happiness of a customer can be best achieved by rendering substantial forms of assistance rather than by direct forms. The aim of the marketing concept is more to help them to please. It is interesting to note (a) Customer is always right If he/she thinks they are right (b) Every sale of merchandise or service includes the obligation to accept the article for credit refund, exchange for adjustments promptly and courteously to the customer's satisfaction

HISTORY OF DIGITAL MARKETING

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.

The development of digital marketing is inseparable from technology development. One of the first key events happened in 1971, when **Ray Tomlinson** sent the first email, and his technology set the platform. to allow people to send and receive files through different machines. In the 1980s, the storage capacity of computers was already big enough. to store huge volumes of customer information.

In the 1990s, the term Digital Marketing was first coined, with the debut of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant factor in marketing technology.

In the 2000s, with increasing numbers of Internet users and the birth of iPhone, Customers began searching products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company.

In 2007, marketing automation was developed as a response to the ever evolving marketing climate. Statistics produced in 2012 and 2013 showed that digital marketing was still growing such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital marketing electronics in daily lives. Digital Media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. The average American spends 37 minutes a day on social media. - 99% of digital marketers use Facebook to market, 97% use Twitter, 69% use Pinterest and 59%, use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are far more likely to buy from brands that they follow on Twitter.

The Birth of Google.

The name Google is a misspelling of Googol, the number 1 followed by 100 Zeros, which was picked to signify, that the search engine was intended to provide large quantities of information.

Google was officially launched in 1998 by **Larry Page** and **Sergey Brin** to market Google Search, which has become the most used web-based search engine. The search engine soon proved successful and the expanding company moved several times, finally settling at Mountain View in 2003. The company launched **Google News** in 2002, **Gmail** in 2004, **Google maps** in 2005, **Google Chrome** in 2008, and the social network known as **Google +** in 2011 (which was shut down in April 2019), in addition to many other products. In 2015, Google became the main subsidiary of the holding company **Alphabet Inc.**

In February 2003, Google acquired **Pyra Labs**, owner of the Blogger website. In February 2004, Yahoo! dropped its partnership with Google, providing an independent search engine of its own.

In 2008, Google launched Knol, their own equivalent of Wikipedia, which failed four years later.

The “Cookie”

Although Google was already deriving the vast majority of its income from advertising at the time of its 2004 IPO, it did not use any HTTP cookie-based web tracking until during the 2007-2008 financial crisis on Google. By 2006, Google's

Ad revenue facing signs of decline advertisers were , as “a a growing number of refusing to buy display ads from Google”

In 2007, Google agreed to buy Double Click for \$3.1 billion, marking the start of its use of cookie-based tracking. Google initially separated the browsing habits collected from AD tracking. from data collected by its other services by default. Google removed this last layer of protection in 2016, making its tracking personally- identifiable.

Enter the web 2.0.

The web 1.0 slowly evolved into the web 2.0. In this new digital world, audiences were no longer passively taking in information but instead, the internet became a sort of super highway where users could directly interact with both other users and businesses. The Web 2.0 became a social world at last. In the early 2000's, numerous networks and social platforms were developed which allowed users to connect and interact. By 2004 began to rise and capture market sites like Word Press, LinkedIn, Facebook. It was not long before social media became a thriving entity more sites like Digg, Skype, flickr and Gmail all made their appearance.

MEANING OF DIGITAL MARKETING

Digital Marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing in also referred to as ‘online marketing, internet marketing’ or web marketing. The digital market is in a constant state of flux. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts.

DEFINITIONS OF DIGITAL MARKETING

According to Kotler and Armstrong,” Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and news groups, interactive television, mobile communications etcetera.”

According to Bains,” Digital marketing that facilitates many to many Communications due to its high level of connectivity and is usually executed to promote products or services in a timely, relevant, personal and cost-effective manner.”

MARKETING ENVIRONMENT

The marketing environment consists of the forces that are external to the marketing function of an organisation and influence its marketing abilities in dealing

with consumers. These external factors can not be controlled and usually affect the industry as a whole rather than individual player. The external force are divided in to micro-environment and macro environment.

The micro environment consist of-

(i) Supplier (ii) Marketing intermediaries and (iii) Customers

The macro environment consist of -

(i) Demography (ii) Socio-cultural environment (iii) Technological environment (iv) Legal environment.

Environmental forces are dynamic and any change in them brings uncertainties, threats and opportunities for the marketers. Changes in the environmental forces can be monitored through environmental Scanning.

Marketers try to predict what may happen in the future with the help of souls like marketing research and marketing/intelligence system and continue to modify their marketing efforts and build future marketing strategies. Thus it is extremely important for organisations to understand the environment and the faces that may affect them and change the competitive scenario.

DIGITAL MARKETING ENVIRONMENT

Digital marketing environments are units or programs that brand marketers are creating to help foster innovation internally. They are meant to push employees to collaborate while at the same time arming them with the resources to turn ideas into innovation E-Commerce is more than just selling products online it's successfully utilizing the online value chain in order to develop research, market, sell, deliver service and drive revenue for products and services. By focusing on three primary digital environment from actions, business-to-business, business-to customer and customer-to-customer, learners will discover how trust through consumer engagement has become the 'cough syrup int ingredient', to effectively influence buying decisions.

Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses. Dynamic digital marketing environment is the changing marketing environment which uses digite Hat forms much as personal computers, smartphones, tablets etc. to engage with stake holders.

Key changes in Customer Behaviour

1. Device shift - from PCs to mobile/touch devices
2. Communications shift - from voice to data and video
3. Social shift from growth to monetization
4. Content shift - from bundled to fragmented
5. Video shift - from programmed to user-driven

MARKETING IN THE DIGITAL ENVIRONMENT

Digital marketing environment is the environment for the promotion of products or brands via one or more forms of electronic media. Digital marketing environment involves the use of channels and methods that enable an organization to analyze marketing companies and understand what is working and what is not typically in real time.

A transformation of marketing is under way as we spend more time on our mobiles, tablets and laptops. The challenge for brands is to connect with customers through all these devices in real time and create campaigns that work across social media, display advertising and e-commerce.

E-commerce is more than just selling products online; it successfully utilizes the online value chain in order to develop, research, market, sell, deliver, service and drive revenue for products and services. By focusing on three primary digital environment transactions, business-to-business, business-to-customer and customer-to-customer, learners will discover how trust through consumer engagement has become the 'cough syrup ingredient' to effectively influence buying decisions. To expose the reality of digital marketing and frame the course discussion, it will address two dynamics such as understanding the expansive amounts of available digital data to enact business intelligent strategies and utilizing social media as an inclusive component to all marketing initiatives.

Digital Marketing is concerned with understanding people's motivations and using these insights to create campaigns that promote brands and encourage people to buy their products. It is a creative and often intuitive process. The technology used to achieve this, however, requires skills in mathematics, statistics and computing.

Digital marketing environment has also greatly increased relevancy. Messages can be targeted with a laser focus to very specific groups offering them relevant content. Meanwhile, the reach of campaigns has also increased greatly, with so many different ways that customers access media, whether through Facebook, YouTube, News websites, via mobile or tablet apps, a strong idea can quickly gain huge scale.

Marketers need to update their skills in order to make the most of these fast-moving and highly relevant campaigns through digital. They need to work closely with data specialists, web developers and social media professionals.

Today's connected consumers are using smartphones, iPads, laptops and even glasses and watches to access content. As a result, marketing departments need to provide compelling campaigns across these different devices and become proficient in using technology.

Example

The Brand Centre of Excellence.

MasterCard also has a seat centre of excellence of sorts, which it calls MasterCard Labs. It was launched in 2010 as the research and development arm of the company dedicated to bring innovative payment solutions to market at a fast speed. According to Adam Broitman, VP of MasterCard's global digital marketing team,

the lab is key to innovation at Master Card. While 10 years ago, you'd have an agency creates a media plan and send it out to usual suspects, that won't work in today's digital landscape

Startup Incubator Programs

Pepsi Co's Pepsi Co10 digital-incubator program is a good example. of another way that brands are fostering innovation. Launched in 2010, the first PepsiCo 10 received more than 500 submissions from up-and-coming entrepreneurs. The benefit for the startups in evident: They get to pitch a huge company. At the same time, Pepsi CO gets early look at technology trends, such as social TV, experience-based gaming crowd soured content creation and pay-at-the-table digital promotion. In 2011 the momentum continued with Pepsi CO10 Europe, attracting applicants from startups in 18 countries and resulting in marketing pilots with billion-dollar Pepsi Co brands such as Doritos, Quaker, walkers and Pepsi MAX. In 2012, the company brought the program to Brazil.

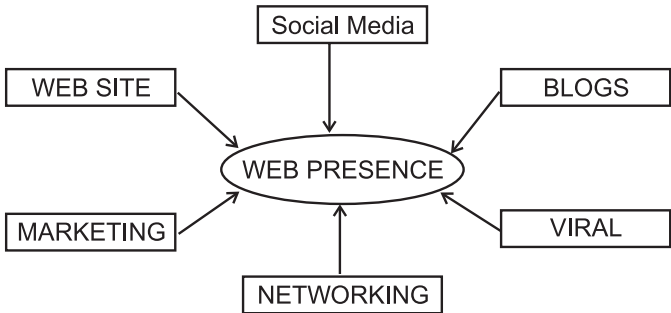
In all, there centers of excellence, startup incubator programs, and social media command centers are to tell their stories in new, Innovative ways. That's the key. The industry is moving beyond just selling. Brands are now tax tasked with telling.

WEB PRESENCE.

A web presence is a location on the World Wide. It is a collection of Web files on a particular subject that includes a beginning file called a home page. For example, most companies, organizations, or Individuals that have Web sites have a single address that they give you. This is their home page address. From the home page, we can get toall the other pages on their site For example, the Web site for IBM has the home page address. of <http://www.ibm.com>.

Since if sounds like geography is involved, a Web site is rather easily confused with a Web server. A server in this context is a computer that holds the files for one or more sites on one hard, a very large web site may reside on a number of servers that may in different geographic locations.

“Web presence” seems to express the idea that a site is not tied to a specific geographic location, but is some where in Cyber space.”



“Web presence” seems to express the idea that a site is not tied a specific geographic location, but in some where by cyberspace,” However, Web site” seems to be used much more frequently. Occasionally, a third form of media known as “paid media” often included in the discussion of media types. Paid media is commonly found in the form of advertisement but it la not considered a form of web presence.

INTRODUCTION TO E-COMMERCE

Electronic commerce, commonly known as e-commerce. The buying and selling of product or service over electronic systems such as the Internet and other computer networks. E-commerce is in turn driven by the technological advances of the semiconductor” industry, and is the largest sector of the electronics industry.

Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions.

Modem electronic commerce typically uses the World Wide Web at least at some point in the transaction’s life cycle, although it can encompass a wider range of technologies such as e-mail, mobile devices and telephones as well. E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer mediated network. The Internet has made a great contribution to the evolution of e-commerce in its current sense, and the formation of virtual markets is a typical example of the effect of the Internet on trade. E. Commerce is now a top priority for most companies. Any organization that chides to disregard E-Commerce risks jeopardizing shot team benefits and risks and being its place in the market in relation to its competition in the long team, thus planning for adapting to E-commerce is one of the most important strategic means taken by most comparing.

Mont it not all, developing countries are already participating e-commerce, either as sellers or buyers. However, to facilitate e-Commance growth in these countries the relatively under developed int countries information infrastructure must be impaired. Among the areas for policy interventions are:

- High Internet access costs, including connection service fees, commutation fees and hosting charges for websites with sufficient band width.
- Limited availability of credit cards and a nationwide credit and system.
- Underdeveloped transportation infrastructure resulting in slow and a uncertain delivery of goods and services.
- Net work security problems and insufficient security safeguards.
- Lack of skilled human resources and kay technologies.
- Content restriction on national security and other public policy grounds, which greatly affect business in the field of information services, such as the media and entertainment sectors.
- Cross-border issues, such as the recognition of transaction under laws of other ASEAN member-countries, certification services, improvement of delivery methods and customs facilitation.

It is recognized that in the Information age, Internet commerce is a powerful tool in the economic growth of the developing countries. While there are indications of e-commerce patronage among large firms in developing countries, there seems to be little and negligible use of the Internet for commerce among small and medium size firms. E-Commerce promises better business for SME's and sustainable economic development for developing countries. However, this is premised on strong political will and good governance, as well as a responsible and supportive private sector with in an effective policy frame work.

HISTORY OF E-COMMERCE

History of E-commerce dates back to the invention of the very old notion of “sell and buy”, electricity, cables, computers, modems and the Internet. E-commerce became possible in 1991 when the Internet was opened to commercial use. Since that date thousands of businesses have taken up residence at web sites.

- The first Term - Emergence of private networks: the initial steps taken toward emerging e-commerce were in the 1970s and dus by some governments and international businessmen who were trying to develop ways to exchange information with relative security. To this end, electrical exchange of data was conducted on a limited scale across private networks; it was utilized as the initial standard and cradle for the first generation of e-commerce, of course, the high price and complexity of the system at that time prevented its further development and only a few companies, such as financial companies were able to adopt such technology.
- The Second Team - Emergence of e-mail and chat: this term refers to developments that took place in the late 80s and early 90's, it brought about the first generation of news' communication and communication facilities such as e-mail and chat. Using the web became common practice for universities and members of research and scientific centers in this period.
- The Third Team - Emergence of explorers; on the web in 1995 based on hyper text transfer protocol and the creation of host pages as one of the most essential functions of websites is Considered to be the third term of e-commerce development.
- The fourth Term - The beginning of the activities of retail sites this term began in the mid 90s when the first retail sites in e-commerce known as .com sites started performing small economic transactions. The activity of these sites and their results encourage many companies to enter e-commerce. This was the first step taken toward the development of actual e-commerce.
- The fifth Term. This term started in the late 90s when large traders and companies realized that e-commerce can be activated in the form of a trade-trade model and used just like a trade - consumer model. Thus, the web was introduced and began to be used as the main place for early generations of auction markets trade-trade and also trade-consumer transactions.

MEANING OF E-COMMERCE

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. E-Commerce is associated with buying and selling over the Internet or Conducting any transaction involving the transfer of ownership or rights to use” goods or services through a computer-mediated network.

E-Commerce is the use of electronic communications and digital information processing technology in business transactions. to create, transform, and redefine relationships for value creation between or among organizations and between organizations and individuals. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services.

The amount of trade conducted electronically has grown extraordinarily with wide Internet usage. The use of commerce is conducted in this way, spurring and drawing on innovations in electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems and automated data collection systems.

Modern electronic commerce typically uses the World Wide Web at least at some point in the transaction’s life cycle, although it can encompass a wider range & technologies such as e-mail, mobile devices and telephones as well. E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer mediated network.

CHALLENGES OF E-COMMERCE

The E-Commerce is still quite Young sector, with resulting challenges. Development in different parts of the world may be quite different. The necessary common practices are not there. Developing countries stand to benefit, but large parts of the world still seem hopelessly left out.

1. Cultural Issues

Automated business processes require a cultural change in the way business is conducted and services offered. People typically resist change, especially if they are not sure about the outcome. Not all people know E-commerce well and the effects of E-Commerce are so many that there is space for resistance. There is lack of trust and unknown sellers hinder buying, people do not yet sufficiently trust paperless, faceless transactions and some like to feel and touch products. There are security and privacy concerns and the media has continuously news about fraud or possible fraud in the Internet. Because of all this suspicion critical mass of sellers and buyers are still missing in many cases. Also many legal and public policy issues, including taxation, are as yet unresolved. National and International government regulations some times get in the way. There is lack of mature measurement methodology to measure benefits of e-Business.

2. Outdated Legacy systems

Outdated legacy systems have often proved to be a barrier to implementing E-Commerce even where an enterprise itself is willing to make the change. The necessary modifications to systems would be too costly and take a long time. This has inhibited transition to advanced technologies.

3. High Costs

Especially for the SME's, the cost of automating business operation as well as the cost to a new mindset is perceived to be high. Investing in the latest systems and hiring highly skilled personnel, analysts, researchers and business experts is too expensive when E-commerce can be implemented by buying necessary functions as service and without major own investments the barriers are smaller, but the service markets are not yet that developed in many countries. Also lack of qualified personnel may further raise costs.

4. Technological Issues

The E-Commerce technology is still developing very fast and that creates, besides possibilities, a lot of challenges. There are too many few standards universally accept standards are too few. Application development tools are still evolving and there are difficulties in integrating the Internet and E-commerce software with existing applications and databases. Also the telecommunication bandwidth may be insufficient especially in mobile E-Business. In networked E-Commerce interoperability is essential but because of missing universal standards, too few common practices in E-Commerce and the will to use technology also as a competitive edge the true interoperability is missing.

5. Financial Issues

There are also financial issues. It may still be difficult to obtain venture capital due to so many dot-com failures. There are also so many free services on the net that in many cases it is challenging to design a profitable business model.

NEED FOR E-COMMERCE

E-commerce and E-Business are not solely the Internet, websites or dot-com companies. It is about a new business concept that incorporates all previous business management and economic concepts. As such, e-business and e-commerce impact on many areas of business and disciplines of business management studies.

1. Marketing:

Issues of on-line advertising, marketing strategies and consumer behaviour and cultures. One of the areas in which it impacts particularly is direct marketing. In the past this was mainly, door-to-door, home parties and mail order using catalogue or leaflet. This moved to telemarketing and TV selling with the advances in telephone and television technology and finally developed into E-marketing spawning 'E-CRM' data mining and the like by creating new channels for direct sales and promotion.

2. Computer Sciences:

Development of different networks and computing technologies and languages to support e-commerce and e-business. Example linking front and back office legacy systems with the 'web based' technology.

3. Finance and Accounting:

On-line banking issues of transaction costs accounting and auditing implications where intangible assets and human capital must be tangibly valued in an increasingly knowledge based economy.

4. Economics:

The impact of E-Commerce on local and global economies understanding the concepts & a digital and knowledge-based economy and how this fits into economic theory.

5. Production and operations Management:

The impact of online processing has led to reduced cycle times. It takes seconds to deliver digitized products and services electronically similarly the time for processing orders can be reduced by more than 90 percent from days to minutes. Production systems are integrated with finance marketing and other functional systems as well as with business partners and customers.

Moving from mass production is to demand-driven, mass customization customer pull rather than the manufacturer push of the past. Web-based Enterprise Resource Planning Systems (ERP) can also be used to forward orders directly to designers and/or production floor within seconds, thus cutting production cycle times by up to 50 percent, especially when manufacturing plants, engineers and designers are located in different Countries. In sub-assembler companies, where a product is assembled from a number of different components sourced from a number of manufacturers, communication, collaboration and coordination are critical - so electronic bidding can yield cheaper components and having flexible and adaptable procurement systems allows fast changes at a minimum cost so inventories can be minimized and money saved.

6. Management Information System:

Analysis, design and implementation of E-business systems within an organization, issues of integration of front-end and back-end systems.

7. Human Resource Management:

Issues of on-line recruiting, home working and intra-pruners" working on a project by project basis replacing permanent employees.

8. Business Law and Ethics:

The different legal and ethical issues that have arisen as a result of a global 'virtual' market. Issues are copy right laws, privacy of customer information and legality of electronic contracts.

E-COMMERCE PRACTICE VIS TRADITIONAL PRACTICE

1. **Multiple Media vis a Single one:** The company's positioning towards traditional commerce or e-commerce affects directly its processes and strategy. The main difference between exercising traditional commerce and e-commerce is that in the former multiple media like magazines, letter mail, fax are used while in the latter everything digital.
2. **Traditional Commerce :** Traditional Commerce means communicating ordering paying with customer and supplier using different applications in many time consuming different steps.
3. **E-Commerce:** B commerce means processing of information using o digital application and only a few quick steps.
4. **Positioning:** Positioning is a plan showing the situation and setting priorities of the company towards other factors of the market.
5. **Interactivity:** Interactivity characterizes a system when it is in a steady dynamic process of data interchange between many equal and free access system users at the same time.

PRINCIPLES OF E-COMMERCE

The various principles of e-commerce are as follows:

1. **Sell Every where Be Seen and Be Shopped**
Customer expectations for how and when they buy products have changed. Substantially over the past few years. Multi-channel selling was once limited a to managing direct sales, a call center, a website and possibly a partner co channel with E-Commerce 2.0, this has been expanded and refined to include various online channels. These now channels include additional branded websites, various online marketplaces such as eBay, Amazon, Com Overstock. com and others and online shopping comparison engines such as Shopping.com, Price Grabber. Com and other.
2. **The Long Tail - Target Niche Markets**
E-Tailers who can connect with miche markets and provide a better on line experience are capitalizing on new-found revenue. In the past, the obvious strategy was to find the bulk of the market and then mass market to them with so much competition, many online merchants have adapted by discovering new methods and tools that target specific niche markets. These niche markets are not flouded by the big brands and respond well to content and online experiences directed specifically at them. In many cases, the demands of these niche markets are simply not being met by big brands. The Long Tail principle of e- Commerce 2.0 is about being able to reach beyond the traditional prospect base and tap the potential & niche markets.
3. **Decentralized Content Generation - Data from the community**
Buyers were once along for the side in the e-commerce process. Now they

are in the driver's seat. The content buyers create through forums such as product reviews, blogs, and social networks, influences other buyers as much or more than any promotion e-Tailers create. Forums like YouTube and MySpace underscore how content created by consumers has become a viable and valuable part of the promotion and sales cycle for retailers. The Canadian e-commerce site Wasabi even encourages buyers to submit any offers that they find through Social and Economic incentives. While some e-Tailers are frightened the perceived loss of control over content being published, these new avenues of data acquisition greatly increase the richness and diversity of information available, ultimately helping the buyer make better decisions.

4. Personalized Shopping

Make It fun to Shop and Easy to Buy Shopping has long been considered a recreational activity by many Shopping online is no exception. In fact, with the sophistication and speed of online shopping tools, consumers are spending more and more on e-Tailer sites. The best of these shopping tools takes into account that buyers want to be entertained and pleased. Buyers also just as in the brick-and-mortar world do not like long checkout processes. When building your online brand, regardless of channel, remember that speedy checkout equates to happier buyers who are more likely to return and buy again.

5. Mash-ups-Integrate and Collaborate

Integration is nothing new but what is new is how dynamically these integrations need to be initiated, modified and used. The e-commerce 2.0 environment is built upon many interrelated systems and processes that require information to be exchanged dynamically. This happens between many systems based on individual user experience and the content of a particular customer interaction or order. Seamless access and interaction between systems is what promotes increased conversions and buyer loyalty, as well as attracts new buyers.

6. Data is king - Collect a wealth of opportunities

Gone are the days of looking at purely operational reports. Seeing how many listings you have in a marketplace is fine, but it does not tell you how you compare to other e-Tailers, what your performance is like over time or what other channels may be more profitable. E-Commerce 2.0 is about collecting and managing data from all online channels to enable better business decisions. Discovering product opportunities relies on being able to define business objectives carefully. Identify related key performance indicators (KPIs), and receive continual data to act on it.

TYPES OF E-COMMERCE

1. Business to Business (B2B)

E-Commerce refers to sales between companies such as between raw materials suppliers and manufacturers or between manufacturers and distributors or between

distributors and retailers. In a B2B business model, a business sells its product or service to another business. Some times the buyer in the end user, but often the buyer result to the consumer.

B2B transactions generally have a longer sales cycle, but higher order value and more recurring purchases. Recent B2B innovators have made a place for themselves by replacing catalogs and order sheets with e-commerce are storefronts and improved targeting in niche markets.

In 2020, close to half of B2B buyers are millennials - nearly double the amount from 2012, As younger generations enter the age of making business transactions, B2B selling in the on line space is becoming more important.

This B2B model is specially designed to target business consumers. The Internet is not made to target individual consumers but business consumers too. B2B on line marketing is also very attractive to businesses. B2B marketers use B2B websites, email, online product catalogues, online trading networks, and other online resources to reach new business customers, serve current customers more effectively, and obtain buying efficiencies and better prices.

Most major business-to business marketers now provide product details, customer buying and customer after-sales support services online.

Advantages of B2B

1. Improving the speed of communication.
2. Higher customer retention rates in business.
3. Higher transaction value through business purchases.
4. Clear structure and collaborative shopping.
5. The opportunity to expand the business.
6. Increased brand awareness through an additional channel.
7. Lower customer acquisition costs.
8. Improved business and market intelligence.
9. Improved efficiency in ordering material.
10. Fewer errors in business transaction.
11. "Just-in-time environment that minimizes inventory sitting in the warehouse.

Disadvantages of B2B

1. Low barriers to entry for competitors.
2. Limited Market opportunities.
3. Long Purchase Decision Time.
4. Inverted Power structure.
5. Lengthy Sales Process.

2. Business to Consumer (B2C)

B2C business sell to their end-user. The B2C model is the most Common business model, so there are many unique approaches under this umbrella.

Anything you buy in an online store as a consumer-think wardrobe, house hold supplies, entertainment- is done as part of a B2C transaction.

The decision-making process for B2C purchase is much shorter then a business-

to-business (B2B) purchase, especially for items that have a lower value. B2C doesn't only include products, but services as well.

B2C innovators have leveraged technology like mobile apps, native advertising and re-marketing to market directly to their customers and make their lives easier in the process. Additionally, home service businesses can use House call Pro's plumbing software app to track employee routes, text customers, and process credit card payments on the, benefiting both the Consumer and business alike.

In contrast, online marketing targets people who actively select which websites they will visit and what marketing information they will receive about which products and under what conditions. Thus the new world of online marketing requires new marketing approaches.

Advantages of B2C

1. Better way to deal with dealers and suppliers.
2. Reduce customer service and sales support service.
3. It eliminates Middlemen.
4. Reduce transaction costs.
5. It has reduced inventory, employees, purchasing costs, order processing cost, associated with faxing phone calls and data entry, and even eliminates physical stores.
6. Reduce marketing and advertising expense to compete on equal balance with much bigger companies, easily compete on quality, price and availability of the products.

Disadvantages of B2C

1. Customer will only locally to certain area.
2. Increased Cost regarding inventory, employees, purchasing costs and order-processing costs associated with faxing.
3. Some sales or transaction may taking part indirectly or gone through third party.
4. Need staffs that give customer service and sales support service.
5. The list of products or services needs to regenerate every time when there is some new information or items to add in.

3. Consumer to Consumer (C2C)

It is defined as simply commerce between private individuals or Consumers. This type of e-commerce is characterized by the growth of electronic Market places and online auctions particularly in vertical industries where firms/businesses can bid for what they want from among multiple suppliers. The final online marketing domain is consumer-to-business [C2] online marketing. This model is acting like a bridge between two levels. This is the web platform from which consumer can buy as well as sell. eBay, Com, OLX.com are some good examples where communication occurs on the Web between interested parties over a wide range of products and subjects. Many marketers are now tapping into blogs as a medium for reaching carefully targeted consumers. One way is to advertise on an existing blog or to influence content there.

This type of e-commerce is characterized by the growth of electronic market

place and online auctions, particularly in vertical industries where firms/businesses can bid for what they want from among multiple suppliers. It perhaps has the greatest potential for developing new markets.

Advantages of C2C

1. Customer's can directly contact sellers and eliminate the middleman.
2. It's easy to start the new business.
3. Sellers can reach both national & international customers.
4. Minimized searching and distribution costs reduce Inventory cost or holding cost.

Disadvantages of C2C

1. The numbers of Internet-related auction frauds have also increased.
2. Unnecessarily inflated prices by creating multiple buyers.
3. Illegal or restricted products and services have been found selling on process.
Example- illegal drugs, pirated works.
4. More credit card/Payment brands.

4. Customer to Business (C2B)

A customer posts his project with a set budget online and within hours companies review the consumer requirements and bid on the project then customer reviews the bids and selects the company that will complete the project. C2B businesses allow individuals to sell goods and services to companies. In this e-commerce model, a site might allow customers to post the work they want to be completed and have businesses bid for the opportunity. Affiliate marketing services would also be considered CLB The C2B e-commerce model's competitive edge is in pricing for goods and services. This approach gives consumers the power to name their price or have businesses directly compete to meet their needs. Recent innovators have Creatively used this motel to connect companies to social media influencer to market their products.

5. Peer-to-Peer

Peer to Peer refers to the design of a service that does not rely on centralized networking services such as DNS to connect end users computers. This design accounts for the unpredictable accessibility of these end modes in making connections between user. Traditional networks follow a spoke-and-wheel design, where the net work is organised around a central hub, the site's users come to interact with that hub from client workstations. In peer-to-peer applications, many or all of the functions performed in connecting a traditional, server-based, network are off-loaded to the client machines connected to the network. Filesharing is a use of peer to peer technology. It takes advantage of the end users storage and retrieval capabilities across individual networks that includes other users of a filesharing system. Think of a WWW model being a 24-hr shopping mall. The stores are websites. They are always there. It can always go to the same place to find the same times. It never know what consumer will find until they get there. The products are not in the same place every time.

BENEFITS OF E-COMMERCE TO ORGANIZATION

The prevalence of e-commerce is continuously growing and there is no sign of slowing down. The National Retail Federation expects retail to grow by between 6% and 8% to more than \$4.9 trillion in 2022. With promising numbers like these, there are many retailers who consider e-commerce business in today's scenario. With an increase in need of e-commerce.

1. Reach & attract new customers

E-business provides you an opportunity to reach more and new customer. In a traditional market, retailers run a majority of their business with personal relations, branding & references. While because of SEO, it is quite common for any e-commerce portal to get unique visitors landing on their page just because they were searching for some specific product or service online not because they were especially browsing that website.

2. Accessibility & Easiness

For many people in the world, e-commerce becomes one of the most preferred ways of shopping as they enjoy their shopping due to its easiness and convenience. The best thing that caters to e-commerce is buying options which are quick, user-friendly, and convenient. So if you are not present online you will miss those potential customers who want to shop but can not go to the market because of their busy schedule or time constraint.

3. Keep an eye on Buyer's Habit

E-Commerce traders effortlessly keep an eye on the behavior of their buyer's habit and customize their offerings to suit the buyer's requirement. They can re-target their customers online with the same products or new products with the help of their past browsing History. By satisfying their needs instantly, one can build a strong & long-term relationship with their customers.

4. Sell across the globe

Online stores are not restricted to geographical boundaries like a physical store and so it gives you a platform to sell your product & services across the globe and target your customers without any location limit & restriction.

5. Platform for interaction & real-time feedback

E-Commerce provides an opportunity to the retailers to get real time feedback, suggestions & testimonials of their customers. Positive reviews will create a strong brand image of the brand and will build trust in more customers to buy that product while negative reviews will help you to understand the areas of improvement and satisfy your customers in a better way.

6. Stays open 24/7/365

One of the most important benefits of e-business is the availability of the products for 24/7/365. By this way, the seller can increase their sales by boasting numbers of orders. However, this will be beneficial for the customer's also as

they can purchase their products whenever they need, no matter whether it is early morning or midnight and they can make the purchase from anywhere be it their office or their home.

7. **Gst efficient**

Last but not the least is its cost efficiency. Creating & managing an online store is much more cost effective in comparison to a physical store as it optimizes the cost of land, rent, water, electricity etc. An online store also eliminates the travel cost of a customer and provides ease full shopping experience both to the customers as well as seller.

BENEFITS OF E-COMMERCE IN DEVELOPING MARKETS

1. **Transaction Costs:** There are three cost areas that are significantly reduced through the conduct of B2B e-commerce. First in the reduction of search costs, as buyer need not go through multiple intermediaries to search for information about suppliers, products and prices as in a traditional supply chain. In terms of effort, time and money spent, the Internet is a more efficient information channel than its traditional counterpart. In B2B markets, buyers and sellers are gathered together into a single on line trading community, reducing search costs even further. Second is the reduction in the costs of processing transactions as B2B allows for the automation of transaction processes and therefore, the quick implementation of the same compared to other channels,
2. **Disintermediation:** Though B2B e-markets, suppliers are able to interact and transact directly with buyers, thereby eliminating intermediaries and distributors. However, new forms of intermediaries are emerging for instance, e-markets themselves can be considered as intermediaries because they come between suppliers and customer in the supply chain.
3. **Transparency in Pricing:** Among the more evident benefits of e-markets is the increase in price transparency. The gathering of a large number of buyers and sellers in a single e-market reveals market price information and transaction processing to on participants. The Internet allows for the publication of a single purchase to or transaction, making the information readily accessible and available to all members of the e-market. Increased price transparency has the effect as of pulling down price differentials in the market. In the context, buyers are provided much more time to compare prices and make better buying decision. Moreover, B2B e-markets expand borders for dynamic and negotiated pricing wherein multiple buyers and sellers collectively participate in price setting and two-way auctions. In such environments, prices can be set through automatic matching of bids and offers.
4. **Economies of scale and network effects:** The rapid growth of B2B e-market creates traditional supply-side cost-based economies of scale. Furthermore, the bringing together of a significant number of buyers and sellers provides the demand-side economies of scale or network effects. Each additional incremental

participant in the e-market creates value for all participants in the demand side. More participants form a critical mass, which is the key in attracting more user to an e-market.

E- MARKETING

Welcome to the world of pure digitalisation of selling and purchasing whatever we love. It is all about virtual platform to be called e market where all types of businesses can meet their global consumers. Businesses are just a mouse click away from consumers. This is an era of true globalisation and liberalisation which converts world in to small village. E-Marketing is a contemporary approach to service consumers. Consumers can purchase at their convenience by surfing on line sources.

Internet drives the market in a true sense. There is no way to stay in isolation from web by any one. Local businesses transformed in to global through World Wide Web technologies. eBay, flipkart, OLX, quicker are live instances of their huge success in providing excellent services to their consumers in a particular segment. On line business is globally visible to every eyeball. It remains open for 24×7 and 365 days a year in every corners of the world. E-Marketing becomes a vital ingredient to all business es to survive in to cut throat competitive environment. E-Marketing provides a competitive edge over business rivalry.

BENEFITS OF E-MARKETING

Doing marketing on the Internet, companies can have several benefits based on those features that the environment of Internet make obtainable and provides; following for are the typical benefits for doing E-Marketing to both companies and consumers.

1. **Cost Efficient and Effectiveness:** It is said that doing, E- Marketing is less expensive than doing conventional, customary and traditional marketing. Because the new companies who want to do business over the Internet do not need to spend capital to open new stores for selling grids and services. In addition, both new and existing companies can reduce some bad costs for their firms such as the cost of printing the brochures, leaflet or catalogue for introducing new goods & services to the market.
2. **World Wide Reach:** The age of information technology enables populace to access the websites if they have Internet connection no matter where they live in the world. This feature becomes an advantage for companies who do business online and do E-Marketing as such. Each and every one the way through that the addresses can know the information about companies, their goods and services, making the purchase or creating the contact with one additional, and so on. Companies can launch a marketing promotion and campaign over the Internet, populace from every where can see it if they access to the web site. Having the website over the Internet can bring the chance for companies to

have more potential consumers than in offline marketing, because the market now is extended, and also get more chance to amplify and raise the sales.

3. **Time Save:** Populace can get access into 'your companies' website each and every time in 24 hours a day and 7 days of the week. E-Marketing has the advantage that it has auto responders, email, and frequently asked question (FAQ). It helps to save time for both consumers who look for the answers in some common questions and time of the staff of companies. Companies' staff instead can use the time intended for answering the same questions for doing other things, so they can work more efficiently.
4. **Space:** Companies have an unlimited space on the Internet to store information about their companies as well as the goods & services and other necessary information, such as reports, video, and publicity and advertising banner, news and financial information and so on. The monthly capital to host a website is cheap and companies can store as much information as they want.
5. **Interactive Mode:** Marketing on the Internet can craft more interactivity between companies and consumers. Populace can give feedback about goods and services by posting comment on the websites. They can ask questions and get the answers quickly or immediately from Companies staffs from other visitors. Each and every one the way through a website populace can focus on the specific information they want to see, rather than the general information from the television which advertises about companies and goods & services. Companies can also conduct study the surveys on their websites to know more about their consumers as well as the prospects
6. **Value Added Services and Competition:** Updating Information in traditional marketing can be costly. Nevertheless, in E-Marketing information can be updated frequently as much as companies want Without any cost, They can bring in and launch new goods and services, new offers to consumers by writing information, post the digital pictures, videos on their websites, and so on. Companies can add value to consumers by sending e-mail to them about the new goods & services if they wish, or while there is the time for discounting the cost of delivery, or offer better price if they buy online, etc. Internet make obtainable and provides the equal competitive environment for each and every one companies, no matter how big or small they are, because what consumers interest more than companies' size are the goods and services with the attractive prices.

Drawbacks of E-Marketing

Internet is considered to be a wide and expansive source of information. It is updated every day and every time from populace each and everyone over the world. Due to Internet, populace can take a look at several websites at the same time to see new goods & services, and compare the prices between them. If the business's information about goods or services is not updated & providing the competitive prices, it is reducing or losing the opportunities to keep these on line prospects.

1. **Security Issues:** Security in the dot.com world is still a problem for several populace from the government agencies to the ordinary ones who use the Internet. Not only businesses face it, consumer also take it into consideration
2. **Competitive Market:** We know that the Internet make obtain able and provides an equal environment for populace to startup their businesses, no metter how big or small and every one the Companies are. Yet it is harsh to compete in this kind of environment as such. The numbers of website with marketing and selling purposes are increasing at an accelerating rate.
3. **Website:** Not several populace see how the Amazon Business looks like in the real life. Nevertheless, several of them know its website. The website is the appearance and the face of a business on the Internet. An attracting website cam draw populace to it, but to keep these online addresses, it needs more than that.

TECHNOLOGY ENABLERS FOR E-COMMERCE AND DIGITAL MARKETING

This evolution e-commerce could not have happened without significant advances and paradigm shifts in the technology landscape. Multi channel retailing and the ability to consistently identify and serve customer across e-commerce sites and brick and mortar stores is of growing interest to many businesses. Identifying on line customers in physical stores and vice-versa, allowing customers to purchase online and pick up from a store nearby or purchasing in stores and having the goods delivered home are all capabilities that are improving customer loyalty.

1. User Experience

The user experience on e-commerce Web sites has significantly improved over the past decade. Retailers include rich media such as audio and video, with product information for topics such as product assembly and use. This has been possible because of technologies like Adobe Flash and Microsoft silver light, which allow seamless integration of animation and video with capabilities for streaming and zooming. These technologies also help create an engaging experience for customers.

2. Mobility

With the proliferation of mobile devices, customers now have the ability to go to an e-commerce site to browse and purpose goods from any where, any time. SMS is used extensively in developing countries as a medium for short marketing campaigns to push product promotions and rebates directly to the consumer's devices.

3. Search

Internet Search is the dominant generator of traffic to e-commerce sites, often surpassing the traffic generated through other marketing campaigns. Most e-commerce providers pay special attention to ensure that their Web sites and product pages are highly ranked by well known search.

4. Content Management

Storage, versioning and publishing of product content have become simpler because of significant advances in content management platforms such as Microsoft Shape Point. Brand managers can easily update and publish product content, whether it is text, images or multimedia.

5. Web Services

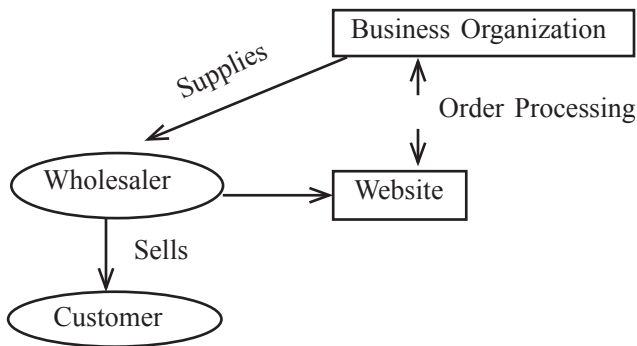
Over the past decade, Web services have become the lingua France of the Internet, Connecting businesses in ways that were not possible before. Today's businesses are more agile and transparent due to inter-enterprise collaboration based on Web services, application to application messaging across firewalls and advanced work flows.

COMMON E-COMMERCE BUSINESS MODELS

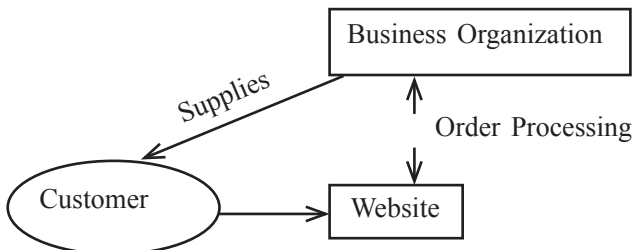
Various common e-commerce business models are:

1 Business-to-Business (B2B) Model

Website following B2B business model sells its product to: an intermediate buyer who then sells the product to the final consumer. As an example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to find customer who comes to buy the product at wholesaler's retail out let.



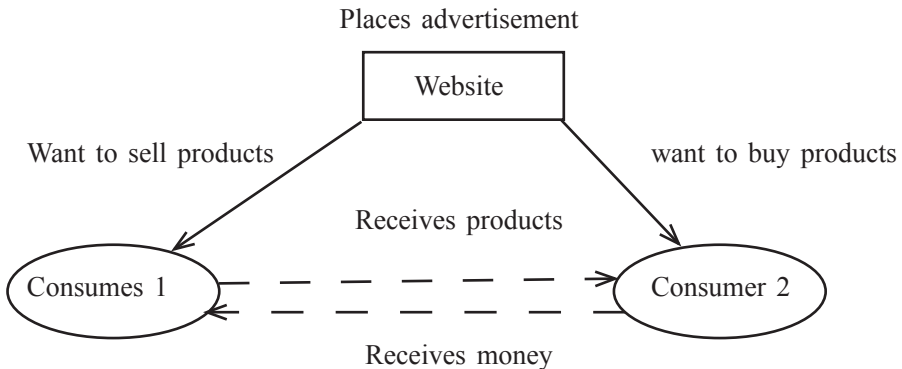
2. Business-to-Consumer (B2C) Model



Website following B2C Business model sells its product directly to a customer “ A customer can view products shown on the website of business organization. The customer can choose a product and order the same.

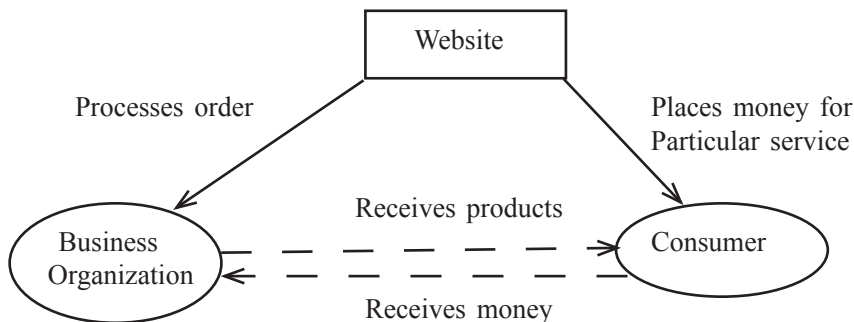
3. Consumer-to-Consumer (C2C) Model

Website following C2C business model helps consumer to sell their assets like residential property, cars, motorcycles etc or rent a room by publishing their information on the website. Website may or may not charge the consumer for its services. Another consumer may opt to buy the product of the first customer by viewing the post on the website.



4. Consumer-to-Business (C2B) Model

In this model, a consumer approaches website showing multiple business organizations for particular service. Consumer places an estimate of amount he/she wants to spend for a particular service.



For example, comparison & Interest rates of personal loan/car loan provided by various banks via website Business organisation who fulfills the consumer's requirement within specified budget approaches the customer & provides its services.

5. Business-to-Government (B2G) Model

B2G model is a variant of B2B model. Such websites are used by government to trade and exchange information with various business organizations.

Such websites are accredited by the government and provide a medium to businesses to submit application forms to the government.



6. Government-to-Business (G2B)

Government uses B2G model website to approach business organizations. Such websites support auctions, tenders and application submission functionalities.



7. Government-to-Citizen (G2C) Model



Government uses G2C model website to approach citizen in general. Such websites support auctions of vehicles, machinery in or any other material. Such website also provides services like registration for birth, marriage of death certificates. Main objective of G2C website are to reduce average time for fulfilling people requests for various government services.

E-TAILING

The Indian retail market is witnessing a revolution. The growth of Internet has enabled the new retail trend of the virtual retail store system which is motivating traditional retailer to consider e- tailing web model. On line retailing system is acting as an intermediary between potential sellers and potential buyers. Consumers can surf needed websites as per their interest of purchasing with full convenience and without any time and place restrictions. The online retail sector is becoming an increasingly competitive and dynamic with the rapid growth of the web in entire world. Marketing activities are fiercely affected with the Internet super highway. Day by day retail commercial, advertising, and promotion is increasing with the Internet technologies. Online retail system is not only ease and convenient for consumers but marketers too. E-tailer could offer multiple products with full product details online and consumers can access with as their need very easily.

In general, the functionalities of e-tailing covers three main activities firstly, it provides product searching facility and it is also known as product information gathering facility to evaluate your products. Secondly, on line users should be able to place an online purchasing order through this facility to feed purchasing details. Lastly, what ever is demanded by online consumers by their purchasing orders should be delivered speedily on time at their place.

Today, online shopping has become part and parcel of the people all over the world. Online shopping sites give a wide range of products and more stuffs to choose based on one's needs. Shopping online always has the advantage of price, many of the products will be discounted to a cheaper price. Customers will also be given online coupons, gift offers through. Certificates, promotional codes based on special offer through which a considerable amount can be knocked off. One of the major advantages of online shops is that they provide complete information about the products such as features, product description, sizes, models, colours, prices and many more details.

India plaza is one of the largest book store selling over 3 Million titles. In 2003, 25% of their sales were for books and 15% electronics. In 2007 there was a drastic drift from books and music to gadgets and electronic items. Today with E-Commerce, their market for books is intact with @ 60% of their revenue from gadgets with market for electronics increasing significantly. Sify technologies kept pace with the market" and witnessed more than 70% growth year-on-year.

B2C: E-tailers

- (i) Bluefly
- (ii) BarnesandNoble.com
- (iii) 1800flowers.com
- (iv) Godiva.com
- (v) Wine.com
- (vi) REI.com

B2C: Content Providers

- (i) WSJonline.com
- (ii) Consumerreports.com

PURE PLAY

A pure play is a company that invests its resources in only one line of business. As such, this type of stock has a performance that correlates highly to the performance of the stock's particular industry for example, many electronic retailers or "e-tailers" are pure plays.

A pure play company focuses solely on a particular product or activity. Investing in a pure play company, can be considered as investing in a particular commodity or product of a company.

Pure play firms either specialize in a specific niche, or have little to no vertical integration for example, a coffee shop may call itself a "pure play" restaurant and a factory that only produces goods (not designing or selling to consumers) may refer to itself as a pure play manufacture.

E-Commerce companies are often referred to as pure play retailers, as they sell only through the Internet.

PURE A PLAY METHOD

In finance, the “pure play method” is an approach used to estimate the cost of equity capital of private companies, which involves examining the beta coefficient of other public and single focused Companies.

Here, when estimating a private company A’s equity beta Coefficient public company B is needed, the latter can be calculated by regressing the return on B’s stock the return on the return on the relevant stock index. The following Calculation to then applied to return the beta coefficient of Company A.

“Unlevered Beta of B = Equity Beta of B|CI + DE_B × (I–Tax Rate_B) Equity Beta A = Unlevered Beta of Bx CI+DE_A(1 – Tax Rate A)) where DE_A and DE_B are the debt to equity ratios of company A and B respectively.

PURE PLAY Foundries

Pure play foundries, such as TSMC and Global foundries, have no in-house design capabilities, and fabricate integrated circuits (ICs) for fabless semiconductor companies such as Quakomm, Broadcom, Xilinx, Nvidia, among others, Integrated device manufacturer (IDM) foundries, such as IBM, NEC, Texas Instruments and Samsung, provide both foundry design services and IC fabrication.

PURE PLAY E- retailers

Compared to traditional retail stores, pure play e-retailers can serve a wider audience with out physical boundaries and distance, and may target specific customer groups without the high cost of obtaining information from these groups.

Compared to companies that integrate both offline and online, pure online Internet retails do not have company brand recognition and reputation at the start-up-stage, and customers are unable to touch, examine and test real products before buying them. The online shopping experience foregoes human contact with consumers.

PURE PLAY GETS PHYSICAL

Beginning in 2015, Amazon.com customers in mainland UK with pickup codes can get the order at collection lockers distributed in shopping centers and commercial blocks. Amazon also opened its first physical stores at Purdue University campus in India in 2015. By 2015, Simply Be had sixteen physical stores.

Net-a-porter launched a pop up window shop and apply image recognition technology to enable customers to find video content of the clothes and the online shop. In 2015, Kiddi care, a childcare brand, announced plan to open 12 stores in the UK. Ocado launched a virtual shopping wall at one New Change, Birmingham’s Bullying shopping center and Bristol. Customers can shop by using Ocado’s “on the go” app to scan product’s barcode on the wall.

eBay opened an inspiration shop in New York in 2011.

HYBRID AND MULTI CHANNEL MARKETING

Multichannel marketing refers to the practice by which companies interact with customers via multiple channels both direct and indirect, order to sell them goods and services. Multichannel marketing is based on the fact that customers have more choice than ever in terms of getting information on products. The spread of available channels, including the growth of email, social media and mobile, has caused marketing departments to increase their presence on these channels in order to develop their customer relationship management (CRM) effects. The old ways of marketing such as using print sources, telemarketing or broadcasting on radio and TV are no longer the sole focus of marketing departments. These methods are still present, but are part of bigger strategy that includes new media and evolve along with changing customer tastes and communication preferences.

Look at IBM. For years, IBM computers were available from only one supplier, the company's sales force. But when the market for small, low-cost computers exploded, IBM management realized that its single distribution channel was no longer sufficient. In the late 1970s, it started expanding into new channels among them dealers, value-added resellers, catalog operations, direct-mail, and telemarketing. In less than 10 years, it nearly doubled that number and added 18 new channels to communicate with customers with customers.

Apple computer also started out with a clear and simple channel strategy. It distributed its expensive personal computers through an independent dealer network. But when the company began to sell more sophisticated systems to large companies, it had to change. Apple hired 70 nations account managers as part of a new direct sales operation.

In adding these new channels and communications methods, IBM and Apple created hybrid marketing systems. Powerful forces lie behind the appearance of such hybrid systems, all signs indicate that they will be the dominant design of marketing systems in the 1990s.

Examples of hybrid marketing systems extend beyond high-tech businesses such as computers to older industries such as textiles, metal fabrication, and office supplies and to service industries such as insurance. Two fundamental reasons explain this boost in the move to hybrids; the drive to increase market coverage and the need to contain costs. To sustain growth, a company generally must reach new customers or segments. Along the way, it usually supplements existing channels and methods with new ones designed to attract and develop new customers. This addition of new channels and methods creates a hybrid marketing system.

BENEFITS OF A MULTI-CHANNEL DISTRIBUTION SYSTEM

The main benefits of multichannel marketing include.

- 1. Improved customer perception:** Brands that create a seamless buying experience provide a better overall customer experience, which can help build customer loyalty. They are perceived as attentive to consumer's needs purchasing

habits, and digital savviness. With multichannel distribution, brands can also differentiate themselves not by lower price, but through convenience.

2. **Increased customer base:** With a multi-channel distribution strategy, brands place their merchandise in the path of customers who need them - whether that be in-store or Online-increasing sales, exposure and customer reach.
3. **Diversifiable Risk:** Having multiple channels of distribution can protect merchants from relying on a single sales channel as their only source of revenue. In the events of a supply chain breakdown or suspension of a major account, merchants who diversify their channels can avoid a major hit against sales income.
4. **Growth into untapped markets:** Going multi-channel also allows merchants to expose their products to new customers who may become first-time buyers, leading to more product sales

HYBRID CHANNEL OPTIONS

Various Hybrid options are

1. **Email:** Highly personalised, easily measured and can be used across marketing, service, sales and even delivery, A real workhorse channel that gets neglected.
2. **Social:** Engaging, scalable and allows marketers to build tribes of brand advocates. If it's done well, there are big rewards to win.
3. **Web:** A highly personalised, engaging, measurable and functional channel for reaching customers. It's at the heart of digital experiences.
4. **Content:** Content can be sold to customers, used to support them and help them discover your brand.

MULTI CHANNEL OPTIONS

1. **Mobile, Tablet, Wearable Tech and Desktop Apps.**

Apps are well suited to both transaction and delivery, Similarly this principle applies to buying extended licenses in mobile, tablet and wearable apps service and marketing also are delivered to the channel user through the channel. Amazon's new Mayday button on the Kindle HDX being a great example of service delivery through a tablet app.

2. **Stoves, pop-up stores, street vendors and Concessions in larger stores.**

Physical stores or locations are ideal for marketing to customers, selling product, providing service and then placing goods in the customer's hands. Obviously the human component of a sales representation should not be forgotten.

3. **Websites including micro sites and mobile websites.**

Websites provide customers with the ability to discover new goods Purchase them take delivery of digital products and also get the support they need.

Microsoft and Adobe have both shifted their distribution model to direct sales and delivery over the web.

4. Partner sales.

For manufacturers who are not able to engage with the end customer, partners can provide a powerful way of reaching, selling to, servicing and delivering to the customer. Niche software vendors grow their market in this way, requiring end users to engage with them through a services partner.

5. Door to door sales.

The golden age of door to door vacuum cleaner salesmen is not dead. Well trained representatives going door-to-door could provide a complete channel to market, sell, deliver and service goods.

MEDIA

Media simply refers to a vehicle or means of message delivery system to carry an ad message to a targeted audience. Media like TV, Radio, out door and Internet are instruments to convey an advertising message to the public. The main task of media planners is to select the most appropriate media channels than can effectively communicate the advertising message to a targeted audience Hence, it is essential for media planners to:

- Keep up with latest media trends
- Keep up with New technological developments
- Determine long and short term effects of different media
- Analyse strengths and weaknesses of different media

TYPES OF MEDIA

Media refers to the channels which help in conveying the appeal or message to the prospective consumers. It may be television Internet media, radio, press, outdoor media, transit media etc.

(i) Newspaper-

News paper is a major source of information for a large number of readers. It may be National or local, daily or weekly newspaper. It allow presentation of detailed messages which can be read at reader's conveyance. It allows prompt delivery of detailed coverage of news and other information with interesting features for reader. It is a high involvement media as readers are required to devote some effort in reading the message. It is available to masses at a very low cost.

Classification & Newspapers

- National News papers.
- Daily newspapers (Local/Regional)
- Special Audience newspapers.

Types of Ads in Newspapers

- Classified Advertisement - Advertisements arranged according to product or service.
- Display Advertisement - Ads that use illustrations, photos, visual elements, may be National or local.
- Special Inserts - Tender notices, Public notices, Shifting of office etc.
- Free standing Insert Pre-printed ad inserted in newspapers folds that fall out when the reader opens it and attract immediate attention:

Advantages

- Flexibility
- Geographic and language selectivity
- Widespread coverage
- Offers penetration
- Reader involvement
- Cheap media with high frequency
- High repetitive value and quick response.

Disadvantages

- Poor presentation and Quality.
- Short Life span
- Limited selectivity with regard to lifestyles
- Hard to reach illiterate and poor people.

(ii) Magazines

A Magazine is a specialized advertising media that serves educational, informational, entertainment and other specialized needs of consumers, businesses, and industries. Magazine allows presentation of a detailed ad message along with photos, illustrations, colours etc. It is high involvement media as readers pay a premium price for it and magazines are not dumped after reading. Magazines can be classified into Local/Regional/National or weekly/Monthly/Quarterly Magazines.

Advantages

- Long Life
- Better Reproduction
- Highly selective, avoids waste of circulation
- Can create image, prestige or reputation
- Reader involvement.
- Allows services like ‘split runs’
- Can reach specialized groups.

Disadvantages

- High Cost
- Limited reach and frequency
- Long response time

- Low flexibility
- May face competition

(iii) Broadcast Media

Television Advertising

TV is a principal source of information and entertainment for people exposed to mass media. It is believed to be the most authoritative, influential, exciting medium for reaching very large audience. It combines visual images, sound, motion and colour to achieve viewer's empathy. It allows development of creative and imaginative ad messages in a unique way. It is considered intrusive in nature as the audience have no control over the nature and pace of advertisements.

Advantages

- Powerful audio-visual media
- Wide coverage with effective cost
- Attention-intrusive in nature
- High selectivity and flexibility.

Disadvantages

- High cost
- Short lived message
- Limited attention by viewers
- Zapping-changing channels
- Zipping-fast-forwarding commercial to avoid Commercials
- Intrusive in nature

Support Media

(i) Outdoor Advertising

It is usually used as a supportive medium by advertisers. It includes bill boards, boarding, neon signs posters etc. It can generate considerable reach and frequency level at low cost. Useful introducing a new product. It helps to remind the customers, It helps to generate sales at point of purchase/point of sale.

Advantages

- Point of Place (POP) Advantage.
- Geographic flexibility
- Continuity
- Efficient and cheap
- Flexible and Creative impact

Disadvantages

- Limited message.
- Wastage in terms of coverage

- Limited effectiveness
- Message fades due to over exposure over time.
- Public criticism

(ii) Transit Advertising

It uses billboards, neon signs and electronic messages. It is targeted at users of various modes of transportation. Advertising rates depend on the amount of traffic which passes every day.

Advantages

- Long exposure
- Exposure frequency
- Geographic Selectivity
- Low Cost.

Disadvantage

- Waste coverage
- Creative limitations
- Audience mood
- Image of advertiser- effect is difficult to measure
- Brief message.

(iii) Internet

Internet is a worldwide medium that provides means of exchanging information through a series of interconnected computers. It is rapidly growing medium of advertising. It is a future medium which offers limitless advertising opportunities. It involves use of world wide web to show case a website or e-commerce portal to the world. Advertising through Internet involves email marketing, social media marketing, online ads and mobile marketing. It provides a sophisticated graphic user interface to users. It is accessible to anyone with a computer and broadband connection.

Type of Internet Advertisement

- Websites - Online Brochure of product/services, virtual office.
- Ad buttons - Icons which provide link to advertised's website
- Ad banners - Creative & Dynamic Display ads
- Sponsorship - Companies sponsor bloggers to write about them.
- Classified ads - similar to newspaper ads.
- E-mail - Electronic mails carrying ad message

Advantages

- Interactive medium
- Global Medium
- Generates immediate response
- Provides high selectivity and flexibility
- Gives detailed information (in depth info and reviews)
- Reaches B2B users easily.

Disadvantages

- Lack mass media efficiency
- Targeting and research costs are high
- Slow down loads.
- Cost of PC is high
- Security is a primery concent
- Not Persuasive

MEDIA OPTIONS ONLINE

Media options online includes the digital media which includes photos, video and music, distributed over the Internet, which are either non-copyrighted materials provided either freely or for a fee.

Digital media are any media that are encoded in a machine-readable format. Digital media can be created, viewed, distributed, modified and preserved on digital electronics devices. Computer programs and software; digital imagery, digital video games, web pages and websites including social media, data and databases, digital audio, such as mp3s and e-books are examples of digital media. Digital media are frequently contrasted with print media, such as printed books, newspapers and magazines and other traditions or analog media, such as pictures, film or audio tape.

Combined with the Internet and personal computing, digital media has caused disruption in publishing, Journalism, entertainment, education, commerce and politics. Digital media has also posed new challenges to copy right and intellectual property laws, fostering an open content movement in which content creators voluntarily give up some or all of their legal rights to their work. The ubiquity of digital media and its effects on society suggest that we are at the start of a new era in industrial history. Called the Information age, perhaps leading to a paperless society in which all media are produced and consumed on computers.

IMPACT OF ONLINE MEDIA OPTIONS

The imparts of online media options are :

1. The digital revolution

In the year since the invention of the first digital computers, Computing power and storage capacity have increased, exponentially. Personal computers and smart phones put the ability to access, modify, store and share digital media in the hands of billions of people. Many electronic devices from digital cameras to drones have the ability to create, transmit and view digital media. Combined with the World Wide Web and the Internet, digital media has transformed 21st century society in a way that is frequently compared to the cultural, economic and social impact of the printing press. The change has been so rapid and so widespread that it has launched an economic transition from an industrial economy to an information-based economy, creating a new period in human history known as the Information age or the digital revolution.

2. Disruption in industry.

Compared with print media, the mass media, and other analog technologies, digital media are easy to copy, store and modify. This quality of digital media has led to significant changes in many industries, especially Journalism, publishing education, entertainment and the music business. The over all impact of these changes is so far-reaching that it is difficult to quantify. In Journalism, digital media and citizen Journalism have led to the loss of thousands of jobs in print media and the bankruptcy of many major newspapers. But the rise of digital Journalism has also created thousands of new jobs and specialization E-books and self-publishing are changing the book industry and digital text books and other media-inclusive curricula are changing primary and secondary education. In academia, digital media has led to a new form of scholarship, Called digital scholarship, and new fields of study, such as digital humanities and digital history. It has changed the way libraries are used and their role in society.

3. Individual as content creator

Digital media has also allowed individuals to be much more active in content creation. Anyone with access to computers and the Internet can participate in social media and contribute their own writing, art, videos, photography and commentary to the Internet as well as conduct business online. This has come to be known as citizen journalism. This spike in user created content is due to the development of the internet as well as the way in which users interact with media today. The release of technologies such as mobile devices allow for easier and quicker access to all things media

4. Web only news

As the Internet becomes more and more prevalent, more Companies are beginning to distribute content through internet only means. Prime time audiences have dropped 23% for News corp, the world's largest broadcasting channel with the loss of viewers there is a loss of revenue but not as bad as what would be expected. While the dollar amount dropped roughly 2% overall cable revenue was up about 5% which is slower growth than what was expected. Cisco Inc released its latest forecast and the numbers are all trending to internet news to contribute to grow at a rate where it will be quadruple by 2018.

As of 2012, the world's largest internet only media company. The young Turks are averaging 7,50,000 users per day are continuing to grow, currently having over 2 billion views across all the young Turks controlled channels which covers world news, sports, movie reviews college focused content and a round table style discussion channel

5. Copy right challenges

Digital media pose many challenges to current copyright and intellectual property laws. The ease of creating, modifying sharing digital media makes copyright enforcement a challenge and copyright laws are widely seen as out dated. To resolve such of these issues, content creators can voluntarily adopt open or copy left licenses, giving up some of their legal rights or they can release their Work to the public domain.

TYPES OF ONLINE MEDIA

Various types of online media are:

1. Display Advertising

Display advertising is the use of web banners ads placed on a third-party website or blog to drive traffic to a corporate Website and increase product awareness. These banners consist of static or animated images, as well as interactive media including audio and video. Display advertising uses demographic and geographic targeting-capturing user's cookie and browser history to determine demographics, location and interests to target appropriate ads to these browsers. In addition to Contextual targeting, online advertising is targeted based on a user's online behavior. This practice is known as behavioral targeting.

2. Affiliate Marketing

Affiliate marketing is a form of online advertising where advertising where advertisers place campaigns with a potentially large number of publishers, who are only paid media fees when the advertiser receives web traffic. Web traffic is usually based on a call to action or measurable campaign result such as a submitted web form or sale.

3. Social Network Advertising

Social network advertising is a form of online advertising found on social networking sites such as Facebook. Advertising on social media networks can take the form of direct display ads purchased on social networks, self-serve advertising through internet ad networks and ad serving on social network applications through special social network application advertising networks.

4. Search Engine Marketing

Search engine marketing is a form of marketing that seeks to promote websites by increasing their visibility in search engine result pages. SEM practices include paid placement, contextual advertising and paid inclusion or free search engine optimization techniques to drive placement of their ads.

5. Mobile Advertising-

Cell phone advertising is the ability for organizations and individuals to advertise their product or service over mobile devices. Mobile advertising is generally carried out via text message or applications. The obvious benefit of mobile advertising for brands is that mobile devices such as smart phones are usually close to the owner throughout the day.

INTRODUCTION TO PAYMENT GATEWAYS

A payment gateway is a merchant service provided by an e-commerce application service provider that authorizes credit card or direct payments processing for e-business, online retailers, bricks and clicks, or traditional brick and mortar. The payment gateway may be provided by a bank to its customers, but can be provided

by a specialised financial service provider as a separate service, such as a payment service provider.

A payment gateway facilitates a payment transaction by the transfer of information between a payment portal (such as a website, mobile phone or interactive voice response service) and the front end processor or acquiring bank.

IMPORTANT FEATURES OF GOOD PAYMENT GATEWAY

Good payment gateway integration allows the company to offer the customers a good experience in making the payment with confidence by using credit card, debit card electronic and allow them to buy products from all over the world.

1. Multiple payment options -

This feature will improve the business efficiency of handling many tasks in a wider range and fulfil the needs of customers. It will make clients able to pay products or services through their selected payment gateways like Paypal, Authorize.net, Google check out and various other online payment gateways.

2. Efficient customer support Team.

Presence of efficient customer support team in the business will spark the image and quality of business service. Providing 24 hours service to the customers with technical support and Customer assistance, will make them feel comfortable, reliable and trust the business in making a purchase regardless of what the distance will be.

3. Fraud Screening Features-

The Payment gateway enables the business to track misuse of credit card or debit card and screen fraud purchase. It will minimize such malpractices to a great extent that it will protect from suspicious transactions and larger charge back costs.

4. Secured server.

Having a secured server to handle and record the and record the confidential information of the customers will enhance the efficiency of your service and the accuracy of approach in dealing with multiple requirements and tasks of the customers. This will give a sense of security to the business in increasing the growth of large in scale business.

5. Features of free add on

Free add on features should be provided to make online business easier in operating and monitoring. These features will help to prevent wasting of money while making a payment in individual fees as well as provide a rich experience of confidence.

6. User-friendly and speedy in processing -

Last but not the least, make sure that the payment gateway is user friendly and speedy in processing. As this will save customer's time and make the business to operate more easier. This will attract more visitors to have a glance at the business.

TYPICAL TRANSACTION PROCESS OF PAYMENT GATEWAYS

When a customer orders a product from a payment gateway-enabled merchant, the payment gateway performs a variety of tasks to process the transaction.

1. A customer places an order on website by pressing the 'submit order' or equivalent button, or perhaps enters their card details using an automatic phone answering service.
2. If the order is via a website, the customer's web browser encrypts the information to be sent between the browser and the merchant's web server. In between other methods, this may be done via Secure Socket Layer encryption. The payment gateway may allow transaction data to be sent directly from the customer's browser to the gateway, by passing the merchant's systems. This reduces the merchant's Payment card Industry Data Security Standard Compliance obligations with out redirecting the Customer away from the website.
3. The merchant then forwards the transaction details to their payment gateway. This is another encrypted connection to the payment server hosted by the payment gateway.
4. The payment gateway converts the message from XML to ISO 8503 or a variant message format and then forwards the transaction information to the payment processor used by the merchant's acquiring bank.
5. The payment processor forwards the transaction information to the card association (Visa/Master Card / American Express). If an American Express or Discover Card was used, then the card association also acts as the issuing bank and directly provides response of approved or declined to the payment gateway. Otherwise the card association routes the transaction to the correct card issuing bank.
6. The credit card issuing bank receives the authorization request, verifies the credit or debit available and then sends a response back to the processor with a response code. In addition to communicating the fate of the authorization request the response code is also used to define the reason why the transaction failed. Meanwhile, the credit card issuer holds an authorization associated with that merchant and consumer for the approved amount. This can impact the consumer's ability to spend further (because it reduces the line of credit available or it puts a hold on a portion of the funds in a debit account).
7. The processor forwards the authorization response to the payment gateway.
8. The payment gateway receives the response, and forwards it onto the website, or whatever interface was used to process the payment, where it is Interpreted as a relevant response, then relayed back to the merchant and card holder. This is known as the Authorization or "Auth".
9. The entire process typically takes 2-3 seconds.

10. The merchant then fulfills the order and the above process can be repeated but this time to “clear” the authorization by consummating the transaction. Typically, the clear is initiated only after the merchant, has fulfilled the transaction. This results in the issuing bank clearing the ‘auth’ and prepares them to settle with the merchant acquiring bank.
11. The merchant submits all their approved authorizations in a “batch”, to their acquiring bank for settlement via its processor. This typically reduces or ‘clears’ the corresponding “Auth” if it has not been explicitly “cleared.”
12. The acquiring bank subsequently deposits the total of the approved funds in to the merchant’s nominated account. This could be an account with the acquiring bank if the merchant does their banking with the same bank, or an account with another bank.
13. The acquiring bank makes the batch settlement request of the credit card issues.
14. The credit card issuer makes a settlement payment to the acquiring bank.
15. The entire process from authorization to settlement to funding typically takes 3 days.

PAY PAL

Paypal Holdings, Inc. is an American multinational financial technology company operating an online payments system in the majority of countries that support online money transfers, and serves as an electronic alternative to traditional paper methods such as checks and money orders. The company operates as a payment processor for online vendors, auction sites and many other commercial users, for which it charges a fee.

Electronic payment systems have become more popular and acceptable in the last five years. The main reason for this has been the ease of use and convenience for online consumers. One of the leading payment systems is Paypal. However, along with the rise of paypal, there have been many controversial issues tied to it. Issues such as freezing accounts and a significant lack of fraud protection are the main catalysts for numerous civil litigation cases and public criticism.

HISTORY OF PAYPAL

Paypal was originally established by Peter Thiel, Luke Nosek and Max Levchin, in December 1998 as Confinity, a company that developed security software for hand held devices. It had no success with that business model, however, it switched its focus to a digital wallet. The first version of the paypal electronic payments system was launched in 1999.

In March 2000, Confinity merged with X. Com, an online financial services company founded in March 1999 by Elon Musk. Musk was optimistic about the future success of the money transfer business Confinity was developing. Musk and

Bill Harris, then president and, CEO of X.com, disagreed about the potential future success of the money transfer business and Harris left the company in May 2000. In October of that year, Musk decided the X.com would terminate its other internet banking operations and focus on PayPal. That same month, Elon Musk was replaced by Peter Thiel as CEO of X.com. Which was renamed PayPal's in 2001 and went public in 2002. PayPal's IPO listed under the ticker PYPL at \$13 per share and generated over \$61 million.

eBAY SUBSIDIARY 2002-2014

Shortly after PayPal's IPO, the Company was acquired by eBay on October 3, 2002 for \$1.5 billion. More than 70 percent of all eBay auctions accepted PayPal payments, and roughly 1 in 4 closed auction listings were transacted via PayPal. PayPal became the default payment method used by the majority of eBay users, and the service competed with eBay's subsidiary Bill Point, as well as Citi Bank's C2i, Yahoo! Pay Direct and Google Checkout.

In 2005, PayPal acquired the Verisign payment solution to provide added security support. In 2007 PayPal announced a partnership with MasterCard service, a software that allows customers to make payments on websites that do not accept PayPal directly. By the end of 2007, the company generated \$1.8 billion in revenue.

In January 2008, PayPal acquired fraud Sciences, a privately held Israeli start-up that developed online risk tools, for \$169 million. In November 2008, the Company acquired Bill Me Later, an online transactional Credit Company.

By 2010, PayPal had over 100 million active user accounts in 190 markets through 25 different currencies. In July 2011, fourteen alleged members of the Anonymous hacktivist group were charged with attempting to disrupt PayPal's operations.

In 2013, PayPal acquired Iron Pearl, a Palo Alto startup offering engagement software and Braintree, a Chicago-based payment gateway to further product development and mobile services. In June 2014 David Marcus announced he was leaving his role as PayPal President; Marcus joined PayPal in August 2011 after its acquisition of Zong, of which he was the founder and CEO.

Spin off eBay (2014-present)

It was announced on September 30, 2014 that eBay would spin off PayPal into a separate publicly traded company, a move demanded in 2013 by activist hedge fund magnate Carl Icahn. The spin off was completed on July 18, 2015. Dan Schulman is the current president and CEO, with former eBay CEO John Donahoe serving as chairman. On January 31, 2018 eBay announced that "After the existing eBay - PayPal agreement ends in 2020, PayPal will remain a payment option for shoppers on eBay, but it won't be prominently featured ahead of debit and credit card options as it is today. PayPal will cease to process card payments for eBay at that time."

The company will “instead began working with Amsterdam-based Adyen.

“On July 1, 2015 PayPal announced that it was acquiring digital transfer company Xoom Corporation. PayPal spent \$25 a share in cash to acquire the publicly traded Xoom, or about \$1.09 billion. The deal was closed to the fourth quarter of 2015.

Dispute Resolutions

PayPal most effective way to handles their dispute resolution through their Dispute Resolution center. It allows buyers and sellers to work out a buyer's transaction problem. It is the first phase of buyer complaint and buyer protection of PayPal. As a buyer can open a dispute if the experience a transaction problem. When report the dispute in the PayPal Resolution Center it can indicate whether the item in question has not yet been received or the item received is significantly not as described.

It is not the only way to handle disputes the best way is to through email or telephone communication. The PayPal dispute Resolution process can help in situations where you have not been able to reach the seller by telephone, or email are not getting through. Communications through the PayPal Dispute Resolution process also take place “on the record”, so if the dispute is escalated to a claims PayPal will be able to review message that have already been exchanged and to use this information to decide the areas of the claim

IMPACT OF PAY PAL ON COMMERCE

1. Present Impact on Commerce

The success any online banking system depends on it's impact on commerce whether it be the nation's commerce or international Commerce. At the end of the fiscal year for 2006, PayPal operated in 103 markets and it dealt with over 133 million accounts. PayPal also deals with 17 different frame of Currency. In addition to the global economy, there are other ways in which PayPal affects the individual customer. PayPal gives its customers the option to invest their money in a money market earning monthly dividends with a 5% rate. Also, PayPal is an acceptable payment method for 90 percent of items on ebay. com. Debit cards and ATM withdrawals are options for any one with a PayPal account.

2. Future Impact on Commerce

The future of PayPal is still unclear. The European CEO of PayPal recently said “Our ambition is to become the preferred online payment method. But people also want access to their funds and will want to go to an ATM and pull money out. So there is going to be more presence offline over time.” The argument can be made that PayPal's presence will soon be seen with more offline activity. This then will cause problems for the banking industry.

1. Freezing Accounts

PayPal freezes accounts for a variety of reasons and these reasons may seem fair to or unfair to the user. These reasons have been compiled by users who have had accounts frozen for one reason or another.

There are a variety of other reasons that Paypal freezes accounts but the main point of some of these reasons is that freeze accounts for any reason that deem necessary. Basically, these were all user complaints and reasons that PayPal gave to their accounts had been frozen.

In 2015, 150000 Spanish card holders had their funds frozen in an apparent fraud case involving a PayPal service provider, Younique Money, which was the de facto administrator of the cards. Previously, PayPal had charged \$ 15 to all its card users without authorization. As of March 2015 most funds had not been returned. Now, PayPal has tried to fix its policy unfreezing accounts in a matter of hours rather than keeping them frozen for months.

2. Fraud Protection.

Pay Pal actually launched a new fraud protection program in October of 2003. With the growth of the company and basically the primary system that user's will use for transactions on eBay, fraud has become a big issue. The protection program includes providing eBay buyer with up to \$500 of coverage for items, that have claims of not being delivered or items are significantly not as described. These items have, to have been paid for through PayPal and it must have been a qualified eBay listing. PayPal actually boasts that it has one of the lowest fraud rates at 5%.

Pay Pal also offers buyers tips on how they should not get cheated out of money or items from other users. Some of these tips are to check the seller's reputation. If they have bad feedback ratings, be cautious before buying from this user. They also warn users to be cautious when buying items that are popular or items that are very high in price. If deals are too good to be true, it probably is. The item may not be genuine or a different item than specified. Always go through eBay and not through unspecified sellers and anonymous emails.

3. Privacy -

The site claims that the privacy policy applies to the United States only. The main points of the privacy policy are how the site collects information about users, how they use cookies, protection and storage of information, usage of personal information, share information with other users, share personal information with other parties, how to restrict personal information from being shared, access and change personal information and contacting them about privacy questions of PayPal. These are several pieces of information that are collected as soon as user accesses the site. These pieces of information are the IP address and

web log, such as the browser type and which pages were accessed. If a user decides to open an account, the site collects contact information such as name, address, phone number, email and other financial information, such as bank account numbers and credit card numbers that link the user to the site. The site claims that they can collect information from third parties for verification of Identification and fraud prevention.

PayPal actually has a different privacy policy for different Countries. For instance, the policy described above actually applies to the United States, but there are links to other privacy policies that apply to other countries.

Review Questions

Conceptual Type

1. Give the meaning of Marketing.
2. What is Digital Marketing ?
3. What is Web Presence ?
4. Give the meaning of E-commerce.
5. What is Pure Play ?
6. What is Payment Gateway ?
7. What is Pay Pal ?

Analytical Type

1. Discuss various elements of Marketing Environment.
2. Discuss various types of Web Presence.
3. Explain benefits of Hybrid and Multichannel Marketing.
4. How customer behaviour effects the organisation ? Explain.

Descriptive Type

1. Explain various functions of marketing.
2. Discuss impact of online media options.
3. Discuss common e-commerce business models.
4. Explain impact of Pay Pal on commerce.
5. Discuss the legal issues of Pay Pal.



Digital Marketing Research

Marketing research is the systematic gathering, recording and analysis of data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior. The term is commonly interchanged with market research, however expert practitioners may wish to draw a distinction in the market research is concerned specifically with markets, while marketing research is concerned specifically about marketing processes.

The Digital Marketing Research cluster aims to encourage research which will inform knowledge creation and its application within the department's identified key digital themes. These core themes are an insight into people and their roles as consumers in a digital economy, rethinking the journey to purchase and beyond and the impact on how people live their lives and the operation of markets, trust between people and their institutions and in social networks and issues addressing the interface between Big Data and Marketing organisations and their capabilities.

In a fast-moving and highly competitive retail market, companies are increasingly embarking on programmes to digitally transform themselves. The Digital Transformation in the Retail Sector report looks at the challenges that retailers within the sector are facing as they digitally transform themselves. The research seeks to understand best practice approaches from these interviewed, along with techniques and strategies that different types of retailers are adopting to increase their chances of success.

DEFINITIONS OF MARKETING RESEARCH –

1. Luck, Wales and Taylor– “Marketing research may be defined as the application of scientific method to the solution of marketing problems”.
2. American Marketing Association– “The systematic gathering, recording and analysing of all facts about problems relating to the marketing of goods and services is called marketing research”.
3. Tousley, Clark and Clark– “Marketing Research is the careful and objective study of product design, markets and such transfer activities as physical distribution, warehousing, advertising and sales management.
4. Lorel and Roberts, “Marketing Research is any systematic attempt to get information useful in solving marketing problems (Making marketing decisions).

Above definitions make it clear that marketing research is the collection, analysis and interpretation of relevant data to help a marketing manager in taking sound marketing decision. It is a scientific method of solving the marketing problems. It includes all types of research in the field of marketing such as : market analysis, sales research, product research, sales promotion research, advertisement research etc.

NATURE OF MARKETING RESEARCH

The concept of marketing has always been changing with the change of people's progressive attitude. Their ways of life, better standard of living and new innovative desire have always motivated the decision makers to have a new approach towards marketing of goods and services. The new concept has replaced the old concept of product-oriented marketing into consumer's oriented marketing. The new concept is based much upon the scientific and systematic collection of data and analysis of various aspects of marketing to determine the need of the market and the consumers for selecting the best alternative in order to operate effectively. The nature of marketing research is, therefore, to arrive to a point where seller is in a position to understand clearly where, what, when and how to market his product profitably in the best interest of the buyer.

marketing Research is mainly concerned, with the research work involving collection of data, analyzing the information and interpreting them to help the decision makers i.e., management to adopt the best strategy and course of action for a successful marketing. Marketing Research calls for specialized techniques and advance scientific techniques. The objectivity is the key to a meaningful marketing research which allows the use of the most suitable techniques for the targeted result.

IMPORTANCE OF MARKETING RESEARCH

Marketing Research is a gift of modern concept of marketing (Consumer oriented concept). All the activities of a business and industrial enterprises start and end with the maximum satisfaction of consumer needs. Satisfaction of consumer needs necessitates the study of their behaviour, tastes, habits and attitudes. The study of behaviour, tastes, habits and attitudes of consumers is a difficult problem in itself. This problem can be solved if the marketing decisions of the enterprise are based on marketing research.

The importance of marketing research :

1. New Uses of Products –

Marketing research explores new uses of the products of the enterprise. The enterprise can widely publicise these alternative uses of its product among the customers and thus can create new market and new demands for its products.

2. Selection of Channels of Distribution –

Marketing research makes a comparative study of the terms and conditions, way of working, popularity among consumers and effectiveness of different channels

of distribution. It helps the enterprise in the selection of particular channel of distribution for distribution its products.

3. Knowledge of Demand –

Marketing research makes a through study of the demand of products of enterprise. It helps in deciding the nature and trend of demand. It also helps in deciding the elasticity of demand.

4. Improvement in the Quality of Products –

Change in the needs and wants of consumers is the regular feature of the market. The consumers may discard the product tomorrow which they prefer today. Therefore, it is imperative to be in continuous touch with the changes in the habits taste and attitudes of consumers.

5. Discovery of Potential Markets –

Marketing research makes an intensive and extensive search of new markets for products of the enterprise. It helps the enterprise in development new markets, in turn increasing the demand for its products.

STAGES OF MARKETING RESEARCH PROCESS

Step-1 : Problem Definition

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

Step-2 : Development of an Approach to the Problem

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

Step-3 : Research Design Formulation

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

data should be obtained from the respondents for example, by conducting a survey or an experiments must be addressed. It is also necessary to design a questionnaire and a sampling plan to select respondents for the study. More formally, formulating the research design involves the following steps.

- (i) Secondary data analysis.
- (ii) Qualitative research.
- (iii) Method of collecting quantitative data (survey, observation and experimentation).
- (iv) Definition of the information needed.
- (v) Measurement and scaling procedures.
- (vi) Questionnaire design.
- (vii) Sampling process and sample size.
- (viii) Plan of data analysis.

Step-4 : Field work or Data collection

Data collection involves a field force or staff that operates either in the field as in the case of personal interviewing from an office by telephone or through mail. Proper selection, training, supervision and evaluation of the field force help minimize data-collection errors.

Step-5 : Data Preparation and Analysis

Data preparation includes the editing, coding, transcription and verification of data. Each questionnaire observation from is inspected or edited and if necessary corrected. Number or letter codes are assigned to represent each response to each question in the questionnaire. The data from questionnaires are transcribed or key-punched on to magnetic tape or disks or input directly in to computer, verification ensures that the data from the original questionnaires have been accurately transcribed, while data analysis guided by the plan of data analysis, gives meaning to the data that have been collected.

Step-6 : Report Preparation and Presentation

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

Step-7 : Follow-up steps

If the recommendations made are accepted, the decision makers have to take follow-up steps for the execution of the recommendations made. The follow-up steps should be controlled effectively so as to have positive results in the cause of time.

SCOPE OF MARKETING RESEARCH

Scope of marketing research is very wide, Prof. M.L. Baker has included sales research, product research, advertisement research, motives research, exports marketing research, business economics etc. in the scope of marketing. The scope of marketing research may be explained as under.

- 1. Research of Products and Services** – Research of products and services is meant to study whether the consumers are satisfied or not with the products and services provided to them. If they are satisfied, then the extent to which they feel satisfied is examined. If they are not satisfied, the reasons of their satisfied may be noted. The aim of such research is to take the decision about the development of products and services, development of new product, product diversification, product simplification and changes in the form of colour or packing design of product etc.
- 2. Research on Markets** – Research on markets is meant to forecast the demand of products on the basis of analysis of markets. The characteristics of the products and different uses of the products for different market segments are analysed. In addition to this, research of markets includes the study in respect of the nature of customers, habits, tastes and attitudes of customers and their purchasing power etc.
- 3. Research on Sales Methods and Policies** – As evident from the name, this type of research is meant to study different aspects of sales in an enterprise. The aspects to be studied in such research are – (i) Classification of sales territories (ii) Amendments in sales territories (iii) Study of competitors's prices (iv) Development of different methods of sales (v) Evaluation of present and proposed sales methods (vi) Study of the cost of distribution.
- 4. Advertising Research** – Advertising research is study of different media of advertisement and comparative study of their merits and demerits. In addition to this, this type of research is also meant to study the advertising programme of the enterprise.
- 5. Research on Miscellaneous Activities** – Research on miscellaneous activities is the research on marketing activities of the enterprise other than the activities referred above. It collects and make analysis the opinion of consumers regarding products, services and policies of the enterprise. In addition to this, this type of research also studies the effect of government rules and regulations on the activities of the enterprise. Such study helps in deciding the number and place of branches of enterprise.

DIGITAL MARKETING RESEARCH

Digital marketing research is the process by which companies use the Internet to gather data to evaluate how well a product or service is selling to consumers. The information provided by a careful market analysis conducted digital can also

identify popular trends that can assist a company in creating a strategy that will get better results. When used properly, Digital marketing research can be an effective tool that a company can use to experience higher revenues.

Digital marketing research study can be conducted by the company it self or the company may choose to hire an outside company to manage this. How and by what method a company decides to conduct a market research plan is dependent upon how objective or anonymous the company wishes to remain. Digital marketing research program can include any number of methodologies.

Using digital market research data is one way that companies adapt existing products to meet the needs of consumers. It is also one of many ways that companies develop new products and services that consumers rely on. Companies carefully evaluate and use the data that digital market research campaigns produce to influence the market via consumers.

When it comes to digital marketing research, the general understanding is that since the market is mostly consumer driven, anything that can be done to influence consumers is positive for business. Influencing consumers stimulates the market. This can result in better products, plus higher sales and revenues for companies who best use the research data.

Meaning of Digital Market Research

Digital marketing research is the process by which companies use the Internet to gather data to evaluate how well a product or service is selling to consumers.

METHODS OF DIGITAL MARKETING RESEARCH

Similar to market research, online market research falls into primary and secondary research as well secondary research is not build on own data, it falls back to pre-existing data on the internet.

1. Online Survey –

The participant fills out a survey featured by the medium internet. The survey is programmed and the processing occurred through local browsers. Online surveys have different advantages such as the possibility of a comfortable, program-controlled filtering error or the access to a target group that is difficult to reach offline.

2. Online Observation –

Via online observation, market researchers basically examine the reaction of users about companies, organizations, products or services. The behaviour of the user is an example analyzed by log file-analysis, cookies or click stream-analysis. Market researchers can also use blogs, for example, to inform about the users opinion.

3. Online Focus Groups –

Another subset of the methods of online market research is online groups. Online focus groups have between 8 and 10 participants and last usually from

60 minutes up to 90 minutes. The online focus group is lead by a moderator who uses pre-determined questions and unscripted probes.

4. Online Panel –

An online panel is a group of users, who confirmed participating in constant online studies. Advantages of online panels are the costs, because online panels are much cheaper than the conducting of real panels and the researcher has more flexibility in conducting the online panel. Because of own decision to participate at the panel, the biggest problem of online panels is the missing representativeness. This causes the sample not to be fully representative of the target audience.

ADVANTAGES OF DIGITAL MARKETING RESEARCH

Digital market research has revolutionized the traditional aspect of market research. The possibility of online market research provides both advantages and disadvantages for researchers.

There are a number of benefits to commissioning digital market research, including :

1. Precision – Easier targeting of respondents across numerous segmentation variables. This provides access to a precise and qualitative panel which ensures to gather reliable data on sensitive issues.
2. International – Multi-country projects no longer need to be an obstacle to research worldwide research can be conducted at the click of a button.
3. Affordable – An inexpensive way to conduct large research projects. It is possible to get hundreds of responses for less than a thousand pounds.
4. Reliable – Most research suppliers have access panels which provide an easily accessible, reliable respondent base which can respond promptly to online questionnaires. Furthermore Internet allows you to create fully automated questionnaires in terms of collecting responses and screening questions, avoiding the risk of human error.
5. Fast – Rapid turn around-research can be undertaken and results received within a few days as opposed to several weeks involved with face-to-face and postal data collection methods.
6. Versatile – The use of video, images, audio for richer questionnaire environments.

DISADVANTAGE OF ONLINE MARKET RESEARCH

Various disadvantages of online market research are :

1. Audience Representation

Companies that uses Internet surveys never know who will fill them out. This could cause a lack of target audience representation in the online survey. Without a way of identifying respondents, the wrong people may be participating in the

online survey, skewing the survey results with information that does not apply to the store or its customer base.

2. Not Random

Digital market research does not provide a random sampling of a target audience which limits the utility of the results. All an online marketing survey does is include answers from those who visit your site and decide to click on the survey.

3. Technical Problems

Technical problems can interface with respondents filling out online surveys unlike phone or face to face interviews.

4. Limited questions

Internet questionnaires are often short and simple because a company's technological know-how be too limited for more too limited for more complex surveys. Respondents may also lose interest in Internet questionnaires and quit filling them out before they complete them. Internet surveys introduced through pop-ups can annoy customers interested in buying, serving as a barrier to the service or product in which they are interested. A simple pop-up survey can cause them to bail from the site altogether and seek out competitors who make shopping a breeze.

AUDIENCE PROFILING

Audience profiling is a way to create a portrait of the audience to help if make design decisions concerning service. The Audiences are broken down into groups of audiences sharing similar goals and characteristics and each group is given a representative with a photo, a name and a description. A small group of audience profiles or 'personal' are then used to make key design decision.

Audience profiles are 'Audience types' which are generated to represent the typical users of a product of service and are used to help the project team make Audience centred decisions without confusing the scope of the project with personal opinion when creating a profile the critical information needed for each user is their goals why are they interacting with the touch point ? to buy a CD, their tasks (What will they be doing when they interact with the touch point-browse for the kooks CDs, purchase the latest CD, arrange delivery to a different address ?) and the touch point goals (to sell a CD, clearly show which of the kooks CDs is the latest, cross and up sell, etc).

AUDIENCE PROFILING SEGMENTATION

Audience segmentation is a process of dividing people into homogeneous sub groups based upon defined criterion such as product usage, demographics, psycho graphics, communication behaviours and media use. Audience segmentation is used in commercial marketing so advertisers can design and tailor products and services

that satisfy the targeted groups. In social marketing, audiences are segmented into sub-groups and assumed to have similar interests, needs and behavioural patterns and this assumption allows social marketers to design relevant health or social messages that influence that people to adopt recommended behaviours. Audience segmentation is widely accepted as a fundamental strategy in communication campaigns to influence health and social change.

CRITERIA FOR AUDIENCE SEGMENTATION STRATEGY

Audience segmentation strategy is driven by the goal of developing criteria that can be used to form homogeneous clusters. The most common criteria used are demographics such as age, level of education, income, ethnicity and gender and geography such as region, country, census tract. Since an audience segment that is derived exclusively from demographics such as Asian-American youths constitutes a large group that still has varied beliefs, values and behaviour, demographics may not be sufficient as segmentation criteria. More sophisticated segmentation strategies use psychosocial, behavioral and psychographics such as personality, values attitudes, interests, level of readiness for change and life style as variables to categorize audience subgroups. Once the audience has been divided into segments based on selected criteria, campaigns are then designed and communication channels are selected to reach their intended audience effectively.

INTERNET USAGE

Internet usage is the practice of connecting of computer network with other networks through the use of gateways that provide a common method of routing information packets between the networks is called an internetworks, or simply an internet. Internetworking is a combination of the words inter (“between”) and networking not internet-working or international-network.

The most notable example of inter networking is the Internet a network of networks based on many underlying hardware technologies but unified by an inter working protocol standard, the Internet Protocol suite, often also referred to as TCP/IP.

The smallest amount of effort to create an internet, is to have two LANs of computers connected to each other via router.

Simply using either a switch or a hub to connect two local area networks together does not imply internet usage, it just expands the original LAN. The definition of an internetwork today includes the connection of other types of computer networks such as personal area networks. The network elements used to connect individual networks in the ARPANET, the predecessor of the Internet, were originally called gateways, but the term has been deprecated in this context, because of possible confusion with functionally different devices. Today the interconnecting gateways are called routers.

Another type of interconnection of networks often occurs within enterprises of the Link Layer of the networking model, i.e. at the hardware-centric layer below the level of the TCP/IP logical interfaces. Such inter connection is accomplished with networks bridges and network switches. This is sometimes incorrectly termed internetworking, but the resulting system is simply a larger, single sub-network and no internetworking protocol such as Internet Protocol, is required to traverse these devices. However, a single computer network may be converted into an internetwork by dividing the network into segments and logically dividing the segment traffic with routers. The Internet Protocol is designed to provide an unreliable packet service across the network.

INTERNET USAGE PATTERNS

Various internet usage patterns are –

1. Internet in a global network of inter-connected computers, where one computer can be connected to any other computer in any portion of the world.
2. Internet uses various internet protocol technologies. the recent introduction of mobile internet has been equally successful.
3. Internet surfing is very easy. Internet is available in all major villages, towns, cities of almost every country. It is possible to surf through Internet with the help of internet browsers such as Windows explorer. Google chrome etc.
4. The organization that provides the Internet a service to end users are known as an Internet Services Providers (ISP). The major internet companies of India are BSNL, Vodafone, Airtel, Idea and Aircel

USES OF INTERNET

The key to success & Internet is the information. The better the quality in the more usage of Internet operations various uses of Internet operations are as follows

1. Large volume of information – Internet can be used to collect information from around the world. This information could relate to education, medicine, literature, software, computers, business, entertainment friendship, tourism and leisure. People can search for information by visiting the home page of various search engines such as Google, Yahoo, Bing etc.
2. News and Journals – All the newspapers magazines and journals of the world are available on the Internet. With the introduction of mobile telecommunication technologies such as 3G and 4G, the speed of internet service has increased tremendously. A person can get the latest news about the world in a matter of few seconds.
3. Electronic Mode of Communication – Internet has gives the most exciting mode the communication to all. Send an Email Electronic Mailing System to all the corners of the world.

4. Chatting – There are many chatting software that can be used to send and receive real time messages over the internet. Chat with our friend and relatives using any one of the chatting software.
5. Social Networking – People can connect with old friends on social networking sites. They can even chat with them when they are online. Social networking sites also allow us to share pictures with others. People are even concluding business deals over these social networking sites such as Facebook, Whatsups, LinkedIn etc.
6. Online Banking (Net Banking) – The use of internet can also be seen in the field of banking transactions. Many banks such as HSBC, SBI, Axis Bank HDFC Bank etc. offers online banking facilities to its customers. They can transfer funds from one account to another using the net banking facility.
7. E-Commerce – Internet is also used for carrying out business operations and that set of operations is known as Electronic Commerce. flipkart, Amazon, Shopdeal, Quiker are the largest e-commerce company in India.
8. Mobile wallet – Many companies offer the services of mobile wallet to its customers. Users must have a smart phone and internet connection to use this service. Users can pay an amount into their mobile wallet, which they can use to make online payment such as bill payments, recharges etc.
9. Entertainment – Apart from a major source of knowledge and information the utility of Internet in the field of entertainment cannot be undermined. To visit various video sites and watch movies and serials a tour Convenient time.
10. Technology of the future – Internet is the technology of future. In the near future offices would be managed at distant places through Internet.

PURPOSES OF INTERNET USAGE

Since the internet has become popular, it's being used for many purposes. Through the help of World Wide Web and websites, the internet has become very useful in many ways for the common man.

1. **Email** – By using internet now we can communicate in a fraction of seconds with a person who is sitting in the other part of the world. Today for better communication, world can avail the facilities of Email. Chat for hours with our loved ones. There are plenty messenger services and email services offering this service for free.
2. **Information** – The biggest advantage that internet offering is information. The internet and the World Wide Web has made it easy for anyone to access information and it can be of any type, as the internet is flooded with information. Any kind of information on any topic is available on the Internet.
3. **Social Networking** – Social networking sites have become an important part of the online community. Almost all users are members use it for personal and

business purposes. It's an awesome place to network with many entrepreneurs who come here to begin building their own persons and business brand.

4. **Shopping** – In today's busy life most of us are interested to shop online. Nowadays almost anything can be bought with the use of the internet. We have many shopping sites on internet like amazon.com. Deals globe.com etc.
5. **Business World** – World trade has seen a big boom with the help of the internet, as it has become easier for buyers and sellers to communicate and also to advertise their sites. Now a day's most of the people using, online classified sites to buy or sell or advertising their products or services.
6. **Entertainment** – On internet we can find all forms of entertainment from watching films to playing games online. Almost anyone can find the right kind of entertainment for themselves. When people surf the web, there are numerous things that can be found. music, hobbies, news and more can be found and shared on the Internet. There are numerous games that may be downloaded from the Internet for free.
7. **Job Search** – Internet makes life easy for both employers and job seekers as there are plenty of job sites which connect employers and Job seekers.
8. **Dating/Personals** – People are connecting with others through internet and finding their life partners. Internet not only helps to find the right person but also to continue the relationship.

CONSUMER BEHAVIOUR

Consumer Behaviour in the study of Individuals, groups, or organizations and the processes they use to select, secure and dispose of products, services experiences. or ideas to satisfy needs of the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups.

Consumer behaviour is the study of when why how and where people do or do not buy a product. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer of Consumer.

Consumer behavior includes the acts of individuals directly involved in obtaining and using economic goods and services including sequence of decision processes that precede and determine these acts. Actual purchase is only a part of the decision process.

In other words we can say that consumer behaviour refers to the psychological, social and physical behaviour of potential consumers as they become aware of evaluate, purchase, consume and tell others about the products or services.

INTERNET CONSUMER BEHAVIOUR

Understanding the mechanism of that shopping and for behaviour of the online consumer is a priority practitioners competing in the fast expanding virtual market place. Internet is influencing Consumer behaviour as 7 out of 10 buyers know the exact brand and model they went to buy with the help of online research before entering store.

According to the study conducted by Nielson on behalf of Google India, seven out of 10 of the respondents said they know the exact brand and model they want to buy with the help of online research before entering the store. Also 40 percent of the respondents said they took help of online information for making purchase decisions for technology products.

There are two facts about Internet in India it is not just helping create awareness but is substantially impacting decisions of final purchases and secondly, it is impacting decisions in tier II cities as well and mobiles are emerging as a strong medium to connect to the Internet.

The study found that most searches were for laptops (54%) followed by mobile phones (39%), digital cameras (30%) and television (33%) Tech and consumer electronic products emerged as the second most searched category after travel, with query volumes growing at over 31% year-on-year.

Samsung emerged as the most searched mobile phone brand followed by Nokia and iPhone (Apples). In laptop category Dell topped searches, followed by HP and Samsung while Apple iPad, Aakash and Samsung were most searched tablet PCs, Sony, Canon and Nikon were the most searched cameras brands while Sony, Samsung and LG were most searched television brands. Voltas, LG and Samsung topped search for ACs while LG, Whirlpool and Godrej were most searched refrigerator brands. Asked about the reason to visit retail stores for purchase, respondents said they wanted to get a look and feel of the product check out deals negotiate for price, get details on guarantee, get more information on the selected model and some installation advice.

UNDERSTANDING BUYER BEHAVIOUR ONLINE

Online Common view an individual product as part of a larger Constellation that reflects their lifestyles, using reflects their lifestyles buying branding clothes, a two-wheeler, mobile phone, watches, cosmetics, jewelers etc. reflects the lifestyles and desire of an individual consumer. Marketers are not creating any lifestyle, individuals have their own life style and marketers are just trying to relate their products to the life style of the individuals :

1. The main task of manager of a company is to see what are customer's needs and wants. The company should offer whatever the consumer needs and wants. Its objectives on the other hand consumers are always on the search of information before being end up in purchasing the product.

2. Another point where the company should give stress on brand or product. Consumers always seek information search for a product before purchasing any product. Though consumer seek information search of product but in reality the consumer might or might not end up in purchasing the product.
3. The competitor of the same product of a different company is a big threat. The consumer has a lot of choices available, from which he can select a product with the same qualitative nature and also the cost factor.

The managerial perspective of consumer behaviour tends to be micro and cognitive in nature. The micro term is used because it only and being counteracted on the individual consumer i.e. lifestyle, attitudes, perception etc. The external factor such as reference groups, family, social class, culture are being taken in consideration in order to see the impact on individual consumers. The cognitive term is used to show the thought processes of individual consumers which are related to the decision making process of the consumer. So from the marketing point of view, it is necessary to satisfy the needs and wants of the consumer by offering them products and services and also to seek information on consumer thought processes and characteristic features.

Consumers view an individual product as part of a larger constellation that reflects their lifestyles. Buying branded clothes, a Two-wheeler, Mobile Phone, watches, Cosmetics, Jewelers etc reflects the lifestyles and desire of an individual consumer. These products are related in the consumer's mind. Marketers try to understand this they tend to bring for life style differences in their products promotions. Marketers are not creating any lifestyle, individuals have their own lifestyle and marketers are just trying to relate their products to the lifestyle of the individuals.

THE FFF MODEL OF ONLINE CONSUMER BEHAVIOUR

In gold, two management professors Ujwala Dange and Vinay kumar from Priyadarshini Engineering college and S.B. Patil Institute of Management respectively proposed model for online customer behaviour.

The FFF model takes into consideration internal and external factors affecting consumer buying behaviour. It then proceeds to discuss various filtering elements customers will apply to make a selection of a store to purchase from revised filtered buying behaviour based on their final selection.

1. Factors

Factors that motivate customers and influence their buying behaviour can be into two categories external and internal :

The external factors are the ones beyond the control of the customer. They can divide into five sectors : Demographics, socio-economics, technology and public policy, culture, sub culture reference groups and marketing

Internal factors are personal traits of behaviour and include attitudes, learning, perception, motivation, self image and semiotics.

Based on such factors customers develop what Jagdish Sheth, a professor of marketing at Emory University defined as the two distinct types of buying motives (i) functions, (ii) non functional.

The functional motives relate to consumer needs and could include things like time convenience of shipping online, price, the environment, place selection of products etc. The non-functional motives relate more to the culture or social values like the brand of the store or product for instance.

2. Filtering Elements

Kimmar and Dange recognized security, privacy and trust as three hurdles to online purchases. Customers use these three factors to filter their buying choices and decide on the final selection of stores they are willing to buy from. Examples, if your store does not pass your customer's security, privacy and trust worthiness criteria, they won't buy from you.

Compared to traditional brick and mortar shops, online shopping carries more risk during the purchase process. Customers recognize online as a high level risk purchase and have become aware of what might happen with their data online. They use that knowledge now to filter their purchase options by 3 factors :

- (a) Security : It's an unfortunate characteristic of the internet that information there could be easily lost or stolen. Your payment details or personal information could easily be retrieved from a database it is stored in by the shop for instance, as we have seen recently with few major security breaches.
- (b) Privacy : Another type of risk online is having personal information handed over to or stolen by 3rd party companies to send unsolicited emails and spam to customers. Even though the results of privacy breaches may not be as severe as losing your financial data, it can still cause a great deal of frustration and diminish trust in stores.
- (c) Trust and Trustworthiness : Online trust is essential in building my relationship with customers. There seems to be however a diminishing trust in online merchants. This is especially true when it comes to smaller, niche stores. Customers focus on Amazon and other giants, shops with big brands behind them and don't apply the same level of trust to a smaller shop.

3. Filtered Buying

The last element of the model covers what authors call the filtered buying behaviours a set of expectations and motives revised by the filters.

DIRECT MARKETING

Direct Marketing is a form of advertising which allows businesses and non profit organisations to communicate directly to customers through a variety of media including cell phone, text messaging, email, websites, data base marketing, catalog distribution, promotional letters and targeted.

Direct marketing is a very popular and widely used method of informing people about products and services. It's a method of contacting customers and potential Customers personally, rather than having an indirect medium between the company and the consumer such as ads or bill boards that are seen by the general public. Direct marketing can take many forms, including mail, telephone calls, mails, brochures and Coupons. The information is usually very broad and meant for a general audience.

Direct media also deliver advertising message and selling opportunities to potential consumers in the comfort of their own homes. Responses are easy, mostly the consumer simply makes a telephone call when direct channels are used, the messages have minimal Competition for the consumer's attention from other advertising, the timing can be very precisely controlled and competitors will be less aware of the campaign. Arguably, however the most critical analysis of media performance is the amount of response it generates.

In general consumer advertising, it is often difficult to ascribe campaign results with absolute certainty to the advertising. because other factors may have been at work in any measured change, whether that is improved sales or increased awareness of a product on the part of the target market.

With direct marketing however, competing media can be more precisely assessed for their effectiveness by measuring the exact level of response that they stimulate. Here the measure is not the cost of reaching one thousand members of the audience, but the cost of getting just one of them to respond in the desired manner.

PIERS OF DIRECT MARKETING

Direct Marketing a form of marketing where an organization communicates their message straight to the consumer. Direct Marketing can live on a large range of channels including mail, email, text, websites, online ads and social media. Direct Marketing has been, shown to generate for highest level of response from consumers If the statement was already true at the time of traditional mail, technology has brought it to a whole new level.

Various Piers of Direct Marketing are :

1. Direct Mail –

Direct mail is posted mail that advertises the business and its products and services. There are several different types of directmail. for example catalogues, postcards, envelope mailers Directmail campaigns are usually sent to all postal custormes in an area or to all customers on a a market list.

2. Telemarketing –

Telemarketing involves contacting potential Customers over the phone to sell products or services. It is capable of generating now customer prospects in large volumes and is also a useful tool for following up a direct marketing campaigns. However a successful telemarketing involves planning and using accurate and well researched customer data to match customer profiles to products profiles.

3. E-mail marketing –

E-mail marketing is a simple cost effective and measurable way of reaching your customer. It can include e-newsletters, promotional emails to generate new leads or offers for existing customers or ads that can appear in other business's emails.

4. Text (SMS) marketing –

Text messaging allows businesses to reach individual customers and messages to large groups of people at a low cost. Use short message service (SMS) messaging to send customers sales alerts, links to website updates appointment or delivery reminders or personalized messaging.

5. Leaflet marketing using letterbox drops and handouts –

Distributing well-designed leaflets or flyers through letter box drops and handouts can work well for a local business whose products or services appeals to a broad audience. It is a simple inexpensive and effective way of reaching customers, although it is a less targeted form of direct marketing.

6. Social media marketing –

Social media can be used effectively as a marketing tool for business as it gives the opportunity to interact directly with the Customers and regularly share relevant product or service information. Social media platforms also make it very easy for the customers to share content with their entire network increasing reach exponentially.

7. Direct selling –

Direct selling is an effective way to grow a flexible, low cost business. Direct selling involves an Independent salesperson selling products or services directly to customers often at a customer's home or work place. Traditional direct selling methods include door to door-sales, party plans and network marketing.

ONLINE RESEARCH METHODS

Online research methods are ways in which researchers can collect data via internet. They are also referred to as Internet research science or i-Science or web-based methods. Many of these online research methods are related to existing research methodologies but re-invent and re-imagine them in the light of new technologies and conditions associated with the internet. The field is relatively new and evolving with the growth of social media a new level of complexity and opportunity has been created. Inclusion of Social media research can provide unique insights into consumer and societal segments and gaining an emotional measure of a population on issues of internet.

Specific types of method include :

1. Cyber-ethnography –

Cyber-ethnography refers to a number of related online research methods that adapt ethnographic methods to the study of the Communities and cultures created

through computer mediated social interaction. As modifications of the term ethnography, cyber-ethnography, online ethnography and virtual ethnography as well as many other methodological neologisms designate online fieldwork that follows from the conception of ethnography as an adaptable method. These methods reaches. It is not to be confused with netnography, a marketing research approach to consumer behaviour online.

2. Online Content Analysis –

Online content analysis refers to a collection of a research techniques that social scientists use to test hypothesis about the content of discourses and Internet-based messages. Online content analysis is types of content analysis methods that have been created for and are applied to the analysis of Internet-based communication

3. On line focus groups –

An online focus group is one type of focus group and is a subset online research methods. They are typically an appropriate research method for consumer research, business-to-business research and Political research. Online focus groups. appropriate for consumer research, business to business research and political research. Interacting and the web avoids a significant amount of travel expense. It allows respondents from all the over world together, electronically for a representative sample. Often respondents open up more online than they would in person, which is valuable for sensitive subjects, like in-person focus groups, online groups are usually limited to 8-10 participants. ‘White board’ exercise and the ability to mark up concepts or other visual stimuli simulate many of the characteristics of in-person groups.

4. Online interviews –

An online interviews in an online research method in which participants are asked a series questions aided by the use of computer mediated communication tools such as instant messaging, email, or video chat technology Online interviews take many of the methodological practices for an online content. There are different forms of online interviews synchronous online interviews.

5. Online qualitative research –

Online qualitative research refers to focus groups, individual depth interviews and other form of qualitative research conducted online rather than face to face via telephone. The online approach can offer, significant time and cost savings compared to other methods and provides much greater convenience for researchers, participants and observers. It also allows for greater sophistication in the segmentation of the sample because participants can be recruited online, whether from databases, panels, surveys or other source rather than just tradition means.

6. Online questionnaires –

Emphasizing the earlier point about defining goals, working back. wards will help to ask all the questions and get all the answers need for the questionnaire.

7. Social network analysis –

Social network analysis is the process investigating social structures through the use of network and graph themes. It characterizes networked structures in terms of nodes individual actors, people or things within the networks and the ties or edges relationships or interactions that connect them.

BEHAVIOUR TRACKING METHODS

Methods from the behavioural sciences enable us to describe behaviour impartially and by measure it. Thus, can investigate complex communication patterns, identify chronological orders between cognitive processes or describe cognitive limitations exactly, e.g., in comparison between stroke patients and healthy persons. Behavioural methods also to allow us to grasp human abilities and characteristics at an individual level and to compare them with the general public. The methods described below are used by themselves or in combination with neuro scientific methods for investigating cognitive and affective processes.

1. Systematic behaviour Observation –

Systematic behaviour observation is a very important research tool that permits investigation of possible links between the recorded behaviour and underlying cognitive and/or emotional processes. The advantage of the method lies in its high ecological validity. In general behaviour will be videotaped and easily analyzed via computers with the help of specialized software.

2 Eye Tracking –

Eye tracking is used to monitor eye movements during various tasks. The position of the eye is extracted using video images and Infrared light. Analysing eye movements provides a valuable description of how information is selected and processed.

3. Psychoacoustics –

The discipline of psychoacoustics investigates how objective acoustic events are translated into subjective auditory sensations. Individual experience plays an important role in the regard. Especially musical training enhances the sensitivity of the auditory system to discriminate subtle acoustic differences.

BEHAVIOURAL RECORDING

A method of evaluating a student's behaviour that provides with a very precise picture of its regularity or severity is "behavioural recording" The teacher or aide observes the student directly and collects data on how long or how often certain behaviour occurs. Using this method, can compare the degree of occurrence of the behaviour with the degree to which it is exhibited by other students. This comparison can be used as support for enrolling the student into a certain educational placement. This method can also be used to obtain an accurate perception of whether the student's behaviour is improving overtime.

These are three basic types of behavioural recordings that are found in the classroom such as (i) frequency recording (ii) duration recording, (iii) interval recording.

frequency recording is a simple counting of how many times a behaviour occurs during a designated period of time. Those designated periods might be a minute, an hour, a day or a week. It is most useful with behaviours that are discrete and short in duration or are things that the student has created. This is a second type of frequency recording in which you count the number of items such as homework assignments, maths problems, adjective in an essay that a student has produced. It is known as “permanent product recording”.

Duration recording monitors the percent of time that a behaviour occurs during the observation period. It can be used to calculate the average time of display for the number of times that the student showed the behaviour. To calculate the percentage, the sum of the times that the behaviour occurred divided by the total observation time.

Interval recording is a shortcut procedure for estimating the duration of a behaviour. In this method, the teacher periodically looks at the student at predetermined intervals and records whether the behaviour is occurring. There are three types of interval recording. In whole interval time sampling, you observe the students for a few seconds at designated intervals and notice whether the behaviour occurs for the whole interval that you are looking for it. In partial interval recording you mark whether the behaviour occurred at least once during the short observation interval. In momentary time sampling, look up immediately at pre-designated points and notice whether the behaviour is occurring at that precise moment. In all three types, the teacher then figures the percent of observations that the behaviour occurred. Interval recording for the same behaviours as duration recording but this procedure takes less time and effort and does not require that the student be observed continually.

INTRODUCTION TO BEHAVIOURAL TARGETING

Behavioural targeting comprises a range of technologies and techniques used by online website publishers and advertisers aimed at increasing the effectiveness of advertising using user web-browsing behaviour information. In particular, “behavioural targeting uses information collected from an individual’s web browsing behaviour to select advertisements to display” when a consumer visits a web site, the pages they visit, the amount of time they view each page, the links they click on the searches they make and the things that they interact with allow sites to collect that data, and other factors, create a ‘profile’ that links to that visitor’s web browser. As a result site publishers can use this data to create defined audience segments based upon visitors that have similar profiles. When visitors return to a specific site or a network of sites using the same web browser, these profiles can be used to allow advertisers to portion their online ads in front of these visitors who exhibit a greater level of interest and intent for the products and services being offered.

Behavioural marketing can be used on its own or in conjunction with other forms of targeting based on factors like geography, demographics or contextual webpage content. It's worth noting that many practitioners also refer to this process as "Audience Targeting".

Behavioural marketing techniques may also be applied to any online property on the premise that it either improves the visitor experience or it benefits the online property, typically through increased conversion, rates or increased spending levels. The early adopters of the technology were editorial sites such as Hot Wired, online advertising with leading online and servers, retail or other e-commerce website as a technique for increasing the relevance of product offers and promotions as a visitor by visitor basis. More recently companies outside this traditional e-commerce marketplace have started to experiment with these emerging technologies.

The typical approach to this starts by using web analytics to break-down the range of all visitors into a number of discrete channels.

Each channel is then analyzed and a virtual profile is created to deal with each channel. These profiles can be based around persons that gives the website operators starting point in terms of deciding what content, navigation and layout to show to each of the different persons.

The behavioural data can be combined with known demographic data and a visitor's past purchase history in order to produce a greater degree of data points that can be used for targeting.

NETWORK BEHAVIOURAL TARGETING

Advertising networks use behavioural targeting in a different way than individual sites. Since they serve many advertisements across many different sites, there are able to build up a picture of the likely demographic makeup of internet users. Data from a visit to our website can be sent to many different companies, including Microsoft and Google subsidiaries, facebook, yahoo, many traffic-logging sites, and smaller ad firms. This data can some times be sent to more than two websites. The data is collected by using Cookies, web beacon and similar technologies and/or a third-party and serving software to automatically collect information about site users and site activity.

This data is collected without attaching the people's names, address, email address or telephone number, but it may include device. Identifying information such as the IP address, MAC address, cookie or other device-specific unique alphanumeric ID of your computer but some stores may create guest IDs to go along with the data. This data is used by companies to infer people's age, gender, and possible purchase interests so that they could make customized ads that you would be more likely to click on. Demographic analyses of individual sites provided either internally or externally allow the networks to sell audience rather than sites. Although advertising networks used to sell that protect, this was based on picking the sites where the audience were, Behavioural targeting allows them to be slightly more specific about this.

THEORETICAL RESEARCH ON BEHAVIOURAL TARGETING

In 2006, Blue Lithium in a large online study, examined the effects of behaviour targeted advertisements based on contextual content. The study used 400 million “impressions”, or advertisements conveyed across behavioural and contextual borders. Specifically, nine behavioural categories such as “shoppers” or “travelers” with over 10 million “impressions” were observed for patterns across the content. All measures for the study were taken in terms of click-through rates (CTR) and “action through rates” (ATR) or conversions. So for every impression that some one gets, the number of times they “click through to it will contribute to CTR data, and every time they go through with or convert on that advertisement the user adds “action through” data. Results from the study show that advertisers looking for traffic on their advertisements should focus on behavioural targeting on context. Likewise, if they are Looking for conversions on the advertisements, behavioural targeting out of Context is the most effective Process.

Many online users and advocacy groups are concerned about privacy issues around doing this type of targeting. This is a controver by that the behavioural targeting industry in trying to contain through education, advocacy and product constraints to keep all information non-personally identifiable or to obtain permission from end-users.

The European Commission (via Commissioner Meglena kumeva) has also raised a number of concerns related to online data Collection (of personal data), profiling and behavioural targeting and is looking for “enforcing existing regulation”.

In october 2009 it was reported that a recent survey carried out by University of Pennsylvania and the Berkeley Center for law and Technology found that a large majority of U.S. internet users rejected the use of behavioural advertising. Several research efforts by academicians and other have demonstrated that data that supposedly anonymized can be used to identify real individuals.

In December 2010, online tracking firm Quantcast agreed to pay \$24M to settle a class action lawsuit for their use of ‘zombie’ cookies to track Consumers. Those Zombie cookies, which were on partner sites such as MTV, Hulu and ESPN, would regenerates to continue tracking the user even if they were deleted. Other users of such technology include Facebook and their use of the facebook Beacon to track users across the internet, to later use for more targeted advertising. Tracking mechanisms without consumer consent are generally frowned upon however, tracking of Consumer behaviour online or on mobile devices are key to digital advertising, which is the financial backbone to meet of the internet.

ONLINE SURVEYS

Survey research is often used to assess thoughts, opinions and feelings. Survey research can be specific and limited or it can have more global, widespread goals. Today, surney research is used by a variety of different groups. Psychologists and sociologists often use survey research to analyze behaviour, while it is also used

to meet the more pragmatic needs of the media such as, in evaluating political candidates, public health officials, professional organizations and advertising and marketing directors. A survey consists of a predetermined set of questions that is given to a sample. With a representative sample, that is one that is representative of the larger populations of interest, one can compare the attitudes of different populations as well as look for changes in attitudes over time. A good sample selection is key as it allows one to generalize the findings from the sample to the population, which is the whole purpose of survey research.

The sample is chosen from the sampling frame, which consists of a list of all members of the population of interest. The goal of survey research is not to describe the sample but the larger population. Each member of the population is termed as element. There are frequent difficulties one encounters while choosing a representative sample. One common error that results in selection bias. Selection bias results when the procedures used to select a sample result in over representation or under representation of some significant aspect of the population. For instance, if the population of interest consists of 75% females and 25% males, and the sample consists of 40% females and 60% males, females are under represented while males are overrepresented. In order to minimize selection biases, stratified random sampling is often used. This is when the population is divided into sub-populations called strata, and random samples are drawn from each of the strata or elements are drawn for the sample on a proportional basis. So survey is pretty important in sociology which sociologists often use this technique.

Correlation and Causality –

When two variables are related or correlated, one can make predictions for these two variables. However, it is important to note that this does not mean causality. At this point, it is not possible to determine a causal relationship between the two variables, correlation does not imply Causality. However, Correlation evidence is significant because it can help identify potential causes of behaviour. Path analysis is a statistical technique that can be used with correlational data. This involves the identification of mediator and moderator variables. A mediator variable is used to explain the correlation between two variables. A moderator variable affects the direction or strength of the correlation between two variables. A spurious relationship is a relationship in which the relation between two variables can be explained by a third variable.

Research designs –

There are several different designs or overall structure that can be used in survey research. The three general types are (i) cross-sectional (ii) Successive independent samples and (iii) longitudinal study.

(i) Cross-sectional Studies :

In cross-sections studies, a sample is drawn from the relevant population, and studied once. A cross-sectional study describes characteristics of that population at one time but cannot give any insight as to the causes of population characteristics because it is a predictive, correlation design.

(ii) Longitudinal Studies :

Longitudinal studies take measures of the same random sample of multiple time points. Unlike with a successive independent samples design, this design measures the differences in individual 'participants' responses over time. This means that researchers assess respondents' experiences. Longitudinal studies are the easiest way to assess the effect of a naturally-occurring event, such as divorce that cannot be tested experimentally. However, longitudinal studies are both expensive and difficult to do. It's harder to find a sample that will commit to a months- or years-long study than a 15 minute interview and participants frequently leave the study before the final assessment. To account for this, a researcher can compare the respondents who left the survey to those that did not, to see if they are statistically different populations. Respondents may also try to be self-consistent in spite of changes to survey answers.

Questionnaires :

Questionnaires are the most commonly used tool in my research. However, the results of a particular survey are worthless if the questionnaire is written inadequately. Questionnaires should produce valid and reliable demographic variable measures and should yield valid and reliable individual disparities that self-report scales generate.

Questionnaires as tools:

A variable category that is often measured in survey research are demographic variables, which are used to depict the characteristics of the people surveyed in the sample. Demographic variables include such measures as ethnicity, socio-economic status, race and age. Surveys often assess the preferences and attitudes of individuals, and many employ self-report scales to measure people's opinions and judgements about different items presented on a scale. Self-report scales are also used to examine the disparities among people on scale items. These self-report scales, which are usually presented in questionnaire form, are one of the most used instruments in psychology, and thus it is important that the measures be constructed carefully, while also being reliable and valid.

Reliability and validity of self-report measures:

Reliable measures of self-report are defined by their consistency. Thus a reliable self-report measure produces consistent results every time it is executed. A test's reliability can be measured a few ways. First, one can calculate test-retest reliability. Test-retest reliability entails conducting the same questionnaire to a large sample at two different times.

For the questionnaire to be considered reliable, people in the sample do not have to score identically on each test, but rather their position in the score distribution should be similar for both the test and the retest. Self-report measures will generally be more reliable when they have many items measuring a construct. Furthermore, measurements will be more reliable when the factor being measured has greater variability among the individuals in the sample that are being tested.

Finally, there will be greater reliability when instructions for the completion of the questionnaire are clear and when there are limited distractions in the testing environment.

Composing a Questionnaire :

Six steps can be employed to construct a questionnaire that will produce reliable and valid results. First, one must decide what kind of information should be collected, second, one must decide how to conduct the questionnaire. Thirdly, one must construct a first draft of the questionnaire. Fourth the questionnaire should be revised. Next, the questionnaire should be pretested. Finally, the questionnaire should be edited and the procedures for its use should be specified.

Guidelines for the effective wording of questions –

The way that a question is phrased can have a large impact on how a research participant will answer the questions. It is important for researchers to keep in mind that different individuals, cultures and subcultures can interpret certain words and phrases differently from one another. There are two different types of questions that survey researchers use when writing a questionnaire : free response questions and closed questions. Free response questions are open ended, whereas closed questions are usually multiple choices. Free response questions are beneficial because they allow responder greater flexibility, but they are also very difficult to record and score, requiring extensive coding. Contrastingly, closed questions can be scored and coded much easier, but they diminish expressivity and Spontaneity of the responder.

Order of questions –

Survey researchers should carefully construct the order of questions in a questionnaire. For questionnaires that are self administered the most interesting questions should be at the beginning of questionnaire to catch the respondents attention, while demographic questions should be near the end. Contrastingly if a survey is being administered over the telephone or in person, demographic questions should be administered at the beginning of the interview to boost the respondent's confidence.

Thinking critically about survey research –

The value of collected data completely depends upon how truthful respondents are in their answers on questionnaires. In general, survey researchers accept respondent's answers as true. Survey researchers avoid reactive measurement by examining the accuracy of verbal reports, and directly observing respondent's behaviour in comparison with their verbal reports to determine what behaviours they really engage in or what attitudes they really uphold. Studies examining the association between self-reports and actual behaviour show that the link between them through positives is not always strong thus caution is needed when extrapolating self-reports to actual behaviours.

BLOG MINING

A blog is a discussion or informational site published on the World Wide Web consisting of discrete entries typically displayed in reverse Chronological order. Until 2009, blogs were usually the work of a single Individual, occasionally of a small group and often covered a single subject. More recently, “multi-author blogs” (MABs) have developed with posts written by large numbers of authors and professionally edited. The rise of Twitter and other “micro blogging” systems helps integrate MABs and single author blogs into societal now streams. Blog can also be used as a verb, meaning to maintain or add Content to a blog.

The emergence and growth of blogs in the late 1990s coincided with the advent of web publishing tools that facilitated the posting of content by non-technical users.

Many blogs provide commentary on a particular subject others function as more personal online diaries others function more as online brand advertising of a particular individual or company. A typical blog combines text, images and links to other blogs, web pages and other media related to its topic. Most blogs are primarily textual although some focus on art, photographs, video, music and audio. Micro blogging is another type of blogging, featuring very short post. In equation, blogs can be used as instructional resources. These blogs are referred to as edublogs.

The modern blog evolved from the online diary, where people would keep a running account of their personal lives. Most such writers called themselves diarists, journalists or Journalers, Justin Hall, who began personal blogging in 1994 while a student at Swarthmore College, is generally recognized as one of the earlier bloggers, as is Jerry Pournelle.

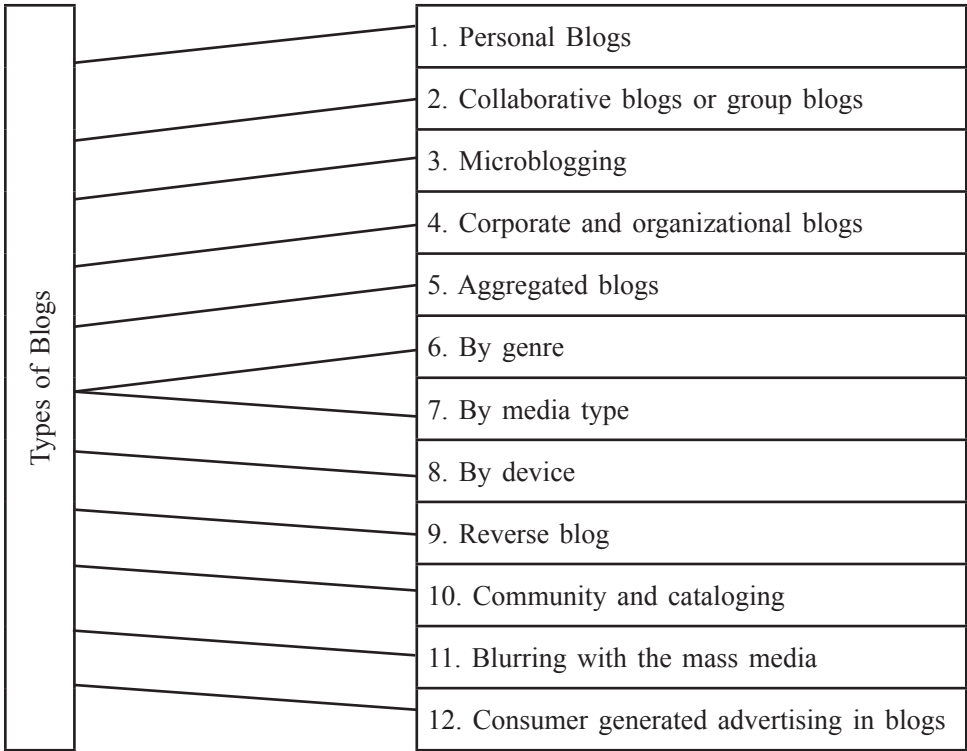
Early blogs were simply manually updated components of common Websites. However, the evolution of tools to facilitate the production and maintenance of Web articles posted in reverse chronological order made the publishing process feasible to a much larger, less technical, population. Ultimately, this resulted in the distinct class of online publishing that produces blogs we recognize today.

Some early bloggers, such as The Misanthropic Bitch, who began in 1997, actually referred to their online presence as a zine, before the term blog entered common usage. After a slow start, blogging rapidly gained in popularity. Blog usage spread during 1999 and the years following, being further popularized by the near-simultaneous arrival of the fast hosted blog tools.

In Russia, some political bloggers have started to challenge the dominance of official overwhelmingly pro-government media. Bloggers such as Rustem Adagamor and Alexei Navalny have many followers and the latter’s nickname for the ruling United Russia party as the “party of crooks and thieves” has been adopted by anti-regime protesters. This led to the Wall Street Journal calling Navalny “the man Vladimir Putin fears most” in March 2012.

TYPES OF BLOGS

There are many different types of blogs :



1. **Personal Blogs –**

The Personal blog is an ongoing diary or commentary written by an individual.

2. **Collaborative blogs or Group blogs –**

This is a type of weblog in which posts are written and published by more than one author the majority of high-profile collaborative blogs are based around a single uniting theme, such as politics or technology. In recent years, the blogosphere has seen the emergence and growing popularity of more Collaborative efforts, often setup by already established bloggers wishing to pool time and resources to both reduce the pressure of maintaining a popular website and to attract a larger readership.

3. **Micro blogging –**

Micro blogging is the practice of posting small pieces of digital Content which could be text, pictures, links, short videos or other media on the Internet. Microblogging offers a portable communication mode that feels organic and the spontaneous to many and has captured the public imagination. Friends use it to keep in touch, business associates use it to co-ordinate meetings or share

useful resources and celebrities and politicians micro blog about concert dates, lectures, book releases or tour schedules. A wide. and growing range of add-on tools enables sophisticated updates and interaction with other applications and the resulting profusion of functionality is helping to define new possibilities for this type of communication. Examples of these include Twitter, Facebook, Tumblr and by far the largest Weibo.

4. Corporate and Organizational Blogs –

A blog can be private, as in most cases, or it can be for business purposes. Blogs used internally to enhance the communication and culture in a corporation or externally for marketing, branding or public relations. Purposes are called corporate blogs. Similar blogs for clubs and societies are called club blogs, group blogs or by similar names; typical use is to inform members and other interested parties of club and member activities.

5. Aggregated blogs –

Individuals or organisations may aggregate selected feeds on specific topic or product and provide combined view for its readers. This allows readers to concentrate on reading instead of searching for quality on topic content and managing subscription. Many such aggregation called planets from name of Planet (software) that perform such aggregation, hosting sites usually have planet.

6. By genre –

Some blogs focus on a particular subject, such as political blogs, Journalism blogs, health blogs, travelblogs, gardening blogs, house blogs, book blogs, fashion blogs, beauty blogs, lifestyle blogs, wedding blogs, project blogs, Psychology blogs, sociology blogs, education blogs, niche blogs, classical music blogs, quizzing blogs, legal blogs or dreamlogs. How To/Tutorial blogs are becoming increasingly popular. Two common types of genre blogs are art blogs and music blogs. A blog featuring discussions especially about home and family is not uncommonly called a mom blog and one made popular by Erica Diamond who created women on the fence.com which it syndicated to over two million readers monthly. While not a legitimate type of blog, one used for the sole purpose of spamming is known as Splog.

7. By media type –

A blog comprising videos is called a vlog, one comprising links is called linklog, a site containing a portfolio of sketches is called a sketchblog or one comprising photos is called photoblog. Blogs with shorter posts and mixed media types are called tumblelogs. Blogs that are written on type writers and then scanned are called typecast or type cast blogs.

8. By device –

A blog can also be defined by which type of device is used to compose it. A blog written by a mobile device like a mobile phone or PDA could be called

a moblog, one early blog was Wearable Wireless Web cam, an online shared diary of a person's personal life combining text, video and pictures transmitted live from a wearable computer and Exe Tap device to a website.

9. Reverse blog –

A reverse blog is composed by its users rather than a single blogger. This system has the characteristics of a blog and the writing of several authors. There can be written by several contributing authors on a topic or opened up for anyone to write.

10. Community and cataloging –

The Collective community of all blogs is known as the blogosphere. Since all blogs are on the internet by definition, they may be seen as interconnected and socially networked through blogrolls, Comments, link backs and back links. Discussion in the “blogosphere” are occasionally used by the media as a gauge of public opinion on various issues. Because new, untapped communities of bloggers and their readers can emerge in the space of a few years, Internet marketers pay close attention to “trends in the blogosphere”.

11. Blurring with massmedia –

Many Bloggers, particularly those engaged in participatory journalism, differentiate themselves from the mainstream media, while others are members of that media working through a different channel. Some institutions see blogging as a means of “getting around the filter” and pushing messages directly to the public. Blogs have also had an influence on minority languages bringing together scattered speakers and learners, this is particularly so with blogs in Gaelic languages. Minority language publishing can find its audience through inexpensive blogging.

12. Consumer generated advertising in blogs –

Consumer-generated advertising is a relatively new and controversial development, and it has created a new model of marketing communication from businesses to consumers. Among the various forms of advertising on blog the most controversial are the sponsored posts. These are blog entries or posts and may be in the form of feedback, reviews, opinion, videos etc and usually contain a link back to the desired site using a keyword.

DATA MINING

By the time we get to the analysis of our data, most of the really difficult work has been done. It's much more difficult to define the research problem, develop and implement a sampling plan; conceptualize, operationalize and test our measures and develop a design structure. If we have done this work well, the analysis of the data is usually a fairly straightforward affair. In most social research the data mining involved three major steps done in roughly this order :

- Cleaning and organising the data for analysis (Data Preparation).
- Describing the data (Descriptive Statistics).
- Testing Hypotheses and Models (Inferential Statistics).

Data Preparation involves checking or logging the data in; checking the data for accuracy; entering the data into the computer, transforming the data; and developing and documenting a database structure that integrates the various measures.

Descriptive Statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. With descriptive statistics we are simply describing what is, what the data shows.

Inferential Statistics investigate questions, models and hypotheses. In many cases the conclusions from inferential statistics extend beyond immediate data alone. For instance, we use inferential statistics to try to infer from the sample data what the population thinks or we use inferential statistics to make judgements of the probability that an observed difference between groups is a dependable one or one that might have happened by chance in this study. Thus we use inferential statistics to make inferences from our data to more general conditions, we use descriptive statistics simply to describe what's going on in our data.

OBJECTIVES OF DATA MINING

Data mining comprises of a collection of methods to deal with data information obtained through observations, measurements, surveys or experiments about a phenomenon of interest. The aim and purpose of data analysis is to extract as much information as possible that is pertinent to the subject under consideration. The nature of the subject and also the purpose of analysis may vary greatly. The subject could be physical, social, or economic and the purpose of the analysis could be purely academic or practical. Due to great diversity of statistical data, the methods of analysis and the manner of application differ significantly from situation to a situation. One cannot possibly expect a single unified system of techniques to be applicable to all cases. However, we have several formal methods of analysis are more or less mutually related and have been successfully applied to most, if not all statistical data.

Data analysis, modelling and reporting is generally carried out through a set of steps. These steps are however interrelated and the process of data analysis reviews each step on the basis of both the previous and the subsequent step we can list the steps under five headings as follows;

- (i) Data Preparation for analysis.
- (ii) Data Summarization and visualization.
- (iii) Data analysis and modelling.
- (iv) Discussion and report writing.

Pre-requisites of Data Mining –

To define the business queries and subject area that must be supported by the data warehouse and the decision support system.

Identify Subject Areas

Create a list of the subject areas to be included in the data warehouse. Each subject area should be defined using business terms, have data associated with it and have data sources.

Sample data warehouse subject areas are Customer Service and Product Performance.

Combine the subject areas identified with existing or defined subject areas (from other data warehousing projects and/or organizational units) and identify information that can be re-used.

List Business Queries –

Create a list of the key business queries required by the users of the data warehouse. Business queries define how the data will be used and viewed by end-users.

Sample business queries are :

- What are the quarterly budgets by organization unit for the last 10 years?
- What were the monthly sales by product and service by regional sales representative for the last 12 months?
- What were the monthly sales by product and service by geographical location?

Model business Queries

Business queries are the first step to defining the logical data warehousing model. A query Model can be used to model a business query. The query model helps identify potential fact tables and dimensions. Alternatively, a table can be used to identify the facts and dimensions associated with a business query.

Identify Business factors

Understanding the business operation of the organisation can help define business queries and verify whether or not defined queries are based on existing business constraints for example, understanding accounting cycles will help define financial report requirements key business areas to consider include.

- **business hours of operations** : weekday hours, weekend hours, special hours (e.g. extended hours of early closure).
- **business cycles**: key reporting periods, key financial periods, special processing at regular intervals (e.g. daily, weekly monthly, quarterly).
- **business dates** : Start date of the business year, start date of the tax, standard holidays, extended closures (e.g. two weeks in August of between Christmas and New Year's)

Profile Business Queries

Business queries can be grouped into five major classes based on their complexity. This helps determine the types of end user tools required to analyze

and report on the data. The classes of queries can be mapped to the function a lity of different end-user tools

- **Verification of Business:** These are the simplest queries They involve simple counting, summing and averaging. A sample verification query is “How much did we sell yesterday?”.
- **Analysis of change:** These queries involve manipulating the data to provide measures of business performance. A sample analysis of change query is “What is the percent change year-to-date?”
- **Basic Exception Reporting:** These queries involve creating lists based on attributes or behaviours A sample exception report query is “Who are our top 10 customers?”.
- **Intensive Reporting:** These queries include complex metrics and reports and often replace existing reports previously created using programming languages such as COBOL.
- **Causal Analysis:** These are complex queries that try to predict or classify events. These queries cannot be answered using a standard SQL statement. A sample causal analysis query in “What price should be charge?”.

ELEMENTS DATA MINING

The most commonly used elements in data mining are :

1. Artificial neural networks :

Non-linear predictive models that learn through training and resemble biologicalneural networks in structure.

2. Decision Trees :

Tree shaped structures that represent sets of decisions. These decisions generate rules for the classification of a dataset. Specific decision tree methods include Classification and Regression Trees (CART) and Chi Square Automatic Interaction Detection (CHAID).

3. Genetic algorithms :

Optimization techniques that are process such as genetic combination, mutation and natural selection in a design based on the concepts of evolution.

4. Nearest neighbour method :

A technique that classifies each record in a dataset based on combination of the classes of the k record(s), most similar to it in a historical dataset.

5. Rule induction :

The extraction of useful if then rules from data based on statistical significance. Many of those technological have been in use for, more than a decade in specialized analysis tools that work with relatively small volumes of data. These capabilities are now evolving to integrate directly with industry-standard data warehouse and OLAP platforms. The appendix to this white paper provides a glossary of data mining terms.

PROFITABLE APPLICATIONS OF DATA MINING

A wide range of companies have deployed successful applications of data mining while early adopters of this technology have tended to be in information-intensive industries such as financial services and direct mail marketing. The technology is applicable to any company looking to leverage a large data warehouse to better manage their customer relationships. Two critical factors for success with data mining are : a large, well- Integrated data warehouse and a well-defined understanding of the business process within which data mining is to be applied such as Customer prospecting, retention, Campaign management and so on.

Some successful application areas include :

1. A pharmaceutical company can analyze its recent sales force activity and their results to improve targeting of high-value physicians and determine which marketing activities will have the greatest the Impact in the next few months. The data needs to include competitor market activity as well as information about the local health care systems. The results can be distributed to the sales force via a wide-area network that enables for representatives to review the recommendations from the perspective of the key attributes in the decision process.
2. A credit card company can leverage its vast warehouse of customer transaction data to identify customers most likely to be interested in a new credit product. Using a small test mailing, the attributes of customers with an affinity for the product can be identified
3. A diversified transportation company with a large direct sales force can apply data mining to identify the best prospects for its services. Using data mining to analyze its own customer experience, this company can build a unique segmentation identifying the attributes of high-value prospects. Applying this segmentation to a general business database such as there provided by Dun & Bradstreet can yield a prioritized list of prospects by region.
4. A large Consumer package goods company can apply data mining to improve its sales process to retailers. Data from consumer panels, shipments, and competitor activity can be applied to understand the reasons for brand and store switching. Through this analysis, the manufacturer can select promotional strategies that best reach their target customer segments.
5. Each of these examples has a clear common ground. They leverage the knowledge about customers impliciting data warehouse to reduce costs and improve the value of customer relationship. These organizations can now focus their efforts on the most important customers and prospects and design targeted marketing strategies to best reach them.

DATA MINING TECHNIQUES

These are several major data mining techniques have been developing and using in data mining projects recently including association, classification, clustering, prediction, sequential patterns and decision tree.

Data mining techniques in the following :

1. Association :

Association is one of the best-known data mining techniques. In association, a pattern is discovered based on a relationship between items in the same transaction. That's the reasons why association technique is also known as relation techniques. The association technique is used in market basket analysis to identify a set of products that costumers frequently purchase together.

2. Classification :

It is a classic data mining technique based on machine learning. Basically, Classification is used to classify each item in a set of data into one of predefined set of classes or groups. Classification method makes use of mathematical techniques such as decision trees, linear programming, neural network and statistics. In classification, we develop the software that can learn how to clarify the data items into groups.

3. Clustering :

Clustering is a data mining technique that makes a meaningful cluster of objects which have similar characteristics using the automatic technique. The clustering technique defines the classes and puts objects in each classes. To make the concept clearer, we can take book management in the library as an example. In a library, there is a wide range of books on various topics available. The challenge is how to keep those books in a way that readers can take several books on a particular topic without hassle.

4. Prediction :

The Prediction, as its name implied, is one of a data mining techniques that discover the relationship between independent variables and relationship between dependent and independent variable. For instance, the prediction analysis techniques can be used in the sale to predict profit for the future if we consider the sale is an independent variable, profit could be a dependent variable. Then based on the historical sale and profit data, we can draw a fitted regression curve that is used for profit prediction.

5. Sequential Patterns :

Sequential patterns analysis is one of data mining techniques that seeks to discover or identify similar patterns, regular events or trends in transaction data over a business period. In sales, with historical transaction data, business can identify a set of items that customers buy together different times in a year. Then businesses can use this information to recommend customers buy it with better deals based on their purchasing frequency in the past.

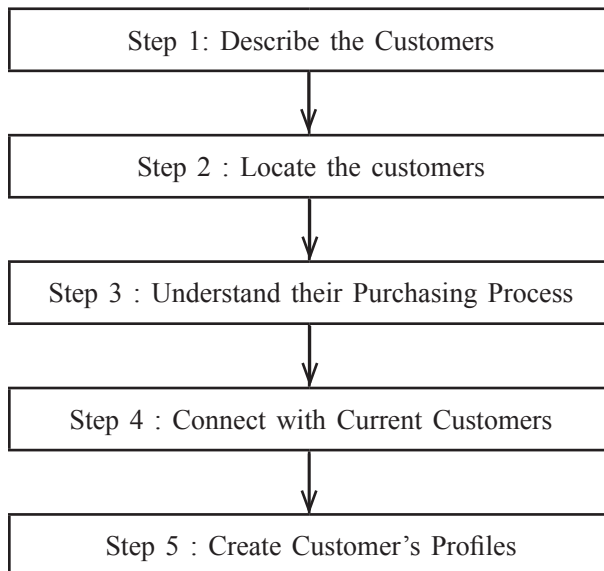
6. Decision tree :

The Decision tree is one of the most common used data mining techniques because its model is easy to understand for users. In decision tree technique, the root of the decisions tree is a simple question or condition that has multiple answers. Each answer then leads to a set of questions or conditions that help us determine the date so that we can make the first decision based on it.

CUSTOMER PROFILES USING NAVIGATION

Customer profiling is away to create a portrait of your customers to help you make design decisions concerning your service. The Customer are broken down into groups of customers sharing similar goals and characteristics and each group is given a representative with a photo, a name and a description. Navigation is a field of study first focuses on the process of monitoring and controlling the movement of a craft or vehicle from one place to another. The field of navigation includes four general categories : land navigation, marine navigation, aeronautic navigation and space navigation. It is also the term of art used for the specilized knowledge used by navigators to perform navigation tasks. All navigational techniques involve locating the navigator's position compared to known locations or patterns.

STEPS TO CREATING AN IDEAL CUSTOMER PROFILE



Step 1. Describe the customer

Understand who is the ideal customer is and what similarities they have. Define the customers with the following Criteria:

Demographics – their age, gender, income etc.

Psychographics – their personality type, preferences etc.

Behaviour – their similar likes and dislikes, sports, hobbies etc.

Step: 2. Locate the customers

Find the places the customers are attracted to, whether a physical location or a cyber space where they gather.

Where do they hang out?

What do they read? Both online and offline?

What do they search for online?

Step: 3. Understand their purchasing Process

Review the needs and benefits that make the customers purchase product or service.

Where do they begin their research?

What is their problem or need?

What are the benefits to finding a solution?

Step: 4. Connect with Current Customer

Reach out to current, ideal customers to gain additional insight into. What made them select the business over others. Conduct interviews, formally or informally, and ask them.

Why did you originally buy from our company?

Why do you continue to buy from our company?

What do we do that others do not?

Step: 5. Create Customer's Profiles (Personas)

Create profiles that describe specific segments of the current Clients. Ensure that the profiles are tangible. so that envision this person and what would motivate them to find the business.

Describe the clients in written profiles, called personas.

Create a specific person for each identifiable client group and name them.

Include images of ideal clients, either real or a hypothetical individual.

Once completed these five simple steps will have a clear picture of the type of the customers your business should be targeting Creating a strategy with these ideal customers in mind will help to avoid wasting time and resources on unsuccessful marketing efforts.

SALES DATA

Sale data is the overall sum of revenue through sales made by business organization of a product or set of products within some time frame and/or economic region.

Retail sales data are an aggregated measure of the sales of retail goods over a stated time period, typically based on a data sampling that is extrapolated to model an entire country. The retail sales report is a monthly economic indicator compiled

and released by the Census Bureau and the Department of Commerce. The report covers the previous month and is released about two weeks after the month-end.

Retail sales figures are vital to stock investors as a whole and especially to those who invest in retail companies directly. They are also a big component of total gross domestic product (GDP), so any extended drop-offs in retail spending can trigger a recession by lowering tax receipts and forcing companies to reduce head counts.

SALES DATA OPERATIONS

Sales data operation is often tasked with making sense of overwhelming volume of business data. It's no longer enough to simply collect raw data, organize it into reports and throw it over the wall to users, who must interpret the reports and determine a course of action. Sales operations is now responsible for data analysis the process of exploring data and reports in order to extract meaningful insights that can be used to better understand and improve business performance.

The following steps of sales data operations are :

Step: 1 Production

Start by defining the objectives of the analysis such as impact of a sales training program, identifying sales performance issues, improving forecast accuracy. Identify the types of data to be collected the metrics that will be used and the data sources and the resources required to conduct the analysis.

Step: 2 Interpretation

Collect the data and validate that the quantity and quality sufficient to support decision-making. For example, is data on a broad enough base of sales, reps to support conclusions? Has data been collected over a time period long enough to identify behavioural changes? Normalize the data to correct for external factors (as rep tenure, territory size, Competitive differences, pipeline maturity) Analyze the data, draw preliminary conclusions and review these with key stakeholders before making final recommendation.

Step: 3 Presentation

Understanding of the audience should inform how present the results. Take into account audience members roles, responsibilities, level in the organization and preferred method of consuming information. The key is to get to the point quickly, not educate for audience on the steps involved in the analysis.

COMPETITOR ANALYSTS

Competitor analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and that threats.

Competitor analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and that threats. Profiling coalesces all of the relevant sources of competitor analysis into one framework in the support of efficient and effective strategy formulation implementation, monitoring and adjustment.

Competitor analysis is an essential component of corporate strategy. It is argued that most firms do not conduct this type of analysis systematically enough. Instead, many enterprises operate on what is called “Informal impressions, Conjectures, and intuition gained through the titbits of information about competitors every manager continually receives”. As a result, traditional environmental scanning places many firms at risk of dangerous competitive blind spot due to a lack of robust competitor analysis.

COMPETITOR PROFILING

The strategic rationale of competitor profiling is powerfully simple. Superior knowledge of rivals, offers a legitimate source of competitive advantage. The raw material of competitive advantage consists of offering superior customer value in the firm’s chosen market, the definitive characteristic of customer value is the objective, superior. Customer value is defined relative to rival offerings making competitor knowledge an intrinsic component of corporate strategy. Profiling facilitates the strategic objective in those important ways.

first profiling can reveal strategic weaknesses in rivals that the firm may exploit.

second the proactive stance of competitor profiling will allow the firm to anticipate the strategic, response of their rivals to the firm’s planned strategies, the strategies of other competing firms and changes in the environment.

Third this proactive knowledge will give the firms strategic agility offensive strategy can be implemented more quickly in order to exploit opportunities and capitalize on strengths. Similarly, defensive strategy can be employed more deftly in order to counter the threat of rival firms from exploiting the firm’s own weaknesses.

Firms practicing systematic and advanced competitor profiling have a significant advantage. As such a comprehensive profiling capability is rapidly becoming a core competence required to successful competition. An appropriate analogy is to consider this advantage as akin to having a good idea of the next move that your opponent in a chess match will make. By staying one move ahead, checkmate is one step closer. Indeed as in chess, a good offense is the best defense in the game of business as well.

TECHNIQUES OF COMPETITOR PROFILING

A common technique is to create detailed profiles on each of the major competition. These profiles give an in-depth description of the Competitor’s background, finances, products, markets, facilities, personnel and strategies. This involves

1. Background

- (a) Location of offices, Plants and online presences.
- (b) History- Key personalities, dates, events and trends.
- (c) Ownership, corporate governance and organizational structure.

2. Financial

- (a) PE ration, dividend policy and profitability.
- (b) Various financial ratios, liquidity and cash flow.
- (c) Profit growth profile method of growth.

3. Products

- (a) Products offered, depth and breadth of product line, and product portfolio balance.
- (b) New products developed, new product success rate and R&D strengths
- (c) Brands, strength of brand portfolio, brand loyalty and brand awareness.
- (d) Patents and licenses.
- (e) Quality Control conformance.
- (f) Reverse engineering of reformulation.

4. Marketing

- (a) Segments served, market shares, customer base, growthrate, and customer loyalty.
- (b) Promotional mix, promotional budgets, advertising themes, and agency used, sales force success rate, online promotional strategy.
- (c) Distribution channels used (direct and indirect), exclusivity agreement alliances and geographical coverage.
- (d) Pricing, discounts and allowances.

5. Facilities

- (a) Plant capacity, capacity utilization rate, age of plant, plant efficiency, capital investment.
- (b) Location shipping logistics and product mix by plant.

6 Personnel

- (a) Number of employees, key employees and skill sets.
- (b) Strength of management and management style.
- (c) Compensation, benefits and employee morale and retention rates.

MEDIA SCANNING

Scanning Competitor's ads can reveal much about what that Competitor believes about marketing and their target marketing. Changes in a competitor's advertising message can reveal new product offerings, new production processes, a new branding strategy, a new positioning strategy, a new segmentation strategy, line extensions and Contractions, problems with previous positions, insights from recent marketing or product research, a new strategic direction, a new source of sustainable competitive

advantage or value migrations within the industry. It might also indicate a newpricing strategy such as penetration, price discrimination, price skimming, product bundling, joint product pricing, discounts or loss leaders. It may also indicate a new promotion strategy such as push, pull, balanced, short term sales generation long term image creation, informational, comparative, affective, reminder, new creative objectives, new unique selling proposition, new creative concepts, appeals, tone and themes or a new advertising agener. It might also indicate new distribution strategy, new distribution partners, more extensive distribution, more intensive distribution, a change in geographical focus or exclusive distribution.

Similar techniques can be used by observing a competitor's search engine optimization targets and practices. for example, by cosducting key words or products. Other metrics allow for detection of a competitor's success. Little of this intelligence is definitive, additional information is needed before conclusions should be drawn.

A competitors media strategy reveals budget allocation, segmentation and targeting strategy and selectivity and focus. from a tactical perspective, it can also be used to help a manager implement, his own media plan. By knowing the competitor's media buy, media selection, frequency, reach continuity, schedule and flights, the manager can arrange his own media plan so that they do not coincide.

NEW COMPETITORS

In addition to analysis current competitors, it is necessary to estimate future competitive threats. The most common sources of new competitors are :

- (a) Companies competing in a related product/market
- (b) Companies using related technologies
- (c) Companies already targeting the prime market segment but with unrelated products.
- (d) Companies from other geographical areas and with similar products.
- (e) New start-up companies organized by former employees and/or managers of existing companies.

The entrance of new competitors is likely when

- (a) These are high profit margins in the industry.
- (b) Those in unmet demand in the industry.
- (c) Those are no major barriers to entry.
- (d) There is future growth potential.
- (e) Competitive rivalry is not intense.
- (f) Gaining a Competitive advantage over existing firms is feasible.

1. Competitor's Objectives :

In Competitor analysis there are two key factors to note in building knowledge of a competitor's objectives. The first factor is to know the actual objectives of a competitor. This could range from building market share in a specific market or overall business, entering a new market or even just maintaining

profitability. This should also look at not only current competitors but also potential competitors.

The second factor in to know if the competitor is actually achieving their stated objectives. Looking at these two factors will provide a firm with an opinion on a competitor potential actions to changes in the sector. As part of a comprehensive competitor analysis piece. Firms should identify their key competitors and be able to define the objectives of each competitor and their likelihood of achieving their objectives.

An example look at is Apple which recently launched its iPhone product. Knowing the innovation in Apple, one could sense that the eventual goal of Apple would be to have a product that combines the iPhone Capabilities and the iPod features, or have an iPhone with other capabilities such as a global positioning system (Baig 2007). With the recent success of Apple in various markets, there would be no doubt that Apple would be able to achieve this.

2. Competitor's Assumptions :

Another key aspect in competitor analysis is an understanding of Competitor's assumptions about the overall market. For example, Competitors could define their actions based on what their assumptions are on the growth of the market. In a cyclical industry, investments decided by players in the industry should be driven by when competitors expect the industry to be at their peak, as timing is critical for players in the industry to meet demand. However, this is not what usually happens. Typically shipping companies such as China Cosco tends to invest and order new ships when the industry is at its peak, and financing is not an issue. As shipbuilding takes a number of years, by the time the ships are ready, the industry is at the other end of the cycle or in decline already, for a proper competitor analysis work, the assumptions made by competition on the industry and other players should be indicated but as seen in the example, the validity of these assumption should be Challenged.

3. Competitors Strategy :

A third aspect in competitor analysis is the understanding of a competitor's strategy. In most cases, this strategy will be defined and stated, particularly for public firms. In other cases it may not be openly stated what competitors strategies are but these can be understood by utilising a number of sources available to firms from analysing a Competitor's behaviour in certain situations to discussing with industry experts to get their view points.

4. Competitor's Resources and Capabilities :

Finally a competitor analysis should also include an understanding of a competitor's resources and capabilities as these would give a firm an idea of how a competitor can achieve its strategy and objectives and also give a firm a time line for when it would expect Competitors to pursue certain activities. For this aspect, a large part of information can be gleaned from press articles and news.

Several question that can be raised in this respect are : What is the level of resources available to the competitor for their investments? What are the areas strength for the competitor?

5. Competitor Response Profile :

The results of the analysis from the four aspects of competitor analysis, as defined above, lead to a competitor response profile. In this profile, a firm can define its thoughts on what actions competitors may pursue depending on the understanding given by the competitor analysis. This provides a firm with a better grounding and preparation to react to competitor actions.

COMPETITOR ANALYSIS ONLINE

Understanding the online competition and exactly why and where it out performs your business is a crucial component to building a successful digital marketing campaign.

1- Competitor Identification –

The first step is to pinpoint exactly who the direct online competitors are, in what regions and keywords they are using. Using the proprietary software, analyze hundreds. If not thousands, of keywords and phrases and scrub tens of thousands of websites to unquestionably establish the competition.

2. Competitor Analysis –

Take the essential competitor data gathered in the identification process dig deep into companies with whom it truly compete with. To examine where, why and how they are making conversions, what types of content creation consistently boasts traffic, and how the competitor's buying personas align with the own strategy.

3 Wins and Losses –

Now that not only know the direct online competition but also how It's succeeding and failing. it can use this valuable insight to create and implement a successful digital marketing campaign for it.

4. Continual Analysis and Recommendations –

Gravitate's competitive analysis is a continuous process that not only benchmarks against the competition quarterly but also can review competitors continually and be setup to alert the room and clients when a competitor outranks in a specific region or for particular keyword.

ONLINE MARKETING TRENDS

1. Mobile

With widespread growth of tablet and smart phone use, access to the Internet through a mobile device will be available to about 60% of the population or 215 million people, in 2015, according to emarketer.com.

Mobile optimization will be an integral part of a website design now and in the foreseeable future. Websites will need to be mobile friendly and mobile usability is a factor for Google search rankings.

As access to the Internet through a mobile device continues to grow, businesses will need to adapt in all areas of digital marketing : responsive website, mobile ads and mobile designed content.

2. Social Media –

Social media networks also showed increase in membership and usage. There are multiple social media platforms and different strategies to use on each. All have their place in a social media strategy, Nearly three-fourths (72%) of U.S. adults who are online use facebook, according to Pew Research.

3. Email –

Email marketing will continue to be a part of Internet marketing strategy and should be in sync with content and social media. According to exact target.com most U.S. consumers (72%) prefer email marketing and 40-60% of consumers are reading email on smart phones.

Email needs to work across all devices. The number one priority for online marketers is to redesign an email to improve click through rates on a mobile phones.

Email lists experience a 25% attrition rate due to bounces, unsubscribe and inactive users. A big reason for customers to unsubscribe is because the Content consistently doesnot relate to them. Besides content that doesnot relate marketers need to monitor their email frequency.

4. Content –

Content is the cornerstone of online meskating strategy. Creating good content in a sea of competition and distraction is a challenge. Budgets for search-engine optimization (SEO), pay perclick (PPC) and media could be impacted by the need for more frequent and higher quality content.

Content is also Google ranking factor and will help sites attract high-quality inbound links, build trust, credibility and authority with your audience.

When creating content, the goals should be focused on the audience with respect to a mobile view. This can be tricky as longer content is generally better for a desktop experience while mobile needs to remain highly informative out stated with a lower word count.

5. Video Marketing –

Video Marketing in another pillar of content marketing. Generally, videos are informative, entertaining or promotional. Video is more personal and easier for an audience to connect with. It can be highly targeted and who that is why it is so effective.

INTEGRATING ONLINE STRATEGIES

Various steps in integrating online strategies are :

1. Ask for right questions

This is the most important step when developing an integrated online marketing strategy and plan. Without a clear and in depth understanding of why marketing is important for the business, it's nearly impossible to prioritize the different marketing activities and determine whether or not you have hit and/or exceeded meaningful goals for the organization. Depending on the type of business and where the business is at, these are different functions for marketing. Is the goal building brand awareness developing product awareness, creating product market fit and increase in visibility, or is it another means of lead generation/revenue generation?

2. Identify the problem statement and the meaningful goal(s) the marketing team can/wants to impact.

Once we have an in-depth understanding of the client's department's or businesses overarching goals and objectives, we should then be able to explicitly identify the problem the organization is facing as well as the meaningful goals we can and want to impact. It's important to make sure that we are not spreading ourselves too thin by trying to accomplish/impact too many goals/objectives but sticking to the ones that would be most meaningful to the overall business based on the information we received earlier.

For this specific post, I am going to provide a sample scenario to make this entire process a little more concrete. Let's say, hypothetically, I have identified that the problem is a successful organisation wants to enter into the online marketing realm, but doesnot know whose to begin. However, we do know that the immediate and most meaningful goal for the client's overall business would be to increase the number of leads the company receives. This specific objective is one I have commonly come across with either B2B companies or any service oriented organizations.

3. Develop a methodology for Identifying the appropriate marketing channels/activities to invest

The next step is to develop an integrated online marketing strategy/plan to determine the appropriate channels to invest in based on the overall problem statement and the already established goals. For instance, in the example scenario established above, we have already deemed that our primary goal would be to increase the number of leads generated. Based on the fact that our sample has no clear foundation in online marketing, it would seem unwise to invest too heavily at the beginning on online marketing activities that do not establish a Clear feedback loop. In addition, because of the company does not have an understanding of what are the key metrics they need to hit, we need marketing activities that help us establish a strong foundation for reporting.

Based on the successful launch of these channels, the goal is that overtime, we would develop an understanding of the core audience we want to target, the type of copy that would resonate with this audience, as well as which type of keywords that would convert best. This is not to undermine the long-term benefits of more inbound channels, like content strategy and SEO but at this point in the company's online marketing strategy/plan, we simply do not have the immediate resources to invest and prioritize heavily in these channels.

4. Develop core objectives for the specific channels we would invest

Once we have identified the specific marketing channels we want to achieve for each of these channels. This will be instrumental in helping the individuals who are responsible for execution to develop a strategy that will help support the overarching objectives.

5. Put together or brief and an efficient/integrated work flow process for marketing activities

One of the most important takes ways learned when developing and executing on integrated marketing campaign is the value of putting together an extremely clear brief, writing a concise, well-thought out and clear brief is challenging, but proactively putting one together will ultimately save everyone money and time. A clear brief makes it explicitly clear whether or not the outcome met the overall objective and if an activity was successful or not. This is especially important when a marketing manager is juggling multiple balls in the air and cannot manage the day to day execution of these activities.

6. Report and reassess results and then expand or relocate resources as needed

Once different marketing channels have been launched and those is ample data to be analyzed and reported on, its important to senses, this information and determine whether the channel has adequately performed and more importantly, if the channel has potential to grow given its existing performance. It is also important to consistently and strategically evaluate whether given the overarching business goals. for the organization budget and resources have been adequately allocated. If not we need to determine whether any of it needs to be reallocated or further developed.

At the same time, it is also important to reevaluate when it is appropriate to start initiating other marketing activities that have previously not been as big of a priority and how to properly integrate existing marketing activities with these new channels to ensure there is little to no redundancy taking place across platforms. One other aspect to consider is to determine whether the incorporation of other tools will make the entire process more efficient.

Ultimately, compiling an integrated online marketing strategy can definitely be overwhelming, especially given the wide range of different platforms that currently exist within our industry. It's important to develop a framework that ensures the resources is focused on the right set of the activities that will help support the company's overall business vision, goals, and objectives.

As the ecosystem of our industry becomes evermore complex, establishing a very clear framework for how to simplify the process and execute on the important marketing activities becomes increasingly more important. As marketers, let's embrace these new challenges and begin process together. There's no better time than the present.

OFFLINE MARKETING STRATEGY

With the rise in popularity of online marketing, many proven offline methods are simply forgotten when marketing campaigns are planned. Online marketing is hugely important in today's Internet connected world but offline engagement with customers still has unique and distinct value that should not be forgotten. Here are five forgotten offline marketing tactics that do not require a big marketing budget.

1. Engage in offline guerrilla marketing

Guerrilla marketing is a generic term for the use of unconventional marketing strategies and because online marketing channels are so narrowly structured, offline is the best areas to flex the small business's guerrilla marketing muscle. So starting new, ignore what know about marketing channels and let the inner child out to play.

Offline Guerrilla Marketing ideas :

(i) leave sticky notes in random places (bars, coffee shops). (ii) Use Chalk to advertise promotions on a side walk. (iii) "Accidently" leave a Branded pen at the bank. (iv) Donate branded bookmarks to your local library. (v) Use sticky notes to create temporary images on buildings, cars.

2. Drop business cards

This is one offline guerrilla marketing strategy that to talk about specifically. It's more of a necessity than an option. If it run a small business, it must have business cards and dole them out! Do not just share them when first meet someone new. Drop them everywhere.

3. Take pictures/videos of everything

Because social media marketing takes place online, many business owners and marketers forget that social campaigns can be boosted by offline efforts. One way to do this is by taking photos of company events and daily activities and then posting these online.

Reel life photos from the offline world show the personality of the company and increase online user engagement. facebook paste with photos, for example 84% most clicks and twice as many likes than text-only, according to kissmetrics. And some of the most popular social networks (Pinterest, Instagram, Tumbler) are image based, making photos ever more important for online marketing.

4 Speak at events

Professional events offer great way to meet new people share the ideas and build awareness. They are even more effective if you speak at them. Find a local event

related to the industry. Come up with an educational topic and volunteer. It do not yet have the level a clout required to speak at an event, attending events can be just as helpful.

OFFLINE STRATEGIES

When done together as part of a complete marketing strategy, offline and online marketing techniques can even support and amplify the other's efforts. The seven of the most effective offline marketing strategies and how to integrate them into the current marketing strategy.

1. Networking

Face-to-face connections me still a valuable form it networking and can help drive traffic to website when the new connections are inspired to learn more about and the firm.

Being able to put a face to the name can help create a deeper sense of brand loyalty among the buyers, so do not discount the importance of a good, old fashioned handshake. Make the own opportunities for in-person networking by joining local chapters of associations where target audience to likely to be found.

2. Print Publications

Print Publications still have a valuable place in offline marketing. Obtaining relevant placements in industry magazines and journals will help increase the brand visibility and show care expertise. Include print opportunities as part of blogger outreach strategy and keep an eye out for opportunities to appear in both an online and print version of a publication.

However, do not seek out print publications just for the sake of it. Just as with the online publications. Make sure the publications a selected i.e., relevant to the target audience and reputable source of information.

3. Direct Mail

Even though direct mailers are more costly than online marketing, they can still be an effective lead generating tool. Some members of the target audience may appreciate receiving direct mail because it seems more personalized.

And the practice of sending direct mail for marketing purposes is far from extinct. In fact some members of the target audience may actually prefer direct mail communication to any other method of online communication.

4. Cold calls

Similarly, Cold calls have that persons touch that often resonates with interested buyers. Phone calls are more personal than emails and demand an instant response which can be both good and bad.

Just make sure that have concrete reasons for why it reaching out and be mindful of the phone call recipient's time. Cold calls are also a great way to reach out to potential marketing partners about a collaboration opportunity, like hosting a webinar or producing content together.

5. Print Advertising

Along the same lines as publishing an article in a print publication, running print advertisements is another method for getting in front of more potential customers.

However, it is significantly more difficult to track the return on investment for print advertising than it is for online ads, and they can often be more expensive to run, so consider the options carefully.

Print advertisements are best positioned in highly targeted publications where you can guarantee members of the target audience will see the ad. If possible, include a URL or a QR code in the print advertisement to send visitors to the landing page, which will help you track these campaigns better.

6. Associations and Trade Shows

Consider attending trade shows where network with other industry leaders and prospective buyers. Trade Shows can provide a great opportunity to put the most effective offline marketing strategies in practice. In addition to in-person networking, pass out print materials and perhaps even get the opportunity to be a featured speaker.

Instead, offline techniques can be used to supplement online marketing efforts to make the firm's marketing strategy as a whole more robust. The combination of both approaches can bring the marketing full circle by increasing the firm's visibility and bringing more attention to the online brand.

Review Questions

Conceptual Type

1. What is Marketing Research ?
2. What is Digital Marketing Research ?
3. Give the meaning of Audience Profiling.
4. What is Market Segmentation ?
5. What is Internet Usage Pattern ?
6. Give the meaning of Consumer Behaviour.
7. What is Internet Consumer Behaviour ?
8. Give the meaning of direct marketing.
9. What is online research ?
10. What is behaviour tracking ?
11. What is online survey ?
12. Give the meaning of Blog mining.
13. What is Data mining ?
14. What is Competitor analysis ?

Analytical Type

1. State various objective of Marketing Research.
2. Explain about audience profiling.
3. Discuss process of understanding buyer behaviour online.
4. Explain various elements of online research.
5. Write note on : Behavioural Targeting.
6. Explain in details about offline strategies.

Descriptive Type

1. Discuss various stages of Marketing Research Process.
2. Explain about Post Internet consumer behaviour.
3. Discuss various pillars of direct marketing.
4. Explain about building customer profiles using navigation and sales data.
5. Discuss various integrating online strategies.
6. Explain about different behaviour tracking methods.



Search Marketing

Search engine marketing (SEM) is a form of online marketing that involves the use of search engine result pages to promote business websites. Search engine marketing increases the visibility of websites through search engine optimization (SEO) or through paid advertising with the intent of increasing traffic to the website.

SEM is a broader term than SEO. SEM refers to all marketing activities that use search engine technology for marketing purposes. These include SEO, paid listings and ads, and other search engine related services and functions that will increase reach and exposure of the website, resulting in greater traffic.

Search engine traffic consists of consumers who are interested in and searching for a particular term that is associated with the website. To average this tool and draw traffic to a company's website, marketers must understand how to effectively use both paid and organic SEM and determine the potential exposure they can gain through both approaches.

Search engine marketing refers to all marketing activities that use search engine technology for marketing purposes. SEM promotes a business and its products by ensuring the company appears in search engine result pages. SEM includes search engine optimization (SEO), paid listings, and other search engine related services and functions that are designed to increase reach and exposure of a website through paid search advertising and/or SEO with the intent of increasing traffic to a company's website. SEM study and many experts discuss SEO in two parts-off-page SEO and On-page SEO, which refers to the activities and content that website developers use to ensure a company's site is recognized by search engines.

Search engine traffic consists of consumers who are interested in and searching for a particular term that is associated with a website. To leverage this tool and draw traffic to a company's website, marketers must understand how to effectively use both organic and paid SEM and determine the potential exposure they can gain through both approaches.

ADVANTAGES OF SEARCH ENGINE MARKETING

SEM has advantages in the following ways :

- SEM helps businesses connect with consumers at a time when the consumer may be more likely to purchase a product or service. SEM is an in bound strategy- the consumer has explicitly expressed interest in a relevant topic by means of a

search query used, and optimized the website is displayed in search results. SEM, therefore, catches the consumer at a time when he or she is actively looking for a particular product or service, resulting in a more engaged consumer and typically a more receptive response. Ultimately the goal of any form of digital marketing is to increase customer involvement. Consumer behaviour theory indicates that when the customer in “involved”– engaged and interested in a consumer good that is being marketed at that precise moment– he or she is more likely to purchase. Out bound marketing, by contrast, involves sending e-mails to a database or list of consumers with the hope of enticing some of these consumers to purchase.

However, it is unknown if and when the customer is interested or ready to purchase.

- Search engine traffic originates from a voluntary, audience-driven search. To search a company’s site, customers and potential customers have entered on or more of the company’s keywords to bring up the appropriate search results page and then have selected the company’s site from all these displayed. As a result, the audience is more engaged, relevant, and often ready to make a purchase decision.
- While organic and paid searches each has unique advantages with respect to cost, necessary resources, technical requirements, and more, the both offer robust tracking and the ability to effectively control and deliver performance at a desired ROI.
- Unlike other major sources of online marketing, SEM helps businesses connect with consumers at a time when the consumer is interested in purchasing the product or service. Email marketing, for example, involves sending emails to a data base of consumers with the hope of inciting some of those consumers to purchase. However, the consumer receiving the email may not be interested in the product service, but he or she may not be interested at that precise moment. Further more, email marketing can be seen as invasive to some customers and may lead to a loss in reputation. SEM catches the consumer at a time when he or she is actively looking for the product or service, resulting in a more engaged consumer and typically a more receptive response.

Search engine traffic originates from a voluntary, audience driven search. This means the visitors form a search-results link have not only selected your listing from among your peers, but have chosen the search query that resulted in your listing being shown. As a result, the audience is more engaged, relevant and often ready to make a purchasing decision.

SEM is constantly evolving form of marketing in which new strategies have emerged and continue to grow. Retargeting ads, optimization of web sites for mobiles, and alignment of SEO and social activities are becoming main stream and forming an integral part of a company’s overall SEM strategies.

COMPARISON BETWEEN SEO AND SEM

The main difference is that Search Engine Optimization (SEO) is focused on optimizing a website in order to get traffic from organic search results. On the other hand, the goal of Search Engine Marketing (SEM) is to get traffic and visibility from both organic and paid and each.

Put another way :

Google's search results are divided into two main categories : the paid search results and the organic search results.

The goal of SEO is to rank your website in the organic search results.

You can also get your website in the paid area of the search results via pay per click (PPC).

SEO is where you focus 100% on ranking in the organic results. SEM is when you tap into both SEO and PPC in order to get traffic from search engines.

So yeah, SEM is a broad term that includes SEO and PPC. Which means that SEO falls “under” the umbrella category of SEM.

With that explanation out of the way, let's get into some of the major differences between SEM and SEO.

SEO is the practice of continually optimizing a website in order to rank in the organic, non-paid search engine results pages (SERPs).

Google uses 200+ ranking signals in their algorithm. That said, SEO can be divided into four main subcategories: on-page SEO, off-page SEO, technical SEO and User Interaction Signals.

On-page SEO : This is where you optimize your website around keywords that your target customer, one on-page SEO best practice is to include your main keyword in your little tag, meta description and web page URL.

Off-page SEO : Off-page SEO is all about getting trust and authority signals from other websites. This mainly involves building high-quality back links to your site. But Google may also use other off-page signals to size up your site's authority, like E-A-T and social Technical SEO: site architecture is setup correctly.

Uses Interaction signals : The way that users interact with your site helps Google figure out if your page is a good match for some one's search for example, if your page has a high bounce rate, that could be a sign that your page is not giving someone the answer to their query.

And if Google considers your page a bad fit for that keyword, they can drop your rankings down a little bit. Or completely off of the first page altogether.

One of the main differences between SEO and SEM is speed.

The fact is SEO takes time. A lot of time, Especially if your site is new and does not have a lot of back links yet.

In fact, one analysis found that it takes an average of 2 years to rank in Google. If you target long tail keywords and implement SEO best practices. You can see some results within a few months.

For example, when I launched Backlinko in early 2013, my website had essentially zero domain authority.

But thanks to a ton of hard work and a focus on SEO. I was able to get some organic traffic within months.

That said, it did take years for my rankings and organic traffic to really climb.

On the other hand, if you focus your SEM efforts in PPC, you can start to see results pretty much instantly.

You can run an ad in morning and start to get traffic and conversions in the afternoon.

But that dose not mean that you will get on ROI on day I. In many cases, it can take months of testing and tweaking to get a positive ROI from PPC. Even so, there's no question that PPC starts working much more quickly than SEO.

SEO vs SEM : How Much They Cost.

A lot of people are drawn to SEO because it's "free website traffic".

And yes, you do not pay when someone clicks on your site in the organic search results. But make no mistake : SEO is NOT free. Not even close.

For example, let's take a quick look at one of my pages that's currently ranking #1 in Google for "on page SEO"

#1 is a great place tube. I am getting traffic from that keyword literally every day. And I do not need to do anything or pay anything for that traffic to come in. But it took A LOT of money, time and effort to get that #1 ranking.

At a high-level, I had a build up Backlinko's Domain Authority by consistently putting out world-class content. And promoting that content with email outer each.

Then I had to find that keyword using a paid SEO tools. That tool alone costs me \$ 355/month.

Then, there was the can tent it self. I had to invest 20+ hours writing that post. Then, we hired a graphic designer to take all of the screen shorts. We also worked within illustrator to make these nice custom illustrations. There was also a developer that coded and deployed the actual page. And that was with no guarantee that this page would rank for anything. Contrast that with an SEM approach that's 100% PPC.

In that case, you are spending cash-up front. But at least you know that you are going to get some results from that effort.

(You can even set your account to automatically bid so that you appear in a certain position)

So over the short-term, PPC is usually cheaper than SEO.

The big issue with PPC is this :

When you stop paying, your traffic goes to zero.

But with SEO, once you rank, you are pretty much set. Your investment is all up-front. Once you actually rank, you do not need to invest a lot of money into maintaining your current rankings.

So yeah, when it comes to cost, SEO and PPC have their pros and cons. Which is why most businesses use a marketing strategy that includes a mix of SEO and PPC.

EMAIL CAMPAIGN

Email marketing campaigns are not launched on a whim-they are strategic and calculated.

These are the nine type of email campaigns your organisation should be implementing, but do not consider this a definitive list-every brand is different so tailor your strategy accordingly.

Email marketing campaign is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to sent ads request business or solicit sales or donations and is meant to build loyalty, trust or brand awareness. Email marketing be done to either sold lists or a current customer database. Broadly the term is usually used to refer to sending email messages with the purpose of enchaining the relationship of a merchant with its current or previous costumers, to encourage customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase some thing immediately, and adding advertisement to email messages sent by other companies to their customers.

TYPES OF EMAIL CAMPAIGN

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

1. Transactional E-mails

Transactional E-mails are usually triggered based on a customer's action with a company. To be qualified as transactional or relationship messages, these communications primary purpose must be "to facilitate, complete or confirm a commercial transaction that the recipient has previously agreed to outer into with the sender", along with a few other narrow definitions of transactional messaging. Triggered transactional messages include dropped basket messages, password reset emails, purchase or order confirmation emails, order status emails, reorder emails and email receipts.

The primary purpose of a transaction at email is to convey information regarding the action that triggered it. But, due to its high open rates (51.3% compared to 36.6% for email news letters), transactional emails are an opportunity to engage customers: to introduce or extend the email relationship with customers or subscribers, to anticipate and answer questions or to cross-sell or up-sell products or services.

Many email newsletter software vendors offer transactional email support, which gives companies the ability to include promotional messages with in the body of transactional emails. These are also software vendors that offer specialized transactional e-mail marketing services, which include providing targeted and personalized transactional email messages and running specific marketing campaigns.

2. Direct E-mails

Direct e-mails or interruption based marketing involves sending an email solely to communicate a promotional message for example, an announcement of a special offer or a catalog of products. Companies usually collect a list of customer or prospect email address to send direct promotional messages to or they can also rent a list of email addresses from service companies but safe mail marketing is also used.

ADVANTAGES OF E-MAIL CAMPAIGN

Email marketing campaign is popular with companies for several reasons :

- (i) An exact return on investment can be tracked and has proven to be high when done properly. Email marketing is often reported as second only to search marketing as the most effective online marketing tactic.
- (ii) E-mail marketing is significantly cheaper and faster than traditional mail, mainly because of high cost and time required in a traditional mail campaign for producing the art work, printing, addressing and mailing.
- (iii) Advertisers can reach substantial numbers of email subscribers who have opted in to receive email communications on subjects of interest to them.
- (iv) Almost half of American Internet users check or send email an atypical day, with email blasts that are delivered between 1 am and 5 am local time out performing those sent of other sent of other times in and click rates.
- (v) Email is popular with digital marketers.
- (vi) If compared to standard email, direct email marketing produces higher response rate and higher average order value for e-commerce businesses.

DISADVANTAGES OF E-MAIL CAMPAIGN

- (i) A report is used by the email services company Return Path, as of mid-2008 email deliverability is still an issue for legitimate marketers. According to the report, legitimate email servers averaged a delivery rate of 56% twenty percent of the messages were rejected and eight percent were filtered.
- (ii) Companies considering the use of an email marketing program must make sure that their program does not violate spam laws such as the United states Controlling the Assault of Non-solicited Pornography and Marketing Act (CAN-SPAM), the European Privacy and Electronic Communications Regulations 2003, or their Internet service provider's acceptable use policy.

OPT-IN EMAIL ADVERTISING

Opt-in email advertising or permission marketing, is advertising, or permission marketing, is advertising via email where by the recipient of the advertisement has consented to receive it.

A common example of permission marketing is a news letter sent to an advertising firm's customers. Such newsletters inform customers of up coming events or promotions, or new products. In this type of advertising, a company that wants to send a newsletter to their customers may ask them at the point of purchase if they would like to receive the newsletter. With a foundation of opted-in contact information stored in their data base, marketers can send out promotional materials automatically using autoresponders- known as drip marketing. They can also segment their promotions to specific market segments.

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LEGAL REQUIREMENT FOR E-MAIL CAMPAIGN

1. **Australia.**

The Australian Sappm Act 2003 is enforced by the Australian Communications and Media Authority, widely known as "ACMA". The act defines the term unsolicited electronic message, states how unsubscribe functions must work for commercial messages, and gives other key information. Fines range with three fines of AU \$110,000 being issued to Virgin Blue Airlines (2011), Tiger Airways Holdings Limited (2012) and Cellar master wines Pty Limited (2013).

2. **Canada.**

The Canada Anti-Spam Law (CASL) went into effect on July-1, 2014. CASL requires an explicit or implicit opt-in from users, and the maximum fines for non compliance are CA \$ 1 million for individual's and \$ 10 million for businesses.

3. **European Union and UK.**

In 2002 the European Union (EU) introduced the Directive on Privacy and Electronic Communications. Article 13 of the Directive prohibits the use of personal email addresses for marketing purposes. The Directive establishes the opt-in regime, where unsolicited emails may be sent only with prior agreement of the recipient, this does not apply to business email addresses. The UK gives sole traders and members of unincorporated partnerships the same protection as private individuals.

The directive has since been in corporates into the laws of member states. In the UK it is covered under the Privacy and Electronic Communications Regulations. 2003 and applies to all organisations that send out marketing by some form of electronic communication.

4. **United Stated.**

The CAN-SPAM Act of 2003 was passed by Congress as a direct response to the growing number of complaints over spam emails. Congress determined

that the US government was showing an increased interest in the regulation of commercial electronic mail nationally, that those who send commercial emails should not mislead recipients over the source or content of them, and that all recipients of such emails have a right to decline them. The act authorizes a US \$ 16,000 penalty per violation for spamming each individual recipient. However, it does not ban spam emailing outright, but imposes laws on using deceptive marketing methods through headings which are materially false or misleading. In addition there are conditions which email marketers must meet in terms of their format, their content and labeling. As a result, many commercial email marketers within the United States utilize a service or special software to ensure compliance with the act. A variety of older systems exist that do not ensure compliance with the act. To comply with the act's regulation of commercial email, services also typically require users to authenticate their return address and include a valid physical address, provide a one-click unsubscribe feature, and prohibit importing lists of purchased addresses that may not have given valid permission.

In addition to satisfying legal requirements, email service providers (ESPs) began to help customers establish and manage their own email marketing campaigns. The service providers supply email template and general best practices, as well as methods for handling subscriptions and cancellations automatically. Some ESPs will provide these services to their customers. They also provide statistics pertaining to the number of messages received and opened, and whether the recipients clicked on any links within the messages.

The CAN-SPAM Act was updated with some new regulations including a no-face provision for opting out, further definition of "sender", post office or private mail boxes count as a "valid physical postal address" and definition of "person". These new provisions went into effect on July 7, 2008.

GOOGLE ADWORD

Google Ads (Formerly Google Adwords) is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or video to web users. It can place ads both in the results of search engines like Google Search (The Google Search Network) and on non-search websites, mobile apps, and videos. Services are offered under a pay-per-click (PPC) pricing model.

Google Ads is the main source of revenue for Alphabet Inc, contributing US \$ 168.6 billion in 2020.

Google launched Adwords in 2000, Initially Google set up and managed advertisers, campaigns. Google soon introduced the Adwords self service portal to accommodate small businesses and those who wanted to manage their own campaigns. In 2005, Google started a campaign management service known as 'Jump start'.

The Adwords system was initially implemented on top of the My SQL database engine. After the system had been launched, management decided to use Oracle instead but was eventually reverted to My SQL after the system became much slower. Eventually, Google developed a custom distributed Relational database management system (RDBMS) known as Google F₁ specially for the needs of the Ad business. The interface offers speed sheet Editing, Search Query Reports and conversion metrics.

In 2008, Google launched the Google Online Marketing Challenge, an in-class academic exercise for tertiary students. Over 8000 students from 47 countries participated in the challenge in 2008 over 10,000 students from 58 countries took part in 2009, about 12,000 students in 2010, and almost 15,000 students from 70 countries in 2011. The challenge runs annually, roughly from January to June.

Google Ad's system is based partly on cookies and partly on keywords determined by advertisers. Google uses these characteristics to place adverts can be implemented locally, nationally, or internationally,

Google's text advertisements mimic what the average search result looks like on Google. Image ads can be one of the several different standardized sizes as designated by the Interactive Advertising Bureau (IAB). In May 2016, Google announced Expanded Text Ads, allowing 23% more text.

Besides the Google search engine, advertisers also have the option of enabling their ads to show on Google's partner networks, members of which receive a portion of generated income. In addition to external search engine marketing agencies and consultants, Google has its own in-house team of account managers.

Ad Extensions–

Ad extensions are a feature that allows advertisers to enhance their Ad words campaigns by showing extra information with their ads, like a business address, a phone number or more web page links.

Ad extensions are created to improve ad visibility and to attract clicks. They appear with the Search Networks, above the search results and depending on the extension might also appear on the Display Network.

Ad Words extensions when it calculates that the extension will improve the advertiser's campaign performance or when an ad is ranked high enough for it to appear. The advertiser is charged as usual for the click. Google does not charge for review extensions, social extensions and seller ratings.

Manual extensions :

App Extensions– A link below the ad text directing users to the advertiser's mobile or tablet app.

Call Extensions– Allow advertisers to include a clickable phone number in their ads.

Location Extensions– Allow advertisers to show their business address, phone number and map markers with their ad text.

Review Extensions– Showcase positive, third party reviews from reputable sources.

Site links Extensions– Allow advertisers to add additional links below their ads.

Callout extensions– Allows advertisers to add additional descriptive text.

Structure Snippet Extensions– Allow advertiser to up to two predefined headers like brands, courses, degrees and more.

Automated Extensions–

Adwords creates and displays automated extensions when the system predicts they will improve performance, Automated extensions includes :

(i) Consumer Ratings (ii) Seller Ratings (iii) Previous Visits (iv) Dynamic Site link extensions (v) Dynamic Structured Snippets.

Adwords distribution–

All Adwords ads are eligible to be shown on www.google.com. Advertisers also have the option of enabling their ads to show on Google's partner networks. The "search network" includes AOL search, Ask.com and Net space.

The "Google Display Network" (GDN) shows Adwords ads on sites that are not search engines. These content networks sites are those that use Ad Sense and Double click, the other side of the Google advertising model. Ad Sense is used by website owners who wish to make money by displaying ads on their websites. Click-through rates on the display network are typically much lower than those on the search network and quality score for Display Network is calculated separately from Search Network.

More about Ad sense, Google automatically determines the subject of pages and displays relevant ads based on the advertiser's keyword lists. Ad sense publishers may select channels to help direct Google's ad placements on their pages, to increase performance of their ad units. There are many different types of Ads that can run across Google's network including text ads, image ads (banner ads), mobile text ads and in-page video ads. In February 2016, Google began removing right hand side ads from Ad Words on desktop in favour of only showing text ads above and below organic search results. Product Listing Ads and the Google knowledge Graph were unaffected and can still appear on the right hand side.

In 2010, Yahoo formed a partnership with Microsoft, giving Micro Soft the control over powering the Yahoo search marketing ads. Both accounts are now run through Bing Ads. When ads are displayed on Yahoo now, it is powered by Bing Ads and is run through the Microsoft software interface.

GOOGLE AD MANAGER

Google ad manager is an ad exchange platform introduced by Google on June-27, 2018. It combines the features of two former services from Google's Double click subsidiary, Double click for publishers (DFP, formerly known as DART for publisher) and Double Click Ad Exchange (ADX). Google Ad Manager initially used a second-price auction format before announcing that it would be replaced with a first-price auction format in March 2019. Google Ad Manager is the free version of this online ad management software and it is recommended for

small businesses. Google Ad Manager 360 the paid version. Google Ad manager manages inventory for advertisers, publishers and ad servers Advertisers are able to manage their inventory of ad creative, publisher are able to manage their ad space inventory, and ad servers can use the platform to determine which ad to serve and where to serve it. Additionally, Google Ad Manager can use data collected from ad performance and ad space performance to make suggested optimizations to the user. These optimizations suggest what are user could change to better reach the goals they have set for a particular campaign.

History–

The Google Ad Manager platform started out as two distinct products of the, then independent, Double Click Company: The DART for publishers ad server and the Double Click Ad Exchange. Google acquired Double click in 2007 screening both products as part of the sale.

In 2010 DART was rebranded as Double Click for Publishers. A small business tier was introduced at the same time and the products became popularly known as DFP and DFP small Business.

In mid 2018 the product name changed again. This time the Double Click brand was dropped completely and Double Click for Publishers became Google Ad Manager. As well as a rebrand, this change marked a point in the gradual merging of the two former Double Click products, with Ad Exchange now becoming a feature of Ad Manager rather than a stand-alone product. The rebrand to Google Ad Manager also saw the end of the Small Business label. The product still offers two tiers of service, but the lower tier is now Google Ad Manager, which the upper tier has been renamed Google Ad Manager 360. This product can some times be confused with the plural ‘Google Ads Manager’ more accurately known as ‘Google Ads Editor’– Software used to manage Google Ads campaigns outside of the web interface.

Google Ad Manager (GAM) is an online ad exchange platform for companies or individuals. This online server allows a company or person to manage their Inventory of ads, the audiences there ads serve, and allow them to check the performance of the ads they are running and allows them to manage the buying and selling of their ads by other networks.

Google Ad Manager is an ad exchange service. This means the content or ads a company or person has on Google Ad Manager can be bought or sold within the platform by other ad agencies or advertising management platforms. One of the primary functions of Google Ad Manager is that it composes reporting for a wide range of analysis. Some of these features include campaign reports, creative reports, networks performance reports, network geography report, monthly ad unit reports, device and browser reports, billing reports, and downloaded impressions, GAM operates on a first price auction process. This means the account with the highest bid for an ad will in auction GAM allows users to setup granular targeting for their ads. Which helps users better directly target how they are trying to reach. Granular targeting features within GAM include setting targets for user devices browsers, device manufactures, languages, operating systems and geographical location.

SEARCH ENGINES

A web search engine is a software system designed to carry out web searches. They search the World Wide Web in a systematic way for particular information specified in a textual web search query. The search results are generally presented in a line of results, often referred to as search engine results pages (SERPs). When a user enters a query into a search engine, the engine scans its index of web pages to find those that are relevant to the user's query. The results are then ranked by relevancy and displayed to the user. The information may be a mix of links to web pages, images, videos, info graphics, articles, research papers and other of files. Some search engines also mine data available in databases or open directories. Unlike web directories and social book marking sites, which are maintained by human editors, search engines also maintain real-time information by running an algorithm on a web crawler. Any internet based content that cannot be indexed and searched by a web search engine falls under the category of deep web.

A system for locating published information intended to overcome the ever increasing difficulty of locating information in ever growing centralized indices of scientific work was described in 1945 by Vannevar Bush, who wrote an article in The Atlantic Monthly titled "As We May Think" in which he envisioned libraries of research with connected annotations not unlike modern hyperlinks. Link analysis would eventually become a crucial component of search engines through algorithms such as Hyper Search and Page Rank.

The first internet search engines predate the debut of the Web in December 1990 : WHOIS user search dates back to 1982, and the know bot Information Service multi-network user search was first implemented in 1989. The first well documented search engine that searched content files, namely FTP files, was Archie which debuted on 10 September 1990. Prior to September 1993, the World Wide Web was entirely indexed by hand. The first tool used for searching content on the Internet was Archie. The name stands for "archive" without the "v". It was created by Alan Emtage. Computer science student at McGill University in Montreal, Quebec, Canada.

The rise of Gopher (Created in 1991 by Mark McCahill at the University of Minnesota) led to two new search programs, Veronica and Jughead. Like Archie, they searched the file names and titles stored in Gopher index systems. Veronica (Very Easy Rodent oriented Net-wide Index to computerized Archives) provided a keyword search of most Gopher many titles in the entire Gopher listings.

In the summer of 1993, no search engine existed for the web, through numerous specialized catalogues were maintained by hand. Oscar Nierstrasz at the University of Geneva wrote a series of Perl scripts that periodically mirrored these pages and rewrote them into a standard format. This formed the basis for W3 catalog, the web's first primitive search engine, released on September 2, 1993.

In June 1993, Matthew Gray, then at MIT, produced what was probably the first web robot, the Perl-based World Wide Web Wanderer, and used it to generate an index called "Wander". The purpose of Wanderer was to measure the size of the World Wide Web, which it did until late 1995. The web's second search engine

Aliweb appeared in November 1993. Aliweb did not use a web robot, but instead depended on being notified by website administrators of the existence at each site of an index file in a particular format.

One of the first “all text” crawler-based search engines was Web crawler, which came out in any web page, which has become the stand and for all major search engines since. It was also the search engine that was widely known by the public. Also in 1994, Lycos (which started at Carnegie Mellon University was launched and became a major commercial endeavor.

The first popular search engine on the Web was yahoo! Search. The first product from yahoo! founded by Jerry Yang and David Filo in January 1994, was a web directory called yahoo! Directory. In 1995, a search function was added, allowing users to search yahoo! Directory. It became one of the most popular ways for people to find web page of Interest, but its search function operated on its web directory, rather than its full text copies of web pages.

In 1996, Rubin Li developed the Rank Dex site-scoring algorithm for search engines results page ranking and received a US patent for the technology. It was the first search engine that used hyper links to measure the quality of websites it was indexing, predating the very similar algorithm patent filed by Google two years later in 1998. In 1998, Net scape was looking to give a single search engine an exclusive deal as the featured search engine on Net scape’s web browser. There was so much invest that instead Net space struck deals with five of the major search engines : for \$ 5 million a year, each search engine would be n rotation on the Net scape search engine page. The five engines were yahoo!, Magellan, Lycos, In foseek, and Excite. Google adopted the idea of selling search terms in 1998, from a small search engine company named goto.com. This move had a significant effect on the search engine business, which went from struggling to one of the most profitable businesses in the internet search engines were also known as some of the brightest stars in the Internet investing frenzy that occurred in the late 1990s. Several companies entered the market spectacularly, receiving record gains during their initial public offerings. Some have taken down their public search engine, and are marketing enterprise-only editions, such as Northem Light. Many Search engine companies were caught up in the dut- Com bubble, a speculation- driven market boom that peaked in March 2000.

Around 2000, Google’s search engine rose to prominence. The company achieved better results for many searches with an algorithm called page Rank, as was explained in paper Anatomy of as Search Engine written by Sergey Brin and Larry Page, the later founders of Google. This it creative algorithm ranks web pages based on the number and page rank of other web sites and pages that link there, on the premise that good or desire ble page are linked to more than others. Google also maintained a minimalist interface to its search engine. In contrast, many of its competitors embedded a search engine in a web portal. In fact the Google search engine became so popular that spoof engines emerged such as Mystery Seeker.

By 2000, yahoo! was providing search services based on Inktomi’s search engine. Yahoo! acquired Inktomi in 2002, and overture in 2003. Yahoo! switched to Google’s search engine until 2004, when it launched its own search engine based on the combined technologies of its acquisitions.

Microsoft first launched MSN Search in the fall of 1998 using search results from Inktomi. In early 1999 the site began to display listing from Looks mart, blended with results from Inktomi. For a short time in 1999, MSN Search used results from Alta Vista in stead. In 2004, Micro soft began a transition to its own search technology, powered by its own web crawler.

Microsoft rebranded search engine, Bing, was launched on June 1, 2009. On July 29, 2009 yahoo! and Microsoft finalized to deal in which Yahoo! search would be powered by Microsoft Bing technology.

As of 2019, active search engine crawlers include there of Google, So gou, Baidu, Bind, Gigablast, Mujeek, Duck Duck GO and yandex,

Web Crawling–

Web search engines get their information by web crawling from site to site. The “spider” cheeks for the standard filename robot. txt, addressed to it, before sending certain information back to be indexed depending on many factors, such as the littles, pages content, headings, as evidenced by the standard HTML mark up of the informational content, or its meta data in HTML, meta tags.

Indexing means associating words and HTML based fields. The associations are made in a public database, made available for web search queries. A query from a user can be a single word. The index helps find information relating to the query as quickly as possible.

Some of the techniques or indexing and caching are trade secrets, whereas web crawling is a straight forward process of visiting all sites on a systematic basic.

Between visits by the spider, the cached version of page stored in the search engine working memory is quickly sent to an inquirer. If a visit is overdue, the search engine can just act as a web proxy instead.

In this case the page may differ from the search terms indexed. The cached page holds the appearance of the version whose words were indexed, so a cached version of a page can be useful to the web site when the actual page has been lost but this problem is also considered a mild form of link rot.

HIGH-LEVEL ARCHITECTURE OF A STANDARD WEB-CRAWLER

One of the goals of creating Open Educational Resources CORE is to in crease their accessibility for more Karners. Connecting the different repositories that provide that these OER use one standard can help archieve that goal.

Typically when a user enters a query in to a search engine it is a few keywords. The index already has the names of the sites containing the keywords and these are instantly obtained from the index. The real processing load is in generating the web pages that are the search results list : Every page in the entire list must be weighted according to information in the indexes. Then the top search result item requires the look up reconstruction, and markup of the snippets showing the context of the keywords matched. These are only part of the processing each search results web page requires and further page require more of the post processing.

Beyond simple keyword lookups, search engines offer their own GUI = or command driven operators and search parameters to refine the search results. These provide the necessary controls for the user engaged in the feedback loop users create by filtering and weighting while refining the search results, given the initial pages of the first search results. Most search engines support the use of the boolean operators. AND. OR and NOT to help end user to refine the search query.

The usefulness of a search engine depends on the relevance of the result set it gives back. While there may be millions of web pages that include a particular word or phrase, some pages may be more relevant, popular or authoritative than authors, Most search engines employ methods to rank the results to provide the “best” results first. How a search decides which pages are the best matches and what order the results should be shown in , varies widely from one engine to another. The methods also change over time as Internet usage changes and new techniques evolve. There are two main types of search engine that have evolve. There are two main types of search engine that have evolved : One is a system of predefined and hierarchically ordered keywords that humans have programmed extensively. The other is a system that generates an “inverted index” by analyzing texts it locates. This first form relies much more heavily on the computer it self to do the bulk of the work.

Most Web search engines are commercial ventures supported by advertising revenue and thus some of them allow advertisers to have their listings ranked higher in search results for a fee. Search engines that do not accept money for their search results make money by running search related ads along side the regular search engine result. The search engines make money every time some one clicks on one of these ads.

Market Share–

Google is the world’s most popular search engine with a market share of 92.61% April 2023. Bing comes in at second place.

The world’s most popular search engines are –

Search Engine	Market share in April 2023
Google	92.61%
Bind	2.79%
Yandex	1.65%
Yahoo!	1.1%
Duck Duck Go	.52%
Baidu	.44%

CUSTOMIZED RESULTS AND FILTER BUBBLES

As companies such as Face book and Google collect more and more data on their users, they being to create a picture of who you are and what you like. They use this data to enhance your experience by creating personalized results that show you more things you want to see, and less things that you do not. While this is most likely a good thing overall, these is one problem that we must consider with algorithms showing what fits you best, articles and ideas differing from yours begin to be hidden farther and farther away. This effect was dubbled the “filter Double” by Eli Pariser in 2011.

One area has a large effect and is politics. There are clear, distinct sides, with a good deal of polarization between them. Thus, it is easy to characterize people in one or another group, and it is easy to observe the filter bubble effect. In fact, on my own facebook, I have noticed a distinct lack of any thing from a conservative-biased source. This is a harmful thing in the long run, as people become shielded from the opposing view.

By understanding the opposing view, you can better think critically about your own ideas. With the 2016 elections coming up we must remind ourselves that we may only be seeing one side of the story.

With the web being a mass of information, it is important to find what we want quickly. With page rank or hub authority ranking, things were based off only what links exist between sites. Nowadays, the added influences of our personal data into these priority rankings brings up effects that we must think about.

The bubble effect may have negative implications for civic discourse, according to Pariser. Since this problem has been identified, competing search engines have emerged that seek to avoid this problem by not tracking or “bubbling” users, such as Duck Duck Go. Other scholars do not share Pariser’s view, finding the evidence in this thesis unconvincing.

SEARCH AND DISPLAY ON SEARCH ENGINES

A search engine results page (SERP) is the page displayed a search engine in response to a query by a searcher. The main component of the SERP is the listing of results that are returned by the search engine in response to a keyword query.

The results are of two general types, organic (i.e, retrieved by the search engine’s algorithm) and sponsored (i.e advertisements). The results are normally ranked by relevance to the query. Each result displayed on the SERP normally includes title, a link that points to the actual page on the web and a short description showing where the keywords have matched content within the page for organic results for sponsored results, the advertiser chooses what to display. There may be several SERPs in response to a single search.

Components–

There are basically there main components of SERP, which are :

- (i) The search query contained within a query box.
- (ii) The organic SERP results.
- (iii) Sponsored SERP results.

However, the SERPs of major search engine, like Google, yahoo! and Bing, may many components, such as different types of results along with images, maps, definitions, videos or suggested search refinements.

The Major search engines visually differentiate specific content types such as images, news and blogs. Many content types have specialized SERP templates and visual enhancements on the main search result page.

HISTORY OF DIGITAL ADVERTISING PRICING MODELS

In early days of the Internet, on line advertising was mostly prohibited for example, two of the predecessor network to the Internet, ARPANET and NSFNet, had “acceptable use policies” that banned network “use for commercial activities by for profit institutions”. The NSF Net began phasing out its commercial use ban in 1991.

A carryover from other forms of advertising the CPM model has existed since the dawn of online advertising, but it first became wide spread starting around 1995, when it was adopted CPM as its standard pricing model, which was key to popularizing its use in display media.

In 1998, the precursor to the CPC pricing model was pioneered by Goto.com. which later became overture. Google formally adopted the pricing model in 2002, and CPC has been the standard pricing model for paid search ever since, through it's also commonly used in display.

The increasing variety of digital media channels in the past decade, along with the improvement of tracking technology, have further expanded pricing options, giving rise to CPE (Cost-per-engagement) and CPF (Cost-per-follower/fan) for social media, along with CPV (Cost-per-view) for internet video and CPI (Cost per app install) for mobile.

Conversion- based pricing has existed since the past existed since the past century. However, the increasing focus on performance based advertising has created new found interest in CPA (cost-per-action) and (PL (cost-per-lead) models.

Compensation Methods :

Advertisers and publishers use a wide range of payment calculation methods. In 2012 advertisers calculated 32% of online advertising transactions on a cost-per-impression basis, 60% on customer performance and 2% on hybrids of impression and performance methods.

CPM (Cost Per Mille)– Cost per mille, often abbreviated to CPM, means that advertisers pay for every thousand displays of their message to potential customers. In the online context, ad displays are usually called “impressions”. Definitions of an “impression” vary among publishers, and some impressions may not be charged because they do not represent a new exposure to an actual customer. Advertisers (an use technologies such as web bugs to verify if an impression is actually delivered.

Publishers use a variety of techniques to increase page views, such as dividing content across multiple pages, repurposing some one else's content, using sensational titles, or publishing tabloid or “impression fraud” and advertisers who want visitor to their sites may not find to “impression found”and advertisers who want visitors to their sites may not find per-impression payments a good proxy for the results they desire.

CPC (cost per click)– CPC or PPC (Pay per click) means advertiser pay each time a user clicks on the ad. (Pc advertising works well when advertisers want visitor to their sites, but it's a less accurate measurement for advertisers looking to build brand awareness. CPC's market share has grown each year since its introduction, eclipsing CPM to dominate two-third of all online advertising compensation methods.

Like impressions, not all recorded clicks are valuable to advertisers. Gold spot Media reported that up to 50% of clicks on static mobile banner ads are accidental and resulted in redirected visitors leaving the new site immediately.

Other performance-based Compensation–

CPA (Cost Per Action or Cost Per Acquisition) or PPP (Pay Per Performance) advertising means the advertiser pays for the number of users who perform a desired activity, such as completing a purchase or filling out a registration form. Performance-based compensation can also incorporate revenue sharing, where publishers earn a percentage of the advertiser's profit mode as a results of the ad. Performance-based compensation shifts the risk of failed advertising on to publishers.

Fixed Cost Compensation means advertisers pay a fixed cast for delivery of ads online, usually over a specified time period, irrespective of the ad's visibility or user's response to it.

THE FUTURE OF PRICING MODELS

Traditional CPM pricing will never go away. Many campaigns are focused more on branding than direct response in which impressions and reach are important measures of campaign success. However, progress is being made on alternatives and refinements to existing models, such as CPVM (Cost-per viewable-impression).

Conversion-based pricing is sure to gain wider adoption in the future. Scaling will become less of a problem as predictive algorithms improve.

Also exiting is the potential development of integrated formats that allow conversions directly on the ad or site, such as Twitter's lead generation cards. These new ad formats should allow campaigns to run at the efficiency of CPL campaigns but close to the scale of CPC/CPE campaigns.

The number of different pricing models will only continue to increase in the future, with platforms and media competing for share of advertising budget. As the number of options grow, it is important for advertisers to under stand the trade-offs between pricing models in order to pick the combination most suitable for their campaign goals and resource availability.

PAGE RANK

Page Rank (PR) is an algorithm used by Google search to rank web pages in their search engine results. It is named after both the term "web page" and co-founder Larry Page. Page Rank is a way of measuring the importance of website pages.

According to Google– "Page Rank works by country the number and quality of links to a page to determine a rough estimate of how important the website is. The underlying assumption is that more important websites are likely to receive more links from other websites."

Currently, Page Rank is not the only algorithm used by Google to order search results, but it is the first algorithm that was used by the company, and it is the best known. As of september 24, 2019, Page Rank and all associated patents are expired.

Page Rank is a link analysis algorithm and it assigns a numerical weighting to each element of a hyper linked set of documents, such as the World Wide Web, with the purpose of “Measuring” its relative importance within the set. The algorithm may be applied to any collection of entities with reciprocal quotations and references. The numerical weight that it assigns to any given element E is referred to as a page Rank of E and denoted by PR (E).

A Page Rank results from a mathematical algorithm based on the web graph, created by all World Wide Web pages as nodes and hyperlinks as edges, taking in to consideration authority hubs such as cnn.com or mayo clinic. org. The rank value indicates an importance of a particular page. A hyper link to a page counts as a vote of support. The Page Rank of a page is defined recursively and depends on the number and Page Rank metric of all pages that link to it. A page that is linked to by many pages with high Page Rank receives a high rank it self.

Numerous academic papers concerning Page Rank have been published since page and Brin’s original paper. In practice, the Page Rank concept may be vulnerable to manipulation. The goal is to find an effective means of ignoring links from documents with palely influenced Page Rank.

Other link-based ranking algorithms for web pages include the HITS algorithm invented by Jon Kleinberg, the IBM CLEVER project, the Trust Rank algorithm and the Hummingbird algorithm.

The eigenvalue problem behind Page Rank’s algorithm was independently redis covered and reused in many scoring problems. In 1895, Edmund Landau suggested using it for determining the winner of a chess tournament. The eigenvalue problem was also suggested in 1976 by Gabriel scientific Journals, in 1977 by Thomas Saaty, in his concept of Analytic Hierarchy Process which weighted alternative choices, and in 1995 by Bradley Love and Steven Sloman as a Cognitive model for concepts, the centrality algorithm.

The name “Page Rank” plays on the name of developer Larry Page, as well as of the concept of a web page. The word is a trade make of Google, and the Page Rank process has been patented. However, the patent is assigned to stand ford University and not to Google. Google has exclusive license rights on the patent from Stanford University. The University received 1.8 million share of Google in exchange for use of the patent; it sold the share in 2005 for US \$ 335 million.

Page Rank was influenced by citation analysis, early developed by Eugene Garfield in the 1950s at the University of Pennsylvania, and by Hyper search, developed by Massimo Marchiori at the University of Padua. In the same year Page Rank was introduced (1998), Jon Kelinberg published his work on HITS. Google’s founders cite Gariffield, Marchiori and Kleinberg in their original papers.

Algorithm–

The Page Rank algorithm outputs a probability distribution used to represent the likelihood that a person randomly clicking on links will arrive at any particular page. Page Rank can be calculated for collections of documents of any size. It is assumed in several research papers that the distribution is evenly divided among all

documents in the collection of the beginning of the computational process. The Page Rank computations require several passes, called “iterations”, through the collection to adjust approximate Page Rank values to more closely reflect the theoretical true value.

A probability is expressed as a numeric value between 0 and 1. A 0.5 probability is commonly expressed as a “50% chance” of something happening. Hence, a document with a Page Rank of 0.5 means there is a 50% chance that a person clicking on a random link will be directed to said document.

Simplified Algorithm–

Assume a small universe of four web pages A, B, C and D. Links from a page to it self are ignored. Multiple out bound links from are page to another page are treated as a single link. Page Rank is initialized to the some value for all pages. In the original form of Page Rank, the sum of Page Rank over all pages was the total number of pages on the web at that time, so each page in this example would have an initial value of 1. However, later versions of Page Rank, and the remainder of this section, assume a probability, distribution between 0 and 1. Hence the initial value for each page in this example is 0.25.

The Page Rank transferred from a given page to the targets of its out bound links upon the next iteration is divided equally among all outbound links.

In the only links in the system were from pages B, C, and D to A, each link would transfer 0.25 Page Rank to A upon the next iteration, for a total of 0.75.

Suppose instead that page B had a link to pages C and A, page C had a link to page A, and page D had links to all three pages. Thus, upon the first iteration, page B would transfer half of its existing value (0.125) to page A and the other half (0.125) to the only page it links to. A Since D had three outbound links, it would transfer and third of its existing value, or approximately 0.083, to A. At the completion of this iteration page A will have a Page Rank of approximately 0.458.

$$PR(A) = PR(B) + PR(C) + PR(D).$$

In other words, the Page Rank conferred by an outbound link is equal to the document’s own Page Rank score divided by the number of outbound links $L()$.

$$PR(A) = \frac{PR(B)}{2} + \frac{PR(C)}{1} + \frac{PR(D)}{3}$$

In the general case, the Page Rank for any page u can be expressed as :
i.e. the Page Rank value for a page u is dependent on the Page Rank values for each page v contained in the set B_u (the set containing all pages linking to page u), divided by the number $\angle(v)$ of links from page v .

$$PR(A) = \frac{PR(B)}{\angle(B)} + \frac{PR(C)}{\angle(C)} + \frac{PR(D)}{\angle(D)}$$

$$PR(u) = \sum_{v \in B_u} \frac{PR(v)}{\angle(v)}$$

Damping Factor–

The Page Rank theory holds that an imaginary surfer who is randomly clicking on links will eventually stop clicking. The probability, at any step, that the person will continue following links is a damping factor d . The probability that they instead Jump to any random page is $1-d$. Various studies have tested different damping factor but it is generally assumed that the damping factor will be set around 0.85.

The damping factor is subtracted from 1 (and in some variations of the algorithm, the result is divided by the number of documents CN in the collection) and this term is then added to the product of the damping factor and the sum of the incoming Page Rank scores. That is,

$$PR(A) = \frac{1-d}{N} + d \left(\frac{PR(B)}{Z(B)} + \frac{PR(C)}{Z(C)} + \frac{PR(D)}{Z(D)} + \dots \right)$$

So any page's Page Rank is derived in large part from the Page Rank of other pages. The damping factor adjusts the derived value down ward. The original paper, however, gave the following formula, which has led to some confusion :

$$PR(A) = 1-d + d \left(\frac{PR(B)}{Z(B)} + \frac{PR(C)}{Z(C)} + \frac{PR(D)}{Z(D)} + \dots \right)$$

The difference between them is that the Page Rank values in the first formula each Page Rank is multiplied by N and the sum becomes N . A statement in Page and Brin's paper that "the sum of all Page Rank is one" and claims by other Google employees. Support the first variant of the formula above.

Page and Brin confused the tow formulas in their most popular paper "The Anatomy of a Large– Scale Hyper textual Web Search Engine," where they mistakenly claimed that the latter formula formed a probability distribution over web pages.

Google recalculates Page Rank scores each time it crawls the Web and rebuilds its index. As Google increase the number of documents in its collection, the initial approximation of Page Rank decreases for all documents.

The formula uses a model of a random surfer who reaches their target site after several clicks then switches to a random page. The Page Rank value of a page reflects the chance that the random surfer will land on that page by clicking on a link. It can be under stud as a Markov chain in which the states are pages, and the transitions are the links between pages= all of are all equally probable.

If a page has no links to other pages, it becomes a sink and therefore terminates the random surfing process. If the random surfer arrives at a sink page, it picks another URL at random and continues surfing again.

When calculating Page Rank, pages with no outbound links are assumed to link out to all other pages in the collection. Their Page Rank score are therefore divided evenly among all other pages. In other words, to be fair with pages that are not sinks, these random transitions are added to all nodes in the Web. This residual probability, d , is usually set to 0.85 estimated from the frequency that an average surfer use his or her browser's book mark feature. So, the equation is as follows

where P_1, P_2, \dots, P_N are the pages under consideration, $M(P_i)$ is the set of pages that link to P_i , $L(P_j)$ is the number of out bound links on page P_j , and N is the total number of pages.

The Page Rank values was the entries of the dominant right eigenvector adds up to one. This makes Page Rank a Particularity elegant metric : the eigenvectors

Where R is the solution of the equations

$$R = \begin{bmatrix} PR(P_1) \\ PR(P_2) \\ \vdots \\ PR(P_N) \end{bmatrix}$$

$$R = \begin{bmatrix} (1-d)/N \\ (1-d)/N \\ \vdots \\ (1-d)/N \end{bmatrix} + d \begin{bmatrix} l(P_1, P_1) & l(P_1, P_2) & \dots & l(P_1, P_N) \\ l(P_2, P_1) & \ddots & & \vdots \\ \vdots & & l(P_j, P_j) & \\ l(P_N, P_1) & \dots & & l(P_N, P_N) \end{bmatrix} R$$

Where the adjacency function $P(P_i, P_j)$ is the ration between number of links outbound from page j to page i to the total number of outbound links of page j . The adjacency function is 0 of page P_j does not link to P_i , and normalized such that, for each j i.e. the elements of each column sum up to 1, so the matrix is a stochastic matrix (for more details see the computation section below) Thus this is a variant of the eigenvector centrality. Measure used commonly in network analysis.

$$\sum_{i=1}^N l(p_i, P_j) = 1$$

Because of the large eigengap of the modified adjacency matrix above the values of the Page Rank eigenvector can be approximated to with in a high degree of accuracy within only a few iterations

Google's founders, in their paper, reported that the Page Rank algorithm for a network consisting of 322 million converges to within a tolerable limit in 52 iterations. The convergence in a network of help the above size took approximately 45 iterations. Through this data, they concluded the algorithm can be scaled very well and that the scaling factor for extremely large networks would be roughly linear in $\log n$, where n is the size of the network.

As a result of Markov theory, it can be shown that the PageRank of a page is the probability of arriving at that page after a large number of clicks. This happens to equal t^{-1} where t is the expectation of the number of clicks required to get from the page back to itself.

One main disadvantage of PageRank is that it favors older pages. A new page, even a very good one, will not have many links unless it is part of an existing site.

Several strategies have been proposed to accelerate the computation of PageRank.

Various strategies to manipulate PageRank have been employed in concerted efforts to improve search results rankings and monetize advertising links. These

strategies have severely impacted the reliability of the PageRank concept, which purports to determine which documents are actually highly valued by the Web community.

Since December 2007, when it started actively penalizing sites selling paid text links, Google has combated link farms and other schemes designed to artificially inflate PageRank. How Google identifies link farms and other Page Rank manipulation tools is among Google's trade secrets.

Computation

Page Rank can be computed either iteratively or algebraically. The iterative method can be viewed as the power iteration method or the power method. The basic mathematical operations performed are identical.

Iterative

$A+ t=0$, an initial probability distribution is assumed, usually on N is the total number of pages, and p_i ; O is page; at time 0 . At each time step, the computation, as detailed above,

$$\text{Yields where } d \text{ is the damping factor, } PR(P_i;0) = \frac{1}{N}$$

At each time step, the computation, as detailed above, yields $PR(P_i, t+1) = \frac{1-d}{N} + d \sum_{p_j \in M(P_i)} \frac{PR(p_j; t)}{L(p_j)}$, or in matrix notation. $\mathbf{R}^{(t+1)} = d \mathbf{M} \mathbf{R}^{(t)} + \frac{1-d}{N} \mathbf{1}$, where $\mathbf{R}_i(t) = PR(p_i; t)$ and $\mathbf{1}$ is the column vector of length N containing only ones.

The matrix $\text{col}[\mathbf{M}]$ is defined as

$$\mathbf{M}_{ij} = \begin{cases} 1/L(p_j), & \text{if } i \text{ links to } j \\ 0, & \text{otherwise} \end{cases} \text{ i.e. } \mathbf{M} = (\mathbf{K}^{-1} \mathbf{A})^T,$$

Where \mathbf{A} denotes the adjacency matrix of the graph and \mathbf{K} is the diagonal matrix with the out degrees in the diagonal.

THE SEARCH ENGINE RESULTS PAGE (SERP) RANK

The search engine results page rank in the actual result returned by a research engine in response to a keyword query. The SERP consists of a list of links to web pages with associated text snippets. The SERP rank of a web page refers to the placement of the corresponding link on the SERP, where higher placement means higher SERP rank. The SERP rank of a web page is a function not only of its PageRank, but of a relatively large and continuously adjusted set of factors (over 200). Search engine optimization (SEO) is aimed at influencing the SERP rank for a Website or a set of web pages.

Positioning of a webpage on Google SERP, for a keyword depend on relevance and reputation, also known as authority and popularity. PageRank is Google's indication of its assessment of the reputation of webpage. It is non-keyword

specific. Google uses a combination of webpage and website authority to determine the overall authority of a webpage competing for a keyword. The PageRank of the Homepage of a website is the best indication Google offers for website authority.

After the introduction of Google places into the mainstream organic SERP, numerous other factors in addition to PageRank affect ranking a business in Local Business Results.

GOOGLE DIRECTORY PAGERANK

The Google Directory PageRank was an 8-unit measurement. Unlike the Google Toolbar, which shows a numeric PageRank value upon mouse over of the green bar, the Google Directory only displayed the bar, never the numeric values. Google Directory was closed on July 20, 2011.

False or spoofed Page Rank - In the past, the PageRank shown in the Tool bar was easily manipulated Redirection from one page to another, either via a HTTP 302 response or a “Refresh” meta tag, caused the source page to acquire the PageRank of the destination page. Hence a new page with PRO and no incoming links could have acquired PR 10 by redirecting to the Google homepage. The spoofing technique was a known vulnerability. Spoofing can generally be directed by performing a Google search for a source URL if the URL of an entirely different site is displayed in the results, the latter URL may represent the destination of a redirection.

Manipulating Page Rank

For search engine optimization purposes, some companies offer to sell high PageRank links to web masters. As links from higher-PR pages are believed to be more valuable, they tend to be more expensive. It can be an effective and viable marketing strategy to buy link advertisements on content pages of quality and relevant sites to drive traffic and increase a webmaster’s link popularity. However, Google has publicly warned Webmasters that if they are or were discovered to be selling links for the purpose of conferring Page Rank and reputation, their links will be devalued. The practice of buying and selling links is intensely debated across the Webmaster community. Google advises web masters to use the nofollow HTML attribute value on sponsored links. According to MATT CUTTS, Google is concerned about webmasters who try to game the system, and thereby reduce the quality and relevance of Google search results.

The International Surfer Model

The original PageRank algorithm reflects the so-called random surfer model, meaning that the PageRank of a particular page is denied from the theoretical probability of visiting that page when clicking on links at random. A page ranking model that reflects the importance of a particular page as a function of how many actual visits it receives by real users is called the international surfer model.

Directed Surfer Model

A more intelligent surfer that probabilistically hops from page to page depending on the content of the pages and query terms that it is looking for. This model is based on a query-dependent PageRank score of a page which as the name suggests is also a function of query. When given a multiple-term query, $Q = \{q_1, q_2, \dots\}$, the surfer selects a q according to some probability distribution, $P(q)$ and uses that term to guide its behaviour for a large number of steps. It then selects another term according to the distribution to determine its behaviour and so on. The resulting distribution over visited web pages is QD Page Rank.

Other Uses -

The mathematics of PageRank is entirely general and applies to any graph or network in any domain. Thus, PageRank is now regularly used in bibliometrics, social and information network analysts and for link prediction and recommendation. It's even used for systems analysis of road networks, as well as biology, chemistry, neuro, science and physics.

Personalized PageRank is used by twitter to present users with other accounts they may wish to follow.

Swifttype's site search product builds a "PageRank that's specific to individual websites" by looking at each website's signals of importance and prioritizing content based on factors such as number of links from the home page.

A version of PageRank has recently been proposed as a replacement for the traditions Institute for Scientific Information (ISI) Impact factor and implemented as Eigenfactor as well as at SCImago. Instead of merely counting total citation to a journal the "importance" of each citation is determined in a Page Ranks fashion.

A similar new use of PageRank is to rank academic doctoral programs based on their records of placing their graduates in faculty positions. In Page Rank terms, academic departments link to each other by hiring their faculty from each other.

Page Rank has been used to rank spaces or sheets to predict how many people (pedestrians or vehicles) come to the individual/spaces or streets. In lexical semantics it has been used to perform Word Sense Disambiguation, Semantic Similarity and also to automatically rank WordNet synsets according to how strongly they possess a given semantic property, such as positivity or negativity.

A Web crawler may use Page Rank as one of a number of importance metrics it uses to determine which URL to visit during a crawl of the web. One of the early working papers that were used in the creation of Google is Efficient crawling through URL ordering which discusses the use of a number of different importance metrics to determine how deeply and how much of a site Google will crawl. Page Rank is presented as one of the number of these importance metrics, through those are others listed such as the number of inbound and outbound links for a URL and the distance from the root directory on a site to the URL.

The PageRank may also be used as a methodology to measure the apparent impact of a Community like the Blogosphere on the overall Web itself. This approach uses therefore the Page Rank to measure the distribution of attention in reflection of the Scale-free network paradigm.

In my ecosystem, a modified version of Page Rank maybe used to determine species that are essential to the continuing health of the environment.

For the analysis of protein networks in biology Page Rank in also a useful tool.

Pagerank has recently been used to quantify the scientific impact of researchers. The underlying citation and collaboration networks are used in conjunction with pagerank algorithm in order to came up with a ranking system for individual publications which propagates to individual authors. The new index known as pagerank -index (Pi) in demonstrated to be fairer compared to h-index in the context of many drawbacks exhibited by h-index.

GOOGLE ANALYTICS

Google Analytics to used to track website activity such as session duration, pages per session and the bounce rate of individuals using the site, along with the information on the source of the traffic. It can be integrated with Google Ads, with which users can create and review online campaigns by tracking landing page quality and conversions (goals). Goals might include sales, lead generation, viewing a specific page, or downloading particular file. Google analytics approach is to show high-level, dash-board type data for the casual user and more in-depth data further into the report set. Google Analytics analysis can identify poorly performing Pages with techniques such as funnel visualization, where visitors came from (referrers), how long they stayed on the website and their geographical portion. It also provides more advanced features, including Custom visitor segmentation. Google Analytics e-commerce reporting can track sales activity and performance. The e-commerce reports show a site's transactions, revenue, and many other commerce related metrics.

On September 29, 2011, Google Analytics launched Real-Time analytics enabling a user to have insights about visitors currently on the site. A user can have 100 site profiles. Each profile generally corresponds to one website. It is limited to sites that have online traffic of fewer than 5 million page views per month unless the site is linked to o Google Ads Campaign. Google Analytics includes Google Website optimizer, rebranded as Google Analytics content Experiments. Google Analytics Cohort analysis helps in understanding the beboviour of component groups of uses apart from your used population. It is beneficial to marketers and analysts for the successful implementation of a marketing strategy. The latest version of Google Analytics, commonly referred as GA4, encompasses additional features focusing on predictions, customizability, and privacy. Some of these features can be listed as.

- A customizable, easy to navigate home page.
- An Explore section to provide completely custom reports for specific business needs,
- A built-in Debug view to analyze and debug the up-coming data instantly.
- Anomaly detection.
- Improved e-commerce reports.
- Has feature to analysis is user journey from behaviour analysis section.

HOW TO LINK GOOGLE ADS AND ANALYTICS

Linking your Google Ads account to your Analytics property lets you see the full customer cycle, from how users interact with your marketing (e.g. seeing ad impressions, clicking ads) to how they finally complete the goals you have set for them on your site (e.g. making purchases, consuming content).

Before you start make sure that you are using a Google Account that's has the Editor role for the Analytics property and administrative access for the Google Ads account(s).

Additionally, only active Google Ads accounts are eligible for linking with your Analytics property.

The linking wizard makes it easy to link your Google Ads account(s) to multiple views of your Analytics property. If you have multiple Analytics properties that want to link to your Google Ads account(s), Complete the linking process for each property..

1. Sign in to Google Analytics.
2. Click Admin and navigate to the property you want to link.
3. In the property column click Google Ads Link.
4. Click + New link group.
5. Select the Google Ads accounts you want to link, then click Continue.
If you have an Google Ads manager account, select that account to link it (and all of its child accounts).
If you want to link only the managed accounts, expand the manager account, then select each of the managed Google Ads accounts that you want to link, or, click All Linkable to select all of managed Google Ads accounts, and then deselect individual accounts.
6. Enter link group title.
7. Turn linking ON for each view in the property in which you want Google Ads data.
8. Optionally, select Enable Google Display Network Impression Reporting to also include that data in each view.
9. If you have already enabled auto-tagging in your Google Ads accounts, or if you want to let the linking process automatically enable auto-tagging in your Google Ads accounts, skip to the next step.
However, if you want to manually tag your Google Ads links. Clicks Advanced settings) Leave my auto-tagging setting as they are.

10. Click Link accounts
Congratulations! Your accounts are now linked. If you opted to use auto-tagging (recommended). Analytics will start automatically associating your Google Ads data with customer clicks.

When you link an Google Ads account and an Analytics property, anyone with access to the view(s) you selected during linking will be able to see your imported Google Ads data. Likewise, if you choose to import Analytics data (goals/E-commerce transactions, metrics or Remarketing links) into your Google Ads account,

anyone with access to that Google Ads account will be able to see your imported analytics data.

Once you have created a link group, you can add or remove Google Ads accounts and Analytics views from that link group. You can also rename the link group.

If you want to remove all of your Google Ads accounts from your link group, follow the instructions for unlinking.

To edit a link group :

1. Sign into Google Analytics.

Note you can also open Analytics from within your Google Ads account. Click the Tools and setting icon, select Google Analytics and then follow the rest of these instructions.

2. Click Admin and navigate to the property whose Google Ads linking you want to edit.
3. In the property column, click Google Ads Linking.
4. In the table, click the link group that you want to edit.
5. To add or remove Google Ads accounts from your link groups, click Edit in the Select linked Google Ads account section, and check or un check the boxes next to those accounts.
6. To add or remove Analytics views, click Edit in the link. Configuration section. Turn linking on or off as necessary.
7. Click Save.

UN LINK GOOGLE ADS AND ANALYTICS

If you want to unlink all of the Google Ads accounts in a link group from your Analytics property, you need to delete the entire link group.

If you have multiple Google Ads accounts in a link group and want to unlink only some of your accounts from your Analytics property, follow the Edit a link group instructions in the previous section.

To delete an entire link group.

1. Sign into Google Analytics.

Note. You can also open Analytics from within your Google Ads account. Click the Tool & settings icon, Select Google Analytics, and then follow.

The rest of these instructions.

2. Click Admin and navigate to the property you want to unlink.
3. In the property column, click Google Ads Linking.
4. In the table, click the link group that you want to delete.
5. Click delete Delete Link Group.
6. In the confirmation pop up click Delete.

Keep in mind, if you delete a link group, all data will stop flowing between your Google Ads and Analytics accounts.

- Google Ads data (such as clicks, impressions, CPC, etc.) starting from the time you unlink will not be visible in Analytics reports.

Session data up until the time you unlink the account will still be available. Any new sessions that result from clicks in there linked Google Ads accounts after you have unlinked will appear in Analytics reports as (not set).

- Your Analytics Remarketing lists will stop accumulating.
- Google Ads will stop importing all Analytics Google E commerce transactions, and metrics you configured.

Note : Once Analytics data (for example, Goals) has been imported to Google Ads, it is subject to the Google ads terms of service,

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization is the process of improving the quality and quantity of website traffic to a website or a webpage from search engines. SEO targets unpaid traffic (known as “natural” or “organic” results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search news search, and industry-specific vertical search engines.

As an Internet marketing strategy. SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behaviour what people search for the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience. SEO is performed because a website will receive more visitors from a search engine when websites rank higher on the search engine results page (SERP). These visitors can then potentially be converted into Customers.

SEO in the most cost effective and preferred way to increase your presence on the web. The reason SEO is so preferred is that it costs virtually nothing to perform. Unlike paid advertising you are optimising the content and searchability of your website or social media outlet profile to get prospective customers to find you.

The most important and basic components to SEO in your Internet marketing strategy are keywords and keywords phrases. These are the back bone of SEO and understanding them is essential to starting to implement SEO.

Before implementing SEO for simplification we will refer to keywords and keyword phrases as simply keywords. What exactly are key words? A keyword is a search term that a user might type in to a search engine to find a website. There are many different keywords that a user might type in for the same type of product. You will want to keep this in mind when determining the different kinds of keywords to put into the content of your website, keywords can range from single words to long phrases, and you will want to be prepared to think of all the different types of keywords possible that are likely to be searched for by users. It is important to keep in mind that you can never have too many keywords as long as they are relevant to your company and the product you are trying to sell.

Determining your keywords – This will be an important part of your SEO strategy and will require effort on you and your team’s part. However, there are

also free and paid resources on the Internet that can help you even further in fully optimising your strategy. Don't forget to fully exploit these resources.

First, you are going to want to sit down and think of the most obvious keywords that people will type into a search engine. Think about what your customers are looking for and how they would phrase this search. Remember your keywords must be relevant to the company and the product you are selling.

As you came up with different key words, try to expand them longer phrases or keywords you may not necessarily think of first. Give nouns certain descriptors that narrow down a particular kind of product. This will help you figure out and understand the less obvious keyword that you may have otherwise missed.

Another helpful tip to pluralise keywords that you have already come up with. Plural keywords can change the amount of results that come up in a search engine, so do not forget to include these on your list.

Now that you have an exhaustive set of keywords at your disposal, this would be good time to use a keyword generating resource to come up with even more. There are many different keyword generating tools to use, including Google Adwords Micro Niche finder, Word tracker, Word stream keyword Analyser.

Of course, there are many other keyword generating tools out there, but they all operate on the same principle. If you type in a basic keyword, the tool will analyse what has been searched on the web that is related to the keywords. This is very useful because it will generate keywords that you may not have thought of. It will also tell you certain information about the keywords such as :

- The rate of competition for showing up in the results when someone searches with that keyword.
- The number of global monthly searches that are made using that keyword.
- The number of local monthly searches for that keyword.

When deciding on which keyword generating tool to use, keep in mind whether or not the service is free or requires a fee. This matters when taking your company's budget into consideration of course, there is nothing wrong with using a free service, but be sure to research how useful a particular tool is before using it.

Placing your keywords : This section will explain how to best place your keywords throughout your site and the social media outlets that you may have used. First, we will explain the different types of SEO there are and how important it is to use both.

On page : This refers to SEO that is used within your Company's Website. This type of SEO uses keywords to help improve its ranking. Within search engines, keywords are placed strategically in different spots, like your content or your web pages titles. SEO of this type is Important because it gets people to come directly to your site.

Off Page : This refers to SEO that is strategically placed outside of the company's website. This could include social media outlets blog posts, written articles, etc. Back links are what make up this type of SEO, and this is highly considered the most important kind of SEO. SEO of this type is important as well because it gets people to find your site through multiple outlets.

You will want to focus on both On page and off Page types of SEO. Receiving traffic, or the amount of visitors to your site, will boost your ranking within results of search engines. Using both types of SEO will help you do just that. Let's take a closer look at how to strategically place your keywords.

Relationship with Google

In 1998, two graduate students at Stanford University, Larry Page and Sergey Brin, developed, "Backrub", a search engine that relied on a mathematical algorithm, PageRank, is a function of the quantity and strength of inbound links. PageRank estimates the likelihood that a given page will be reached by a web user who randomly surfs the web and follows links from one page to another. In effect, this means that name links are stronger than others, as a higher PageRank page is more likely to be reached by the random web surfer.

Page and Brin founded Google in 1998. Google attracted a loyal following among the growing number of Internet users, who liked its simple design. Off page factors (such as PageRank and hyperlink analysis) were considered as well as on-page factors (such as keyword frequency, meta tags, headings, links and site structure) to enable Google to avoid the kind of manipulation seen in search engines that only considered on-page factors for their rankings. Although PageRank was more difficult to game, Webmasters had already developed link-building tools and schemes to influence the Internet search engine, and these methods proved similarly applicable to gaming PageRank. Many sites focus on exchanging, buying and selling links, often on a massive scale. Some of these schemes, or link farms, involved the creation of thousands of sites for the sole purpose of link spamming.

By 2004, search engines had incorporated a wide range of undisclosed factors in their ranking algorithms to reduce the impact of link manipulation. In June 2007, The New York Times' Saul Hansell stated Google ranks sites using more than 200 different signals. The leading Search engines, Google, Bing and Yahoo, do not disclose the algorithms they use to rank pages. Some SEO practitioners have studied different approaches to search engine optimization and have shared their personal opinions. Patents related to search engines can provide information to better understand search engines. In 2005, Google began personalizing search results for each user. Expanding on their history of previous searches, Google crafted results for logged in users.

In 2007, Google announced a campaign against paid links that transfer PageRank. On June 15 2009, Google disclosed that they had taken measures to mitigate the efforts of PageRank sculpting by use of the no follow attribute on links. Matt Cutts, a well known software engineer at Google, announced that Google Bot would no longer treat any no follow links, in the same way, to prevent SEO service providers from using no follow for PageRank sculpting. As a result of this change the usage of no follow led to evaporation of Page Rank. In order to avoid the above, SEO engineers developed alternative techniques that replace no followed tags with obfuscated JavaScript and thus permit Page Rank sculpting. Additionally, several solutions have been suggested that include the usage of iframes, flash and JavaScript.

In December 2009, Google announced it would be using the web search history of all its users in order to populate search results. On June 8, 2010 a new web indexing system called Google Caffeine was announced. Designed to allow users to find news results, forum posts, and other Content much sooner after publishing than before, Google caffeine was a change to the way Google updated its index in order to make things show up quicker on Google than before. According to Carrie Grimes, the software engineer who announced, Caffeine for Google, “Caffeine provides 50 percent fresher results for web searches than our last index”. Google Instant, real-time search, was introduced in late 2010 in an attempt to make search results more timely and relevant. Historically site administrators have spent months or even years of optimizing a website to increase search rankings With the growth in popularity of social media sites and blogs, the leading engines made changes to their algorithms to allow fresh content to rank quickly within the Search results.

In February 2011, Google announced the Panda update, which penalizes websites containing content duplicated from other websites and sources. Historically websites have copied content from one another and benefited in search engine rankings by engaging in this practice. However, Google implemented a new system that punishes sites whose content is not unique. The 2012 Google Penguin attempted to penalize websites that used manipulative techniques to improve their rankings on the search engine. Although Google Penguin has been presented as an algorithm aimed at fighting web spam, it really focuses on spammy links by ganging the quality of the sites the links are coming from. The 2013 Google Hummingbird update featured an algorithm change designed to improve Google’s natural language processing and semantic understanding of web pages. Hamming bird’s language processing system falls under the newly recognized tor of “Conversational search” where the system pays more attention to each word in the query in order to better match the pages to the meaning of the query rather than a few words. With regards to the charger made to search engine optimization, for content publishers and writers, Hummingbird in intended to resolve issues by getting rid of irrelevant content and spam, allowing Google to produce high-quality content and rely on them to be ‘trusted’ authors.

In October 2019, Google announced they would start applying BERT models for English language search queries in the U.S. Bidirectional En coder Representations from Transformers (BERT) was another attempt by Google to improve their natural language processing but this time in order to better understand the search queries of their users.

In terms of search engine optimization, BERT intended to connect users more easily to relevant content and increase the quality of traffic coming to websites that are ranking in the Search Engine Results Page.

METHODS OF SEARCH ENGINE OPTIMIZATION

1. Getting Indexed –

The leading search engines, such as Google, Bing, and yahoo!, use crawlers to find pages for their algorithmic search results. Pages that are linked from other search engine-indexed pages do not need to be submitted because they are found

automatically. The Yahoo! Directory and DMOZ, two major directories which closed in 2014 and 2017 respectively, both required manual submission and human editorial review. Google offers Google Search Console, for which an XML Site map feed can be created and submitted for free to ensure that all pages one found especially pages that are not discoverable by automatically following links in addition to their URL submission console. Yahoo! formerly operated a paid submission service that guaranteed to crawl for a cost per click, however, this practice was discontinued in 2009.

Search engine crawlers may look at a number of different factors when crawling a site. Not every page is indexed by search engines. The distance of pages from the root directory of a site may also be a factor in whether or not pages get crawled.

Today, most people are searching on Google using a mobile device. In November 2016, Google announced a major change to the way they are crawling websites and started to make their index mobile-first, which means the mobile version of a given website becomes the starting point for what Google includes in their index. In May 2019, Google updated the rendering engine of their crawler to be the latest version of Chromium (74 at the time of the announcement). Google indicated that they would regularly update the Chromium rendering engine to the latest version. In December 2019, Google began updating the User-Agent string of their crawler to reflect the latest Chrome version used by their rendering service. The delay was to allow webmasters time to update their code that responded to particular but User-Agent strings. Google ran evaluations and felt confident the impact would be minor.

2. Preventing Crawling

To avoid undesirable content in the search indexes, webmasters can instruct spiders not to crawl certain files or directories through the standard robots.txt file in the root directory of the domain. Additionally, a page can be explicitly excluded from a search engine's database by using a meta tag specific to robots (usually `<meta name="robots" Content="no index">`) when a search engine visits a site, the robots.txt located in the root directory is the first file crawled. The robots.txt file is then passed and will instruct the robot as to which pages are not to be crawled. As a search engine crawler may keep a cached copy of this file, it may on occasion crawl pages a webmaster does not wish to crawl. Pages typically prevented from being crawled include login-specific pages such as shopping carts and user-specific content such as search results from internal searches. In March 2007, Google warned webmasters that they would prevent indexing of internal search results because these pages be considered search spam. In 2020, Google sunsetted the standard (and open-sourced their code) and now treats it as a hint not a directive. To adequately ensure that pages are not indexed, a page-level robot's meta tag should be included. A variety of methods can increase the prominence of a webpage within the search results. Cross linking between pages of the same website to provide more links to important pages may improve its visibility. Page design makes users trust a site and want to stay once they find it. When people bounce off a site, it counts against the site and affects its credibility. Writing content that includes frequently searched

keyword phrases so as to be relevant to a wide variety of search queries will tend to increase traffic. Updating content so as to keep search engines crawling back frequently can give additional weight to a site. Adding relevant keywords to a web page's meta data, including the title tag and meta description will tend to improve the relevancy of a site's search listings, thus increasing traffic. URL canonicalization of web pages accessible via multiple URLs, using the canonical link element or via 301 redirects can help make sure links to different versions of the URL all count towards the page's link popularity score. These are known as incoming links which point to the URL and can count towards the page link's popularity score, impacting the creditability of a website.

4. White hat versus black hat techniques

SEO techniques can be classified into two broad categories: techniques that search engine companies recommend as part of good design ("white hat") and these techniques of which search engines do not approve ("black hat"). Search engines attempt to minimize the effect. At the latter, among them spandexing. Industry commentators have classified these methods and the practitioners who employ them as either white hat SEO or black hat SEO. White hats tend to produce results that last a long time, whereas black hats anticipate that their sites may eventually be banned either temporarily or permanently once the search engines discover what they are doing.

An SEO technique is considered a white hat if it conforms to the search engines' guidelines and involves no deception. As the search engine guidelines are not written as a series of rules or commandments, this is an important distinction to note. White hat SEO is not just about following guidelines but is about ensuring that the content a search engine indexes and subsequently ranks is the same content a user will see. White hat advice is generally summed up as creating content for users, not for search engines, and then making that content easily accessible to the online "Spider" algorithms, rather than attempting to trick the algorithm from its intended purpose. White hat SEO is in many ways similar to web development at that promotes accessibility, although the two are not identical.

Black hat SEO attempts to improve rankings in ways that are disapproved of by the search engines or involve deception. One black hat technique uses hidden text either as text coloured similar to the background, in an invisible div, or portioned off-screen. Another method gives a different page depending on whether the page is being requested by a human visitor or a search engine, a technique known as cloaking. Another category sometimes used to grey hat SEO. This is in between the black hat and white hat approaches where the methods employed avoid the site being penalized but do not act in producing the best content for users. Grey hat SEO is entirely focused on improving search engine rankings.

Search engines may penalize sites they discover using black or grey hat methods, either by reducing their rankings or eliminating their listings from their databases altogether. Such penalties can be applied either automatically by the search engines' algorithms or by a manual site review. One example was the February 2006 Google

removal of both BMW company and Ricoh Germany for the use of deceptive practices. Both companies, however, quickly apologized, fixed the offending pages, and were stored to Google's search engine results page.

SEO AS A MARKETING STRATEGY

SEO marketing strategy is the key to unlocking your brand's growth potential. It's how you rank on search engine results pages (SERPs), drive organic traffic to your website, and ultimately grow conversions and sales.

Even though every marketer today has heard of SEO and most know its importance, most brands approach SEO with a variety of separate tactics rather than linking it to your overall marketing Strategy.

An SEO marketing strategy in a brand's overarching approach to improving search engine rankings to drive more organic traffic. When most people think of SEO, they think of things like keywords and back links, and these things are components of a good SEO strategy. But they are not going to be as effective as they could be unless there is a detailed plan behind the way they are implemented.

A true SEO marketing strategy goes beyond individual tactics to think holistically about the way your brand is represented online. It puts you in control of what kinds of searches your brand is represented in, which content is shown to users at different stages of the customer journey, and how your value proposition and overall brand stacks up to your Competition on SERPs

Consider these Statistics :

- 93% of online experiences today begin on search engines. If you are not ranking for the right searches and appearing near the top of the list, you are essentially invisible to potential customers.
- More than half of all web traffic is driven by organic search (Compared to paid ads and social media, which drive 10% and 5% of traffic respectively).
- Less than 1% of Google searchers ever click on results from the second page.

Components of a strong SEO marketing strategy

(i) Topic cluster –

Keywords are important, but your topic clusters are the foundation of your keyword strategy. When you decide on the high-level topics your brand should have authority and presence for, you can be more intentional about the keywords and target.

When you use topic clusters to build your SEO marketing strategy. You can cover a wide range of keywords that fall under one cluster, creating pillar content covering the main topic and linking out to more of your content that covers subtopics within that cluster.

(ii) Keyword Targeting –

Keywords are words and phrases commonly searched for on Google. They are one of the main determining factors in your SERP rankings because, when used correctly, they tell a search engine crawlers what your content is about.

Keyword targeting requires more strategy than it did in past, Google penalizes brands who simply stuff keywords into content with little meaning, and they use sophisticated AI to determine which content under a certain keyword is the most relevant and valuable for users.

(iii) Meta data –

Metadata like your title and meta description are the first things a user sees when your brand appears in their search result. Similar to subject lines of emails, your metadata helps users decide if they want to click on your content. As such, metadata should never be approached as an after thought. Use it to make a compelling case for your content.

(iv) Technical SEO –

Technical SEO is the nuts and bolts part of your overall SEO marketing strategy. Defined briefly, it's the process of keeping your website's structure and content aligned with technical search engine requirements. Strong technical SEO allows search engines to easily find, crawl, and index the pages on your site - a key part of earning SERP rankings. There's a lot to know when it comes to technical SEO.

Internal Linking –

Internal linking is an important component of on-page SEO, which is the process of optimizing individual web pages to earn the most relevant content possible. Mainly, you want to use high-authority, high-ranking pages to drive more traffic to other pages that need more of both.

Back Links

Back links occur when other sites link back to your content, driving more organic traffic. There are a lot of methods you can find out these for intentionally building backlinks, but really, it's just a long game. The best way to earn back links is to create consistently great content over a long period of time.

Lock in SEO success for 2022 –

This post only scratches the surface of what SEO is all about. It's a discipline that grows more complex and nuanced by the day, but by giving you some tried and true tips that have stood the test of time in this field, you should be well prepared to handle whatever 2021 throws at us.

To get more information and examples of SEO for beginners, intermediates, all the way up to experts, we have a wealth of resources at your disposal. The SEO Landscape is constantly shifting, so do not leave it any longer to play catch up!

LONG TAIL IN SEO

A lot has been written about the importance of Long tail keywords for SEO campaigns. It is hard to convince clients that pursuing long tail. Keywords that result in less search volume is actually a better longterm strategy than pursuing more appealing core terms with high search volume.

But with a proper set of data and analytics based on the usage of long-tail keywords, it's possible to persuade your clients that a long-tail Keyword strategy in the path to success. But how do you identify and leverage long-tail Keywords?

People's keyword searches are increasingly moving toward long tail because natural language search is becoming more popular and pervasive, especially the momentum of mobile technology and search. But unlike the fiercely competitive field of core keywords, it's hard to precisely identify the right long-tail keywords to focus on for your SEO campaigns.

WHAT ARE LONG-TAIL KEY WORDS?

The term long tail comes from Chris Anderson's book. The Long Tail in it the potential for increased revenue by focusing on selling a smaller number of a wider variety of products versus a large quantity of only a few items. This concept has been adopted by the SEO industry, meaning that sites can potentially get more traffic and conversions by focusing on the long tail of the graph.

In SEO, many times the long-tail keywords are far more specific than the primary keyphrase. For example, if your primary keyword is work out, a long-tail Keyword might be 30-minute workout or may be how to work out with kettle bells. Those will get fewer searches individually, but they have the potential to each a wider audience that results in higher, overall numbers.

The metaphor that gets thrown around a lot in the Chinese dragon. The Primary keyword for your blog is the head of the dragon. The other keywords that you target with that post are the long tail of the dragon, while most people will be looking at the head, other people will find the mail whose they focus their attention.

THE BENEFITS OF LONG TAIL KEYWORDS

These keywords work as companions to your original, more generic key phrase. Your site itself has a particular keyword or key phrase that you want to rank for whether that's fitness or Wordpress development or something else that brings in your main audience, long tail keywords are what bring in more diverse, but lower volume traffic.

Because long-tail Keywords are more specific, the volume tends to be lower, which is a good thing. While it brings in less traffic for that keyword alone, the competition for that keyword is proportionately lighter too, which means you can targeted campaigns and marketing for a much lower cost than your primary keyword.

In many cases, long tail Keywords are designed to attract niche customers, like 1970s comic books instead of comic books or graphic novels. These sorts of searches may not be what your entire site is about, but because it related to the overall subject matter, these niche users will most likely explore the rest of your site to find more content similar to what brought them these.

Or the long-tail may attract customers who know precisely what they want and are searching for the right place to click. Buy New : such as Elegant Themes Divi lifetime membership. If someone were to use that specific search phrase, the conversion is almost certain versus someone who simply searches Divi.

LINK BUILDING

Links Continue to remain one of the most important ranking factors used by Google and other search engines. Search engines discover new content through links-and it's also, in part, how they judge the quality of that content. Good links are like votes, they are testimonials to how worthwhile the content is, and Google sees a healthy link profile as a good sign.

On the other hand, over time Google has improved its ability to detect unnatural linking patterns. The search engine is for better at figuring out what kinds of inks are-and arenot-useful for users.

This means old link strategies (like spamming comments, using PBNs, and posting in forms) no longer work.

Link building is a term for how marketers and SEO professionals acquire links to their content. The hope is that those links lead more people to the content, and also help lead to higher search engine rankings.

Links should be related to the content at hand; with good anchor text, which is useful for search engines to understand the context of the links.

We created these guides to help make your link building and SEO efforts a little easier. Then ebooks are designed to cover all the aspects of today's world of link building, including how to use content to get links, establishing a good rapport with other sites and useful link building checklists

These comprehensive guides will show you why, when and how you to execute each link building technique to get the results you need to grow your business.

Link Building is the process of acquiring hyperlinks from other websites to your website for search engine optimization, the goal of link building is to increase the quantity of high quality in bound links to a webpage in order to increase ranking.

Link building is important because links are one of the major ranking factors of search engines. Search engines such as Google look at the quantity of high-quality in bound links to a webpage when they crawl. The higher quality links a webpage has, the better it will rank.

LINK BUILDING PROCESS

Various activities of Link Building Process are :

1. **Global Popularity –**

The more popular and important a site is, the more links from that site matter. A site like wikipedia has thousands of diverse sites linking to it, which means it's probably a popular and important site. To earn trust and authority with the engines, you will need the help of other link partners.

2. **Local/Topic-Specific Popularity –**

The concept of local popularity, first pioneered by the Teams search engine, suggests that links from sites within a topic-specific community matter more than links from genial or off-topic sites. For example, if your website sells dog houses, a link from the Society of Dog Breeders matters much more than one from a site about roller skating.

3. **Anchor Text –**

One of the strongest signals the engines use in rankings is anchor text. If dozens of links point to a page with the right keywords, that page has a very good probability of ranking well for the targeted phrase in that anchor text. You can see examples of this in action with searches like “Click here”, where many results rank solely due to the anchor to of inbound links.

4. **Trust Rank –**

It's no surprise that the Internet contains massive amounts of spam some estimate as much as 60% of the web's pages are spam. In order to weed out this irrelevant content, search engines uses system for measuring trust, many of which are based on the link graph. Earning links from highly-trusted domains can result in a significant boost to this scoring metric. Universities, government websites and non-profit organizations represent examples of high-trust domains.

5. **Link Neighborhood –**

Spam Links, often go both ways. A website that links to spam is likely spam itself, and in turn often has many spam sites linking back to it. By looking at these links in the aggregate, search engines can understand the “link neighborhood” in which your website exists. Thus it's wise to choose those sites you link to carefully and be equally selective with the sites you attempt to earn links from.

6. **Social Sharing –**

The last few years have seen an explosion in the amount of content shared through social services such as facebook, Twitter and Google+, Although search engines treat socially shared links differently than other types of links, they notice them nonetheless. There is much debate among search professionals as to how exactly search engines factor social link signals in to their algorithms but there is no denying the rising importance of social channels.

LINK BUILDING STRATEGIES

1. **Get your customers to Link to you –**

If you have partners you work with regularly, or loyal customers that love your brand, you can capitalize on this by sending out partnership badges, you can capitalize on this by sending out partnerships badges graphic icon that link back to your site. Just as you would get customers wearing your t-shirts or sporting your bumper stickers, links are the best way to accomplish the name feat on the web.

2. **Build a company blog; make it a valuable, informative and entertaining resource –**

This content and link building strategy is so popular and valuable that it's one of the few recommended personally by the engineers at Google. Blogs have the unique ability to contribute fresh material on a consistent basis, participate in conversations across the web and earn listing and links from other blogs, including blog rolls and blog directions.

3. **Create content that inspire viral sharing and natural linking –**

In the SEO world, we often call this “link bait”. Good examples might include David Mihm’s Local Search Ranking factors, compare the Meerkat, or the funny How Not To Clean a window. Each leverages aspects of usefulness, information dissemination, or humor to create a viral effect. Users who see it once want to share it with friends, and bloggers/tech-savvy web masters who see it will often do so through links. Such high quality, editorially earned votes are invaluable to building trust authority and rankings potential.

4. **Be newsworthy –**

Earning the attention of the press, bloggers and news media is an effective, time-honored way to earn links. Sometimes this is as simple as giving away something for free, releasing a great new product or stating something controversial.

For smaller sites, manual link building, including directories, link requests and link exchanges may be a part of the equation. With larger sites these tactics tend to fall flat and more scalable solutions are required. Sample strategies are listed here though this is by no means an exhaustive list.

Search for sites like yours by using keywords and phrases directly relevant to your business. When you locate sites that are not directly competitive, email them, use their online forms, call them on the phone or even send them a letter by mail to start conversation about getting a link. Check out this blog post on link requests for more detail. .

5. **An aside on buying links –**

Google and Bing seek to discount the influence of paid links in their organic search results. While it is impossible for them to detect and discredit all paid links, the search engines put a lot of time and resources in to finding ways to detect these. Websites caught buying links or participating in link schemes risk severe penalties that will drop their rankings into oblivion. Notwithstanding these efforts, link buying sometimes works; many search professionals, wish the search engines would do even more to discourage it.

KEYWORD RESEARCH

Keyword research is the foundation of search engine optimization. This guide covers what it is and how you should do keyword research.

Keyword research is the foundation of search engine optimization, and without it you cannot expect to create sustainable and repeatable visibility.

Today, SEO is a much wider discipline than in the early days of the industry and has been segmented into many verticals.

But, at the core, SEO is about finding opportunities online and capturing relevant traffic to a website through visibility in search engines.

Keyword Research is at the heart of that SEO strategy.

Keyword Research is a process of finding words, queries, and phrases that users are searching for, which means a keyword that has search volume.

Research involves connecting the relevance of keywords to a website and its individual pages so that the user can find the best page to answer their query, known as search intent.

Keyword Research also involves categorizing search queries into the different stages of a user journey and different categories of search, such as transactional, navigational, and informational.

THE IMPORTANCE OF KEYWORD RESEARCH

A search engine is an information retrieval system built around the queries that a user inputs to find an answer or relevant information to their search query.

The Predominant focus of Google is to connect a user with the best, answer to their query and the best website page so that a user is satisfied. Understanding this underlines SEO. Good keyword research is the foundation of how a business can connect with its potential customers and audience. Understanding this helps to understand a good SEO strategy.

A business strategy starts with understanding its audience and their needs. (i) What do you want? (ii) What do they need? (iii) What keeps them awake at night? (iv) What could solve their problem?

Keyword research is an extension of understanding your audience by first considering their needs and then the phrases, keywords, or queries they use to find solutions.

Keyword research is also important for SEO because it can show you where the opportunities are by knowing what your audience is searching for.

This will help you to find new areas of business and to prioritize where to focus attention and resources.

Keyword research will also help you to calculate where you can expect a return on investment to justify your efforts :

- Can a keyword deliver relevant traffic that has the possibility to convert to an end goal?
- What is an estimation of that traffic, and how much is each visitor worth to your business?

KEYWORD RESEARCH BASICS

Monthly Search Volume –

Monthly Search volume (MSV) is a predominant measure keyword value. It's a useful metric as a starting point to consider if any one in searching for that keyword, but it should not be used in isolation or as the only measure of value.

Just because a keyword has a high MSV does not mean it in the right Keyword for you to rank on.

High volume keywords generally deliver 'browsing' traffic at the top of the funnel. They are useful for brand awareness but not for direct conversion.

Low-volume keywords can be much more valuable because they can deliver users who are ready to buy a product.

User Intent –

User Intent refers to what type of result they want to see when they search for a query- the intention of their search.

You will hear user intent talked about a lot in keyword search, as it is one of the most important factors in the process.

User intent is important in two ways, firstly because your primary aim in creating content and pages on a website are to provide a user with information that they want to know.

There is no point in creating a page about what you care about– your user only cares about their problems and needs.

You can have the best page in the world about the history of cupcakes, but if a user searching for (cupcake) wants a recipe for cupcakes, then they will not click on your link.

Relevancy –

When Google considers which pages it will show in search results, the algorithm will look at other pages that users are clicking on for that query. If we have a query such as (cupcake). Google has to consider if a user wants to know what a cupcake is, how to make a cupcake, or wants to buy a cupcake. By looking at a search result page, you can get a good idea of user intent from the other results. Reviewing the search results page of a query should be part of your research process for every keyword you want to consider.

Keyword relevance and user intent are much the same things. It's about knowing what the user really means when they search. This is more ambiguous for head keywords and less so for long-tail queries.

KEYWORD RESEARCH TOOLS

Doing your research without a tool is limited; for the most in-depth keyword research, you need help to find keyword opportunities you had not thought of.

The following keyword research tools are all free versions that you can start out with.

Google keyword Planner –

The original keyword tool has evolved over the year but it still remains one of the best free keyword tools and a good starting point find seed keywords and keyword ideas.

The Google tool is aligned with Google Ads, so the data is skewed towards paid ads but is still valuable for research. You need a Google Ads account to access the tool. Google will try to force you to setup a active campaign, but you can access the account by setting up an account without campaign. Without a campaign running, you will only a get limited search volumes displayed in ranges, but the tool is still useful for its suggestion of key word ideas If you have an active campaign Google will show you the monthly search volume.

Google Trends –

Google Trends offers data based on actual search query data. It does not provide search volumes, but the data Google trends can be compared with actual search volumes from other tools so you can get a comparative feel of what the actual volumes are. Where Trends excels into identify trending topics and subtopics in a niche and to find geographic search trends in a local area. Trends will recommend related keywords that are currently growing in popularity.

As part of a keyword strategy, this can show you where to focus resources and when to stop investing in terms.

Google Auto complete

Previously known as suggest Autocomplete is integrated into the Google search box to help users complete their search with what Google call ‘predictions’.

Google takes its predictions from common searches and trending searches. As the suggestions are all variations around the topic you are typing, the results shown give you an insight into other related terms that users could be looking for.

Checking the predictions that Google provides in Autocomplete can help you find more variations and keywords to consider.

Answer the Public

Answer the Public is a powerful tool that scrapes data from Google Auto Complete and connects a seed keyword with a variety of modifiers to produce a list of variants. Answer the Public will quickly provide a list of suggestions, especially based on questions that you can use as a row list to then review.

Paid Keyword Research Tools

Free keyword tools are great to get you started and to create raw lists of keywords that you can then drill into.

However, for the best results, you might want to invest in a paid competitive analysis tool that can help you get monthly search volume and keyword difficulty data.

Some tools will also help with assigning topics and clustering for more advanced keyword strategies. Any one who does keyword research in-depth or to an advanced level will have their own process. They will also up a variety of tools and a combination of paid and free resources to get the best results.

Advanced keyword Strategies

Now that you have an understanding of how to get started with keyword research, experiment with a few different websites and niches. Doing the work yourself is the best way to learn. Once you have a better understanding in practice, move in to more advanced methods and strategies to take your keyword research to the next level.

OPTIMIZATION OF KEYWORD ANALYSTS

Keyword research, is a practice search engine optimization (SEO) professionals are to find and research actual terms that people enter into search engines. Search engine optimization professional's research Keywords, which they use to expanded on it to find similar keywords. The Process is usually aided by keyword suggestion tools, like the Google Adwords Keyword Planner, which offer the sources and alternate keyword suggestions.

Usually, the various search engines provide their own keyword suggestion tools. Which also include the number of searches for each of those keywords. The keyword researcher uses this information to select the correct keyword, depending on the SEO goals of the website. Around 20-25%. of searches are of very specific long tail keywords entered in to Google every single day it's easy to rank said keywords, so long as you have a good amount of content and back links to match. Keyword reseach is a valuable and high return activity in the search marketing field.

The objective of keyword research is to generate, with good precision and recall, large number of terms that are highly relevant yet non obvious to the given input keyword. Process of keyword research involves brain storming and the use of keyword research tools. To achieve best SEO results, it is important to pick the most relevant keywords. It is good practice to pick keywords that have little competition and a high number of searches. Little competition makes it easier to achieve higher rank in search engines, and high numbers of searches guarantees that the keyword attracts web traffic. The down side of this practice is that usually keywords that have little competition get fewer searches, while those searched millions of times a month are difficult to rank for. There are three important concepts to consider when conducting a keyword research. Good Keywords are related to the theme of the website. Search engine algorithm has the right to ban or exclude from search results websites whose content is not relevant to the keyword. Good keyword that are highly competitive are less likely to rank in the top. Keywords that have no monthly searches generate no traffic, and therefore are useless for SEO.

A very popular and highly competitive keyword on Google Search engine is "making money". It has 2,89,00,00,000 search results, meaning that millions of websites are competing for that keyword. Keyword research starts with finding all possible word combinations that are relevant to the "making money" keyword. For example, a key word "acquiring money" has significantly less search results, only 479,00,000, but it has the same meaning as "making money". Another way is to be more specific about a keyword by adding additional filters Keyword "making money online from home in Canada" is less competitive on a global scale and therefore easier to rank for Multiple tools are available to find keywords and analyze them.

SEARCH ENGINE MARKETING

Search Engine Marketing (SEM) is a term that refers to increasing your web presence through the use of keywords and search ability. There are different ways that a company can go about using SEM and there are some important elements to keep in mind when starting the type of marketing .

The term Search Engine Optimisation (SEO) is also a term that can be used interchangeably with SEM, but there is a difference in meaning between the two. While SEM may refer to improving your presence through organic, or free, listings on a search engine, it also refers to paying for an advertisement on a search engine or using pay-per-click or cost-per-click advertising. SEO on the other hand, refers only to organic listing through a search engine. While being the most cost effective means to increasing your web presence, it is also the most preferred way. The following sections will discuss the different methods to perform SEM and what the differences are between the methods. Because of the importance of SEO, we will mostly discuss this type of SEM. Search Engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimisation and advertising. SEM may use search engine optimisation (SEO), that adjusts or rewrites website content to achieve a higher ranking in search engine results pages or use pay for click listings.

MARKET SIZE

In 2012, North American advertisers spent US \$19.51 billion on search engine marketing. The longest SEM Vendors were Google Adwords and Bing Ads of 2006, SEM was growing much faster than traditional advertising and even other channels of online marketing. Because of the complex technology, a secondary ‘search marketing agency’ market has evolved. Some marketers have difficulty understanding the intricacies of search engine marketing and choose to rely on third party agencies to manage their search marketing.

HISTORY

As the number of sites on the Web increased in the mid-to-late 90s, search engines started appearing to help people find information quickly. Search engines developed business models to finance their services such as pay for click programmes offered by Open Text in 1996 and then Goto.com in 1998. Goto.com later changed its name to Overture in 2001, and was purchased by marketing. Google also began to offer advertisements on search results pages in 2000 through the Google Adwords programmes. By 2007, pay-per-click programmes proved to be primary money-makers for search engines. In a market dominated by Google in 2009 Yahoo! and Microsoft announced the intention to forge an alliance. The Yahoo! ← Microsoft Search Alliance eventually received approval from regulations in the US and Europe in February 2010.

Search engine optimisation consultants expanded their offerings to help businesses learn about and use the advertising opportunities offered by search engines, and new agencies focusing primarily upon marketing and advertising through search engines emerged. The term “Search Engine Marketing” was proposed by Danny Sullivan in 2001 to cover the spectrum of activities involved in performing SEO managing paid listing at the search engines, submitting sites to directories, and developing online marketing strategies for businesses, organisations, and individuals.

METHODS AND METRICS

These are four categories of methods and metrics used to optimise websites through search engine marketing —

1. Keyword research and analysis involves three “steps”, ensuring the site can be indexed in the search engines, finding the most relevant and popular keywords for the site and its products, and using those keywords on the site in a way that will generate and covert traffic.
2. Website saturation and popularity, or how much presence a website has on search engines, can be analysed through the number of pages of the site that are indexed on search engines (saturation) and how many back links the site has. It requires pages to contain keywords people are looking for and ensure that they rank high enough in search engine rankings. Most search engines include some form of link popularity in their ranking algorithms The following are major tools measuring various aspects of saturation and link popularity; Link Popularity, Top 10 Google Analysis, and Market leap’s Link popularity and Search Engine Saturation.
3. Back end tools, Including Web analytic tools and HTML validators provide data on a website and its visitors and allow the success of a website to be measured. They range from simple traffic counters to tools that work with log files and to more sophisticated tools that are based on page tagging. These tools can deliver conversion-related information. There are three major tools used by EBSCO : (a) log file analysing tool: Web Trends NetiQ; (b) tag-based analytic programmes Web Side Story’s Hit box; (c) transaction-based tool: Tealeaf RealITea. Validators check the invisible parts of websites, highlighting potential problems and many usability issues ensures websites meet W3C code standards. Try to use more than one HTML validator or spider simulator because each tests highlights, and reports on slightly different aspects of your website.
4. Who is tools reveal the owners of various websites, and can provide valuable information relating to copyright and trademark issues.

PLACING YOUR KEYWORDS

This section will explain how to best place your keywords as throughout your site and the social media outlets that you may have used. First, we will explain the different types of SEO these are and how important it is to use both.

On Page – This refers to SEO that is used within your company's website. This type of SEO uses keywords to help improve its ranking within search engines. Keywords are placed strategically in different spots like your content or your webpages's titles. SEO of this type is important because it gets people to come directly to your site.

Off Page – This refers to SFO that is strategically placed outside of the company's website. This could include social media outlets, blog posts, Written articles etc. Back links are what makeup this type & SEO, and this is highly considered the most important kind of SEO. SEO of this type is important as well because it gets people to find your site through multiple outlets.

You will want to focus on both On page and Off Page types of SEO. Receiving traffic, or the amount of visitors to your site, will boost your rankings within results of search engines. Using both types of SEO will help you do just that. Let's make a closer look at how to strategically place your keywords.

ON PAGE SEARCH ENGINE OPTIMISATION

There is no perfect way of placing keywords of this kind onto your website but if you have planned out all possible keywords, you will be ready to start the process. Keep in mind, though, that the process is a constant test, so you will need to be ready to change things if you find a better way to maximise your particular site's optimisation.

1. **Title** – The title of a webpage is one of the most pertinent places to put a keyword. In fact, one study showed that placing the keyword in the title yields higher search results. Consider using the most searched for term. If the page refers to something more specific, for consider using the most searched for term of that type.
2. **<META> Tags** – Web pages are built using Hyper Text Markup Language (HTML), which is full of different commands that execute what you see when you load the page in your web browser. When designing your webpage, you want to be sure that your keywords are used in your <META> tags. Using these helps improve click-through rates, increasing traffic to your site.
3. **URL** – Keywords appearing in a page's URL tend to perform better when users search for them. Also be sure to shorten the length of your page's URL by reducing the amount of sub pages in your website. For example, the URL "website.com/keyword" would do better in search result than "website.com/folder/subfolder/keyword". Hyphens should also be used for keywords, but not the domain names.
4. **Content** – Your keywords should be spread out into the content of your site's pages. Keep in mind, however, that you want to use them strategically by making the flow of the content sound natural. Bundling up random keywords at the bottom of the page will do no good. Remember, consumers expect no gimmicks and are searching for information. They will immediately be turned off from the site if you employ this type of strategy. Be sure to vary the frequency

at which you use the keywords as well as different variations of the keywords. You can also have keywords appear in the section titles of pages, though this does not improve rankings as much as URL and domain keywords. It will not hurt your site's ranking to do so, but be sure it sounds natural.

One more thing that is important when employing keywords in your content is to have keywords after towards the top of a page. This will yield higher results from search engines and will help users identify whether the page is likely to have the content they are looking for. If the search result is out of content for the reader, he may not be interested in looking at your website.

5. <ALT> Tags – <ALT> tags are the descriptors of images that show up in a browser. The <ALT> tag is shown if the image itself is not successfully loaded, but it is a valuable tool to use to improve information on your site and for search engines to look for. This is one of the most highly advised tools to use, so be sure you use a relevant image and at least one keyword in the tag to maximise the tag's use.
6. On Page Links – This plays an important role in your keyword usage when you provide links to other pages on your site and even other websites. Use keywords in the links as they appear on the page. Instead of having a link that says "Click Here", instead have a keyword as the link that still sounds natural.

OFF PAGE SEARCH ENGINE OPTIMISATION

Performing this type of SEO will require more work for you and your team, but the effort is well worth it. This kind of SEO extends beyond your website and into other outlets, like social media or blog posting sites. Successfully implementing this strategy will help boost your site's ranking and help propel your site to the top of search engine results. Let's take a closer look at how to do this.

- (i) Social Media Sites – The marketing strategy should also use SEO as part of the plan. The benefit of using these types of sites is that you already have an audience that is aware of your company and the product you want to sell. Employ keywords in the profiles that you have created on these sites and link between the two. This will help your rankings tremendously, so having both the site and your profiles working in conjunction is highly recommended.
- (ii) Article Directories – Writing and posting articles for certified sites is another practice to consider if you want to expand the traffic to your site. There are many websites on the Internet dedicated to posting well written and researched articles for informational purposes. Consider becoming a part of the community by writing a few of your own and linking between them. This establishes credibility and increases awareness of your company and brand. Remember to add in keywords as well.
- (iii) Blog Posts – Creating and writing a blog adds another space for your company on the Internet. Companies employ this tool to provide customers with up to date information on a regular basis, while creating an interactive environment for users. Again, linking between your blog and your website is a must and using keywords in your blog posts is essential.

- (iv) Video Sites – Sites dedicated to storing videos are another good option to employing off page SEO. Using, these sites is beneficial because you can store videos without having to sacrifice space on your own server. Additionally, Your band with width is not taken up. Linking between the video site and your website is a good idea, but consider also embedding the video on your site if bandwidth allows. As always, use strong keywords to maximise search results from users.
- (v) Commenting on forums – Not only can you comment on forums, but you can comment on social media sites in the form of wall posts and tweets. You can also comment on other's blog posts. This kind of SEO marketing is much more frequent, but very beneficial in practice. You can use keywords in your comments and provide links to your social media profile and website.

ADDITIONAL KINDS OF SEM

Certainly; SEO is very beneficial because of how cost effective it is. After all, it is free if you use the right tools and proper techniques. We will now turn over to additional kinds of SEM techniques that you can use in your Internet Marketing strategy. These SEM techniques will require more advanced knowledge, more application of software and more investment.

(i) Advertising on other Websites –

If you look at some websites, they will have banners on the top, bottom, and/or sides of the pages. This is one way of investing some capital into advertising. It is one way of bringing in traffic to your own company's website To do this find a link on the website that says "Advertise with Us" or "About Us".

Ads on another website can vary widely in price some of the factors that will affect what you pay include:

- The size of the ad you choose - the larger the ad, the more expensive it will be.
- The location on the page where you want your ad displayed ads at the top of the page will cost more than ads at the bottom.
- The amount of traffic that the website receives -the more popular the website, so the more people that will see your ad, the more you will need to pay for the ad.
- The percentage of the time that you want your ad to appear-your ad won't necessarily appear every time that the site is loaded by a visitor. Instead, you can pay less if your ad "rotates" in display with other ads. Before you invest in advertising in another website, you should research the kind of demographic the website brings in.

If you considering advertising with them, keep in contact and ask them questions. The information will be valuable.

(ii) Pay-Per-Click Advertising –

When you want to only pay for Internet advertising that gets response - a "click"- You want Pay Per Click (PPC) advertising. In this case, you are usually talking about text ads that appear to the right of search engine results or on websites that have monetised their sites by allowing advertisers to place ads on the site that the

advertiser believes that site's customers will be interested in. This is different from purchasing ad space directly from the website because instead you are allowing the advertiser to choose which site(s) your ad should be shown on.

The most commonly discussed form of PPC advertising is Google Ad Words, though similar programmes exist on all the major search engines. In these types of advertising you are competing with other advertisers for keyword-based ads based on what you are willing to pay to have your ad shown first.

To explain this more clearly, let's go back to the weight loss supplements example used earlier in the book. Imagine that you want to write an ad on Google that will display to the right of the search results when someone searches for "weight loss supplement".

In order for your ad to appear, you need to be willing to pay more per click for your ad than other advertisers who want their ads to be shown when that same keyword phrase is used. This sounds simple enough, but it can actually be a complicated science to determine how much to pay per click so that you get enough traffic to your site but so that you do not end up paying thousands of dollars for clicks that you cannot afford.

If you decide you want to experiment with PPC advertising, be sure to set a limit on the daily amount you are willing to spend. That way you would not end up with a huge bill that you are not expecting and you can see how much the resulting traffic actually produces in revenue on the site before investing more money in PPC advertising.

(iii) Affiliate Marketing –

The final major category of Internet marketing is affiliate marketing. In affiliate marketing, you get other people to drive traffic to your site in return for a percentage of any sale that is made as a result of that visit to your site.

In other words, you allow others to do part of your marketing for you. However, affiliate marketing is not suited for every product. In order for it to work, you need to have :

A high enough profit margin that you can afford a commission for your affiliates.

An attractive product or service that other people will be motivated to promote because you pay a good commission and the product is relatively easy to sell.

You can register with large affiliate "market places" that help manage your affiliate programmes for a fee. Some of the most popular include :

- Click Bank
- Commission Junction (CJ. Com)
- Pay Dot com
- Affiliate Market place.
- Click 2 Sell
- PayGear

You will need to register with these sites and then people who want to be your affiliates will be able to find you. Of course, you can manage your own affiliate programme, but when you are first experimenting with affiliate marketing it will probably be easier for you to use one or more of these services.

SEARCH ENGINE BENEFITS

- Search engines outperform all other media in driving visitors to websites with 85% of Internet users citing search engines as the primary method to find to website.
- Traffic from search engines is the most valuable kind of traffic as it is comprised of qualified visitors actively looking for a product, service information, or solution
- Search engines work for you non-stop 24/7.

WEB TRAFFIC

Web traffic is the data sent and received by visitors to a website. Since the mid-1990s, web traffic has been the largest portion of Internet traffic. Sites monitor the incoming and outgoing traffic to see which parts or pages of their site are popular and if there are any apparent trends, such as one specific page being viewed mostly by people in a particular country. Those are many ways to monitor this traffic, and the gathered data is used to help structure sites, highlight security problems or indicate a potential lack of bandwidth.

Not all web traffic is welcomed. Some companies offer advertising schemes that in return for increased web traffic (visitors), pay for screen space on the site.

Sites also often aim to increase their web traffic through inclusion on search engines and through search engine optimization.

Web Analysis –

Web analysis is the measurement of the behaviour of visitors to a website. In a commercial context, it especially refers to the measurement of which aspects of the website work towards the business objectives of Internet marketing initiatives; for example which landing pages encourage people to make a purchase.

Web control –

The amount of traffic seen by a website is a measure of its popularity. By analyzing the statistics of visitors, it is possible to see shortcomings of the site and look to improve those areas. It is also possible to increase the popularity of a site and the number of people that visit it.

Limiting Access –

It is sometimes important to protect some parts of a site by password allowing only authorized people to visit particular sections or pages. Some site administrators have chosen to block their page to specific traffic, such as by geographic location. The re-election campaign site for U.S. President George W. Bush was blocked to all internet users outside of the U.S. on 25 October 2004 after a reported attack, on the site. It is also possible to limit access to a web server both based on the number of connections and the bandwidth expended by each connection.

SOURCES

From Search Engines - The majority of website traffic is driven by search engines. Millions of people use search engines everyday to research various topics, buy product, and go about their daily surfing activities. Search engines use keywords to help users find relevant information, and each of the major search engines has developed a unique algorithm to determine where websites are placed within the search results. When a user clicks on one of the listings in the search results, they are diverted to the corresponding website and data is transferred from the website's server, thus counting the visitors towards the overall flow of traffic to that website.

Search engine optimization (SEO), in the ongoing practice of optimizing a website to help improve its rankings in the search engines. Several internal and external factors are involved which can help improve a site's listing with in the search engines. The higher a site ranks within the search engines for a particular keyword, the more traffic it will receive.

Increasing Traffic-

Web Traffic can be increased by the placement of a site in search engine and the purchase of advertining, including bulk email, pop-up ads, and in-page advertisements.

Web traffic can also be purchased through web traffic providers that can deliver targeted traffic. However, buying traffic may negatively affect a site's search engine rank.

Web traffic can be increased not only by affecting more visitor to a site, but also by encouraging individual visitors to "linger" on the site, viewing many pages in visit. If a webpage is not listed in the first pages of any search, the odds of someone finding it diminishes greatly especially if there is other competition on the first pages. Very few people go past the first page, and the percentage that go to subsequent pages is substantially lower. Consequently, getting proper placement on search engines, a practice known as SEO, is as important as the web site itself.

Too much web traffic can dramatically slow down or prevent all access to a website. This is caused by more file requests going to the server than it can handle and may be an intentional attack on the site or simply caused by over-popularity. Large-sale websites with numerous servers can often cope with the traffic required and it is more likely that smaller services are affected by traffic Overload, Sudden traffic load may also hang your server or may result in a shutdown of your services.

Denial of service attacks.

Denial of service attacks have forced websites to close after a malicious attack, flooding the site with more requests than it could cope with viruses have also been used to coordinate large scale distributed denial-of-service attacks.

Sudden Popularity

A sudden burst of publicity may accidentally cause with traffic overland. A news item in the media, a quietly propagating a mail, or a link from a popular site may cause such a boost in visitors.

Fake Tattic.

Interactive Advertising Bureau estimated in 2014 that around one third of web traffic is generated by Internet bots and malware.

Traffic encryption -

According to Mozilla since January 2017, more than half of the Web traffic in encrypted with HTTPS. Hypertext Transfer protocol Secure (HTTPS) is the secure version of HTTP and it secures information and data transfer between a user's browser and a Website.

ORGANIC SEARCH

Whether consumers are buying online or off, 87% of shoppers start their product searches online, and that means that businesses both Online and need to understand what makes search engines tick in order to attract as many of those Inquiries as possible- and this include terminology like 'organic Search'.

Organic search refers to the unpaid listings that come up on search engine pages (SERPs) as opposed to paid returns. If you enter 'dance wear' in to Google search and scroll down past the advertisements, you will find the list of vendors begins. Each business has its own ideas on the kind of content that'll encourage their prospective consumers to click through to their sites:

Natural search v/s Organic Search-

In the food Industry, natural and organic are very similar terms but with some significant differences in processing. So what about in online marketing? You have probably heard the terms organic search and natural search. What is natural search? Natural search are essentially the same: they both refer to search engine results based on website content.

Benefits of Organic SEO-

The critical benefit of organic search engine optimization in viability. Having your page listed early in the search engine results means your clients see it more often when they are looking for your type of product or service.

Organic Search Drawbacks-

Organic ranking refers to where your page appears in the list of organic listings the closer to the top, the better. Again, this ranking cannot be Influenced by paid advertising but depends on the page's relevance to the searched keyword. If the search engine decides your page's content is close to what the user is looking for, it will display your page at the top of the organic listings.

How to Improve organic search ranking-

Search engine optimization (SEO) will improve organic search rankings of your website pages. Using keyword research on your product and your competitors will

reveal opportunities and keyword gaps. Keyword gaps are keywords in use that your competitors are ranking better than you. Obvious? True. But you may discover niche words that are performing well that you need to address.

Organic search vs Paid Search

Organic search and Paid search Internet users seem to trust organic listing more than paid lists. 80% of users Ignore paid ads and scroll straight to organic listing, so if you can be at the top of the organic listings, you will get more and more meaningful clicks to your website.

However, there is a surprising correlation between organic search and paid ads. When the two are used in conjunction, and the organic rank is high, the click-through rate for both increases. There is a synergy that results in the one boosting the other.

How to improve your website's performance in organic search

Take these steps to improve your organic results:

(i) Competitive Analysis -

Start by identifying your competition's highest performing pages and the Key words that bring their customers to those pages. An organic search agency will have the organic traffic analysis tools and the know-how to understand the data. From this investigation, you can take advantage of these four general opportunities:

1. Keyword Gaps - as discussed, keyword gaps are keywords your competitors are performing better with.
2. Link Gaps - are sites that link to your competitors but do not link to you.
3. Keyword Cannibalization - when two pages on your website are ranked for the same keyword (and compete against each other).
4. Content Improvement

(ii) Build supporting content for top keywords

Supporting or satellite content will boost the effectiveness of that Keyword topic for organic search results. You can also incorporate long tail keywords into this supportive content. Long-tail keywords are phrases that are more likely to be used in verbal searches or when a consumer is closer to a purchase.

(iii) Build Back links to improve domain authority.

Starting with your Identified link gaps and once your content is updated, start to work on developing back links. Back links are links to your content from other websites and are critical to improving your domain authority or your standing with Google. Sites with a higher domain authority rank higher on SERPs. Your SEO agency will have various methods for connecting with your larger community and creating back links.

(iv) Optimize for the “People Also Ask” section on a SERP–

Content appearing in the people Also Ask (PPA) section of a SERP receives increased traffic and an authority benefit from having your Content appear twice on the first page. Test your important key words. Level find out what questions appear in the PPA. Ask that specific question and answer it in your website content.

If you want to see your site’s organic traffic increase, start with these basic SEO techniques that will take your site to the next level. Using an SEO agency will make this process easier, faster, and more effective. Contact us today for a demonstration of the power of improving your organic search.

Natural Search -

Natural Search and organic search are essentially the same: they both refer to search engine results based on website content. The terms are synonymous. They both provide more accurate and credible search results since they are generated by significance and content, as opposed to a paid search which can display any result so long as it’s been paid for.

LANDING PAGE

A landing page is a stand alone web page created for a particular digital marketing Campaign, as part of a wider marketing strategy. A user will reach it by clicking on an advertisement that leads to the landing page. An effective Landing page will include all the necessary information to convert a visitor into a customer. A landing page may also be referred to as a splash page, destination page, static page or lead capture page.

Why use landing pages ?

Landing pages are quick and cost-effective way to validate your product concept. You can use them to gauge the demand, interest and pain points of your audience and to test different aspects of your product, such as the name, logo, features, pricing, For messaging. You can also use them to build your email list generate leads, and create buzz around your product. By using landing pages, You can avoid wasting resources on developing a product that nobody wants, and instead focus on creating a product that solves a real problem for your customers.

How to create a Landing Page?

You can easily create a landing page using Wix’s landing page builder, or by trying out these landing page templates. More specifically, when you are creating a landing page for your business, product or service, you should make sure to include the following elements:

- **A clear call to action:** Arguably the most important part of your landing page, the call to action or CTA, is where you tell your site visitors what to do next. Your goal is to make them click on that button and transform them into a customer. Whether it be “call us Now”, “click Here to Buy” or Sign up Your CTA should compel people to act now. The copy should be short, to-the point and generally start with a verb. Also consider the design button, making sure it stands out and is easy to click on- Your CTA
- **Copy:** Write a short and clear explanation of what your business offers its users, focus on the benefits you provide, highlighting what makes your product or service, so unique and useful. The text should be enticing, succinct and personal. You can write it in the “you” form to grab visitors attention.
- **Visuals:** Add images or videos that give visitors a better idea of your offering. They should get the right tone for your brand and help explain your product or service. For example, a landing page for a job searching platform could include a photo of an office, and a landing page for a design conference may include images of the audience or speakers.
- **Your Company logo:** If you have a logo, include it on your landing page to increase your brand recognition and ensure visitors associate the pass with your company. If you do not yet have a logo, you can create one with Wix logo maker.

Advantages

Using landing pages to a validate your product concept has many advantages such as getting feedback and validation from seal users, testing your product idea before building it, learning more about your target market, increasing your credibility and authority, and generating interest and excitement to your product. This can save time and money on development and marketing as well a as create a community of early adopters and supporters.

Disadvantages

Using landing pages to validate your product concept has some potential draw backs. You may not get enough traffic or conversions to draw meaningful conclusions, or you may attract the wrong type of visitors or Customers. Additionally, there could be legal or ethical issues if you make false or misleading claims about your product, or if you collect personal information without consent or proper security. Furthermore, you may lose trust and credibility if you fail to deliver on your promises, or if you take too long to launch your product, Lastly, you may miss out on valuable insights or feedback that could be obtained from other validation methods, such as interviews, surveys, prototypes, or beta testing.

TYPES OF LANDING PAGES

There are two types of landing pages: reference and transactional.

1. Reference landing pages.

A reference landing page presents information that is relevant to the visitor. These can display text, image, dynamic compilations of relevant links or other elements.

2. Transactional landing pages-

The purpose of the transactional landing page is to persuade a visitor to take action by completing a transaction. This is accomplished by providing a form that needs to be filled out. The visitor information is obtained in order to add the visitor's email address to a mailing list as a prospect. An email campaign can then be developed based on response to transactional landing pages. The goal is to capture as much information about the visitor as possible. The ultimate goal is to convert the visitor into a customer.

CONVERSION ANALYSIS

In Electronic Commerce, Conversion marketing is marketing with the Intention of increasing conversions, that is, site visitors who are paying customer.

Conversion marketing attempts to solve low online conversions through optimized customer service, which requires a complex combination of personalised, Customer experience management, web analytics, and the use of customer feed back to contribute to process flow improvement and site design.

By focusing on improving site flow, online customer service channels, and online experience conversion marketing is commonly viewed as a long term Investment rather than a quick fix. Increased site traffic over the past 10 years has done little to increase overall conversion rates, so conversion marketing focuses not on driving additional traffic but converting existing traffic. It requires proactive engagement with consumers using real time analytics to determine if visitors are confused and show signs of abandoning the site; then developing the tools and messages to inform consumers about available products and ultimately persuading them to convert online. Ideally, the customer would maintain a relationship post-sale through support or re-engagement campaigns. Conversion marketing affects all phases of the customer life cycle, and several conversion marketing solutions are utilized to help ease the transition from one phase to the next.

Conversion Rate -

“Conversion Rate redirects here. For conversion rates in chemistry, see

Conversion rate The conversion rate is the proportion of visitors to a website who take action to go beyond a casual content view or website visit, as a result of subtle or direct requests from marketers, advertisers and content creators.

$$\text{Conversion rate} = \frac{\text{Number of Goal Achievements}}{\text{Visitors}}$$

Successful conversions are defined differently by individual marketers, advertisers, and content creators. To online retailers, for example, a successful conversion may be defined as the sale of a product to a consumer whose interest in the item was initially sparked by clicking a banner advertisement. To content creators, a successful conversion may refer to a membership registration, newsletter subscription, software download, or other activity.

Measurement

For websites that seek to generate offline responses, for example telephone calls or foot traffic to a store, measuring conversion rates can be difficult because a phone call or personal visit is not automatically traced to its source, such as the Yellow Pages, website, or referral. Possible solutions include asking each other caller or shopper how they heard about the business and using a toll-free number on the website that forwards to the existing line.

For websites where the response occurs on the site itself, a site's analytics' package can be used to track user behaviour.

Three reports help you analyze conversion paths themselves, as opposed to the contribution of each channel.

(a) Top conversion paths:

The Top Conversion Paths report shows all of the unique conversion paths that led to conversions, as well as the number of conversions from each path and the value of these conversions. This allows you to see how channels interact along your conversion paths.

As you look through the list of paths, you may find repeated patterns that give you insights into how to most effectively market across channels.

The channels in the report are labeled according to the MCF Channel Grouping by default, but you can change the labels by selecting a different Primary Dimension. For information on how channels are labeled in this report, read About Channels. This report also allows you to view data by channel grouping.

(b) Time Log:

The Time Lag report counts the number of days from the first user interaction to conversion. Some Analytics users like to compare this report with the E-commerce Time to Purchase report, which counts the number of days from the first campaign referral to conversion. Given the different starting points for the two time-lines, the reports do not match.

(c) Path Length:

The Time Lag report shows how many conversions resulted from conversion paths that were 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 or 12+ days long. This can give you insight into the length of your online sales cycle. The Path Length report shows how many conversions resulted from conversion paths that contained 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12+ channel interactions.

- 1. Google** - Google, founded in 1998, claims to offer the most detailed Information and user-friendly format. It provides featured snippets at the top of search engine results for different search queries. Such boxes show, all links to the website, news, and articles results for the related search terms. The boxes tend to get displayed as brief replies to user queries and intent without the need for users to click on a link. The different reply boxes include population charts, movie show times, flight details, word definitions, and other information pieces. When it comes to displaying search engine results, Google evaluates the authority of websites. It evaluates the authority of a website considering other linked websites. Google won't disappoint users when acquiring trusted and validated results. Google crawlers can effectively distinguish valid and take link. Over the year, Google has upgraded its algorithms and focused on high-quality and valuable content rather than promoting well built links and web pages: Google helps startup websites and gives a chance to build links naturally. It displays your link on the result page until you draft and delivers high quality and relevant content for target customers. With advanced features like Google Instant, Google delivers search results quickly. Users do not need to press "Enter" when typing a search query. Google offers numerous vertical searches to improve the UX. The homepage consists of features, such as email, web, images and news, to help users narrow down their searches as required.
- 2. BING.** Bing is a Microsoft-powered search engine that was launched in 2009 and thus, is quite newer to the online search world like Google and yahoo. It was functional as MSN search in 1998 and then evolved into a more advanced search engine. Bing may not be as advanced as Google but has a more visual home search page than Google's simple version, with links to news added to the background picture and trivia bits. Bing's search homepage shows a news carousel throughout the bottom. Except for that carousel, Bing functions almost like a typical search engine. You need to type a query and press the "Enter" button to get the search engine results. Your website can easily rank high on Bing's page if you use relevant key words in your content, mainly heading. Even though new website owners and bloggers can gain online visibility easily, users may not be highly satisfied with search results. Bing never cases if websites ranking high on SERPs have high authority links which compromises the search results relevance and makes users doubt. As Bing it a relatively new search engine on the Internet, it does not, have an excellent crawling and indexing system like Google and yahoo. It is not capable of distinguishing genuine and fake links. While Bing is quite better than Yahoo at decrypting meaning behind search queries and attempting to deliver the most relevant search results. If you can build a highly focused web page, your content tends to display on Bing's pager. Moreover, ios uses this search engine to boost search results for its app siri.

Bing also use SERP answer boxes which are pretty less prominent, then Google. Bing has their right-column content, known as Snapshots, that looks almost the same as Google's knowledge Graph results.

3. **Yahoo**– Yahoo, launched in 1995, is mainly an online portal rather than just a search engine. During the early years, Yahoo utilized search results from other web crawlers during the early years and started indexing and crawling in 2003. One of the Yahoo's key features's web search the home page looks much better and more interactive than Google and Bing. The page includes a wide range of products and features that connect you to email, travel, shopping, news, scores and much more information. One of Yahoo's key features in web search. After Yahoo formed an association with Bing in 2009, their combined forces pose risks to Google. Bing powers Yahoo's searches, while yahoo powers the SERPs design and displays results. You can see a few boxes and no right-column content on Yahoo SBRPS.

Yahoo is good at website indexing and has been making a lot of upgrades and modifications to search engine algorithms But if prefers old and well-built web pages over new websites on SERPs. As Yahoo has plenty of internal content on the web site via its paid inclusions program, it usually displays biased search results that redirect searchers to their own content. This technique may compromise the results relevancy that users find unacceptable.

Yahoo lags behind Google in terms of answer boxes and right column, still, many website owners, users, and bloggers find Yahoo very useful as it positions old websites high on the search results. The new website owners tend to display Yahoo's SERPs than on Google.

SEARCH METHODOLOGY

Commercial search engines, especially meta-search engines, were designed to locate the information by querying multiple conventional search engines and integrating the partial results generated by each search engine. A few meta-search engines attempt to intelligently select the search engines that perform best for a particular query. The problem of finding the search engines that performs best for a query is known as the search engine selection problem,

1. Spell it out-

Spell-cut the subject you are so e searching for. Write down any keywords, acronyms and abbreviations. Be sure they think about the “who” associated with your subject. Who would be likely to produce or publish the information you are seeking? Is there a well known expert.

University or association that specializes in your subject. The words you write down become the basis for searches later on.

2. **Strategize.** Choose your approach, which online resources, tools. Decide what the best tools to use for each of your specific search terms. This requires that you understand there are different strengths and weakness of the various online tools. For more information, see my overview of search tools. .

Directory (DMOZ)- Use for general terms and subject key words only.

Search Engines: (Google, Bing). Use for detailed, obscure keywords.

Ce.g. Coetaneous T. Cell Lymphoma/Mycosis fungicidess.)

User Pages (Joe's Ultimate guide to XYZ)- These pages can contain an in-depth guide for your subject. (e.g. Once Link)

Specialized Tools - There are many specialized tools which can take you to another level of detail. These tools can quickly answer searches within their area of expertise.

3. **Search-** Get online, execute, stay focused, use advanced search features your search results depend greatly on how you phrase your keywords. First, be sure you asking the appropriate level of detail for the specific tool your are using (simple words at DMOZ, obscure words and specific phrases at Google). you can focus your results when you take the time to read the help file and construct a more specific query.

4. **Sift-** Filter the results, follows the beads-

You may be presented with many search results and potential leads. Stop and read, before you click and waste time. Scroll up and down the entire page, and determine which are the most promising links based on the description. Before you click on a link, hover over the link and read the link's URL in the browser's feed back area (at the bottom of the screens, you will be surprised how many dead-end links you will avoid just by reading their URL first. Finally, whenever you see 2 or more interesting links to pursue go ahead and explore all of them simultaneously by opening multiple web browsers.

5. **Save-** When you discover a great site, be sure to have this discovery, or you are doomed to repeat the search all over again. Methods of saving include: Add bookmark, and organize your book marks in to folders/submenus save a copy of the page to disk using "file"> "save as" copy and baste selected text directly form the web page into a word processing program. You may also want to copy and paste the URL into the word processor, so later on you will knew where the page came from.

Review Questions

Conceptual Type -

1. What is Email campaign?
2. What is Google Adword?
3. Give the meaning of search engine?
4. What is page ranking?
5. What is Search Engine Optimization ?
6. What Is Link building?
7. What is landing page?
8. What is Concession analysis?

Analytical Type

1. Discuss about e-mail campaign creation and management.
2. Discuss about Long tail in SEO.
3. Explain about Search Methodology.
4. Distinguish between Google and Bing.
5. Discuss about Longtail in SEO.

Desorptive Type -

1. Explain various pricing models online.
2. Discuss about Google Adwords analytics.
3. Discuss Process and Methodology of search Engine Optimization.
4. Explain in details about keyword analysis.
5. Discuss about Search Engine Marketing.



SOCIAL MEDIA and e-PR

Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. While challenges to the definition of social media arise due to the variety of stand-alone and built-in social media services currently available, these are some common features.

1. Social media are interactive Web 2.0 Internet-based applications.
2. User-generated content - such as text posts or comments, digital photos or videos, and data generated through all online interactions is the life blood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups.

The term social in regard to media suggests that platforms are user-centric and enable communal activity. As such, social media can be viewed as online facilitators or enhancers of human networks - webs of individuals who enhance social connectivity.

Users usually access social media services through web-based apps on desktops or download services that offer social media functionality to their mobile services (e.g. smart phones and tablets). As users engage with these electronic services, they create highly interactive platforms in which Individuals, Communities, and organizations can share, Co-Create, discuss, participate, and modify user-generated or self-curated content posted online. Additionally, social media are used to document memories, learn about and explore things, advertise oneself and form friendships along with the growth and ideas from the creation of blogs, podcasts, videos, and gaming sites. This changing relationship between humans and technology is the focus of the emerging field of technological self studies. Some of the most popular social media 'websites' with more than 100 million registered users, include Twitter, Facebook (and its associated Messenger), WeChat, Share Chat, Instagram, Qzone, Weibo, VK, Tumblr, Baidu Tieba, and LinkedIn. Depending on interpretation, other popular platforms that are sometimes referred to as social media services include YouTube, QQ, Quora,

Telegram, WhatsApp, Snapchat, Pinterest, Viber, Reddit, Discord, Tik Tok, Microsoft Teams, and more, Wikis are examples of collaborative Content creation.

Social media outlets differ from traditional media (e.g. print media magazines and newspapers, TV, and radio broadcasting) in many ways, including quality, each frequency, usability, relevancy and permanence. Additionally, social media outlets operate in a dialogic transmission system (i.e. many source to many receives) while traditional media outlets operate under a monologic transmission model (i.e. one source to many receivers). For Instance news paper is delivered to many subscribers and a radio station broad casts the same programs to an entire city.

Observers have noted a wide range of positive and negative impacts when it comes to the use of social media. Social media can help to improve an individual's sense of connectedness with real or online communities and can be effective communication (or marketing) tool for corporations, entrepreneurs, nonprofit organisations, advocacy groups, political parties, and governments. Observers have also seen that there has been a rise in social movements using social media as a tool for communicating and organizing in times of political unrest.

History-

The PLATO system was launched in 1960 after being developed at the University of Illinois and subsequently commercially marketed by Control Data Corporation. It offered early forms of social media features with 1973- innovations such as Notes, PLATO's message- forum application; TERM-talk, its instant-messaging feature; Talkomatic perhaps the first online chat room; News Report, a crowdsourced on line news paper, and blog and Access Lists, enabling the owner of a note file or other application to limit access to a certain set of users, for example, only friends, classmates or co-workers.

ARPANET, which first came online in 1967, had by the late 1970s developed a rich cultural exchange of non government (business ideas and communication, as evidenced by the network etiquette (or "netiquette") described in 1982 hand book on computing at MIT's Artificial Intelligence Laboratory - ARPANET evolved into the Internet following the publication of the first Transmission Control Protocol (TCP) specification, RFC 675 (https://datatracker.ietf.org/doc/html/rfc_675) (specification of Internet Transmission Control Program), written by Vint Cerf, Yogen Dalal and Carl Sunshine in 1974. This became the foundation of Usenet, conceived by Tom Truscott and Jim Ellis in 1979 at the University of North Carolina at Chapel Hill and Duke University, and established in 1980.

A precursor of the electronic bulletin board system (BBS), known as Community Memory, appeared by 1973. True electronic BBS arrived with the Computer Bulletin Board system in Chicago, which first came online on February 16, 1978. Before long, most major cities had more than one BBS running on TRS 80, Apple II, Atari, IBMPC, Commodore 64, Sinclair and similar personal computers. The IBM PC was

introduced in 1981, and subsequent models of both computers and PCs were used throughout the 1980s. Multiple modems followed by specialized telecommunication hardware, allowed many users to be online simultaneously. Compuserve, Prodigy, and AOL were three of the largest BBS companies and were the first to migrate to the Internet in the 1990s. Between the mid-1980s and the mid-1990s BBSes numbered in the tens of thousands in North America alone. Message forums arose with the BBS phenomenon throughout the 1980s, and early 1990s. When the World Wide Web (WWW, or “the web”) was added to the Internet the mid-1990s, message forums migrated to the web, becoming Internet forums, primarily due to cheaper per-person access as well as the ability to conduct (MOS) semiconductor device fabrication, reaching smaller micron and then submicron levels during the 1980s-1990s, led to the development of the NMOS (n-type MOS) active-pixel sensor (APS) at olympus in 1985, and then the complementary MOS (CMOS) active-pixel sensor (CMOS sensor) at NASA’s Jet Propulsion Laboratory (JPL) in 1993. CMOS sensors enabled the mass proliferation of digital cameras and camera phones, which bolstered the rise of social media.

Development of Social-Media Platforms -

In 1991, when Tim Berners-Lee integrated hypertext, software with the Internet, he created the World Wide Web, remarking the beginning of the modern era of networked communication. This breakthrough, facilitated the formation of online communities and enabled support for offline groups through the use of weblogs, list servers and email services. The evolution of online services progressed from serving as channels for networked communication to becoming interactive platforms for networked social interaction with the advent of Web 2.0.

Social media started in the mid-1990s with the advent of platforms like Geo Cities, Classmates.com, and six Degrees.com. While instant messaging and chat clients existed at the time. Six Degrees was unique as it was the first online service designed for real people to connect using their actual names. It boasted features like profiles, friends lists, and school affiliations, making “the very first social networking site” according to CBS News. The platform name was inspired by the “six degrees of separation”. Concept, which suggests that every person on the planet is just six connections away from everyone else.

In the early 2000s, and social media platforms gained wide spread popularity with the likes A Friendster and My space, followed by facebook, You Tube and Twitter, among others.

Research from 2015 shows that the world spent 22% of their time on the time on social networks, thus suggesting the popularity of social media platforms likely fueled by the widespread adoption of smart phones. There are as many as 4.76 billion social media users in the world (<https://datareportal.com/social-media-users>) as of January 2023, equating to 59.4% of the total global population.

POPULAR SOCIAL MEDIA IN INDIA

Most Popular Social Media in India are:

1. **Face book-**

According to com-score, facebook is the number one social networking channel in India visited by 20.9 million visitors in July 2010. Facebook becomes the number one by replacing Orkut who had about 19.87 million unique visitors In July 2010.

2. **Orkut-**

Being on number one as India's most popular social website, Orkut is now replaced by facebook. Even in July 2010, with 19.87 million unique visitors, Orkut is now on number two with a low double growth of 16 percent as compared to the last year.

3. **Bharat student.com**

Bharat student is a student networking channel connecting young Indians worldwide. Bharat student is on number 3 with 4.4 total unique visitors in July 2010. It has 3 percent growth units unique visitors as compared in July 2009.

4. **Yahoo! Pulse-**

Yahoo! Pulse comes in force by integrated and improved yahoo! Profiles and Yahoo! 360 and is the fourth most popular Indian networking channel visited by 3.5 million unique visitors in July 2010.

5. **Twitter.com-**

On twitter, one can discover what is happening right now any where in the world. Twitter with 3.3 million unique visitors in July 2010's the number 5th social networking website visited by Indians. Twitter had the highest growth rate among all the 5 upper mentioning channels, Increasing 239 percentages from July 2009. 8 percent of total internet users use twitter in India while 15 used by 20 percent internet users in Indonesia and Brazil.

6. **Linked In.Com-**

Indians are now exchanging information, ideas and opportunities through LinkedIn and therefore, it led to rise in the users of LinkedIn in India. It is the sixth most used website in India and was accessed by 3.3 million unique visitors in July 2010.

7. **Zedge.net.**

Zedge is a free stuff provider for your phone. With the rapid increase in the users of mobile phone, zedge becomes the India's seventh largest website with 81 percent growth since July 2009 with a total of 3.2 million unique visitors in July 2010.

8. **Ibibo.Com -**

Ibibo is another social networking channel like Facebook and Orkut. Here, one can also play games and can send free sms. With 89% of total growth rate since July 2009, Ibibo had 2.9 million unique visitors in July 2010 and this made him the 8th most popular social networking website in India.

9. Yahoo! Buzz

Yahoo! Buzz was launched in 2008. Following Ibibo, Yahoo! Buzz is on number 9 with total number of 1.8 million unique visitors in July 2010. These is 233% growth rate in Yahoo Buzz as compared from July 2009.

10. Shtyle.fm

Shtyle.fm has the highest growth rate amongst all the 10 social net working websites. It had 281% increment since July 2009. The website is on number ten with 1.55 unique visitors in July 2010.

Social networking services with the most users, January 2022

S. No.	Network Name	Number of Users (in millions)	Country of origin
1.	facebook	2,910	United States
2.	YouTube	2,562	United States
3.	whats App	2,000	United States
4.	Instagram	1,470	United States
5.	We chat	1,263	China
6.	TikTok	1,000	China
7.	Face book Messenger	988	United States
8.	Douyin	600	China

According to Statista, it is estimated that, in 2022 those are around 3.96 billion people who are using social media around the globe; up from 3.6 billion in 2020. This number is expected to increase to 4.41 billion in 2025.

Abbs used by (ages 9-12) 2019-20

Platform	over all	Boys	Girls	9-year olds	12-year olds
You Tube	67%	68%	66%	53.6%	74.6%
Minecraft	48%	61%	35%	43.6%	49.9%
Roblox	47%	44%	49%	41.2%	41.7%
Google Classroom	45%	48%	41%	39.6%	49.3%
fortnite	31%	43%	20%	22.2%	38.9%
Tik Tok	30%	23%	30%	16.8%	37%
You Tube kids	26%	24%	28%	32.7%	22.1%
Snap chat	16%	11%	21%	5.6%	22.3%
Face book Messenger	15%	12%	18%	19.10%	10.4%
Instagram	15%	12%	19%	3%	28.8%
Discord	8%	11%	5%	0.7%	14.4%
face book	8%	6%	9%	2.2%	15%
Twitch	5%	7%	2%	1.0%	9.9%
None of the above	5%	6%	5%	9.6%	3.3%

THE ROLE OF SOCIAL MEDIA

Social media is engaging with consumers online. According to Wikipedia Social media is Internet-based tools for sharing and discussing information among human beings. Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, views, and encourage interaction and community building can be classified as a social media. Some popular social media sites are: face book, YouTube, Twitter, Digg, Myspace, Stumble Upon, Delicious, scribed, flickr etc.

The meaning of the term ‘Social media’ can be derived from two words which constitute it. Media generally refers to advertising and the Communicating of ideas or information through publication / channels. Social implies the interaction of individuals with in a group or community.

Taken together, social media simply refers to communication/publication platforms which are generated and sustained by the interpersonal interaction of individuals through the specific medium or tool. Wikipedia has a general definition of the term: social media is the democratisation of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanism to a many to many model, rooted in Conversations between authors, people and peers.

Social media uses the “wisdom of crowds” to connect information in a collaborative manner. Social media can take many different forms, including Internet forums, message boards, weblogs wikis, podcuts, pictures and video.

Social media is made up of user-driven websites that are usually centered on a specific focus (Digg = news) or feature (del.icio.us = book marking). Some times, the community it self is the main attraction (facebook and Myspace = networking).

Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues. Andreas Kaplan and Michael Haenleindefine social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content.”

Social media is the medium to socialise. They use web-based technology to quickly disseminate knowledge and information to a huge number of users. They allow creation and exchange of user-generated Content. Facebook, Twitter, His, Orkut and other social networking sites are collectively referred social media.

Social media represents low-cost fools that are used to combine technology and social interaction with the use of words. These tools are typically Inter net or mobile based like Twitter Facebook, My space and You Tube.

ADVANTAGES OF SOCIAL MEDIA

1. **Useful for educational purposes** - Social media allows you to reach a large audience and build your brand. You can share relevant information on content

with this audience, which is helpful if you want people to follow you on social media. This can help promote your business or product, which will help you. Increase sales.

2. **Build your board** - Social media helps you build your brand by interacting with others and shaping interesting facts about your self. Sharing content on Social media can help you gain followers who will then be interested in what you have to say. It also build trust between the viewer and the content creator because they already knew from because of their interactions on social media platforms such as twitter or facebook.
3. **Reach a large audience-** Social media allows users to easily connect and share information with their friends or followers. Millions of people use social media every day, making it easier for businesses like yours to find potential customers online. Due to its ability to communicate directly with customers, social media has become an essential tool for businesses worldwide. It allows them to engage with customers without being physically present, such as in stores. When some one sees something interesting posted by some one else, they might want.
4. **Target audiences based on their interests** - When choosing who should receive marketing messages via social media, it's essential not just to reach out Indiscriminately but also to target those who would be most likely interested in what you have to offer, this will increase their likeli hood of responding. For example, suppose you are a photographer and want to target businesses that could use your services. In that case, you might send them a message about the different types of photography available and what they can do for each business for companies or portraits for Individuals.
5. **stay up to date** - You can stay in touch with what's happening in your industry or world by following people on social media who are doing things you want to be doing. You can spend time following brands and companies that interest you and find out about new products and services. they one offering so that you can learn from them.

DRAWBACKS OF SOCIAL MEDIA

Social media has become expential to our lives, especially for kids. This is because it provides to learn new things and interact with people world wide. However, these are some downsides as well, these are some dis-advantages of social media.

1. Spending a lot of time on Social media - Social media is addictive and an consume your time if you do not have any other interests. It would help if you kept up with your studies and hobbies to stay productive.
2. Decrease in Communication skills- Social media makes us more Self-centered and less empathetic to wards others. It also makes us more narcissistic than ever because we can show off our achievements and post photos from parties without facing any Consequences.
3. Fake News - Fake news stories have been making headlines lately due to their viral nature. These stories often spread like wildfire among. Young people

who lack critical thinking skills or experience with reading between the lines regarding online content.

4. Social media can cause sleeplessness - Studies show that when people spend too much time on social media, they have trouble getting to sleep, leading to insomnia and other sleep disorders.
5. Content on social media is not appropriate for children - While some parents monitor their kid's social media accounts, most don't have access to them. And if they do, they are not going to be keeping an eye on every single post and saying, "that's inappropriate" This can lead to some pretty dangerous situations.
6. Cyber attacks are becoming more prevalent in today's world - It will help if you protect yourself from these threats by using passwords that are difficult to guess changing passwords regularly, and staying away from public wi-fi hotspots where ever possible.
7. No Privacy - There is no privacy on social media as it is public by nature. Anyone can access the content posted on social media without prior notice or permission from the user who originally posted it.

SOCIAL MEDIA MINING

Social media mining is the process of obtaining big data from user-generated content on social media sites and mobile apps in order to extract actionable patterns, form conclusions about users, and act upon the information, often for the purpose of advertising to users or conducting research. The term is an analogy to the resource extraction process of mining for rare minerals. Resource extraction mining requires mining companies to sift through vast quantities of raw ore to find the precious minerals, likewise, social media mining requires human data analysts and automated software programs to sift through massive amounts of social media data in order to discern patterns and trends relating to social media usage, online behaviours, sharing of content, connections between individuals, online buying behaviour, and more. These patterns and trends are of interest to companies, governments, and not for profit organisations, as these organisations use these patterns and trends to design their strategies or introduce new programs, new products, processes or services. Social media mining uses a range of basic concepts from Computer Science, data mining, machine learning and statistics. Social media miners develop algorithms suitable for investigating massive files of social media data. Social media mining is based on theories and methodologies from social networks analysis, network science, sociology, ethnography, optimization and mathematics. It encompasses the tools to formally represent, measure and model meaningful patterns from large-scale social media data. In the 2010s, major corporations, government and not for profit organisations engaged in social media to obtain data about customers, clients and citizens.

Background-

“The first social media website was introduced by Geo citis in 1994. It enabled users to create their own home pages without having a sophisticated knowledge of HTML coding. The first social networking site, Six Degrees.com was introduced in 1997. Since then, many other social media sites have been introduced, each providing service to millions of people. These individuals form a virtual world in which individuals, entities and interactions Co exist. Social norms and human behaviour govern this virtual world. By understanding these social norms and models of human behaviour and combining them with the observations and measurements of this virtual world, one can systematically analyze and mine social media. Social media moving is the process of representing, analyzing, and extracting meaningful pattern form data in social media resulting from social interactions. It is an interdisciplinary field encompassing techniques from computer science, data mining, machine learning, social network analysis, network science, sociology, ethnography, statistics, optimization and methematics, Social media mining faces grand challenges such as the big data paradox, obtaining sufficient samples, the noise removal fallacy, and evaluation dilemma. Social media mining represents the virtual world of social media in a computable way, it, and designs models that can help us understand its interactions. In addition, social media mining provides necessary tools to mine this world for Interesting patterns, analyze information diffusion, study influence and homophily, provide effective recommendations, and analyse novel social behaviour in social media.

Uses-

Social media mining is used assess several industries including business development, social science research, health services and educational purposes. Once the data received goes through social media analytics, it can then be applied to these various fields. Often, Companies use the patterns of

connectivity that pervade social networks, such as assortativity-the social similarity between users that are induced by influence, homophity and reciprocity and transitivity. These forces are then measured via statistical analysis of the nodes and connections between these nodes. Social analytics also uses sentiment analysis, because social media users often relay positive or negative sentiment in their posts. This provides important social information about user’s emotions on specific topics.

These three patterns have several uses beyond pure analysis. For example, influence can be used to determine the most influential user in a particular network. Companies would be interested in this information in order to decide who they may hire for influencer marketing. These Influencers are determined by recognition, activity generation, and novelty three requirements that can be measured through the data mined from these sites. Analysts also value measures of homophily, the tendency of two similar individuals to become friends. Users have begun to rely on information of other user’s opinions in order to understand diverse subject matter.

These analyses can also help create recommendations for individuals in a tailored capacity. By measuring influence and homophily, online and offline companies are able to suggest specific products for individual consumers, and groups of consumers. Social media networks can use this information themselves to suggest to their users possible friends to add, pages to follow, and accounts to interact with.

HISTORY AND GROWTH OF FACE BOOK

Mark Zuckerberg took the first steps of his path at the early age. Clearly understanding the importance of coding, Zuckerberg's father Edward taught him Atari BASIC computer programming. It did not take long for his skills to become apparent. When he was 11, his parents hired a software developer named David Newman to tutor him. Newman to this day calls Zuckerberg a "prodigy".

Within a couple of years, Zuckerberg created an incredibly practical programme: Zuck Net. His father ran a dentists out of the house and wanted a simple way for the receptionist to contact him without shouting through their home. Zuck Net, which worked like an internal instant messaging system, did just that.

While attending Phillips Exeter Academy, an elite boarding school, his drive to create did not abate. He attracted interest from AOL and Microsoft. He wanted to buy Synapse, a piece of software that learned a user's music taste through AI and listening habits he created with a friend, and give him a job.

Ultimately, he turned it down and set his sights on Harvard. It's here where the origins of Facebook can be found. It's a decision he unlikely regrets now. Facebook became the largest social network in the world, with nearly three billion users as of 2021, and about half that number were using Facebook every day. The company's headquarters are in Menlo Park, California.

Access to Facebook is free of charge, and the company earns most of its money from advertisement on the website. New users can create profiles, upload photos, join pre-existing groups, and start new groups. The site has many components, including a timeline, a space on each user's profile page where users can post their content and friends post messages; status, which enables users to alert friends to their current location or situation; and News feed, which informs users of changes to their friends' profiles and status. Users can chat with each other and send each other private messages. Users can signal their approval of content on Facebook with the Like button, a feature that also appears on many other websites. Other services that are part of Meta Platforms are Instagram, a photo- and video-sharing social network; Messenger, an instant messaging application; and WhatsApp, a text-message and VOIP service.

The attractiveness of Facebook stems in part from cofounder Zuckerberg's insistence from the very beginning that members be transparent about who they are, users are forbidden from adopting false identities. The company's management argued that transparency is necessary for forming personal relationships, sharing ideas and information, and building up society as a whole. It also noted that bottom-up peer-to-peer connectivity among Facebook users makes it easier for businesses to connect their products with consumers.

IMPORTANT MILESTONES OF FACE BOOK

1. Facebook Mobile Launches - Facebook's adventures in mobile date back to 2006, before the iPhone and the launch of Android. But things did not really pick up until years later. When the firm released documents ahead of its 2012 IPO, Facebook revealed that it had 425 million mobile users, but was not net making any money off them. That has changed pretty significantly, with Zuckerberg last year referring to Facebook as a "mobile company".
2. Opening to the General Public - Facebook debuted at Zuckerberg's alma mater, Harvard University. It later expanded to Stanford, Columbia and Yale and was available on 800 college networks a little over a year after its debut. But it was not until Sept. 26, 2006 that Facebook graduated from college and high school students to the general public. Opening up the social network to anyone with an email address. Three months later, it was at 12 million users, up from 6 million a year before.
3. Beacon - Among Facebook's most well known privacy snafus was Beacon, which tied purchases outside of Facebook to your account and broadcast it on your news feed. A number of users did not really understand how it worked, though and ended up posting information about holiday, birthday and anniversary gifts in full view of the intended recipient, prompting complaints that "Facebook ruined Christmas." The geffen prompted a class-action suit and it ultimately shuttered Beacon for good.
4. The "Like" Button is Born - It might seem like the "like" button has always been on Facebook but it didn't actually appear until Feb. 9, 2009. As PC Mag put it at the time, "being lazy on Facebook just got little easier." But that blue and white thumbs up icon is now synonymous with Facebook.
5. Open Graph- Facebook looked beyond the confines of its own website in 2010 with the launch of Open Graph, which allowed third-party sites to tie their users' activities to Facebook. If you listened to a song on Spotify or watched a TV show on Hulu, you could share that on Facebook with minimal efforts. But not everyone enjoyed sharing their embarrassing play lists or guilty pleasures on Facebook, forcing services like Spotify to let users opt out. But it's all part of Zuckerberg's efforts to "connect the world" and make it more open-even if her account is locked down.
6. The President at Facebook - In a sign of the times, President Obama selected Facebook as the site for a 2011 town hall in Silicon Valley. Just seven years after launching his social network, Zuckerberg, who ditched the trademark hoodie for the occasion - was quizzing the president of the United States about immigration, STEM and clean energy.
7. Facebook Goes Public - With much fanfare, Facebook went public on May 18, 2012, on the Nasdaq. Unfortunately, it was not quite the blowout for which investors were hoping thanks to some opening day glitches. The stock price suffered and Zuckerberg later admitted that the experience was "disappointing" still, the IPO made Zuck and his initial investors very wealthy, so don't pity this gang too much.

8. Facebook Buys Instagram. One month before the IPO, meanwhile, Facebook shelled out an astonishing \$1 billion for photo-sharing site Instagram. In a note about the purchase, Zuckerberg said Facebook had focused for years. "building the best experience for sharing photos with your friends & family." The Instagram acquisition will "after the best experiences for sharing beautiful mobile photos with people based on your interests," he said. There's also the question of making money: Instagram ads rolled out last year.
9. Facebook 'Deceived' Users: In 2009, Facebook rolled out changes. intended to provide users with more control over access to profile content. But once again, users were confused as to what information on their profiles was public and private. The issue was picked up by the federal Trade Commission, which in 2011 brought charges that the social network deceived consumers by failing to keep their information private, despite assurances that it would. I founded Facebook on the idea that people want to share and connect with people in their lives but to do this everyone needs complete control over who they share with at all times." Zuckerberg said In announcing the FTC deal.
10. One Billion Facebook Users - By Oct. 2012, Facebook has topped the 1 billion active user milestone. "Helping a billion people connect to amazing, humbling and by for the thing I am most proud of in my life. I am committed to working every day to make Facebook better for you and hopefully together one day we will be able to connect the rest of the world too," Zuckerberg said at the time.

USING FACE BOOK

With over 1 billion users, the chances are pretty high that most of the people You knew use Facebook. From chatting with friends and sharing your opinion, to creating event and making new friends, Facebook is one of the most Important aspects to many people's social life. Follow the steps below the Jump to get your own profile up and running or see the sections listed above for more specific help.

1. Notes - Facebook Notes was Introduced on August 22, 2006, a blogging feature that allowed tags and embeddable images. Users were later able to import blogs from Xanga, Live, Journal, Blogger and other blogging services."
2. Chat- Facebook chat was added April 6 2008. It is a Comet-base instant messaging application which allows users to communicate with other Facebook users in a way similar in functionality to instant messaging software.
3. Gift- Facebook launched Gifts on February of 2007, which allows users to send virtual gifts to their friends that appear on the recipient's profile. Gifts cost \$1.00 each each to purchase and a personalized message can be attached to each gift.
4. Marketplace- On May 14, 2007 Facebook launched Marketplace, which lets users post free classified ads. Marketplace has been compared to Craigslist by CNET, which points out that the major difference between the two is that listings posted by a user on Marketplace are seen only by users in the same network as that user, whereas listings posted on Craigslist.com can be seen by anyone.

5. **Messaging-**A new Messaging platform, Codenamed “Project Titan, was launched on November 15, 2010. Described as a “Gmail killer” by some publications, the system allows users to directly Communicate with each other via facebook using several different methods - no matter what method is used to deliver a message, they are contained within single threads in a unified in box. As with other facebook features, users can adjust from when they can receive message including just friends, friends of friends, or from anyone. Email service was terminated in 2014 because of low uptake Aside from the facebook website, Messages can also be accessed through the site’s mobile apps or a dedicated facebook Messenger app.
6. **Voice Calls-** Since April 2011, facebook users have had the ability to make live voice call via facebook chat, allowing users to chat with others from all over the world. This feature which is provided free through T-Mobile’s new Bobsled service, lets the user add voice to the current facebook chat as well as leave voice messages on facebook.
7. **Video calling-** On July 6, 2011, facebook launched its video calling services using Skype as its technology partner. It allows one-to-one calling using a skype Rest API.
8. **Video viewing -** In september 2014, Facebook announced that it delivers 1 billion video views per day and that it would begin showing everyone view counts on publicly posted videos from users, Pages and public figures. It also confirmed that it is recommending additional videox to users after they have watched a video. Sixty-five percent of face book’s video views are coming from mobile where facebook’s user base is shifting and views grew 50 percent from May to July, in part thanks to the viral ALS Ice Bucket challenge finding on facebook.

LATEST USING OF FACE BOOK

A sextent Cornell study describes how facebook users are increasingly dependent on its utility. In fact, the study asseals that users don’t leave facebook for lack of utility: they leave for fear of addiction.

While the propensity for facebook to cause addiction is questionable, its utility most certainly is not. The facebook ecosystem offer unprecedented social utility and face book is expanding its native services substantially in 2016.

The changes to facebook in 2016 are new to face book, but are not new to the social landscape. Facebook appears tube borrowing the best aspects of other popular services and integrating them in to face books as a central hub.

Imagine a platform with all of the functions of facebook and Periscope, help, Google, Yammer, Uber, Amazon Marketplace, Evite and Razoo.... that is the scope of increased utility facebook appears poised for in 2016.

1. Face book Live Video (for all) -

One of the most talked about classes of mobile apps are live-streaming apps such as Periscope and Markat.

Usage of those apps. remains low, which may give facebook Live video an opportunity to become the go-to live -streaming app rather quickly. No additional app is needed to use this feature: the live video content prompt is located in the normal “Update status” prompt in the mobile app.

Multiple studies have concluded that video engagement is higher on facebook than on any other platform, so this is something to pay attention to in the coming months.

2. Face book Professional Services.

If you have not noticed, facebook actively prompts you to review the places you have been. If you check in at or tag a location, odds are face book will ask you to elaborate about your experience and this is purposeful.

Facebook wants to be a recommendation engine. Mark Zuckerberg alluded to this night before he rolled out the first iteration of Google Search suggesting that a facebook user could search for a sushi restaurant and get interred recommendations from their contacts. Now it seems that the personalised recommendation may be generalized for a more Yelp-like experience. Facebook Professional Services recently did a soft-launch and the resulting product is currently more akin to Google reviews than to the robust reviewing community of yelp.

3. Face book at work-

Facebook at work is facebook’s enterprise solution and they I have a pretty compelling sales pitch: an enterprise social solution with functionality that ment people are familiar with.”

For communication professionals, this means that in the near future you may perform internal communication in a closed facebook ecosystem.

PR firm Weber Shandwick is one of the pilot beta testons and their initial impressions are that the face books at Work work flow is not as clearly delineated as it is with Yammer or Slack, though ease-of-use and scaled Collaboration are aspects that are identified as it strengths.

4. Improved Search -

When face book quietly dropped Bing as the rearch provider powering facebook’s Internet search, few people know that Bing’s replacement would be facebook itself. In october, facebook rolled out an impound search function opening up all public posts as well as improved intelligence to inform personalized results. For communication professionals, this means that public posts are more accessible to the facebook community and that facebook search may become a greater driver of activity in the future.

5. Uber/Lyft integration Through facebook Messenger-

Face book recently announced integration of Uber and Messenger whose users can now request an Uber ride through the Messenger app. Similar integration with Lyft’s purportedly forth coming.

While the communication implications of this additional feature are probably slight, it's worth noting that facebook users may start using messenger instead of the native apps to use these services.

6. Facebook Shopping Tab -

Back in July, face book added a buy button and allowed e-commerce partners to sell products on facebook through Shopify. Even though the results of social shopping were disappointing for facebook this year, Facebook appears poised to expand their e-commerce offerings in 2016. Facebook has begun to roll out a shopping tabs to a small number of users, with paid results similar to Google's shopping tab.

Facebook has begun to roll out a shopping tab to a small number of users, with paid results similar to Google's shopping tab.

7. Instant Articles-

In May of this year, facebook intruduced Instant Articles for IOS, a feature that allows publishers to have their content distributed and viewed directly within the face book app.

Just recently, Instant Articles was expanded to Android devices as well. A feature designed to mimic Snapchat's agile, unique content, Instant Articles can be viewed in nearly all mobile devices with great reach than Snapchat or similar Apple News app.

Along with Snapchat, Apple News and others, Communication professional need to understand that content may be consumed entirely on a third-party plate form. This could have ramifications for measurement and monetization for branded content.

8. Events

Facebook Events has been around for a while, but has never been an especially popular aspect of the platform. Google events contrarily was very impressive alth ough equally underutilized.

The new facebook Events allows you to do all of that a following in a very user friendly environment:

(i) Browse invitations (ii) Accept/decline invitations Bookmark (iv) RSVPs (v) Schedules (vi) Calendar entries (vii) Ticket buying (viii) Cheek-ins (ix) Photos. For communication professionals that Coordinate a lot of events, facebook Events may be a straight forward and accessible way to manage them.

9. Non-Profit-crowd funding-

There are a host of great crowd funding sites, with varying degrees, distribution. For 501(c) (3) nonprofits, facebook may become the best option for crowd funding campaigns.

Utilizing the Facebook "donate" button and face book's platforms and distribution, non profits may be able to fundraise more effectively on facebook than with other crowd funding sites. Communication professionally working working with nonprofit should be aware of facebook : crowd funding capabilities.

HISTORY AND GROWTH OF LINKED-IN

Linked IN was founded in 2002, but the site did not launch until 2003. Reid Hoffman partnered with a team made up of people from two of his former projects, Socialnet Com and PayPal, to create the site. Initially growth was slow and limited, but growth became explosive as the features of the site grew.

- **2003-Linked IN Launches** - Linked In was officially launched in May 2003, but it was not an immediate hit. At the end of 2003, LinkedIn had a more 245 members, many of whom were professional connections of the founding team.
- **2004- Linked In Grows a Base of Small Business Owner** - Through its second year, Linked In saw accelerated growth as features designed to appeal to small business owners like address book uploads, Groups and partnership with American Express were rolled out. Membership moved from the hundreds to hundreds of thousands.
- **2005-Linked In Starts Generating Revenue** - By 2005, membership exceeded 1 million, and the site launched two business lives that started generating revenue Jobs and Subscriptions. As membership grew, the company did too, opening a fourth office” .
- **2006-Linked In Launches Public Profiles** - 2006 was a turning point for linked in because the site started the feature that it's most known for today. Public profiles gave people a chance to connect with other professionals, and features like People You may know and Recommendations were launched. This would also mark the first year of profitability for Linked In.
- **2007- Linked In Gets New Leadership** - Reid Hotfmen stepped down from the role of CEO in 2007, passing the reigns to Dan Nye. with membership approaching to million, a customer Service Center opens in Omaha.
- **2008- Linked In Goes Global** - After spending several years growing within the United States, Linked In took its first steps toward becoming a global social network. The first international office opened in London in 2008, and Spanish and french versions of the site were rolled out.
- **2009 - Jeff Weiner Takes the Lead** - the current CEO A Linked In, Jeff Weiner took leadership of the company in 2009. This transition created a clearer path to growth both domestically and internationally, which would include the first acquisitions of the company.
- **2010- Linked In Gets Huge** - Growth hit a huge milestone in 2010, a year which rounded out with 90 million members and 1000 users. They also opened an International Headquarters in Dublin, Ireland and acquired in spoke, a start up specializing in promoting relevant content through recommendation technology.
- **2011- Linked In Becomes Publicly Traded-** After substantial growth and a good deal of private investment, Linked In moved to the stock market as a publicly traded Company in 2011. The company also hosted a town hall event with President Obama while the site under want a major infrastructure over houl.

- **2012- A New vision Emerges** - 2012 was a year of transition for Linked in which would now focus on three concepts: simplify, grow, everyday. The site launched Influencers, platforms in eight new languages and an iPad app.
- **2013-** As Linked In turned ten it celebrated its birthday in style, not just with a lot of press and a big party but with over 225 million users across the globe now. Linked In towered its age of entry and targeted graduates and early stages.
- **2014-** Linked In has grown substantially with more than 5,400 full time employees with offices in 27 cities around the world to reflect its foot point in more then 200 countries. Fastest growing area is graduates and students as they start to realise and leverage the plat form.”

Linked In Today-

Linked In has topped 315 million users globally which statistically is the majority of professionals. The research is not conclusive but I have seen estimates between 350 to 600 million business professionals on the planet, go over 50% of the business professionals on the planet are on Linked In!

Over the next several years, LinkedIn continued to innovate and create a more seamless user experience to allow people to forge valuable connections in this professional space. By taking over Lynda.com, LinkedIn launched Linked In Learning, which offers courses in a variety of subject areas for professionals seeking continuing educational opportunities. As of April 2017, LinkedIn had more than 500 million members around the world.

What Does the future Hold for Linked In ?

One of the most significant changes in recent history for Linked In was a growth in features available to premium users. Though basic, free accounts still offer the ability to create a profile, apply for jobs, and network, the site is aiming for a more immersive experience with premium users. It is likely that Linked In will continue to design upgrades as premium peaks, and the site inlikely to launch more paid features for employers and companies, as well.

ADVANTAGES OF LINKED-IN

On the flip side, there are also advantages to Linked In Ads that can work in your favour.

1. Targeted Professional Audience -

Linked In has over 500 million users all profesional operating industries, and at all levels of seniority. Because It’s primarily a platform for professionals to connect, users make it a point to outline their credentials as they would on a resume. This provides Linked In Ads and its users a unique way of targeting that is focused on a user’s demographics, Job title, Company and type A work.

2. Linked In Ads generate business leads-

LinkedIn is the perfect platform for generating leads because its users are already interested in business-related content.

In fact, 72% of LinkedIn members say they are open to receiving. Commercial messages from businesses they know. Thanks the effect of its professional focused platform. That LinkedIn's user base is small and targeted contributes a lot of the rates of conversions on the platform.

In fact, businesses that use Linked In Adds see an average return on investment of 594%.

3. Linked In Ads are cost-effective-

Given its conversion rates and the cost of advertising, Linked In Ads provides what may be the most cost-effective advertising option online.

On the platform you can set a budget as low as \$10 perday, and you only pay when someone clicks on your ad. Combining that with optimization techniques and you are sure to get a boom from your tiny investment.

4. A Good Way to Network -

Especially if you are not much for schmoozing with people in person, LinkedIn Can help you build a virtual networks of contact. While it's easy to lose a business and, a Connection on LinkedIn will always be there. This could prove valuable if you are looking for a Job at some point in your career.

5. Recruiters Use it

Whether you are actively searching for a job or not, Linked In is a great way to connect with recruiters. Up to 87% of recruiters regularly use LinkedIn to find active and passive job search candidates, and 35.5 million people have been hired by some one they connected with on LinkedIn.

6. Research Companies-

LinkedIn is also a great way to research companies before you apply and interview for a position. By looking over a company's Linked In page, you can learn a lot about its culture, mission, and even hiring trends.

7. Build Your Brand -

Linked In is an excellent platform for developing and strengthening your brand. It can increase your visibility as an individual, even as it allows you to raise your Company's profile. For example, sharing samples of your work is a great way to demonstrate that you can get the job done.

DRAW BACKS OF LINKEDIN

Be mindful of these disadvantages and adapt accordingly.

1. Complex Platform-

The platform is complex and can be difficult to use for beginners. It takes time to learn how to use all of the features of LinkedIn Ads properly. This can be a disadvantage, as you may not be able to make the most of the platform right away.

2. Targeting options are not as granular as other platforms-

The targeting options are not as granular as these available mother social media platforms like facebook and Google Adwords. This limits your ability to target your ads based on information like interests.

3. Clunky user interface -

The user interface can be slow and clunky at times. This can make it difficult to create and manage your ads efficiently. It can be slow and difficult to navigate, which can hamper your ability to get the most out of the platform. This can be frustrating, especially if you are trying to create a complex ad campaign.

4. The majority of users are not always active-

This means few people are online at a time - making its a already small ad audience smaller. This poses a disadvantage because maximizing budgets can be tricky. Even if you target correctly, how can you be sure that your targeted audience is even online to see your ads?

HISTORY AND GROWTH OF TWITTER

Twitter is an online social media and social networking service owned and operated by American company X Corp, the successor of Twitter, Inc. Twitter users outside the United States are legally served by the Ireland-based Twitter International Unlimited Company, which makes these users subject to Irish and European Union data protection laws.

On Twitter, users post texts photos and videos known as “tweets”. Registered users can tweet, like, “retweet” tweets, and direct message other registered users while unregistered users only have the ability to view public tweets.

Twitter was created by Jack Dorsey, Noah, Biz Stone and Evan Williams in March 2006 and launched in July of that year. Its former parent company, Twitter, Inc, was based in San francixco. California and had more than 25 offices around the world. By 2012 more than 100 million users tweeted 340 million tweets a day, and the service handled an average of 1.6 billion search queries perday. In 2013, it was one of the ten most-visited websites and has been described as the SMS of the Internet

By the start of 2019, Twitter had more than 330 million monthly active users. In practice, the vast majority of tweets age tweeted by a minority of users. In 2020, it was estimated that approximately 48 million accounts were fake. On October 27, 2022, business magnate Elon Musk acquired Twitter for us \$ 44 billion gaining control of the platform. December 20, 2022 Musk announced he would step down as CEO once a replacement had been found. Linda yaccarino, the former head of ad sales for NBC Universal succeded Musk as CEO on June 5, 2023.

2006-2007: Creation and initial reaction-

Twitter’s origins lie in a “daylong brain storming session” held by board, members of the pod casting company odeo. Jack Dorsey, then an undergraduate

student of New York University, introduced the idea of an individual using an SMS service to communicate with a small group. The original project code name for the service was *twit*, an idea that Williams later ascribed to Noah Glass, inspired by flickr and the five-character length of American SMS short codes. The decision was also partly due to the fact that the domain *twitter.com* was already in use, and it was six months after the launch of twitter that the crew purchased the domain and changed the name of the Service to Twitter.

The first Twitter prototype, developed by Dorsey and Contractor Florian Weber, was used as an internal service for Odeo employees. The full version was introduced publicly on July 15, 2006. In October 2006, Biz Stone, Evan Williams, Dorsey and other members of Odeo formed Obvious corporation and acquired Odeo, together with its assets - including Odeo.com and Twitter.com - from the investors and share holders. Williams fired Glass, who was silent about his past in Twitter's startup until 2011. Twitter spun off into its own company in April 2007. Williams provided insight into the ambiguity that defined this early period in a 2013 interview."

2007-2010-

The tipping point for twitter's popularity was the 2007 South by Southwest Interactive (SXSWi) conference. During the event, Twitter usage increased from 20,000 tweets per day to 60,000. The twitter people cleverly placed two 60-inch plasma screens in the conference hallways, exclusively steaming Twitter messages," remarked News week's Steven Levy.

The company experienced rapid initial growth. In February 2010, Twitter users were sending 50 million tweets per day. In 2009, Twitter won the "Break out of the year" Webby Award. On November 29, 2009, Twitter was named the word of the year by the Global Language Monitor, declaring it a new form of social interaction". By March 2010, the company recorded over 70,000 registered applications. As of June 2010, about 65 million tweets were posted each day, equaling about 750 tweets sent each second according to Twitter. As of March 2011, that was about 140 million tweets posted daily.

Twitter's usage spikes during prominent events. For example, a record was set during the 2010 FIFA World Cup when fans wrote 2940 tweets per second in the thirsty - second period after Japan scored against Cameroon on June 14, 2010. The record was broken again when 3085 tweet per second were posted after Los Angeles Lakers victory in the 2010 NBA Finals on June 17, 2010, and then again at the close of Japan's victory over Denmark in the world cup when users published 3283 tweets for second. When American singer Michael Jackson died on June 25, 2009, Twitter servers crashed after users were updating their status to include the words "Michael Jackson" at a rate of 100,000 tweets per hour. The current record as of August 3, 2013, was set in Japan, with 143,199 tweets per second during a television screening of the movie Castle in the sky (beating the previous record of 33,300 also set by Japan for the television screening of the same movies).

Twitter acquired application developer Atebits on April 11, 2010. Atebits had developed the Apple Design Award-Winning Twitter client Tweetie for the Mac

and iPhone. The application, became the official Twitter client for the iPhone, iPad and Mac.

2010-2014–

On April 5, 2011, Twitter tested a new homepage and phased out the “old Twitter”. However, a glitch came about after the page was launched, so the previous “retro” home page was still in use until the issues were resolved; the new home page was reintroduced on April 20. On December 8, 2011, Twitter overhauled its website once more to feature the “Fly” design, which the service says is easier for new users to follow and promotes advertising. The site’s layout has been compared to that of Facebook. On February 21, 2012, it was announced that Twitter and Yandex agreed to a partnership. Yandex, a Russian search engine, finds value within the partnership due to Twitter’s real time news feeds. Twitter’s director of business development explained that it is important to have Twitter content where Twitter users go on March 21, 2012 Twitter celebrated its sixth birthday by announcing that it had 140 million users, a 40% rise from September 2011, who were sending 340 million tweets per day.

On January 20, 2013, Twitter acquired Crasblytics in order to build out its mobile developer products. On April 18, 2013, Twitter Launched a music cap called Twitter music for the iPhone. On August 28, 2013 Twitter acquired Trendor. Followed by the acquisition of MoPub on September 9, 2013. As of September 2013, the Company’s data showed that 200 million users sent over one million tweets daily, with nearly 60% of tweets sent from mobile devices.

2014-2020–

In April 2014, Twitter underwent a redesign that made the site resemble Facebook same what, with profile picture and biography in a column left to the timeline, and a full-width header image with parallax scrolling effect. That layout was used as main for the desktop front and until July 2019, undergoing changes over time such as removal of shortcut buttons up to jump to the previous or next tweet in early 2017, and rounded profile pictures. Since June 2017.

In April 2015, the Twitter desktop homepage changed. Later in the year it became apparent that growth had slowed, according to Fortune, Business Insider, Marketing Land and other news websites including Quartz. On April 24, 2018, the first commercial tweet from space was sent by a private company Solstar utilizing solely commercial infrastructure during the New Shepard flight.

Since May 2018, tweet replies deemed by an algorithm to be detractive from conversation are initially hidden and only loaded through actuating a “show more replies” element at the bottom.

In 2019, Twitter released another redesign of its user interface and ended support for TLS 1.0 and 1.1 connections.

2020-2024

Twitter experienced considerable growth during the COVID-19 pandemic in 2020. The Platform also was increasingly used for misinformation related to the

pandemic. Twitter started marking tweets which contained misleading. Information, and adding links to fact checks. In May 2020, Twitter moderators marked two tweet from U.S. President Donald Trump as “potentially misleading and linked to a fact-checks, Trump responded by signing an executing order to weaken Section 230 of the communications Decency Act, which limits social media sites lability for content moderation decisions. Twitter later banned Trumps claiming that he violated “the glorification of violence policy. The ban was criticized by Grave Conservatives and some European leaders, who saw it as an interference freedom of speech. on June 5, 2021, the Nigerian government issued an indefinite banon Twitter usage in the country, citing “misinformation and fake news spread through it have had real world violent Consequences.” after the platform removed tweets made by the Nigerian President Muhammadu Buheri. Nigerias ban was criticized by Amnesty. International.

In 2021, Twitter began the research phase of Bluesky, an open source decentralized socialmedia portocol where users can choose which Algorithmic curation they want. The same year, twitter also released Twitter Spaces, a social audio feature, “Super Follows”, a way to subscribe to creators for exclusive content, and a bela of “Hcketed spaces”, which makes access to certain audio rooms paid.

Since 2022-

In June 2022, Twitter announced a partnership with e-commerce giant Shopify, and its plans to launch a sales channel app for U.S. Shopify merchants.

On August 23, 2022 the contents of a whistle blower complaint by former Information security head Peiter Zatko to the United States Congress were published. Zatko had been fired by Twitter in Jan, 2022. The Complaint alleges that Twitter failed to disclose several data breaches, had negligent security measures, violated United States securities regulation and broke the terms of a previous settlement with the federal Trade Commission over the safeguarding of user data. The report also claims that the Indian government forced Twitter tohire one of its agents to gain direct access to user data.

DRAWBACKS OF TWITTER

Twitter has many advantages, including communicating with family and friends, catching up on your favorite celebrities, and posting content such as photos. However limitations, spamming and the social networking site’s addictive power are Common disadvantages many subscribers encounter on a daily basis.

1. Posting Limits - Twitter limits each tweet to 140 characters. Unlike some social networks, a tweet that exceeds 140 characters cannot be posted. In addition, you can only send a maximum of 1000 tweets a day. Even retweets. count as tweets and make up your daily total number of allowed posts.
2. Follower Limitations - Twitter does not limit the number of followers that can follow you however, accounts that have more than 2000 followers are usually monitored for unlawful behaviour. Once pay have 2000 followers, Twitter can limit the number of additional followers you can receive for example, if you only

have 100 people following you, you cannot follow 10,000 people. “Churning” is a process that involves repeatedly following and un-following a large number of accounts. Accounts that do this are monitored because this pattern is considered a violation. Twitter also monitors accounts for “aggressive following”, a process that involves following hundreds of accounts for no reason other than to garner attention for your account.

Spamming–

Spamming is one of the disadvantages of Twitter. Scammers create Twitter accounts to perform a variety of tasks such as posting links with unrelated tweets, posting duplicate updates, and providing links to websites that promote phishing practices and malware. As much as Twitter strives to protect subscribers from spammers, spamming is still a problem. Accounts verified for spamming are subject to permanent suspensions. Spamming violates privacy and security, which is the primary reason why Twitter won’t tolerate it.

Addictive–

Twitter can be addictive. As soon as you start tweets and see what your followers and the people you are following are saying, it becomes hard to walk away. It can become an obsession. How you choose to use Twitter is your prerogative, but be warned, it’s easy to get distracted and find yourself spending hours on one conversation after another history and growth of youtube

YouTube is an American online video-sharing platform headquartered in San Bruno, California. founded by three former Pay Pal employees Chad Hurley, Steve Chen, and Jawed karim-in February 2005. Google bought the site in November, 2006 for us \$ 1.65 billion, since which it operates as one of Google’s subsidiaries.

YouTube allows users to upload videos, view them, rate them with links and dislikes, share them, add videos to playlists, report, make comments on videos and subscribe to other users. The slogan “Broadcast Yourself” used for several years and the reference to user profiles as “Channels” signifies the premise upon which the platform is based, of allowing any one to operate a personal broadcasting station in resemblance to television with the extension of video on demand.

As of February 2017, there were more than 400 hours of content uploaded to YouTube each minute, and one billion hours of content being watched on YouTube everyday. As of October 2020, YouTube is the second-most popular website in the world, behind Google, according to Alexa Internet. As of May 2019, more than 500 hours of video content are uploaded to YouTube every minute. Based on reported quarterly advertising revenue, YouTube is estimated to have US \$15 billion in annual revenues.

YouTube has faced criticism over aspects of its operations, including its handling of Copyrighted content contained within Uploaded videos, its recommendation algorithms perpetuating videos that promote conspiracy theories and false hoaxes,

hosting videos ostensibly targeting children but containing violent or sexually suggestive content involving popular characters, videos of minors attracting pedophilic activities in their comment sections, and fluctuating policies on the types of content that is eligible to be monetized with advertising.

The domain name “YouTube.com” was activated on February 14, 2005, with Video upload options being integrated on April 23, 2005, after being named “Tune in Hook up” the original idea of Chad Hurley, Steve chen, and Jawed karim. The Concept was an online dating service that ultimately failed but had an exceptional video and uploading platform. After the infamous Justin Timberlaks and Janet Jackson Halftime show incident, the three creators realized they could not find any videos of it on the internet, after noticing that this type of platform did not exist they made the changes to become the first major video sharing platform. Ultimately, creating an easy to use video streaming platform that would not stress out the new internet users of the early 2005. The first YouTube video, titled Me at the Zoo was uploaded on April 23, 2005, and shows co-founder Jowed karim at the San Diego Zoo and Currently has over 120 million views and almost 5 million likes. Hurley was behind more of the looks of the website, he used his art skills to create the logo and designed the look of the website. Chen made sure the page actually worked and that there would be no issues with the uploading and playback process. Karim was a programmer and helped in making sure the initial website! get but together property and helped in both design and programming. As of June 2005, You Tube’s slogan was “Your Digital Video Respository.

You Tube began as an angel-funded enterprise working from a makeshift office in garage. In November 2005, venture firm Sequoia Capital Invested an initial \$3.5 million, and Role of Botha Juined the YouTube board of director. In April 2006, Sequoia and Art’s Capital Management invested an additional \$ 8 million in the company, which had experienced significant growth in its trust few months.

After opening on a beta service in May 2005 YouTube.com was trafficking around 30,000 viewers a day in just months of time. After launching six months later they would be hosting well over two million. viewers a day on the website. By March 2006 the site had more than 25 million videos uploaded and was generating around 20,000 uploads a day. During the summer of 2006, You Tube was one of the fastest growing sites on the World Wide Web, hosting more than 65,000 new video uploads. The site delivered an average of 100 million video views per day in July. However, this did not come without any problems, the rapid growth in users meant You Tube had to keep up with it technologically speaking. They needed new equipment and wider broadband internet connection to serve an ever growing audience. It was ranked the fifth most popular website on Alexa, for out-pacing even My space’s rate of growth. The website averaged nearly 20 million visitor per month according to Nielson/Net Ratings, with around 44% female and 56%, male visitors. The 12 - to 17 year- old age groups was dominant, YouTube’s preeminence in the on-line market was substantial.

You Tube entered into a marketing and advertising partnership with NBC in June 2006. The first targeted advertising on the site came in February 2006 in the

form of participatory video ads, which were videos in their own right that offered users the opportunity to view exclusive Content by clicking on the ad. The first such and was for the fox show Prison Break and solely appeared above videos on Parts Hilton's channel. However, YouTube began running in-video ads in August 2007, with preroll ads introduced in 2008.

On October 9, 2006. It was announced that the company would be purchased by Google for US \$ 1.65 billion 14 stock, which was completed on November 13, At that time it was Google's second-largest acquisition. YouTube as an entity generated more than twice the amount of revenues in 2018 than any major TV network (with \$15 billion compared to NBC's \$ 7 billion). The agreements between Google and YouTube came after YouTube presented three, agreements with media companies in an attempt to avoid copy right infringement lawsuits. YouTube planned to continue operating independently, with its co-founders and 68 employees working within Google. Viral videos were the main factor for YouTube's growth in the beginning of its early days earth Google, for example Evolution of Dance, Charlie Bit My finger, David After the Dentist and more viral videos.

Google's February 7, 2007, SEC filing revealed the break down of profits for YouTube's investors after the sale to Google. In 2010, Chad Hurley's profit was more than \$ 395 million while Steve Chen's profit was more than \$326 million.

In 2006, Time Magazine featured a YouTube screen with a large mirror as its annual 'Time Person of the year'. It cited user-created media such as that posted on YouTube and featured the site's originators along with several content creators. The Wall Street Journal and The New York Times also reviewed posted content on YouTube in 2006, World Magazine named YouTube the ninth of its Top to Best Products of 2006. In 2007, both, Sports Illustrated and Dime Magazine featured positive reviews of a basketball highlight video titled.

Continued growth and functionality (2007-2013)

It is estimated that in 2007, YouTube consumed as much bandwidth as the entire Internet in 2000. In March 2007, YouTube launched the YouTube Awards, an annual competition in which users voted on the best user generated videos of the year. The awards were presented twice, in 2007 and 2008. Video contests with prizes existed as early as December 2005, possibly earlier. In June 2007, YouTube launched a mobile web front end, where videos are served through RTSP.

1 July 2007, 1/04 Tube partnered with Verizon Wireless to enable mobile phone users to submit videos through Multimedia Messaging Service (MMS).

Starting in 2008, the site featured a series of April fools pranks each year until 2016. At the first, on April 1, 2008, all video links on the front page were redirected to Rick Astley's music video "Never Gonna Give You Up", a prank known as "rick rolling". The other gags are -Covered to YouTube & April Fools Gags. Since October 2008, deep linking to playback position through a time stamped URL is possible.

As part of the “Test Tube” program which allows users to opt to use experimental site features, a comment search feature accessible under/Comment Search was implemented in October 2009.

In November 2008 You Tube reached an agreement with MGM, Lions Gate entertainment, and CBS, allowing the companies to post full-length films and television episodes on the site, accompanied by advertisements in a selection for US viewers called “shows”. You Tube was awarded a 2008 Peabody Award and cited as being “a Speakers’ Corner” that both embodies and promotes democracy.”

In early 2009, YouTube registered the domain www.youtube-morcookie.com for videos embedded on United States federal government websites. In April 2009 YouTube launched their earliest HTML 5 video player experiments. Throughout 2009, the alphabetical acting of Youtube’s “Audio swap” feature helped popularizing Alexander Peris, “009 Sound System” music project through frequent are in videos.

In July 2009, developers of you Tube placed a site notice that warned about the impending deprecation of support for Internet Explore 6, prompting the users to up grade their browser. It is claimed that they represented 18% of site traffic at that time. Within months of the announcement, traffic from Internet Explorer 6 reduced to less than half, and traffic from other browsers surged accordingly. Support for its successor, Internet Explorer 7, was deprecated in the second half A 2012. 3 D stereoscopic video was first implemented in July 2009. In September 2011, a “2 D-to-3 D Conversion tool” was added. Side-by- Side 3 D video could be made to appear as stereoscopic 3 D (anaglyph 3 D). Since late 2018, it is only available with a flag set in the video file’s meta data.

In January 2010, an overhaul of the watch page was first tested as beta. It was made default on march 31st. At a similar time, “You Tube Disco” was launched, a music discovery service. It closed in October 2014. YouTube introduced an online film rentals service which is currently available only to users in the US, Canada and the UK. The service offers over 6000 films. On March 31, 2010, You Tube launched a head design with the aim of simplifying the interface and increasing the time users spend on the site. Google product manager Shiva Raja Raman Commented: “We really fell like we needed to step back and remove the clutter. In May 2010, it was reported that You Tube was serving more than two billion videos a day which was “nearly double the prime-time audience of all three major US television networks combined.

According to May 2010 data published by market research Company Com Score You Tube was the dominant provider of online video in the United States, with a market share of roughly 43 percent and more than 14 billion videos viewed during May.

In May 2011, YouTube reported on the company blog that the site was receiving more than three billion views per day, and that 48 hours of footage are uploaded every minute. Later in January 2012, You Tube stated that the figure had increased to four billion videos streamed for day and sixty hours.

In June 2011, You Tube started experimenting with reaction buttons, allowing users to react to videos with a multitude of expressions, Similar to facebook’s 2016

reaction buttons, through You Tube removed reaction buttons soon after.

During November 2011, the Google + social networking site was integrated directly with You Tube and the chrome web browser, allowing YouTube videos to be viewed from within the Google+ interface.

In 2012, YouTube reported that roughly 60 hours of new videos are uploaded to the site every minute, and that around three quarters of the material comes from outside the U.S.. The site has eight hundred million unique users a month. In March 2012, preview tool tips for the video player's seek bar were introduced on the desktop web font and, initially available on select videos and gradually rolled out. This feature allows the viewer to additionally preview portions of a video by hovering above the seek bar with the mouse cursor, whereas only the time stamp was indicated before. In late 2011 and early 2012, YouTube launched over 100 "premium" or "original" channels. It was reported the initiative cost \$ 100 million. Two years later, in November 2013, it was documented that the landing page of the original channels became a 404 error page. Despite this original channels such as Source fed and Crash Course were able to become successful. On October 25, 2012, the YouTube slogan (Broadcast yourself) was taken down due to the live stream of the U. S. presidential debate. YouTube relaunched its design and layout in early December 2012 to resemble the mobile and tablet app version of the site. Notable changes of the watch page are the relocation of title and the "Subscribe" button from above to below the video's view port the removal of the button that opened a section above to below the video's viewport, the removal of the button-sized banner located above the viewport, which could contain a custom image, popular icons and text logos.

On December 21, 2012, the Gangnam Style "music video by South-korean musician Psy became the first YouTube video to surpass one billion views. As of early 2013, YouTube video recommendations contain both videos and channels.

RISE OF YOUTUBE STARS AND FEATURE TRIM DOWN (2013-2019)

In early 2013, YouTube introduced a new layout for channels known as "one channel" which added the ability to put playlists in to shelves on the channel front page, but removed custom back grounds. Formerly unified channel pages were separated in to multiple subpages such as. "Videos", "Playlists, Discussion" (channel comments), "channels", and About Channel description, total video view count, join date, out links) This layout was initially optional, with a transitional period taking place between March 8 and June 5 after which it has been made permanent for all users. Coarsely, this layout is still in operation as of 2021.

Automatically generated playlists known as "YouTube Mix" were first rolled out in April 2013. A year later, the feature was rolled out to the mobile app for Android OS. A similar feature called "YouTube Radio" for continuous music playback in resemblance to radio stations was tested in February 2015.

A picture-in-picture mode for browsing within the app while watching was introduced to the mobile app in August 2013. At a similar time channel hover cards

were first implemented to the desk top site, which are foot tips previewing channel details that appear when pointing at channel names with the mouse cursor. These details include the header images, subscriber count, subscribe button, and a snippet of the channel description text.

COMPARISON OF YOUTUBE MEDIA ENCODING OPTIONS

1. 3D Films–

3D films are motion pictures made to give an illusion of three- dimensional solidity, usually with the help of special glasses worn by viewers. They have existed in some form since 1915, but had been largely relegated to a niche in the motion picture industry because of the costly hardware and processes required to produce and display a 3D film, and the lack of a standardized format for all segments of the entertainment business. None the less, 3D films were prominently featured in the 1950s in American cinema, and later experienced a worldwide resurgence in the 1980s and 1990s driven by IMAX high-end theaters and Disney-themed venues. 3D films became increasingly successful throughout the 2000s, peaking with the success of 3D presentations of Avatar in December 2009, after which 3D films again decreased in popularity. Certain directors have also taken more experimental approaches to 3D filmmaking, most notably celebrated auteur Jean-Luc Godard in his film Goodbye to Language.

2. 360° video

360 videos also known as surround video, or immersive videos or spherical videos, are video recordings where a view in every direction is recorded at the same time, shot using, an omnidirectional camera or a collection of cameras. During play back on normal flat display the viewer has control of the viewing direction like a panorama. It can also be played on a display or projectors arranged in a sphere or some part of a sphere.

In March 2015 YouTube launched support for publishing and viewing 360-degree videos, with playback on its website and its Android mobile apps. Parent company Google also announced that it would collaborate with camera manufacturers to make it easier for creators to upload 360 degree content recorded with their products to YouTube. However, In 2017, Google and YouTube began to promote an alternative monoscopic or stereoscopic video format known as VR 180, which is limited to a 180-degree field of view, but is promoted as being more accessible to produce than 360-degree video, and allowing more depth to be maintained by not subjecting the video to equirectangular for section. Facebook (parent company of VR headset maker Oculus VR) followed suit by adding 360-degree video support in September 2015, and subsequently unveiled reference designs for its own 360 degree camera system known as Facebook Surround 360.

Google Cardboard, which is typically distributed in the form of do-it Yourself kits consisting of low-cost materials and components, has been credited with helping

virtual reality become more readily available to the general public, and helping boost the adoption of 360-degree by publisher, such as mainstream journalists and media brands. The use of the term “virtual reality” to describe 360-degree video has been disputed, as VR typically refer to interactive experiences where in the viewer’s motions can be tracked to allow real time, interactions within a virtual environment, with orientation and position tracking. In 360-degree video, the locations of viewers are fixed, viewers are limited to the angles captured by the cameras, and cannot interact with the environment. “The non-dynamic nature of video also means that rendering techniques can not be used to reduce the risk of motion sickness

3. Platforms–

Most modern smart phones are capable of accessing YouTube videos either within an application or through an optimized website. YouTube Mobile was launched in June 2007, using RTSP streaming for the video. Not all of YouTube’s videos are available on the mobile version of the site.

4. Localization–

On June 19, 2007, Google CEO Eric Schmidt was in Paris to the new localization system. The interface of the website is available with localized versions in 87 countries one territory (Hong Kong) and a world wide version.

The YouTube interface suggests which local version should be chosen on the basis of the IP address of the user. In some cases, the message “This video is not available in your country “may appear because of Copyright restrictions or inappropriate content. The interface of the YouTube website is available in 76 language versions including Amharic, Albanian, Armenian, Bengali, Burmese, Khmer, Kyrgyz, Laotian, Mongolian, Persian and Uzbek, which do not have local channel versions.

Access to YouTube was blocked in Turkey between 2008 and 2010, following controversy over the posting of videos deemed insulting to Mustafa Kemal Atatürk and some material offensive to Muslims. In October 2012 a local version of YouTube was launched in Turkey, with the domain youtube. Gm. tr. The local version is subject to the content regulations found in Turkish law.

YOUTUBE RED

YouTube Red is YouTube’s premium subscription service. It offers advertising-free streaming access to exclusive content, background and offline video playback on mobile devices and access to the Google Play Music “All Access” “service. YouTube Red was originally announced on November 12, 2014, as Music key’, a subscription music streaming and was intended to integrate with and replace the existing Google Play Music “All Access” service. On October 28, 2015, the service was re-launched as YouTube Red, offering ad-free streaming of all videos, as well as access to exclusive original content.

ONLINE COMMUNICATIONS

Online communication is how people communicate, connect, transact to send, retrieve or receive information of any kind via the internet using digital Media. All the communication that is carried out via the internet is known as online communication.

Earlier, there was only verbal and non-verbal communication, but now there is another more effective form of communication, which is Online communication. Many people have started to communicate with the help of online communication. In fact during recent pandemic of COVID-19, online communication has picked up like any other thing. More and more information is being churned out online every day than before. There is a lot of information for the reader to read online. People have started doing everything online, including but not limited to banking, reserving tickets, booking travel, planning travel, purchasing any and every kind of things, teaching, conducting meetings and seminars, one on one group discussions, dating, sending information.

Paper based communication has reduced a lot since the evolution of online communication. It is convenient, easy, and does not cause any harm to nature. It is also fast and can be communicated anywhere in the world. Online communication ways include–

- (a) Emails
- (b) SMS
- (c) Instant Messengers
- (d) Forums
- (e) White boards
- (f) VOIP or voice over Internet Protocol
- (g) Chat rooms
- (h) Posting comments on website, such as blogs.

ONLINE COMMUNICATION GUIDE

Online communication Guidelines–

One of the most commonly used tools for online and hybrid courses is an online discussion board. If you are not used to online course discussions, there are some common pitfalls you can fall into, these are some things to remember to get the best grade and get the most benefit from the discussion. They also apply to other forms of online Communications.

1. Be careful of tone– In an Internet discussion on online communications, you can not rely on facial expressions and tone of voice to convey what you mean. It is easy to be misunderstood. Avoid sarcasm, offensive topics, and humor in your posts or messages, as these can be misinterpreted and cause offense.
2. Read first– Read the earlier posts in a discussion thread before responding to avoid jumping in the middle of discussion.

3. **Proof read-** Before you hit post, submit or send, read your message aloud to check for clarity and catch any errors. Many discussion boards would not allow you to edit what you write after you post it, so be sure to catch any mistakes before hand.
4. **Keep it brief-** It is easy for other to feel overwhelmed by the length of post to read. Use enough words to make your point, but focus on quality over quantity.
5. **Use academic language-** Do not use net-speak abbreviations (“U” for “you”) emotions or acronyms. Use standard spelling and grammar.
6. **Be substantive-** Do not must beat “I agree” or me “too”. These type of posts only take up space and do not contribute to the discussion. Be sure to say something on the topic. Check out these how article to learn how to write meaningful comments: Effectively Responding to a Peer’s Posts Giving peer feedback.
7. **Keep it civil-** Debate ideas, but do not attack people and remember to be respectful. Do not type in all caps as it can be considered shouting. If someone posts something inappropriate, don’t all from out. Alert the Instructor, who can take care of any problems.
8. **Use citation.** If using other’s ideas or quotes, cite your references just as you would in an academic paper.

SOCIAL MEDIA MONITORING

Most ecommerce platforms today use social media to engage with current and prospective customers. These networks give businesses the ability to communicate with consumers in real time. You can use social media monitoring to gauge how people talk about your brand online.

Social media monitoring is process of identifying and determining what is being said about a brand, individual or product through different Social and online channels. Similar to search engines that send crawlers to the far reaches of the Internet, social media monitoring is an algorithm- based tool that crawls sites and continuously indexes them. Once sites are indexed, they can be searched based on queries or strings.

In other words we can say Social media monitoring means tracking hashtags, keywords and mentions relevant to your brand in order to stay Informed about your audience and Industry.

SOCIAL MEDIA MONITORING FOR BRANDS

Social media monitoring allows users to gain insights into a brand’s overall visibility on social media, measure the impact of campaigns, identify opportunities for engagement, assess competitor activity and share of voice and be alerted to impending crises. It can also provide valuable information about emerging trends and what consumers and clients think about specific topics, brands or products. This is the work of a cross-section of groups that include market researchers, PR

toff, marketing terms, social engagement and community staff, agencies and sales teams. Several different providers have created tools to facilitate the monitoring of a variety of social media channels from blogging to internet video to internet forums. This allows companies to track what consumers are saying about their brands and actions. Companies can then react to these conversations and interact with consumers through social media platforms.

QUANTIFYING SOCIAL MEDIA

Social media management software (SMMS) is an application program or software that facilitates an organisation's ability to successfully engage in social media across different communication Channels SMMS is used to monitor inbound and outbound conversation support customer interaction, auditor document social marketing initiatives and evaluate the use fullness of a social media presence.

It can be difficult to measure all social media Conversation. Due to privacy settings and other issues, not all social media conversation can be found and reported by monitoring tools. However, whilst social media monitoring can not give absolute figures, it can be extremely useful for identifying trends and for benchmarking, in addition to the uses mentioned above. These findings can, in turn, influence and shape future business decisions.

LOCATION-BASED SOCIAL MEDIA MONITORING

Most social media networks allow users to take add location to their points. The location can be classified as either 'at the location' or about-the-location. "At-the-location" services can be defined as services where location-based-content is created out the geographic location. 'About the location' services can be defined as service which are referring to particular location but the content is not necessarily created in this particular physical place. "The added information available from geotagged posts means that they can be displayed on a map. This means that a location can be used as the start of a social media search rather than a keyword or hashtag. This has major implications for disaster relief, event monitoring, safety and security professionals since a large portion of their job is related to tracking and monitoring specific locations.

TECHNOLOGIES USED IN SOCIAL MEDIA

Various monitoring platforms life different technologies for social media monitoring and measurement. These technology faces may Connect to the API provided by social platforms that are created for 3rd party developers to develop their own applications and services that acces date. facebook's Graph API by one such API that social media monitoring solution products would connect to pull data from. Technology companies may also get social data from a data reseller, such as Data shift or Grip, which was acquired by Twitter, Some social media monitoring

and analytics companies use calls to date providers each time an end-user develops a query. A small number of companies, including Crimson Hexagon, archive and Index social media posts, which provides end user with on-demand access to historical data and enables methodologies and technologies leveraging network and relational data.

MONITORING AND REPORTING OF SOCIAL MEDIA

Determining which tools are right for you require a clear definition of your objectives. Some are real-time, highly customized dashboards that enable you to manage multiple accounts, use shared work spaces and respond on multiple social networks with one click. Other one simple, effective and light weight and provide the me right amount of functionality.

- (i) Alterianl SDL (\$) | Alterian is now SDL, an integrated flat from that blends the marketing analytics campaign management and social media capabilities from Alterian with those of SDL.
- (ii) Argyle Social (\$) | Identify and engage with more prospects, qualify and quantify better leads and build and maintain stronger relationships by linking social media actions to the marketing platforms you are already using.
- (iii) Back Tweet (free) | Track how many people are talking about you, who's talking and what they are saying. You can search through a tweet archive for URLs sent via Twitter Including results for full URL links, shortened URL and URLs without the "www" prefix.
- (iv) Blitz Metrics (\$) Social media dashboards for your brand that monitor Content across Twitter, facebook, You Tube, Instagram, Tumblr and more. It helps you bench mark against your competitors, learn which demographics are the most active and track content performance so you can improve your reach and engagement.
- (v) Bottlenose (\$) | A tool that provides live social intelligence by analyzing activity across all the major social networks. Use it to search, monitor, analyze, target and engage in real time, all from one place.
- (vi) Brand with (\$) | This service reads though and summarizes what's being said on the Web about brands, people and products. Define keywords to track (brands, topics, people names, products) and get access to mentions, bond and Campaign analysis and competitive info.
- (vii) Buzz Equity (\$) | Listen to social media conversations in real time from various social media channels like Twitter, facebook, blogs, news, forums, reviews and video websites.
- (viii) ARMA (\$) | Evaluate your overall social media image, brand recognition, message penetration, competitive positioning and areas of strength and weakness and use the data to develop a strategically sound and effective communication strategy.
- (ix) Collective Intellect (\$) | This Oracle platform captures millions of conversations a day across multiple social networks, including facebook and Twitter. It extracts

sentiments, preferences and intentions from these sources and displays the information in real time.

- (x) **Crimson Hexagen (\$)** | Tap into social media conversations with listening tools that help you understand how the most engaged consumers think and feel about your brand, why consumers are being choosing other bounds over yours and how your ads/ marketing are really perceived by your audience.

TRACKING AND MONITORING PLATFORMS

Various tracking and monitoring platform are–

1. **Hootsuite's-**

Hootsuite's monitoring tool in its of He entire package of social media management tools. If you were to subscribe to one of their plans, you can also enjoy other features such as scheduling and analytics with Hootsuite, you can setup unlimited strams of social media content based on your mentions, selected keywords, hash tags, or locations further more, Hootsuite integrates with 100+ apps to help you do more from its dashboard.

2. **Sprout Social-**

Similar to Hootsuite, Sprout Social's monitoring and engagement tools are part of its social media management software. Sprout social has two separate features for social monitoring and engagement.

In the Smart In box, you'll get all your social media mentions and messages. With the discovery feature, you an search for particular keywords on Twitter or Instagram (for example, when someone mentions your hard without tagging your social media profile.

3. **Agora Pulse–**

Agora Pulse is also an all in one social media management tool with scheduling, monitoring, engagement, and analytics features.

Its inbox collects all your social media mentions, while its listening feston allows you to engage with relevant feedback. Agora Pulse also allows you to monitor comments on your facebook and Instagram ads.

4. **Zoho Social–**

Zoho Social is a social media management dashboard where your can publish and schedule posts, monitor social activities and analyze your social media performance.

In the Zoho Social dashboard, you'll get real-time updates on how people are interacting with your bands. I find this great for events where I might want to monitor related social media posts and engage with the attendees.

5. **Brand 24–**

Brand 24 is a powerful yet affordable tool for there who want to dive deep into social media monitoring. Besides the major social media platforms,

Brand 24 also monitors blogs, forums, and other sites for mentions of your brand. Besides collecting your mentions and allowing you to reply, Band 24 analyzes your social media reach, interactions, sentiment and more.

6. Mention–

Mention is more than just a monitoring tool for social media; it also monitors mentions of your brand across the web, such as on Yelp, Booking.com, Tripad Visor, and Amazon. On its custom company plan, you can get in-depth insights and reports of your brand mentions.

If you connect your social media profiles formation, you can reply mention directly with in Mention.

7. Keyhole–

Rather than just finding individual brand mentions, keyhole provides trends, insights, and analysis of your preferred hashtags, keywords or accounts. This makes it better for gathering data and reporting results then replying to your social media mentions.

8. Iconosquare–

Iconosquare is one of the most popular Instagram analytics and management platforms. Besides its robust analytics and management features, Iconosquare offers custom feeds, which you can use to monitor specific Instagram content. For each feed, you can add up to 50 users and 20 hashtags.

9. Tailwind–

Tailwind's social media monitoring is built specifically for Pinterest. A part from its scheduling and analytics features, Tailwind enables you to monitor your content and your competitors. It also provides information about emerging trends so that you can tap into them.

10. Sendible–

Sendible is a full social media management tool built for agencies that manage multiple clients. On top of scheduling and collaborating on social media Content, you can also track brand, competitor, and key industry terms and stay on top of responding to comments and messages quickly.

11. Meltwater

Meltwater's social media monitoring and listening tool allows users to monitor mentions of their brand, industry, competitors and relevant topics in real-time providing valuable insights into consumer sentiment and emerging trends. Users can create customized dash boards to view and analyze social media data, including offers automated sentiment analysis which help businesses quickly identify positive or negative sentiment in customer feedback and respond accordingly.

12. Hub Spot–

Hub Spot is a comprehensive marketing automation software that includes everything from social media and emails to SEO and lead management. Because Hub Spot integrates many parts of marketing together (such as customer

relationship management and social media) it allows you to better monitor you leads and customers on social media.

13. Reputation–

Reputation gathers all your social media data in real time and displays it in insightful visualizations to help you make decisions quickly and effectively.

14. Brand watch–

Brand watch is robust marketing platform that helps social marketers with social listening, Customer engagement, Content marketing, and audience management. Its social listening features help you monitor your brand, stay on top of popular topics, and engage influencers.

15. Talk walker–

Talk walker in one of the most powerful media monitoring tools. Besides being able to monitor social media platform and websites, it can also monitor print and TV and radio broadcasts.

It even has image recognition technology to help you pick up social media posts of your brand or product even when your brand is not mentioned in the caption.

CONTENT SEEDING

Content seeding is a strategy in which content creators plant a board's content across various platforms, such as partnering with an influencer to promote a product on social media, to reach their target audience and attract leads.

Content seeding allows brands to highlight their content in places target, audiences will see and engage with it. Influencers are a prime choice for Content seeding because they usually have large audiences. These audiences have been proven to trust influencers more then their friends.

For instance, life style subscription box Fab fit fun has a target audience of women". 18-34, who love a good deal card) want to hear about the latest and greatest trends in beauty, fitness, nutrition, and style." When they work with influencers on content seeding, they choose platforms their target audience is interested in, like my favorite pod cost.

True Crime obsessed (TCO).

When I heard ads for fab fit fun on TCO, I was immediately interested in the brand and what it offers, so I followed the link in the pod cast subscription. The added bonus of hearing high praises from posts I have come to connect with and trust solidified my interest and ultima they drove me to subscribe. That's content seeding in motion. Part of the season content seeding is so successful is that the content shared by influencers or fastness in relevant to the target audience. Market research shows brand like fab fit fun, where there audience is and gives them clues as to where to seed content.

What is influencer seeding?

Often brands will give out products or services to influencers in the hopes that they will share favorable reviews or promote the product to their audience. This is referred to as influencer seeding. Like content seeding, utilizing influencers that align with the interests of your target audience will yield the best results. Having industry leaders promote a brand through their social platforms or other networks increases the reach of the business, because they have built trust with their own audiences.

This does not mean that you have to find the influencer with the most followers to do the job. Sure, someone with millions of followers will have a wide reach, but there is value in utilizing micro-influencers- these with roughly 10,000 to 50,000 followers - often serve more niche, but loyal audiences. This can be an advantage when you are looking to segment or narrow your target audience.

Micro- influencers also provide a level of authenticity influencers with higher follower counts lack due to their mass appeal. Social media platforms are inundated with marketing campaigns and ads. Make your product or service stand out by tapping into the networks of smaller influencers and take advantage of word-of-mouth cred.

However, influencers are not the only way to facilitate content seeding you can also contact an agency that specializes in seeding, or reach out to thought leaders for a partnership on a blog post or email newsletter.

Where Content Seeding is Commonly Used ?

While blogging and editorial outlets previously served as the primary avenues for content seeding, social media platforms have become the dominant method of choice. All of these platforms are useless if you don't have a plan in place to utilize them. Next, we will dive into tips for creating an effective influencer seeding campaign.

Creating an Influencer Seeding Strategy -

Creating a plan will help you (organize resources and focus your energy on what's most important for your brand. Here are some best practices to follow:

- (i) Set your end goal: what would you like to accomplish? Are you looking to build brand awareness or boost sales? Once your goals are established, you can assess which platform would make the most sense to use to achieve them.
- (ii) Research ideal influencers: By now you should have clear personas. Identifying who your target audience is, with that information in hand, look into the types of people they would follow and their interests. Look at trending hashtags or topics related to your brand, and the influencers who follow them.
- (iii) Send relevant content, services and products: you'll want to make sure what you are sending the influencer to promote is actually relevant to their brand, and audience for example, if you sell artisan chocolates, you may want to reach out to influencers that have content dedicated to chocolates, sweets and desserts, instead of just sending products out to foodies in general. This is where going niche pays off.
- (iv) Engage and Comment: If an influencer posts anything regarding your brand, engage with it. This can include liking the post, commenting, or sharing. Even if the feedback is negative you can thank them for their honest review and find out how you can make improvements.

- (v) **Measure the outcome:** Examine the reach of influencer posts, traffic statistics, and engagement (share, comments, brand mentions) for e-commerce, track any promo codes or affiliate links used during the Campaign. Looking at these metrics will help you figure out what worked and what did not.
- If you are starting to think of ways you can get into content seeding, which platforms to use, and what content to share - do not worry, we are going to look at more great examples of content seeding next.

GUIDE TO A SUCCESSFUL SEEDING CAMPAIGN

The following points serve as a guide to a successful seeding campaign:

- (i) **Setup a Network:** In addition to seeding, a healthy network is paramount for all marketing activities. Maintaining an online network through social media, an offline network through trade shows and conferences is important to retaining relationships with people in your industry.
- (ii) **Define goals.** To generate a successful campaign, you will need an exact definition of your target group. Do a comprehensive analysis of your target group through Corporate database research and pay attention to the media. Focus on which networks your target group spends most of their time on- Twitter, Facebook or LinkedIn and define quantitative goals within each platform.
- (iii) **Create content-**Once your research is complete and you have a plan in place, you will have to create the actual content. Pay special attention to how the content type you are producing - a video, Infographic or article -will be received on each seeding platform. Is the content piece best suited for PR, entertainment or information? Are there any particularities for the format of your content? Think of how your target group will respond and make it easy for them to share it.
- (iv) **Influencer Search:** The target group and the finished content will narrow down the net of possible influencers. Stay up to date with current event and industry opinion so that you can present your content in the best light and always keep an eye on media events pertinent to your industry.” Set up alerts for specific industry keywords plug yourself in to various blogs to catch up on themes that you might otherwise miss.
- (v) **Contact.** If an influence is not already connected to you, they would have to accept solicitation from an unknown contact. If you approach these people with a mass email or poorly researched premise, all your previous hard work will be nullified. Present yourself in a professional manner and get right to your point. Influencers are highly targeted people, so they need to know exactly what your goal is and why you are contacting them to reach it.
- (vi) **Convincing call to action:** Make sure that your proposal has some inherent value for the Influencer. Why should they share your content? How does it benefit their network? Sell them on your preparation, expertise and quality of work.

- (vii) Monitor and to analyze results** - Did the content seeding give you a measurable boost in traffic? Were the influencers open to accepting and Sharing your content ? Did your content spread beyond your own network and reach people you would never have reached otherwise? Was the target group defined correctly and did they respond to your message? Monitor each part of the seeding campaign so you can better your campaign next time. Also, do not forget to keep a database of all the influencers you targeted so you can expedite your influencer tracking process next time.
- (viii) Maintain your Network** - At the end of a successful seeding campaign, do not forget to nurture the network you worked so hard to acquire. If you established a relationship with influencers, make sure you keep that going. You have established a great foundation to build upon, so make sure you keep it.

BLOGS

Writing has always been a form of expressing an idea or a thought. However, in the current digital age, paper and pen has made way for blogging. When blogging began in 1994, it was more like a personal diary or thought journal in which individuals expressed their opinions and feelings on either a particular subject or on a variety of subjects.

New, blogging has evolved to become a trusted and profitable medium to reach all kinds of audiences-individuals, businesses, companies and so on. As a business, if you really need to optimize blogs, it is imperative to know what is a blog, why blogs are important, and how blogs enhance user experience.

A blog is an online informational portal or websites that publishes and display content on a particular topic or a variety of subject matters in reverse chronological order.

Blogs are also used by writers or groups of writers to share their thoughts and views on anything - from personal experiences to personal finance to human rights.

A blog can exist on a stand alone basis, or as part of a website, Running a blog requires consistent ideation and brainstorming, scheduling and posting of content, and promotion and link building, among other aspects.

HOW TO USE BLOG?

To make your blog an accountable aspect of your content marketing plan, here are seven steps to get on track.

1. Choose your target audience –

The first step in starting a blog is understanding who will make up your target and audience. Your target audience will be those people who resonate with your blog, align with the ideas and facts that make up the blog posts and find your product or services useful.

Ask yourself questions like who are you creating the blog for? Who should

read them? That way, you will discover your niche and the topics you want to cover for that niche audience. For instance, if you are starting a financial blog, your target audience would be people looking for inputs on money management, insurance and investments.

2. Brainstorm new content ideas –

A crucial part of running a successful blog to maintaining its freshness quotient. For your blog to slay relevant search engines. You must one up with original, unique, and well-researched content regularly. While you can decide the timeline for posting content, you have to ensure you are consistent and stick to the schedule. The ideal timeline for posting new content is once a day, or at least once a week especially if you are an up-and-coming brand with little to no audience. The content you come up with must also be of high quality, SEO-approved and interesting to your readers.

3 Research on CMS –

Content Management Systems (CMS) are software tools that help design, manage, and publish blog posts and other content for your blog site. Without a CMS, you will not be able to publish and update your blog content.

You will also have to take care of the technical aspects yourself which includes writing, a static HTML file and uploading it to your server.

Using a CMS help you upload your content directly and integrate it with your blog or website.

Various CMS softwares are available but word Press in one of the most popular CMS tools as it is easy to use and free, Joomla, Drupal, Magnets d sitecore among plenty others, follow Word Press.

4. Create a Strategy –

No endeavour ever works without a strong and adoptable Content strategy in place. The same goes for blogging. If you blog without a specific aim in mind and post unrelated content, it can get hard to unlock the benefits of blogs. Your blogging strategy should have answer to these questions :

- Which part of the audience is the niche forms offering and what type of content will I produce and curate for them?
- Do my blog posts meet my target audience's needs?
- What content, content pool/reserve, research sources, editorial tools, tracking tools will I use?
- What is the time line for posting and scheduling posts?
- Where will I promote my content the brands I want to target for collaboration and the like?

5. Write a blog –

When it comes down to it, how you write a blog is crucial in ensuring its success and visibility. Pay close attention to the structure of your blog. While each blog is different, these are in a standard blog structures that authors use that already well received by blog readers.

When writing your blog posts, pay due attention to the article structure. Your blog should start with an attention-grabbing, yet meaningful, header or title. It should have plenty of subheads, bullet points, tables, images, and other broken-down content to make the blog post easy to read and digest. It should also have an inviting call-to-action (CTA). A CTA nudges readers to engage further with your blog and ultimately generates viable leads.

6. Promote Your Blogs –

It would not matter how valuable your content is if no one ever finds or reads it. Once you get done with the content creation bit, it is vital to ensure that your target audience finds your blog posts. Here in where promotion and marketing come into play. You can promote your blog posts through :

- Sending out emails and daily/weekly/monthly newsletters.
- Inviting guests to write posts or linking to other websites.
- Partnering with an influential personality or brand.
- Advertising or pay-per-click adverts.
- Offering incentives for customer participation and promotion.

7. Conduct SEO-

Why blogs are important for SEO, you ask? Well as your blog post will get displayed on search engines (especially Google), it is important to conduct thorough search engine optimization (SEO) to push up your search ranking.

You have to conduct SEO from time to time to get actual results and drive organic traffic to your blog page you can carry out SEO by researching keywords relevant to your field or niche industry, doing competitor analysis, doing internal and external linking, and using user-friendly URLs and meta tags, among other steps. You should also optimize your user interface and optimize your blog to be lag-free for boosting user experience.

8. Use variations –

When we say use variation, we mean to try and write your blog post in various styles and patterns. This does not mean you stray away from your niche and dabble in topics beyond your expertise. It only means that you have for by various combinations of blogging structure and styles to keep up user experience and interest.

For instance one day you can have a how to blog post, and the other day a listicle blog post. Or you can have a multi media blog post, share personal stories, publish interviews, or have a guest blogger write for you.

9. Repurpose old content –

repurposing is not just for clothes and materialistic items. You can repurpose and reuse your digital content as long as you remodel it in a way that has a fresh and relevant feel to it. As brainstorming and coming up with 100% authentic and interesting blog content is hard and requires consistency. You can reinvent your old content.

Doing this can save you time and beat those Writer's blocks if the need arises. For instance, you can convert video or audio content of yours into an article or vice versa. In case repurposing content is not an option, you can invite a group of bloggers to come up with fresh content and run your blog in your absence.

10. Keep an eye on Competitors –

A little healthy competition never hurt anyone. Some of the biggest successes in the world have looked up to their peers and competitors for inspiration. Why should blogging be any different? Looking at what your competition are up to can help you identify industry trends, understand your audience, develop full proof strategy, and fix the short coming in your content.

It can also give you many ideas on relevant topics, mutually beneficial collaboration and promotion, and ways to promote your blog. More than anything It will leap you on your toes and have you learning and growing everyday.

TYPES OF BLOGS

Once you know what is a blog, you can move on to understanding the type of blogs.

1. Personal blogs –

When blogs became mainstream, they were synonymous with personal journaling or blogging. While various blogging styles emerged later, personal blog still remain one of the most popular forms of blogging.

As the term suggests, personal blogs are all about sharing personal opinions and thoughts on various subjects. Personal blogs are not aimed at a particular target audience and the bloggers do not aim to make money off them either.

Personal bloggers write about anything- from controversial topics to the day-to-day business or company blogs are mom by businesses or companies to communicate with their customers, attract prospective customers and generate viable leads. These blogs are in sync with the case USP, product, service or offerings of the business.

Businesses use blogs to inform their client, partners, and stakeholders about upcoming product launches, projects, press releases, and other details. Almost all businesses and companies have a digital presence without which they would not be able to gain visibility and move ahead of their competitors

2. Review blogs –

Review blogs also known as affiliate blogs, assess and review a specific product or service from a niche or broad market category. Review blogs educate prospective buyers about a particular product or service, about the pros and cons, the price, and the overall value of that product. They also, give their verdict on whether something is worthy of purchase.

Most review blogs take home to take off, as establishing trust amongst their readers takes a lot of patience and expertise.

3. Multimedia blogs –

Multimedia blogs have caught on in popularity over the last decade or so, given the popularity of visual content among viewers. Multimedia bloggers use the same base format of a blog, but instead of written content, the blog page consists of audio visual content like vlogs, podcasts, video, and images with a piece of text summarizing the content to give context to the audience.

Multimedia blogs also contain a table of content and other widgets and icons in multimedia blogs.

4. Lifestyle blogs –

Lifestyle blogs are increasing in popularity by the day and are gaining immense followers. These blogs touch on a range of lifestyle-related topics around the central theme of improving the quality of life.

Most lifestyle blogs include discussion around health, nutrition, fitness and exercise, social life, Greer, productivity, passion, hobbies, holistic wellness, and anything else that gives readers practical and actionable tips on improving their lifestyle.

5. Influencer/brand blogs –

Influencer a brand blogs are a new category of blogs and are a cross between personal and professional business blogging. Usually, an individual starts and runs those blogs by picking a niche and creating content specific to it.

Once the blog gets traction, it becomes a well-recognized personal brand that is in a position to make money through brand collaborations, advertising, marketing and partnerships with other established labels or individuals. These blog types require consistent content creation, a strong business strategy, and regular analysis of upcoming trends.

6. Travel blogs –

Travel blogs contain information about traveling. Travel blogging requires a lot of work as the target audience, which comprises travelers and tourists, spends dedicated time and research on finding the best destinations and travel deals.

Apart from destinations, travel blogs cover culture, cuisines, itineraries, best spots, and the best packages or travel deals. Creating a travel blog takes time as you are required to create content with in-depth research and accurate information.

FORUMS AND DISCUSSION BOARDS

An Internet forum or message board, is an online discussion site where people hold conversations in the form of posted messages. They differ from chat rooms in that messages are often longer than one line of text and are at least temporarily archived. Also, depending on the access level of a user or the forum set-up, a posted message might need to be approved by a moderator before it becomes visible. Forums have a specified set of Sargons associated with them; e.g. a single conversation is called a “thread” or topic.

A discussion forum is hierarchical or tree-like in structure; a forum can contain a number & sub forums, each of which may have several topics. Within a forum's topic, each new discussion started is called a thread and can be replied to by as many people as so wish.

Depending on the forum's settings, users can be anonymous or have to register with the forum and then subsequently log in order to post messages. On most forums, users do not have to log in to read existing messages.

The modern forum originated from bulletin boards and so-called computer Conferencing systems and is a technological evolution of the dial-up bulletin board system. From a technological standpoint, forums or boards are web applications managing user-generated content.

Early Internet forums could be described as a web version of an electric mailing list or newsgroup; allowing people to post messages and comment on other messages. Later developments emulated the different news groups or individual lists, providing more than one forum, dedicated to a particular topic. Internet forums are prevalent in several developed countries. Japan posts the most with over two million per day on their largest forum, channel. China also has many millions of posts on forums such as Tianya Club.

Some of the very first forum systems were the planet - forum system, developed in the beginning of the 1970-s, the EIES system, first operational in 1976 and the KOM system, first operational in 1977. Administrators may also make forum-wide announcements or change appearance (known as the skin) of a forum. These are also many forums where administrators share their knowledge.

Post-

A post is a user-submitted message enclosed into a block containing the user's details and the date and time it was submitted. Members are usually allowed to edit or delete their own posts. Posts are contained in threads, where they appear as blocks one after another. The first post starts the thread; this may be called the TS (thread starter) or OP (original post). Posts that follow in the thread are meant to continue discussion about that post or respond to other replies; it is not uncommon for discussion to be detailed. On Western forums, the classic way to show a member's own details such as name and avatars has been on the left side of the post, in a narrow column of fixed width, with the post controls located on the right, at the bottom of the main body, above the signature block. In more recent forum software implementations, the Asian style of displaying the member's details above the post has been copied.

DISCUSSION BOARDS

A discussion board is a general term for any online "bulletin board" where you can leave and expect to see responses to messages you have left. Or you can just read the board. The first discussion boards were available on bulletin board

systems. On the Internet, Use net provides thousands & discussion boards, these can now sometimes be viewed from a Web browser.

Many websites offer discussion boards so that users can share and discuss information and opinions. Special software is available that provides discussion board capability for a website.

This section does not cite any sources. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed.

Forums prefer a premise of open and free discussion and often adopt de facts standards. Most common topics on forums include questions, comparisons, polls of opinion as well as debates. It is not uncommon for nonsense or unsocial behaviour to sprout as people lose temper, especially if the topic is controversial. Poor understanding of differences in values of the participants is a common problem on forums. Because replies to a topic are often worded aimed at some one's point of view, discussion will usually go slightly off into several directions as people questions each other's validity, sources and so on. Circular discussion and ambiguity in replies can extend for several tens of posts of a thread eventually ending when everyone gives up or attention spans waver and a more interesting subject takes over. It is not uncommon for debate to end in ad hominem attacks.

BENEFITS OF HAVING A BLOG

There are several benefits of blogs. Having a blog can:

- Help your company, business, brand, or personal page to rank higher than competitor pages and gain top rankings on search engines. This is only possible with the incorporation of SEO in blogging.
- Help you share Information about a specific topic of Interest and become an expert in an Industry, over time.
- Help to drive organic traffic to your site or platform, and turn prospective visitors into actionable leads, which in turn, can bring you consistent revenues. It can also maintain engagement with your current customer base.
- Help you cultivate an online community and engage with an audience to better understand their needs and bank on them.
- Help establish trust and expertise within your customer base partners, and stakeholders.
- Help increase your credibility and goodwill in the industry.
- Help improve user experience and customer satisfaction.

ROLES IN AN ONLINE COMMUNITY

Let's take a look at the different roles your community members can assume, what they involve, and how they bring value. We can break this list down into three parts-

1. Natural Community Roles.

This is not a definitive list of natural community roles, but rather an attempt to categorize a group of individuals along behavioral lines. You may find that when you analyze your community, you came up with your very own list of roles.

- (i) **The Organizer-** Organizers are like the unelected leaders of your community. They are fair, unbiased, are interested in the community's success. Their role is to stand up when needed, communicate key matters to the group, and moderate where necessary. Ideally, organizers will have earned their stripes as some of your longest serving, most loyal community members.
- (ii) **The facilitator -** The facilitator plays a critical role in creating an environment whose conversations flourish. They are the ones who welcome new comers, respond to first posts, and offer words of encouragement and advice.
- (iii) **The Performer -** Always eager to be seen, the performer is driven by a strong psychological need for belonging and approval. They want to be at the center of every thing, that's happening in the community and thrive on attention and recognition:
- (iv) **The Antagonist-** Often known as a trouble maker, the antagonist loves testing boundaries and challenging people's ideas. If not kept in check, the antagonist's desire for debate can quickly descend into argument. The antagonist is not to be confused with a troll. While the former brings balance and value to your community, the latter brings nothing but trouble.
- (v) **Content Creator-** User-generated content should play a control role in your community strategy. Your community members are more likely to trust what other people say over what you say about product. Ideally, anyone in your community should be able to create and share content about your brand or product. This official title, however, can be granted to the most active or effective content creators as a badge of honor.
- (vi) **Brand Ambassador-** This role is reserved for the most active and passionate community servants- the ones who have a deep, long-lasting affinity with your brand. Brand ambassadors are your word off mouth superheroes. Their job is to promote your company and products wherever possible, so they need to be confident enough to put themselves out there.

2. In-house Community roles-

You will need to ensure that key roles are filled in-house as well. Again, this is not a definitive list. And in many cases, building a community will require cross-departmental collaboration with engineering, customer success, and so on.

3. Granted Community Roles-

Granting roles is a great way to involve community members in the process of growing and managing your community. When done right, it builds trust and loyalty. But be careful- granting an important role to the wrong person can do more harm than good.

- (i) **Moderator-** This is one of the most important roles you can grant to a community member. Moderators are there to keep the peace, enforce rules and ensure that your community is a productive and positive place for all. It's important to note that moderation mostly requires a light touch. A moderator's powers are best used sparingly. Heavy handed moderation is a quick way to kill your community before it gets started.
- (ii) **Content Creator-** User-generated content should play a central role in your community strategy. Your community members are more likely to trust what other people say over what you say about your product.

BUILDING RELATIONSHIPS WITH DIFFERENT STAKEHOLDERS ONLINE

The Project management industry has a but a lot of focus in recent years on the importance of stake holder relationships. Project management practitioner and leading thinkers in the field have emphasized that a good project manager is not just some one who is good at keeping track of all the task that need to be completed. A good PM is also someone who can balance stake holder needs and interests, and ensure that all parties pull to gather and support the project in delivering a valuable outcome. But how does the project manager make this happen?

(i) Understand who the stake holders are-

The first step in building great relationships with project stakeholders is to understand who they are. Many projects get delayed or end up not delivering the value they promised because the project manager failed to Identify and engage all of the stake holders. This means that essential requirement needs or insights might have been missed.

To find out who all the stakeholder could be, brainstorm groups and individuals who have an Interest in the project or who will be affected by it. Whenever you Identify a stakeholder, ask them if there's anyone else they believe you need to speak to keep going until you are sure you have identified all of them.

(ii) Pinpoint stakeholders with high levels of power and influence-

If you are leading a large project, you would not be able to spend an equal amount of time with every stakeholder. Naturally, you will have to engage and learn about every group or person you have identified, but the people you need to concentrate your efforts on are there with the most power and influence.

(iii) Engage in a one-to-one conversation-

Building great relationships is not about the amount of time you spend with someone, but about the quality of that time. Consider for instance how many people you interact with in meetings without knowing much about them. Great relationships are built through one-to-one conversations where you can find out more about what makes each person tick. Stakeholders are busy people, so respect their time by keeping your discussions as short as possible. Come

prepared and let them know that the purpose of the meeting is to uncover any thing that can help the project be successful - including how the two of you will be working together.

(iv) Seek to understand their world-

At the most fundamental level, project stakeholders will only open up to you and trust you when they feel that you understand them and that you have their best interests at heart. Your most important task is to inquire about their stake in the project, their requirements and any knowledge or experience they have that can help deliver an outcome that adds more value.

Ask stakeholders what a successful project looks like in their eyes, Such as:

- What their hopes and concerns are
- How they would like you to keep them updated throughout the project
- If a weekly status report will suffice, or
- They may prefer a regular phone call

Be curious and find out as much as you can about each stakeholder and their communication preferences.

(v) Continuously Demonstrate your competence-

Building good relationships with project stakeholders is not a one-off exercise or something that only happens at the beginning of the project. Continuously walking your talk and delivering on your promises will help you to further develop each relationship.

This can be done by demonstrating that you are a reliable and competent project manager- someone who is skilled at defining the project, locking down the scope, creating a realistic plan, capturing requirements, managing risks, tracking the budgets, and understanding the content of the business you are operating in. You can also demonstrate your competence by keeping meetings on track, capturing agreements and decisions, and holding people accountable for their actions.”

RELATIONSHIPS BETWEEN ENVIRONMENT AND BUSINESS

Business and environment interaction takes place in the following ways:

1. Business is affected by economic conditions of the environment. During recessionary conditions, for example, firms reduce the production or pile their inventories to sell during normal or boom conditions. Business, on the other hand, can create artificial scarcity of goods by piling inventories and force the economic conditions to show signs of adversity while it is not actually so. Both business and environment, thus, affect and are affected by each other.
2. When financial institutions increase their lending rates, firms may resort to other sources of finance, like bank loans or internal savings (reserves). This may force the financial institution to lower their interest rates. The financial environment and the business system thus, act and interact with each other.

3. The firm's micro environment consisting of its workers, suppliers, share holders etc affects the business activities and is, affected by them, Workers demand high wages, suppliers demand high prices and share holders demand high dividends. Business firms reconcile the interests of diverse groups and satisfy their demand high wages, suppliers demand high prices and share holders demand high demands. If management resolve these demands, it will be positively affected by the environment forces but if it fails to satisfy these demands, it becomes a victim of the environment. Growing firms pay high wages and dividends to their worker and shareholders to maintain harmonious industrial relation and a positives business. Environment Interface.
4. Business receive useful information from the environment regarding consumer tastes and preferences, technological development, Government policies, Competitors policies etc. and provides useful information to the environment regarding its goals, polices and financial returns. This information is transmitted to environment in the from of annual reports as a requirement of disclosure practices.
5. The basic function of a business enterprise, in put-out but conversion is carried through active interaction with the environment. It receives inputs from the environment, converts them into outputs through productive facilities which are also receive from the environment and sends them back to the environment. A constant feedback is received from the environment to improve its performance.
6. The environment offers threats and opportunities to business systems which they over come and exploit through their strengths and weaknesses. SWOT analyses helps in integrating the organization's external environment with its internal environment.

RELATIONSHIPS IN THE NEW BUSINESS ENVIRONMENT

There are new reported to be 1.5 billion social media users globally, with at least 70 percent of companies using some format social media. (McKinsey Global Institute). Several important and inter-related developments relating to the growth of social media usage are especially relevant to business relationships.

First, the proliferation of social networking sites means that it has become much easier to develop weak ties, which can be tapped to provide Information or assistance or to collaborate. Work-related networks of Weak ties might include, for example, an individual's or organization's list of Linked In contacts or the members of an online forum established by a professional group to share information and discuss issues of interest. These types of networks typically form spontaneously around particular topics and dissolve quickly. However, these are strong indications that the traditional benefits of weak links are not being exploited, It has been argued that the greatest participation in social networks comes from Individuals who already have offline connection and not from new acquaintances who can provide innovative ideas or expertise previously unavailable to the other party. At the same time, since electronic communications have to a large extent displaced face-to-face meetings

and telephone calls, it has become arguably more difficult to develop and sustain strong ties with business contacts.

However, technological developments and the & growth of social media are also marking possible innovative forms of business interaction and activity involving, new types of business relationships. These are primarily based on weak ties - which may mean that the conventional distinction between strong and weak ties is no longer so relevant.

Now that all types of information can be accessed via the Internet and every imaginable topic in the subject of online debate & discussion, it has become virtually impossible for companies to maintain control over data or conceal their activities. Indeed, one of the main impacts of the Internet has been the increased expectation that organizations of all types will be more transparent about their policies and operations. Furthermore, a willingness to share information and knowledge has become fundamental to success in a world in which firms need to collaborate or work with others. Advances in information and communications technologies, including the social media sites through which initial contacts are often made, make it possible to organize and conduct work in radical new ways; by using virtual project teams distributed across the globe, for example. This has significant implications for relationship building. For example, now that firms can tap into a global work force of specialists and experts, maintaining strong links over time has perhaps become less important than establishing the ability to identify and establish effective linkages with relevant individuals and organizations as and when needed. There is still undoubtedly a need to establish a sign from level of trust and commitment with in most business relationships, how over temporary these may be. But the types of skills and expertise involved when business partners or project teams never meet face to face, come from different cultural and language backgrounds or have traditionally been ardent competitors are likely to be quite different from these traditionally required for business relationship-building.

Another key development is that the Internet and social media sites have increasingly become the primary or even the sole source of information for individuals and business alike. These have largely displaced traditional sources such as printed company literature the yellow pages and business directories. The implication is that organizations no longer have control over what is disseminated about them. As one publication states, "most of what is said about the company will not be heard by the Company" (AT&T, 2011). In a recent global consumer survey, 78 percent of respondents said that they place greater trust in other people's recommendations for products and services than in other sources. The significance of this is reflected in the growing popularity of consumer websites based almost entirely on personal review, such as Trip Advisor and the dominant role of consumer reviews on leading e-commerce sites such as Amazon and eBay. As Leboff (2011) observes, this "puts the consumer in the driver's seat." The vast expansion in Internet usage generally has also heightened competition in many sectors, since firms of all sizes can have an online presence at little or no cost, thus leveling the playing field to a large extent, at least in the domain of marketing.

One of the main impacts of these developments has been the requirement for firms to develop new relationship-based associations with their customers and other social media participants, especially to build and maintain brand loyalty and to manage or at least influence what is being said about them online. Instead of just disseminating information about the organisation and its products, firms need to actively participate in the discussion on social media sites and develop other methods to engage Internet users. These methods contrast starkly to traditional, hard-sell forms of marketing. Moreover, most people must now contend with information overload when surfing the Web or visiting social media sites.

A company will also be judged by the way in which it responds to on live customer feed back, especially negative comments or complaints. Indeed, the potential impact of this on its reputation and ultimately on business performance is massive, given that millions of people worldwide can tune in to the dialogue. Effectively, it needs to develop and maintain not just a brand but an online personality which is likeable and well-respected and with which Individuals, can develop a real sense of familiarity and emotional connection. It is now often argued that ROI on marketing should now be measured not in traditional sales terms, but in terms of “return on engagement. What is Important is a measurement of engagement or emotional investment in the brands such as active participation on the company web site or favourable references to it in blog posts. These not only translate into longer-term individual loyalty but also help to attract additional followers who may become fans and customers. Business literature includes numerous case studies of how companies are using social media to maximise this form of ROI. At minimum, even the smallest companies now have a Facebook or LinkedIn page in which they interact directly with customers and respond to queries or requests for assistance. McDonald’s has taken this a step further with their Man’s Quality Correspondents Blog Initiative, in which the company not only interacts with this key customer group but has established close relationships with groups of moms across North America, who are invited to tour its kitchens and report on their perceptions of the company and its products. Another increasingly popular approach to the use of social media to inform customers to submit their own ideas for new products and services or to suggest alternative products on company websites, an approach taken by companies including Dell and Levi Strauss. This approach not only helps generate a sense of identification with and ownership of the brand, it also provides valuable market research data.

Something of importance in both the B2B and the B2C social media Context is the ability to identify and build relationships with key influencers” in the business network or target market. This observation returns us neatly to the concept and the concept of weak and strong ties. In order to achieve the desired business objectives, there is need to plumb the mass of online users and identify those likely to have the greatest Impact.

Within social networks, for example, these are usually key individuals or “trusted experts” who have established a strong reputation in their field. Making positive Connections with a few key influences who will transmit positive information about

the brand is likely to be much more effective a strategy and much less resource intensive, than direct relationship-building with large numbers of people in the target market. Similarly, when a business partner or expert is needed, it can be invaluable to locate and build a relationship first with a “critical enabler” or “trusted advisor” who can offer not only detailed knowledge of the relevant industry niche and its participants, but who also knows the key decision markers personally and can help arrange an introduction or advise on the best approach to them.

Curtis & Lewis (2010) argue that in order to develop effective relationship with key enables or other stakeholders, the principle of progressive reciprocity should be followed, in which something of value is offered to the other party at the outset, not just after an offer of help is secured. In traditional social net work analysis terms, firms might benefit from developing and maintaining strong ties with key influencer or critical enablers who are likely to provide on going value and benefits in return. At the same time, they would maintain. a wider network st weak ties with other stakeholders who hold relevant knowledge, expertise or market influence. One strategy that is likely to be effective actors the board is to establish the company itself or Individual within it, as trusted exports in a particular subject area, for example by publishing well- researched, informative articles or blog posts on relevant topics.

RELATIONSHIP BUILDING THROUGH SOCIAL MEDIA

As the preceding discussion suggests, the use of social media in relationship-building is likely to draw on a wide range of skills and attributes, the specific requirements for which will vary from company to company. However, a few key points can be made about the art of building relationships through social media.

1. First, it has become crucial for virtually all employees to develop the types of”. skills needed for business relationship-building and on line marketing. As most people are members of one or more social media sites, the boundaries between personal and professional life me being increasingly blurred. As a result, individual employees and likely to be seen as social media ambassadors to their company, with their online activities reflecting on that company, whether or not they represent it formally online furthermore, they may also be sought out by others in a particular social network in order to secure an introduction to or information about the organization or the sector in which they work some will establish “key” Influencer” or “critical enabler” roles in their networks. In order for organisations to manage the risk of negative publicity arising from the online comments or behaviour of their own employees should be trained in the sensible and effective use of social media and in the types of skills needed to achieve this.
2. In order to develop and maintain a strong and positive online presence and personality, however, a company should create specific social media management roles. Although many organizations out source their social media management, having in house social media managers for at least the non-technical aspects of the work in Important, since these people will act as official representatives

of the company. As such, they need to be able to respond in an authoritative and consistent way to comments and feedback, develop and implement content and initiatives that truly reflect the brand and post first-hand news and other content about organizational activities. The appointed social media representatives must be able to interact and communicate online with sensitivity and diplomacy—including knowing when to participate in online discussion and when to hold back—while consistently conveying a positive and likable image. Personal attributes are often a much more important consideration than formal skills when selecting individuals for these roles, since the additional skills and knowledge can more easily be acquired through training.

3. Building and maintaining a network that generates value is another challenge facing organizations in the world of social media. As highlighted earlier, a primary objective should be to develop connections with key influencers or critical enablers that are likely to help maximize the value of networking, help generate solutions to specific organizational problems and provide other benefits. The art of relationship-building through social media the sense involves the ability to identify the individuals or organizations in these roles within a particular area and to understand and implement the types of approaches to which they will respond. For example, in the B2C context, providing a free product or service to a key influencer in return for an unbiased review may be a good way to generate positive publicity. In a B2B situation, it may be most effective to initiate an online dialogue or suggest a telephone call in order to explore areas of common interest. In both cases, one objective should be to establish trust between the parties, initially based on reputation and the ability to communicate in ways that generate respect, which can be built on over time if the relationship continues. Building and maintaining wider networks with the goal of maximizing “the strength of weak ties” (Granovetter, 1974) will involve different skills, such as the ability to evaluate the quality and relevance of various online forums and contributions in order to identify, potentially useful contacts and to understand the intensity and types of effort required in particular social media in order to generate results.
4. For many organizations, significant cultural and often, structural changes, are needed to support the types of skills necessary for relationship-building. In particular, a change in leadership and management styles is often necessary to promote the openness, transparency and reciprocity that are preconditions for success in this environment. Many employees are now involved daily in online activities and social networking for work-related purposes. Providing them with higher levels of responsibility and empowerment, accompanied by the skills and knowledge necessary to exercise them sensibly and in ways which benefit the company is likely to be a more effective strategy than exercising a high degree of direct control over them. Relatively flat, project-based organizational structures are more likely to promote this strategy. Such structures will also be better aligned with the dispersed, collaborative forms of working between organizations that are becoming a feature of the new global business environment.

Relationship-management as a key area of organizational activity should also be Institutionalized to formal policies and procedures. This may include, for example, developing guidance on the use of social media and social networking incorporating relationship - management and related skills in recruitment and performance-management systems and developing appropriate training to provide staff with the necessary skills and knowledge.

5. Developing a trusted expert or key influencer position within a particular niche will automatically generate a network of followers. At least some of the links formed in this way are likely to evolve into relationship- based associations with mutual benefits. For this reason, firms are likely to benefit significantly from investing time and resources in high-quality research and content writing. Specialist subject-matter expertise will be important in this respect, but so too will the ability to engage the target audience with well-written content that is tailored to their characteristics and interests.
6. Last but not least, a more qualitative and longer-term approach is needed to understand and evaluate the benefits of investments in relationship-building through social media. As mentioned earlier, traditional ROI measurements are no longer appropriate these must be based on an understanding of the value of customer engagement with the brand and its longer-term outcomes. This requires more creative, “out of box”! approaches to developing metrics and measurement systems, and reporting on these in ways that will be meaningful to executives more used to seeing facts, figures and graphs.

Review Questions

Conceptual Type

1. What is facebook ?
2. What is Linked In ?
3. What is Twitter ?
4. What is You Tube ?
5. What is online communication ?
6. Give the meaning of social media.
7. What is Content seeding ?
8. What is Blog ?

Analytical Type

1. Discuss the process of using facebook.
2. Explain importance of using Linked In.
3. How to use Twitter ?
4. Discuss about Social Media Measuring.
5. How to use blogs ? Discuss.
6. Explain about viral campaigns and the social graph.

Descriptive Type

1. Discuss procedure to use Linked In.
2. Explain about Youtube including creating a channel on You Tube.
3. Explain about Tracking and Monitoring platforms.
4. Explain about forums and discussion boards.
5. Discuss various types of Blogs.
6. Discuss about forums and communities.
7. Explain the procedure of building relationships with different stakeholders online.



Online Reputation Management

Reputation Management (RM) originally a public relations terms, refers to the influencing, controlling, enhancing or concealing of an individual's or group's reputation. The growth of the internet and social media led to growth of reputation management companies, with search results as a case past of a client's reputation. Online reputation management, sometimes abbreviated as ORM, focuses on the management of product and service search engine results. Ethical grey areas include mug shot removal sites, astroturfing customer review sites, censoring complaints, and using search engine optimization tactics to influence results. In other cases, the ethical lines are clear, some reputation management companies are closely connected to websites that publish unverified and libelous statements about people.

Such unethical companies charge thousands of dollars to remove these posts-temporarily-from their websites.

This field of public relations has developed extensively, with the growth of the internet and social media the advent of reputation management companies. The overall outlook of search results has become on integral part of what defines "reputation" and reputation management new exists under two spheres : online and offline reputation management.

Online reputation management focuses on the management of product and service search results within the digital space, that is why it is common to see the same suggested links in the first page of a Google search. A Variety of electronic markets and online communities like eBay, Amazon and Alibaba have ORM systems built in, and using effective control nodes. These an minimize the threat and protect systems from possible misuses and abuses by malicious nodes in decentralized overlay networks.

Offline reputation management shapes public perception of a said entity outside the digital sphere using select clearly defined controls and measures towards a desired result ideally representing what stakeholders think and feel about that entity. The most popular controls for offline reputation management include social responsibility, media visibility, press releases in print media and sponsorship amongst related tools.

In the 2010, marketing a company and promoting their products online have become large components of business strategies. Companies are trying to be more aware of how they are perceived by their audiences both inside and outside their target market. A problem which often arises from this is false advertising. In the past, contribution of internet post and blogs to a company would have been a foreign

concept to most corporations and their consumers. However, with more competitors and more clutter, it is increasingly difficult to get noticed and became popular within the realm of online business or among influencers because of how the algorithms work on social media.

Reputation management is a marketing technique used to restore lost reputation by companies who have lost it, or to establish a new one.

HISTORY OF REPUTATION MANAGEMENT (RM)

Reputation is a social construct based on the opinion other people hold about a person or thing. Before the internet was developed, consumers wanting to learn about a company had fewer options. They had access to resources such as the Yellow Pages. But mostly relied on word-of-mouth. A company's reputation depended on personal experience. A company while it grew and expanded was subject to the market's perception of the brand. Public relations were developed to manage the image and manage the reputation of a company or individual. The concept was initially created to broaden public relations outside of media relations. Academic studies have identified it as a driving force behind fortune 500 corporate public relations since the beginning of the 21st century.

Originally, public relations included printed media, events and networking campaigns. At the end of 90s search engines became widely used. The popularity of the internet introduced new marketing and branding opportunities. Where once journalists were the main source of media content, blogs, review sites and social media gave a voice to consumers regardless of qualification. Public relations became part of online reputation management (ORM). ORM Includes traditional reputation strategies of public relations but also focuses on building a long-term reputation strategy that is consistent across all web-based channels and platforms. ORM includes search engine reputation management which is designed to counter negative search results and elevate positive content.

Some businesses have adopted unethical means to falsely improve their reputations. In 2007, a study by the University of California Berkeley found that some sellers on eBay were undertaking reputation management by selling products at a discount in exchange for positive feed back to game the system.

REPUTATION MANAGEMENT PROCESS

Various steps in Reputations Management Process are.

Step 1. Evaluate Your Reputation Situation

Because every customer's circumstance is unique and the 10 links on the 1st page of Google carry different ranking factors based on link popularity, Content relevancy, domain authority and overall ranking defend my name will conduct a test to deforming the overall strength of all to links on page 1 to determine the best plan of action.

The evaluation test is not always required as some circumstances are very familiar to our see experts. Usually this test to conducted when the negative link resides in position 1-5 on page 1.

Step 2. Develop an Action Plan with a Reasonable Expectation

Defend my name.com senior project management staff will consult about your project and make recommendations to the proposal coordinator in order to create a smart and timely action plan based on the circumstances.

Step 3. Create a written proposal detailing the action plan items

Defend my name.com will then provide a written proposal to the client for review and schedule age to meeting if required to answer any questions about our reputation management program.

The written proposal contains information about each scheduled process and a detailed summary of exactly what deliverables will be delivered each month to the client. The cost summary is also included as part of the monthly fee designed and approved by the administrative board.

Step 4. Proposal approved by client we begin work immediately

Once the proposal to signed and faxed or email backs to us our development process begins! Our staff will create a project management login so that the client may follow every step of their project development.

Step 5. Ist meeting–discuss content–press release–project requests.

Your assigned project management associate will schedule a call with you to discuss all aspects of the projects and better explain the Ist steps to getting your reputation management program underway.

ONLINE REPUTATION MANAGEMENT

Online reputation management is the process of creating a brand name online and maintaining its good standing. Online reputation manage went influences the information people will find on the Internet. It involves building a digital image thanks to the positive experience that customers share. Therefore, it uses strategies to bring positive material higher in search engine results to inspire the trust of potential customers. ORM deploys strategies to improve and generate reviews, as well as respond to comments customers leave on your website.

Online reputation involves four distinct digital marketing channels :

- **Owned properties :** Owned properties refers to your business's websites and blogs. They are the online platforms you own and can fully control. Owning multiple properties can increase your chances to build an effective online presence if you ensure the public easily distinguishes one from the other.
- **Paid media :** When you pay external websites or networks to feature your business, you use paid media. It allows you to reach more customers and build new relationships with partners and clients. It also drives traffic to your website. Paid media includes displaying ads on social media sites, PPC (Paid perclick) sponsored posts on industry/influencer blogs or direct advertising.

- **Earned media** : Earned media is the publicity your business gets on external websites for which you didn't pay. To gain earned media, you need to propose products or services that users want to mention, review, share and repost. You also obtain it by providing great content that users want to talk about.
- **Social media** : Social media offers additional opportunities for people to discover your brand and interact. It is essential to be active on your social media page to benefit from it and improve your online reputation. You can publish new content and continuously engage in conversations with your answer.

FACTORS AFFECTING YOUR ONLINE REPUTATION

There are several factors that can affect a company's or individual's online reputation. Some of the main factors include :

- (i) **Social media** : Social media platforms such as Facebook, Twitter and Instagram can have a big impact online reputation, as they provide a space for customers to share their experiences and opinions about a company or individual.
- (ii) **Reviews** : Review sites such as Yelp, Trip Advisor and Google reviews can also greatly impact online reputation, as they provide a space for customers to leave ratings and feedback about a business.
- (iii) **News Articles**: News articles about a company or individuals can also L greatly impact online reputation, especially if the news is negative or controversial.
- (iv) **Search Engine Results** : The search engine results that appear when someone searches for a company or individual can also greatly impact online reputation.
- (v) **User-generated content** : Content created by customers or other users, such as blog posts or forum discussions, can also greatly impact online reputation.
- (vi) **Personal Branding** : Personal branding of an individual in the digital world also plays a great role in online reputation management it can be a blog, website, or personal social media account.

As part of a strategy for managing or online reputation, it's important to keep an eye on and deal with these things. This will help you protect and improve your reputation in the digital world. That is why it is necessary to choose the Best ORM Agency that will manage all of the above for you.

TYPES OF ORM SERVICES

There are several types of Online Reputations Management Services (ORM services) that can be used to monitor, maintain and improve a company's or individual's online reputation. Some of the main types of ORM services include –

1. **Monitoring** : The type of service involves regularly monitoring mentions of a brand or name across various online platforms, such as social media, review sites and news articles, in order to identify any potential issues or negative comments.

2. **Content Creation:** This type of service involves creating and promoting positive content, such as blog posts, news articles, or social media posts, in order to improve a company individual's online reputation.
3. **Review Management :** This type of service involves monitoring and responding to reviews on review sites, such as Trip Advisor etc, in order to address negative comments and promote positive feedback.
4. **Search Engine Optimization (SEO) :** This type of service involves optimising a company or individual's website and online presence in order to improve search engine results and push down negative content.
5. **Crisis Management :** This type of service involves managing and responding to negative publicity or a crisis situation, such as product call or a public relations crisis, in order to minimise the damage to a company or individual's online reputation.
6. **Personal Branding :** This type of service involves creating and promoting personal branding of an individual in the digital world, it can be a blog, website or a personal social media account.

It's important to note that different ORM service providers may offer different services and different levels of support, so it's important to do research and choose a provider that offers the services that best fit your needs.

Reputation Management champions provides different type of Online Reputations management services under one roof under the leadership of Kapil Garg, who has been providing ORM Services for over two decades..

IMPORTANCE OF ONLINE REPUTATION

Maintaining a good reputation is important because it impacts sales :

In fact almost 60% of U.S. Consumers said they would avoid buying from a brand that comes across as untrustworthy.

A negative online reputation can hurt your brand's trustworthiness. And, ultimately your business.

Here are a few other reasons reputation management is crucial for your business :

- It impacts, buying decisions -59% of shoppers said they perform online research before making a purchase. And 97% of consumers consult product reviews before buying. So you could lose customers based on how your brand appears online.
- It helps you deal with negative reviews : Negative reviews are inevitable-but staying on top of your online presence can help you turn these reviews around. Customers whose complaints on social media get handled in under five minutes tended to spend more on future purchases.
- It provides valuable feedback: If you get the same complaint multiple times, there's probably an underlying issue to fix. Start collecting useful insights on your products, services or overall a customer experience by reading reviews.

HOW TO MANAGE ONLINE REPUTATION

These steps would help to build and manage your online reputation :

1. **Decide how you want users to see you**

The first thing you need to do is to decide what your online reputation will be. Decide how you want users to see you. For example, you can be perceived as an authority in the field of your business, or you may want people to recognize your company for its excellent customer service.

2. **Evaluate your current online reputation**

To determine what your current online reputation is, you can ask your clients, friends and family what they think about you or your business. You can also use tools to assess your digital reputation. For example Google offers a free tool that can notify you whenever your name or brand is mentioned online. It also helps to identify competitors by setting up a keyword you can also define the content source you want to monitor.

3. **Design a social media policy**

Decide how your company and employees should interact online, and write this down in a document, thanks to a social media policy, employees know the type of content they can post to benefit the company and present its positive image. It will help to give a direction and create engagement that supports your reputation goals.

4. **Design a social media content strategy**

A social media content strategy highlights the topics your business wants to focus on the keywords you want to use and the types of media (video, pod Casts, articles etc) as well as the person responsible for each content creation. To develop your strategy, first decide what you want to achieve. For example Your goal maybe to acquire more followers or increase your online sales. Next, choose the online platform you will use to reach your ideal customer and reach your goal. Each platform has its unique advantages and can be more relevant for a certain goal. To help you decide consider the platform your Competitors are active on to find inspiration. Social platform demographics can also help you get an idea of the audience. Once you knew the platform's audience. You can determine if it fits your target customer.

Post content that in valuable to your audience, and invite them to engage. Answer their questions and react to their comments and back to sets of your strategy to see if you should make changes.

5. **Post Quality Content**

To enhance your online reputation, post quality content regularly that your audience finds valuable. The following are tips for posting good content. Blog articles can produce engagement. People will leave comments and share for instance.

Blog articles also generate additional traffic and help your website to reach high rankings in engine search.

To increase your chances of appearing in the first search results, you can use keywords. Find out what people are looking for by looking at queries on search engines and include these keywords in your content.

Make sure your content is easy to read. Images also improve the quality of your articles.

6. Engage with your Audience

React to both positive and negative online comments. Propose solutions for unsatisfied customers and answer the questions users ask. Engaging regularly with your audience is crucial to managing how they perceive you.

7. Monitor your online reputation

You can use online tools to monitor what people say about your business on the internet. Then, take the appropriate actions to maintain a positive online reputation.

REPUTATION CHAMPIONS 360-DEGREE ORM SERVICES

Online Reputation Management Company India : Reputation Champions is one of the best Online Reputation Management Companies in India and has been providing quality online reputation services for over two decades.

ORM Online Reputation Management : In today's digital age, ORM Online Reputation Management is a necessity, not a luxury. You need to have a fixed budget for ORM services, or it's Game Over for your brand's reputation.

ORM Agency : Reputation champions is one of the best ORM Agencies that is operational world wide and has been providing Exceptional ORM services for over 21 years under the leadership of Kapil Garg, Founder and Director.

Best reputation management services : It is important that you research thoroughly and choose the Best Reputation Management Services and who better than Reputation Champions which has been operational for over 20 years ?

CRITERIA TO CHOOSE THE BEST ONLINE REPUTATION MANAGEMENT

When looking for an Online Reputation Management (ORM) firm, there are a few things you should consider to find the best one for your needs :

- 1. Experience :** Look for an agency with a process track record of success managing online reputations for clients in your industry or with similar needs and who is better than Reputations champions led by Kapil Garg who has been providing online reputation services for over 20 years.

2. **Services** : Make sure the agency offers the specific services that you need, such as monitoring, content creation, review management, SEO, and crisis management. Reputation champions does exactly that for you, we create strategies especially for your needs.
3. **Results** : Look for an agency that can provide clear and measurable results such as increased website traffic, improved search engine rankings and positive feedback from customers. Reputation champions have almost 99.9% proven track record whenever we take on any project.
4. **Communication** : Choose an agency that has good communication skills, regularly updates, and is transparent about their work and progress. Kapil Garg will update on the progress monthly, and will personally talk and guide you on further strategies.
5. **Reputation** : Research the agency's reputation in the industry and check their reviews and testimonials from their previous clients. Reputation champions has a dedicated team that checks the internet everyday for reviews and other important information regarding your brand.
6. **Flexibility** : Choose an agency that is flexible and can adapt to your needs and budget. Kapil Garg is an all-time passionate. Digital Marketing consultant and the very purpose of establishing reputation champion is to provide you with the very purpose of establishing reputation champion is to provide you with the most affordable services, but with no compromise on quality and success and success rate.
7. **Cost** : Compare prices and services from different agencies and choose one that fits your budget and provides the best value for money. Reputation champions will provide you with the best pricing when compared to our competitors.
8. **Tailor-made approach** : Look for an ORM Agency that provides a tailor-made approach to each client, rather than a one-size-fits-all solutions. Reputation champions has always believed in providing a tailor-made approach to each and every client individually under the leadership of Kapil Garg, the founding stone of Reputation champions.

By thinking about these things, you can choose an ORM Agency with the experience services, and track record of success you need to manage your online reputation well. Reputation champions fulfill all the above criteria.

STRATEGIES OF ONLINE REPUTATION MANAGEMENT

Various strategies of online reputation management are :

1. Getting the Best Reputation :

Creating natural reviews that arise from customers and genuinely reflect your brand strategy is challenging. The truth is that most customers, even if satisfied with your products and services, do not post online reviews without encouragement. Dissatisfied customers will be quick to express disappointment with your brand on online review websites, their social media profiles and

through internet feedback channels. A reputation content strategy will maximize the positive reviews and reduce the negative ones while possibly converting them to a positive review.

According to Falcow blogger Jen Merry, “allowing users to review your product or service says a lot about your company, Criticism can actually add credibility, especially if your customer service team responds in a respectable fashion. Showing that you are actually listening and responding to complaints or problems can go long way in the eyes of your customers.

2. Encouraging Positive Reviews :

In the service industry, such as restaurants, customers are immediately asked for feedback. Many people are happy to share their positive feedback on their social media profiles or on the company’s facebook page when prompted to do so after a pleasant experience.

Surveys and feedback forms are useful for online businesses to record reviews. Unfortunately, the response rates for both of these approaches are low. Businesses need to have a strong follow-up mechanism that ensures every customer provides feedback whether positive or negative.

3. Do not be afraid of negative feedback :

If your reputation strategy is clearly communication to all staff and they understand the importance of ensuring greater value, negative feedback will be minimal. Having some negative reviews adds legitimacy to a business page and creates a conversation about the brand that raises awareness. Furthermore, how a business handles negative feedback can have a significant impact on its reputation.

Many businesses are overly aggressive when responding to negative feedback. Some Yelp pages feature business owners arguing with their negative reviewers. Conversely, some businesses reach out to customer who gave bad reviews and offer them incentives to return to the business, whether through free services or by offering an apology.

4. This, Too, Can be Automated :

Reputation management might sound daunting at first, but these are ways to streamline the process and take the headache and anxiety out of it. Many excellent tools are available for tracking feedback generation, follow-ups and converting feedback into online reviews. With these tools, a user can automate the entire review generation process and make it easy for customers to post their reviews to social media sites and propagate them throughout the web.

It is important to stay a head of the curve by reading guides on reputation management trends in the coming year. This kind of advertising is almost priceless. Your customers are your best advertising investment and creating experience for them that actually adds will ensure a positive reputation going forward.

TOOLS OF ONLINE REPUTATION MANAGEMENT

Various tools of online reputation management are :

1. **Trackur :**

Trackur is a social media monitoring tool that offers instant notification when your brand is mentioned. That means you can respond promptly and appropriately, even when you are not glued to your facebook news feed all day. With built-in analytics capabilities, you can take online population management to the next level by tracking and analyzing trends. such as which marketing efforts elicit the most positive responses. Trackur offers a free basic plan, paid plans start at Rs. 27 per month.

2. **Naymz :**

Naymz is a useful tool for tracking your social influence which is closely tied to your online reputation. The most intriguing feature is a rep score that rates your influence across different social networks, such as Linked In, Facebook, Twitter and others. There are also built-in tools for enhancing your personal brand, tracking your visitors. Comparing your ranks with these of your peers and industry leaders and monitoring both Google and Bing for brand mentions all from a single dashboard. A basic plan is free, while premium plans start at Rs. 12 Per month.

3. **Brand seye :**

Brand seye has a full set of features that make online reputation management simple. Get email notifications when your brand mentioned online, and track conversations and compare metrics with your internal data you can pinpoint whose the conversations are starting about your Company and top into marketing opportunities you'd otherwise miss unless you were obsessively checking your social news feeds every second of day. This application is among the more expense of Rs. 220 per month and up.

4. **Rankur :**

Discover trending topics, track your social media presence and manage your online reputation more effectively with Rankur. With advanced reporting Capabilities, you can narrow your results by demographics and other data to really tune into how your marketing messages and branding efforts on resonating with a particular subset of your audience. You can get a basic plan for free or opt for a paid plan with more features starting at Rs 14 per months.

5. **Social Mention :**

A totally free tool, Social Mention is a search engine that scours the social sphere for mentions of your brand or a competitor or any key phrase you type in. You can narrow the search to blogs, microblogs, videos, images or even questions. The results are detailed, with a break down of the sources and users, a measure of how positive or negative the conversation is and its overall reach. It's not automated however, so you'll have to actively check this tool every now and then. Who's Talkin is similar free tool that operates on the same premise.

6. Google Alerts :

Google is always expanding its tools and application, but Google Alerts is one that's actually been around for a while and it's still one of the most effective tools for online reputation management. Setup alerts for any search terms you want, such as your company name or targeted phrases relevant to your niche, then specify the types of results you want and how often. You can even get alerts as mentions occur for real time online reputation management. Google sends alerts directly to you in an email digest, so there's no ongoing legwork involved Google Alerts, like most things Google, is free.

BEST REPUTATION MANAGEMENT SERVICE FOR BUSINESS

1. Reputation.com

Reputation.com offers reputation management services for both businesses and individuals but it was the company wide range of business services that impressed us. With tailored solutions for various industries including automotive and health care, along with two different service packages to choose from based on your needs. Reputation.com had an option for every business. We also liked the company's review system, through which businesses. Owners are given a tablet to use to collect reviews from their customers in person. In addition we were highly impressed by the company's great customer service. Go here for a full review of Reputation.com's reputation management services.

2. Brand Yourself

Like Reputation.com Brand Yourself offers services for both individuals and businesses, but its unique approach to personal reputation management is what pushed the company to the top of our list. Its "do-it-yourself" options allow individuals to take care of their online reputation themselves, but the company also offers options for clients who need more help managing their reputation on their own or for those who'd prefer experts handle it for them. Its prices are low compared to those of many other reputation management services and the company even offers a free subscription. What really impressed us was how upfront the company is about what it does and how easy it is to use the DIY tool. Go here for a full review of Brand Yourself's reputation management services.

3. Digital firefly Marketing

Digital firefly's reputation management services include extensive analysis and evaluation of your online reputation, 24/7 news monitoring, negative review monitoring, SEO and defaced-content removal. The company also offers other SEO services, social media marketing, content marketing and web services. digitalfireflymarketing.com.

4. Grey Box Creative

Grey Box Creative boasts reputation management services that are "built from the ground up" and are completely customized according to your company's

needs". Its services include constant monitoring of a search-engine algorithms and trends, and will help you use positive content to suppress your negative search results. Grey Box Creative also offers other services, including web design, logo design, social media marketing and more [grey box creative.com](http://greyboxcreative.com).

5. Igniye

Igniye is a specialist reputation management company working with high net worth individuals and brands to help them with defamation and libel issues online, Customer service through social media, managing online reviews and challenging and removing content from Google. Working with legal teams and with extensive digital marketing experience; the team utilizes PR and content marketing to help Individuals and brands have a positive presence online. Igniye.com.

6. Local Edge

Local Edge's reputation management services come in two packages : standard and advanced. Both offerings include features like review monitoring, email alerts social mention monitoring and more. Local Edge also offers services including web design, search engine marketing and email/text marketing internet marketing localedge.com.

7. Net mark

Net mark's reputation management services allow you to set up brand alerts, promote reviews and content to bury negative content, and more. Plus, you can get a free quote on the company's website. Netmark's other services include enterprise SEO, pay-per click management, website development and social media marketing [network.com](http://netmark.com).

8. Outspoken Media

Outspoken media offers reputation management services that include strategy development and software recommendations so that you can find the right tools to help you manage your online reputation. The company also offers several other SEO and Internet marketing services. Outspokenmedia.com.

9. Repumatic.com.

Repumatic offers full scale, DIY Reputation Management software, free reputation monitoring, and transparent concierge services that are under Rs. 200 per month. The company also offers combination reputation management and SEO services for brands and tips for do it yourselves to help them regain their positive reputations online. The company's software can be used to instantly launch and manage up to 50 positive branding sites as well as the ability to remotely post to social media and Word press domains. Repumatic.com.

10. Reputation Communications

Reputation Communications offers services for businesses and individuals, and uses a five-step process that includes protecting your brand from being appropriated or misused by others, addressing incorrect or biased information

deleting your private information from people search database, ensuring on live photos support your professional image and increasing your brand's prominence online. Reputation-communications.com.

11. Reputation management Consultants

This Company's reputation management services focus on content creation to help push your negative search results down. Services include social media and professional profile creation, promotion and creation of press releases and syndicated articles, and more reputationmanagementconsultant.com.

12. Reputation Management Kings

Reputation Management king's services include engaging on social networks, communicative blogging sites media sharing sites, business profiles and networks and more. The company focuses on SEO and positive content creation.

13. Reputation Management LIC

Reputation Management LIC's process includes analysis of your online reputation, strategic planning requesting removal of defamatory content that can legally be removed and creating positive commentary to push down negative Content, and monitoring the Web for any new posts. reputationmanagement.com.

14. Reputation Managers

Reputation Managers online reputation management services include analyzing the first 10 pages of your search results, promoting positive content and building online profiles and other content on the web. reputationmanagers.com.

15. Reputation Rhino

Refutation Rhino covers both businesses and individuals and specializes in SEO and social media marketing. Its online reputation management services include content development, profile optimization, review management and more. reputationrhino.com.

Review Questions

Conceptual Type

1. What is Reputation Management ?
2. What is Online Reputation Management ?
3. What is Social Mention ?
4. What is Google Alert ?
5. What is Blog Pulse ?
6. What is Tag Bulb ?

Analytical Type

1. Give an introduction to Reputation Management.
2. Discuss concepts of Reputation Management.
3. Explain practices of Online Reputation Management.
4. Discuss cases of Online Reputation Management.
5. Discuss tools of Online Reputation Management..

Descriptive Type

1. Discuss history of Reputation Management.
2. Discuss various steps for Reputation Management Process.
3. Explain about Tracking and Monitoring platforms.
4. Explain reasons for Online Reputation Management.
5. Discuss various steps in Online Reputation Management.



Recent Trends

INTRODUCTION

Online advertising also known as online marketing, Internet advertising, digital advertising for web advertising is a form of marketing and advertising which uses the Internet to promote products and services to audiences and platform users. Online advertising Includes email marketing, search engine marketing (SEM), Social media marketing, many types of display advertising and, mobile advertising. Advertisements are increasingly being delivered via automated software systems operating across multiple websites, media services and platforms, Known as programmatic advertising.

Like other advertising media, online advertising frequently involves a publisher, who integrates advertisement into its online content, and an advertiser, who provides the advertisement tube displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics and advertising affiliates who do Independent promotional work for the advertiser.

In 2016, Internet advertising revenues in the United States surpassed those of cable television and broadcast television. In 2017, Internet advertising revenues in the United States totaled \$83.0 billion, 14% increase over the \$72.50 billion in revenues in 2016. And research estimates for 2019's online advertising spend but it at \$ 125.2 billion in the United States. Some \$54.8 billion higher then the spend on television (\$70.4 billion).

Many common online advertising practices are controversial and, as a result, have become increasingly subject to regulation. Many internet users also find online advertising disruptive and have increasingly turned to ad blocking for a variety of seasons. Online and revenues also may not adequately replace other publisher is revenue streams. Declining ad revenue has led same publishers to place their content behind paywalls.

HISTORY

Online advertising Is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful application.

In the early days of the Internet, online advertising was mostly prohibited: for example, two of the predecessor networks to the Internet, ARPANET and NSF Net, had “acceptable use policies” that banned network “use for commercial activities by for-profit institutions” The NSF Net began phasing out its commercial/use ban in 1991.

Email: The first widely published example of online advertising conducted via electronic mail. On 3 May 1978, a marketer from DEC (Digital Equipment Corporation), Gary Thuerk, sent an email to most of the ARPANETS American west coast users, advertising an open house for a new model of a DEC computer. Despite the prevailing acceptable use policies, electronic mail marketing rapidly expanded and eventually became known as “Spam”.

The first known large-scale non-commercial Spam message was sent on 18 January 1994 by an Andrews University system administrator, by cross-posting 4 religious message to all USENET news groups. Four months later, Laurence center and Martha Siegel, partners in a law firm, broadly promoted thir legal services in a USENET posting titled “Green Card Lettery - finalone? Center and Siegel’s Green card USENET spam raised the profile of online advertising, stimulating widespread interest in advertising via both Usenet and traditional email. More recently, spam has evolved into a more industrial operation, where spammers use armies of virus-infected computer to send spam remotely.

Display Ads: Online banner advertising began in the early 1990s as page owners sought additional revenue streams to support their content. Commercial online service Prodigy displayed banners at the bottom of the screen to promote Sears products. The first clickable web ad was sold by global Network Navigator in 1993 to a Silicon Valley law from. In 1994, web banner advertising become main stream when Hot Wired, the online component of wired Magzine, Sold banner ads to AT&T and other companies. The first AT&Tad on HOT Wired had 44% click-through sate, and instead of directing clicker to AT&T’s website, the ad linked to an online tour of seven of the world’s most acclaimed art museums.

Search Ads: Go To.com (renamed Overture in 2001, and acquired by Yahoo! in 2003) created the first search advertising keyword auction in 1990. Google launched its “Ad words” search advertising programme in 2000 and introduced quality based zanking allocation in 2002, which sorts search advertisements by a combination of bid price and searchers’ likeliness to click on the ads.

DELIVERY METHODS

1. Display Advertising.

Display advertising conveys it’s advertising message visually using text, logos animations, videos, photographs or other graphis. Display advertisers frequently target when with particular traits to increase the ad’s effect. Online advertisers often use cookies, which are unique identifies of specific computers to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything. So the advertiser can later re-target the user with ads from the site the user visited.

As advertisers collect data across multiple external websites about a user's online activity, they can create a detailed picture of the user's interests to deliver even more targeted advertising. This aggregation of data is called behavioural targeting. Advertisers can also target their audience by using contextual and Semantic advertising to deliver display ads related to the content of the web page where the ads appear. Retargeting, behavioural targeting, and contextual advertising all are designed to increase an advertiser's return on investment or ROI, over untargeted ads.

Advertisers may also deliver ads based on a user's suspected geography through geotargeting. A user's IP address communicates some geographic information (at minimum, the user's country or general region). The geographic information from an IP can be supplemented and refined with other proxies or information to narrow the range of possible locations. For example, with mobile devices, advertisers can sometimes use a phone's GPS receiver or the location of nearby mobile towers. Cookies and other persistent data on a user's machine may provide help narrowing a user's location further.

2. Web Banner Advertising:

Web banners or banner ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a central ad server.

Banner ads can use rich media to incorporate video, audio, animations, buttons, forms or other interactive elements using Java applets, HTMLs, Adobe flash and other programmes.

(i) Frame Ad (Traditional Banners):

Frame ads were the first form of web banners. The colloquial usage of "banner ads" often refers to traditional frame ads. Website publishers incorporate frame ads by setting aside a particular space on the webpage. The Interactive Advertising Bureau's Ad unit Guide lines proposes standardised pixel dimensions for ad units.

(ii) Pop-Ups/Pop-Unders:

A pop-up is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop under ad opens a new browser window under a website visitor's initial browser window.

(iii) Floating Ad:

A floating ad, or overlay ad is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time period.

(iv) Expanding Ad:

An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's revenue movement over the ad. Expanding ads allow advertisers to show more information in a restricted ad space.

(v) Trick Banners:

A trick banner is a banner ad where the ad copy imitates some screen element commonly encountered, such as a message or popular application message, to induce ad clicks. Trick banners typically do not mention the advertiser in the initial ad, and thus they are a form of bait-and-switch. Trick banners commonly attract a higher-than-average click-through rate, but tricked users may resent the advertiser for deceiving them.

(vi) Interstitial Ads:

An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing.

(vii) Text Ads:

A text ad displays text-based hyperlinks. Text-based ads may display separately from a webpage's primary content, or they can be embedded by hyperlinking individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing. Text-based ads often send faster than graphical ads and can be harder for ad blocking software to block.

TYPES OF ONLINE ADVERTISING

1. Floating Ads:

It's a kind of advertisement in which an ad moves across the screen or floats above certain contents. Users may click the ad and visit the company website.

2. Wallpaper advertisement:

This is a popular type of online advertisement. An ad appears and charges the background of the website.

3. Pop-up ads:

In pop-up ads, a new window opens in front of the existing window. The newly opened window displays the entire advertisement.

4. Pixel Advertisement Advertising:

Pixel advertising is one of the newest and most talked-about advertisements. The cost of an advertisement is calculated based on the number of pixels it occupies and it can be an inexpensive way to market your site.

5. Blog advertising:

Nowadays most of the Internet user has personal blogs, through this way they buy to advertise their products to make profit out of it. Yes, this strategy works if you can handle and produce something different with your blog which can attract users. Blog advertising is especially appropriate for new launches, new products and news makers.

6. Mobile Advertising:

Mobile advertising is an Indispensable column of a successful online marketing strategy as mobile Internet users are growing rapidly.

7. Promotional advertising:

Promotional advertising is a tool used to dwell the buyer with the idea of buying the product. There are so many ways of promotional advertising like giving freebies, discount coupons, flyers, contests etc.

ADVANTAGES OF ONLINE ADVERTISING

Online advertising, however, is much less expensive and reaches a much wider audience and will probably give you more profit than traditional advertising. These are the benefits of online advertising-

1. Cost:

The low costs of electronic communication reduce the cost of displaying online advertisements compared to offline ads. Online advertising, and in particular social media provides a low-cost means for advertisement to engage with large established communities. Advertising on line often better sections them in other media.

2. Measurability:

Online advertisers can collect data on their ad's effectiveness, such as the size of the potential audience or actual audience response, how a visitor reached their advertisement, whether the advertisement resulted in a sale, and whether an ad actually loaded within a visitor's view. This helps online advertisers improve their ad campaigns overtime.

3. Formatting:

Advertisers have a wide variety of ways of presenting their promotional messages, including the ability to convey images, video, audio, and links. Unlike many offline ads, online ads also can be interactive. For example, some ads let user input queries or let users follow the advertiser on social media. Online ads can even incorporate games.

4. Targeting:

Publishers can offer advertisers ability to search customizable and narrow market segments for targeted advertising. Online advertising may use geo-targeting to display relevant advertisements to the user's geography. Advertisers can customize each individual ad to a particular user based on the user's previous preferences. Advertisers can also track whether a visitor has already seen a particular ad in order to reduce unwanted repetitious exposures and provide adequate time gaps between exposures. Online advertising can reach nearly every global market and online advertising influences offline sales.

DISADVANTAGES OF ONLINE ADVERTISING

The disadvantages of online advertising are less but they exist:

1. **Security Concerns:**

According to a US Senate Investigation in 2014, there are security and privacy concerns for users due to the infrastructure of online advertising. This is because of the potential for malware disseminated through online advertisements and for such malware to be inserted and triggered without sufficient protection or screening. Ransomware gangs were spotted using carefully targeted Google search advertising to redirect victims to pages dropping malware.

2. **Banner blindness:**

Eye-tracking studies have shown that Internet users often ignore web page. Zones likely to contain display ads (sometimes called “banner blindness”, and this problem is worse online than in off line media. On the other hand, studies suggest that even those ads “ignored” by the users may influence the user subconsciously.

3. **Fraud on the advertiser:**

There are numerous ways that advertisers can be overcharged for their advertising for example, click fraud occurs when a publisher or third parties click (manually or through automated means) on a CPC ad with no legitimate buying intent. For example click fraud can occur when a competitor clicks on ads to deplete its rival’s advertising budget, or when publishers attempt to manufacture revenue. Click fraud is especially associated with pornography sites. In 2011, certain scamming porn websites launched dozens of hidden pages on each visitor’s computer, forcing the visitor’s computer to click on hundreds of paid links without the visitor’s knowledge.

As with offline publications, online Impression fraud can occur when publisher over states the number of ad impressions they have delivered to their advertisers. To combat impression fraud, several publishing and advertising industry associations are developing ways to count online impressions credibly.

4. **Heterogeneous clients:**

Because users have different operating systems, web browsers and computer hardware, online ads may appear to users differently from how the advertiser intended or the ads may not display properly at all. A 2012 comScore study revealed that, on average, 31% of ads were not “in-view” when rendered, meaning they never had an opportunity to be seen. Rich media ads create even greater compatibility problems, as some developers may use competing software to render the ads.

MARKETING USING MOBILE NETWORKS

Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smart phones. It makes use of features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location.

Mobile marketing is a way in which technology can be used to create personalized promotion of goods or services to a user who is constantly connected to a network.

Mobile marketing may include promotions sent through SMS text messaging, MMS multimedia messaging, though downloaded apps using push notifications, through in-app or in-game marketing, through mobile websites, or by using a mobile device to scan QR codes.

Proximity systems and location-based services can alert users based on geographic location or proximity to a service provider.

Mobile marketing is an indispensable tool for companies large and small as mobile devices have become ubiquitous. The key players in the space are the brands (and companies that they represent through advertising) and service providers that enable mobile advertising.

Mobile advertising targets audiences not so much by demographics but by behaviours (through demography plays a part, such as the fact that iPad users tend to be older and wealthier)

One notable behaviour in the mobile marketing space is known as "Snacking", which is when mobile device users chock in to media or messaging for brief periods. Seeking instant gratification equates to more points of contact for marketers.

In mobile marketing, the device does make a difference; users of smart phones and iPad tablets react differently to mobile marketing. For example, smart phone users tend to find informative content to be the most relevant, yet iPad users tend to be captivated by interactive advertising that features rich media presentations with eye-catching imagery.

MOBILE MARKETING VS. TRADITIONAL MARKETING

Unlike traditional marketing efforts, mobile marketing takes advantage of the fact that many users of mobile devices carry them around wherever they go. As a result, location based services can collect customer data and then offer coupons, deals or promotions based on their proximity to a store or a place frequently visited by the consumer.

These marketing campaigns can be more targeted and specific to the individual user, and should, therefore, be more effective for the company doing the marketing. One example may be a marketing campaign that sends food-related coupons to a customer any time they come within half a mile of a specific supermarket.

HOW DO YOU START A MOBILE MARKETING BUSINESS

1. Set up a Mobile Website :

People use their smart phones for almost everything these days and so it's important that your website is formatted correctly for viewing on a smart-phone. If you have an existing website, many companies offer automated systems that convert your existing website for viewing on a mobile platform. Word press and Go Daddy are two great examples of companies that do this.

Other companies also create a completely new version of your website just for viewing on a mobile device, commonly known as plug-and-play platforms. Another alternative if you are comfortable with writing computer code to adding a live of code on your website that is able to determine the screen size of the device being used and adjusts the Arte accordingly.

2. Set up your Business on Location-Based Platforms:

Setting up your business on the various location-based platforms, such as foursquare, Gowalla, and Facebook Places is a good way to make your business available to a wider range of people and to start running mobile ad campaigns. Foursquare has been a pioneer in this respect, where companies can run various promotions, such as offering discounts for meeting a certain number of visits or "check-ins" on the app.

3. Dive Deeper:

To get a real feel and understanding of mobile ad marketing you need to fully immerse yourself in the experience. Start using location-based platforms wherever you go, check-in, use the various apps available for paying in restaurants or grocers, check out ads, perform various voice searches, all to get a feel of how people might use their mobile devices for consumer transactions. This can help you to design your mobile ad campaign more efficiently.

4. Start a Mobile Ad Campaign:

Once your website is set up for mobile device viewing and you have understood how the mobile ad marketing world works, it's time to set one up for your business. Mobile ad campaigns are a crucial element for businesses to get viewer-ship. If you have a skateboard shop in the neighborhood and someone searches "best skateboard shops near me" you want to make sure that your business pops up in their search. There are a variety of ways that mobile ad marketing campaigns can be paid for. These include flat fees for running an ad for a certain period of time, or on a cost-per-click basis, a cost-per thousand basis or a cost-per-acquisition basis. Facebook, Google, Apple, Instagram, and other social platforms all offer the ability to start your own mobile marketing campaign.

5. Utilize QR Codes:

QR codes, which are square bar codes containing information, can be placed in a variety of locations, and once scanned by a phone's camera, direct a user to a website that can show a business's website, promote or other important information. They are a simple and easy way to make your business known.

EVOLUTION OF INDIAN BANKING INDUSTRY

The Indian banking system consists of commercial banks, which may be public scheduled or non-scheduled, private, regional, rural and cooperative banks. The banking system in India defines banking through the Banking Companies Act of 1949.

In the post, we take a look at the evolution & banks in India, the different categories and the Impact of nationalised banks.

Phase1: The Pre-Independent Phase

These were almost 600 banks present in India before Independence. The first bank to be established as the Bank of Hindustan was founded in 1770 in Calcutta. It closed down in 1832. The Oudh Commercial Bank was India's first commercial bank in the history of the evolution of banking in India. A few other banks that were established in the 19th century, such as Allahabad Bank (Est. 1865) and Punjab National Bank (Est. 1894), have survived the test of time and exist even today.

Some other banks like the Bank of Bengal Bank of Madras and Bank of Bombay -established in the early to mid-1800s were merged as one to become the Imperial Bank, which later became the State Bank of India.

Phase 2: The Post-Independence Phase:

After independence, the evolution of the banking system in India continued pretty much the same as before. In 1969, the Government of India decided to nationalise the banks under the Banking Regulation Act 1949.

A total of 14 banks were nationalized, including the Reserve Bank of India. In 1975, the Government of India recognized that several groups were financially excluded. Between 1982 and 1990, it created banking institutions with specialised-functions in line with the evolution of financial services in India.

- NABARD (1982) - to support agricultural activities
- EXIM (1902) - to promote export and import
- National Housing Board - to finance housing projects
- SIDRI - to fund small-scale industries

Phase 3: The LPG Era (1991 Till Date)

From 1991 onwards, there was a sea change in the Indian economy. The government invited private investors to invest in India. Ten private banks were approved by the RBI. A few prominent names which exist even today from this liberalisation are HDFC, AXIS Bank, ICICI, DCB and IndusInd Bank.

In the early to mid-2000s, two other banks, Kotak Mahindra Bank (2001) and Yes Bank (2004), received their business licenses. IDFC and Bandhan Banks were also given licenses in 2013-14.

Other notable changes and developments during the era were

- Foreign banks like City bank, HSBC and Bank of America setup branches in India.
- The nationalisation of banks came to a standstill.
- RBI and the government treated public and private sector banks equally.
- Payments banks came into existence.
- Small finance banks were permitted to set up their branches throughout India.
- Banks began to digitalise transactions and various other related banking operations.

Reasons Why Banks Were Nationalised in India-

To get a clearer picture of the impact of nationalisation on the banking industry and the general population let's understand why the government decided to nationalise banks:

- **To Energize Priority Sectors:** Banks were collapsing at a fast rate-361 banks failed between 1947 and 1955, which converts to about 40 banks a year! Customers lost their deposit with no chance of recovering them.
- **A Neglected Agricultural Sector:** Banks favoured large industries and businesses and neglected the rural sector, Nationalisation came with a pledge to support the agricultural sector.
- **Expansion of Branches:** Nationalisation facilitated the opening of new branches to ensure maximum coverage of banks throughout the country.
- **Mobilisation of Savings:** Nationalising the banks would allow people more access to banks and encourage them to save, injecting additional revenue into a cash-strapped economy.
- **Economic and Political Factors:** The two wars in 1962 and 1968 had put a tremendous burden on the economy. The nationalization of Indian banks would give the economy a boost through increased deposits.

The Positive Effects & Nationalization-

The nationalization of Indian Banks was one of the most significant even in the evolutions of banks in India. Today, India has 19 nationalized banks.

Here are a few ways that nationalization benefited the economy...

1. **Increased Savings:** There was a sharp increase in savings with the opening of new branches. As national income rose in the 1970s, gross domestic saving almost doubled.
2. **Improved efficiency:** The efficiency of banks improved with additional accountability. It also increased public confidence.
3. **Empowering SSIs:** Small scale industries (SSI) received a boost resulting in a proportionate improvement in the economy.

4. **Financial Inclusion:** The overall statistics of the banking sector and the Indian economy showed a marked improvement. It reflected on parameters like the share of bank deposits to GDP, gross saving rate, the share of advances to DGP, and gross investment rate from 1969 to 1991.
5. **Better Outreach:** Banks were now no longer only restricted to metropolitan areas. Branches were opened in the remotest corners of the country.
6. **A surge in Public Deposits:** The increased reach of banks helped small Industries, agriculture, and the export sector grow. This growth was accompanied by a proportionate increase in public.
7. **Elevating the Green Revolution:** The Green Revolution, one of the biggest priority items on the government's agenda, revived a boost thanks to the support that the newly-nationalised banks provided to the agricultural sector.

Dowbacks of Nationalisation.

To provide an unbiased view on the subject, here are a few downsides of nationalization.

1. **Socio-Economic Challenges:** The banks could not provide sufficient support to eradicate poverty or provide adequate financing to the grassroots levels of society. This was particularly obvious in rural India.
2. **Competition from private Banks:** Despite government support and increased impetus through a rise in deposits, public sector banks were never able to surpass private banks in performance.
3. **Failure to Achieve financial Inclusion:** Although financial inclusion was the major objective of nationalising banks, it was not adequately enabled. It was only achieved to a limited extent after the launch of a government campaign called Jan Dhan Yojana.

The IT revolution had a great impact in the Indian banking system. The usage of computers had led to introduction of online banking in India. The use of the modern innovation and computerization of the banking sector of India has increased many folds after the economic liberalization of 1991 as the country's banking sector has been exposed to the world's market. The Indian banks were finding it difficult to compete with the international banks in terms of the customer service without the use of the information technology and computers and were compelled to accept and adapt technology.

Over the years, Indian Banks have transformed the country's bleak financial landscape to feed its growing economy. Even today, there is no doubt that the Indian banking system in what keeps the country's economy afloat

A prime example is the demonetisation of currency notes in 8 November 2016. Existing currency notes were demolished practically overnight, throwing the nation into chaos. Banks helped the economy recover from the shock by allowing people across the country to exchange the defunct bank notes.

As the banking industry continues to evolve in India, so does its ability to provide re-bust support to a nation that is ever hungry for financial development

MOBILE BANKING

Mobile Banking refers to provision and availment of banking and financial services with the help of mobile telecommunication devices. The scope of offered services may include facilities to conduct bank and stock market transactions to administer accounts and to access customised information.”

Mobile banking is a service provided by a bank or other financial Institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smart phone or tablet. Unlike the related Internet banking it uses software, usually called an app, provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. Some financial institutions have restrictions on which accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted. Mobile banking is dependent on the availability of an Internet or data connection to the mobile device.

Transactions through mobile banking depend on the features of the mobile banking app provided and typically includes obtaining account balances and, lists of latest transactions, electronic bill payments, remote check deposits P2P payments, and funds transfer between a customer's or another's accounts. Same apps also enable copies of statements to be down to be down loaded and some times printed at the customer's premises. Using a mobile banking app increases ease of use, speed, flexibility and also improves security because it integrates with the user built-in mobile device security mechanisms.

From the bank's point of view, mobile banking reduces the cost of handling transactions by reducing the need for customers to visit a bank branch for non-cash withdrawal and deposit transactions. Mobile banking does not handle transactions Involving cash, and a customer needs to visit an ATM or bank branch for cash withdrawal or deposits. Many apps now have a remote deposit option; using the device's camera to digitally transmit cheques to their financial institution. Mobile banking differs from mobile payments, which involves the use of a mobile device to pay for goods or services either at the point of sale or remotely analogously to the use of a debit or credit card to effect an EFTPOS payment.

Most services in the categories designated accounting and brokerage are transaction-based. The non-transaction-based services of an international nature are however essential for conducting transactions - for instance, balance inquiries might be needed before committing a money remittance. The accounting and brokerage services are therefore offered invariably in combination with information services.

Information services, on the other hand, may be offered independent module.

ADVANTAGES OF MOBILE BANKING

Any time Banking: Mobile Banking gives you the privilege of any time and any where banking. One can do most of the banking transaction after banking hours from any where, irrespective of whether you are traveling in bus or auto. Mobile Banking is free. The service provided by bank is free of charge, there is

no-limit for number of times you can access your account. Various banking services provided include Account Balance Inquiry, Credit/Debit Alerts, Bill Payment Alerts, Transaction History, fund Transfer facilities, Minimum Balance Alerts etc. Can be accessed from your mobile. You can transfer money instantly to another account in the same bank using mobile banking. Secure Banking: some banks assure that, by downloading the app directly from the server, the data won't be stored in your mobile as well as SIM card. The app comes with advanced encryption technologies making it safe and secure as Internet Banking.

DISADVANTAGES OF MOBILE BANKING

To make maximum benefit of mobile banking one should have smart phone. Some banks have specific software for specific mobile such as iPhone and Blackberry phones should download different apps based on the smart phone they own. Many experts believe that mobile banking is more secure than Internet banking as very few virus or Trojans can exist in phone. However, that does not mean that are immune to any kind of threats. As phishing exists for Internet banking users, there is "Smishing" for mobile banking users. When a mobile banking user receives a fake text message asking for bank account details from a hacker. There are also very limited anti-virus software options for mobile devices. People are less careful with their mobile compared to laptop. You must also update your anti-virus on the mobile if you are a frequent user of mobile banking.

CUSTOMER ENGAGEMENT

Customer Engagement is an Interaction between an external consumer either CB2C or B2B and an organization through various online or offline channel. According to Hollebeek, Sairastara and Chen (2019p. 166) S-D logic. Definition of Customer engagement is a customer's motivationally driven, volitional investment of operand resources (including cognitive, emotional, behavioral, and social knowledge and skills) and operand resources (e.g. equipment) in to bound interactions," which applies to online and offline engagement.

Online customer engagement is qualitatively different from offline engagement as the nature of the customer's interactions with brand, company and other customers differ on the Internet. Discussion forums or blogs, for example, are spaces where people can communicate and socialise in ways that cannot be replicated by any offline interactive medium. Online Customer engagement is a social phenomenon that became main stream with the wide adoption of the Internet in the late 1990s, which has expanded the technical developments in broad band speed, connectivity and social media. These factors enable customer behaviour to regularly engage in on live communities revolving, directly or indirectly around product categories and other consumption topics. This process leads to a customer's positive engagement with the company of offering, as well as the behaviours associated with different degrees of customer engagement.

Marketing practices aim to create, stimulate or influence customer behaviour which places conversions into a more strategic context and is premised on the understanding that a focus on maximising conversions can, in some circumstances, decrease the likelihood of select conversions.

Although customer advocacy has always been a goal for marketers, the rise of online user-generated content has directly influenced levels of advocacy, customer engagement targets long term interaction, encouraging customer loyalty and advocacy through word-of-mouth. Although customer engagement marketing is consistent both online and offline, the Internet is the basis for marketing efforts.

In March 2006, the Advertising Research Foundation announced the first definition of customer engagement as “turning on a prospect to a brand idea enhanced by the surrounding context,” However the ARF definition was criticized by some for being too broad. The IFA world federation of Advertiser, various definitions have translated different aspects of customer engagement. Forrester Consulting’s research in 2008, has defined customer engagement as “creating deep connections with customers that drive purchase decisions, interaction, and participation, overtime,” Studies by the Economist Intelligence unit result in defining customer engagements, “an intimate long-term relationship with the customer”. Both of these concepts prescribe that customer engagement is attributed to a rich association formed with customers. With aspects of relationship marketing and service-dominant perspectives, customer engagement can be loosely defined as “consumer” proactive contributions in co-creating their personalized experiences and perceived value with organizations through active, explicit and ongoing dialogue and interactions.” The book, *Best Digital Marketing Campaigns in The world*, defines customer engagement as “mutually beneficial relationships with a constantly growing community of online consumers”. The various definitions of customer engagement are diversified by different perspectives and contexts of the engagement process. These are determined by the brand product or service the audience profile attitudes and behaviours, and messages and channels of communication that are used to interact with the customer.

Since 2009 a number of new definitions have been proposed in the literature. In 2011, the term was defined as “the level of a customer’s cognitive, emotional and behavioral Investment in specific brand interactions and identifies the three CE dimension of immersion cognitive), passion and activation. It was also defined as “a psychological state that occurs by virtue of interactive, co-creative customer experiences with a particular agent/object. Researchers have based their work on customer engagement as a multi-dimensional construct, while also identifying that it is context-dependent, Engagement gets manifested in the various interaction & that customers undertake which in turn get shaped up by individual cultures. The context is not limited to geographical context but also includes the medium with which the user engages. Moreover customer engagement is the emotional involvement, and psychological process in which both new and existing Consumers become loyal with specific types of services or products. The degree to which customers pay attention to companies or products, as well as their participation in operations, is referred as customer engagement.

WHY ARE CUSTOMER ENGAGEMENT STRATEGIES IMPORTANT

Keeping people engaged throughout the customer journey (including your post-sale existing customers) allows companies to build brand loyalty and improve critical sales metrics. These include upselling, cross-selling and CLV Customer life time value.

Ultimately an actively engaged customer will buy a brand's product more frequently and with greater longevity. Individual customers are just the tip of the iceberg, however, Genuine customer engagement creates brand experts who can attract new customers, rekindle lost relationships, and build upon existing ones.

This help you to :

- Continually meet customer expectations.
- Curate a more robust customer loyalty program.
- Bring potential customers who have stalled out back into the fold
- Cultivate more brand awareness
- Pull material from customer success stories for case studies. Each of these has a distinct profit motive. Beyond just the bottom line, however, engagement is a valuable data-driven activity. Why?

Because engaged customers interact more than often with brands, providing you and your company with priceless information about the individual and the broader market.

Using these insights effectively can lead to better decision making for your marketing teams and help you to develop customer engagement further.

It's a self-fulfilling strategy you cannot afford to neglect so we'll now focus on seven of the most powerful ways to attract customers, deepen relationships with old ones, and make customer support more effective.

WAYS TO INCREASE CUSTOMER ENGAGEMENT

Customer success stems from so many different sectors. These include your work flows and theirs, your digital marketing endeavors and incentives and whether you have an active team working on various engagement campaign efforts.

All effective customer engagement strategies have something in common, but the desire to make your audience feel like they matter is essential. You can do just that through conversations, providing resources being available and training them to use your product well.

1. Create Superior Customer Experiences :

Customer engagement starts with improving the CX (Customer experiences). Your product or service can be the best thing since sliced bread, but without positive engagement, it will fall short of the mark.

One great way to improve CX is to enhance your customer service. No matter the type of business you are running, customers will interact with you on some level whether that's person over the phone, or through a chat window.

These interaction will shape your customer's perspective toward both the individual product and the brand as a whole, and the quality of these experience must not be over looked. For example, when your sales representatives ask potential customers to establish their requirements, ensure they frame their questions with context. Don't just ask, "so, what's your budget? Instead, try something likes, "we have arrange of solutions tailored to different budgets. Did you have a price in mind?

While both examples lead to the same answer the latter provides content for your question and a more comfortable introduction to discussing budgets. The change in phrasing and framing of the question elevates the conversation from invasive and direct to inviting and Collaborative.

2. Genuine Connection is the Best Consumer Engagement Strategy:

It's easy to think you cannot genuinely connect with your customers because you are trying to sell something. However this simply in not thee. Unfortunately, that mindset is why many companies struggle to relate to their customers.

The legitimacy of your customer relationship starts with you and your teams Elevated customer experiences love from exemplary service and the feeling that the interaction was sincere.

To help improve these interactions, encourage your team members to act as their authentic selves you want your automer base to see them as genuine people who value helping solve problems and see you product as solutions.

3. Build Customer Relationship Through Communication and Customer feedback–

Regular Communication with a client will always provide more effective levels of customer engagement, to maintain existing customers as well as attract new ones, you must figure out what the most effective methods of communication for your specific brand one.

As discussed above, effective, communication is all about under standing your customer, How do they like to be communicated with ? When are they most available? What is the best way to reach theme with the budget you have for branded outreach?

These exists no shortage of examples of effective engagement, but below are four proven methods to consider :

- **Newsletter:** Give customers updates about your business and products though targeted and relevant newsletters.
- **Surveys:** Make your customers feel their opinion is valued by asking for feedback through relevant questionnaires.
- **Customer Loyalty Programs:** Encourage and reward loyalty through early access offers, discounts and more.
- **Workshops:** Train your customers on how to get the most out of your pocket or service so that they are more Invested them.

4. Fine-Tune Your Social Media Marketing–

Content marketing is the act of teaching people about your brand, products and services through the creation of valuable content. These are many ways to push that, content into the world, from paying for ads to using keywords to draw organic traffic.

Both are effective, but both also rely heavily on social media, sure you can run ads without including facebook and Instagram, but should you? And you could post lots of quality content to yourblog without promoting it on social media, but why would you do that?

Social media has been a main stray of digital marketing for years now. You are way behind the competition if you are not using it to engage. Social platforms allow customers to engage directly with your brand, which you an tailor to their wants and needs. The better you tune your channels to your customers, the better engagement you will see.

Therefore, getting the most from your social media starts with refining your message and the avenues you use to deliver it, including the platform and type of media. Social media options include Linked In, face book, Twitter Instagram, Pinterest, snapchat and TikTok, Even “serious” businesses now leverage the power A teeny-bobber platforms like the latter two.

Similarly you have many content options, from blogs to white papers, webinars to real time live streaming, and info-graphics to shoot social media posts that employ powerful Images.

5. Personalize your Service–

Personalize in precisely what you think it is: offering products, services and communications tailored to an individual or group. An Experience study found that personalized emails generated six times the transaction rates of generic ones. The idea is simple : a customer is more than a number in a database and wants to be treated as such. However, just because it’s simple does not mean it is necessary easy.

So how do you personalize your service to ensure that customers have the best possible experience when working with you? Ideas include.

Beyond traditional emails, gasification offers a fantastic way to improve engagement through a personalized space. A customer can rank up, seek achievements, and boast to their peers about what they have accomplished, all while Investing further in your brand and giving you more individualized consumer information. This data of course, can be used to develop your marketing strategies further.

6. Build a Customer Academy–

There is no better way to keep your customers interested in your product and mine customer engagement metrics than by creating a digital academy.

This model, pioneered by Hub spot with its founding two decades ago, simultaneously supports the user’s efforts to employ your software and keeps them invested in you. By giving them a way to achieve milestones and got better at your product, you make feel good about working with you, and they want to stay. Despite the proven results of this model. Only a few software companies train

their users well. At most organizations, on boarding is more of an icky duty than a valued engagement tactic. These that do offer a robust on boarding process often do it through a rehabbed internal learning management system, which was never intended to train external users.

This approach misses a huge opportunity because you are fore going the chance to sell your customers on the amazing value of your product. Yes, even your existing customers.

Most companies assumes that, since those customers already made the sale, they are in the bag. Unfortunately, the truth in much grimmer: many Customers will leave within the first few months. This churn dramatically decreases your bottom line and undercuts your other customer engagement strategies. Instead you should treat every customer-existing and other wide as a new one who needs support and guidance in using your product. That's what an online academy does, offering milestones, certifications, and live Interactions to manufacture a sense of bonding between them and your company. It's also your chance to show people how much more. You can offer them, which leads to up sells and cross sells.

7. Identify Metrics to Measure Customer Engagement–

Renowned Nobel Prize-winning physicist Richard Feynman once said, “what I cannot create, I do not understand, “If you cannot devise ways to measure your engagement and repeat the tactic that work, you do not really have a handle on your strategy.

On the same note, if you cannot recreate the circumstances that made customers fall in love with you. You have limited ability to perpetuate and reliably forecast your income. That's why gathering as much customer data as possible and comparing it to your business's KPIs (key Performance Indicators) is so of these revenue is most certainly the most important your profits will dictate whether you survive as a company and get investors to back you and innovates to work for you.

Others include software subscriptions, renewals, upsells and cross-sells, newsletter sign-ups and social media follows, you can look for other metrics that help you identify customer engagement by digging through any data that results from various campaigns, new internal software or updates and customer surveys.

Together these seven strategies will help you level up your engagement game so that you go from interacting with there who make your business run to delivering a genuinely grat experience in everything you do.

METHODS OF CONSUMER ENGAGEMENT-

1. Email Marketing-

This first strategy in the most obvious Athem all and one that most of you probably employ today. So the advice we have in not that you should be emailing your customers, it's that you need to do it well. What I mean by this is you need to make sure you do not over email your customers. This can lead to email fatigue, where your customers start to ignore your messages or worse, create a filter to

automatically archive them. So step one in any successful email customer engagement strategy is to understand who in your organisation is e-mailing your customers some examples are–

- (i) Product sends emails asking for feedback on new features.
- (ii) Marketing emails customers to generate leads for upgrades.
- (iii) Emails announcing upcoming trade shows or events or webinars.
- (iv) A monthly news letter.
- (v) A quarterly or semi-annual customer survey.
- (vi) Ad hoc communication from your marketing or customer team.
- (vii) Periodic emails to customers that have not logged in for a while.
- (viii) Marketing forget to remove new customers from email blasts.
- (ix) Email Invoices or post bill notices from your billing department.
- (x) Auto-emails from your blog.

Take a minute to ask yourself which of the above emails your organization is sending, what about other messages not on the list ? Now put yourself in your customer's shoes and imagine how many emails you'd receive in an average month. Would you take the time to read them all? Or would you decide to skim or ignore them and just reach out whenever you have a question?

You should map out every email your customers receive from your organization and ask yourself what emails are necessary and if there is a better way to send some message? For example, do you need to email blast new features and send a new seller? or could you include new features in your newsletter ? Or do you even need a new seller when you have a blog?

Next you need to make sure your email provide value to the customer. If your only focus is on how email marketing will benefit your organisation, then odds are your customers will quickly grow tired of receiving them.

Lastly, it is critical to think about the context of your email messages. Most emails you send will actually be out of context or in other words when a customer received your email they are not thinking about your product or services. Therefore, one of the best ways to reduce the number of emails you send to your customer and make sure your messages are received in context is to message from directly in your software.

2. In-Product Messaging–

Rather than run into the folly of sending art of content emails that will not only have poor conversion rates but also increase your customer's email fatigue, you should message your customers directly in your product, you could think of this as the in bound approach to managing your customer base, meaning you are getting them a message relevant to what they are doing while they are doing it, as opposed to trying to interrupt their train of thought with an email several hours, days or weeks later.

This is a relatively new customer engagement strategy that many software companies do not do well, if at all. This is understandable as it requires engineering and product resources to design and develop this feature let alone program all the rules that would trigger the messages. If your company is unable or unwilling to

develop these features, a simple solution you can implement ASAP in to outsource you are in product messaging. Once you have determined how you'll deliver you are in-product messaging think about the kind of messages you'll send and the triggers that will send them. I always recommend you start simple, for example:

- (a) Display a message reminding people with past-due invoices to pay.
- (b) Nurture free trial prospects and get them to use key features.
- (c) Prompt new customers with set-up instructions.
- (d) Encourage customers with low engagement scores to try other features in your software.
- (e) Message VIP customers only with special promotions just for them.

The key is to think about some simple messaging that will engage your customers and encourage them to use your software more. After you have built a few rules and are comfortable w/in-product messaging, you can expand them. For example, message customers that have used feature X and Y, but not Z and recommend they use Z. You can also leverage in-product messaging to move new customers through a touch-less on-boarding process and use email to engage customers stuck on a step.

MARKETING VALUE

Customer engagement marketing is necessitated by a combination of social, technological and market developments. Companies attempt to create an engaging dialogue with target consumers and stimulate their engagement with the given brand. Although this must take place both on and off-line, the Internet is considered the primary method. Marketing begins with understanding the internal dynamics of these developments and the behaviour and engagement of consumers online. Consumer-generated media plays a significant role in the understanding and modeling of engagement. The control Web 2.0 consumers have gained is quantified through 'old school' marketing performance metric.

The effectiveness of the traditional "interrupt and repeat" model of advertising is decreasing, which has caused business to lose control of communications agendas. In August 2006, McKinsey & Co-published a report which indicated that traditional TV advertising would decrease in effectiveness compared to previous decades. As customer audiences have become smaller and more specialised the fragmentation of media, audiences and the accompanying reduction of audience size have reduced the effectiveness of the traditional top-down, mass, interrupt and repeat advertising model. A Forrester Research's North American consumer Technology Adoption Study found that people in the 18-26 age group spend more time online than watching TV. Furthermore, the Global Web Index reported that in 2021, YouTube beats any mainstream media platforms when it comes to monthly engagement. This is partly due to the fact that 51% of U.S. and U.K. consumers use YouTube for shopping and product research, a service that traditional media cannot really provide.

The proliferation of media that provide consumers with more control over their advertising consumption (subscription-based digital radio and TV) and the simultaneous decrease of trust in advertising and increase of trust in peers paint to

the need for communications that the customer will desire to engage with. Stimulating a consumer's engagement with a brand is the only way to increase brand loyalty and therefore. "the best measure of current and future performance.

CONSUMER BEHAVIOUR

Consumer behaviour became prominent with the advent of the social phenomenon of online C.E. Creating and stimulating customer engagement behaviour has recently become an explicit aim of both profit and non-profit organizations in the belief that engaging target customers to a high degree is conducive to furthering business objectives.

A consumer's degree of engagement with a company lies in a continuum that represents the strength of his investment in that company. Positive experiences with the company strengthen that investment and move the customers down the line of engagement.

What is important in measuring degrees of involvement is the ability of defining and quantifying the stages on the continuum. One popular suggestion is a four-level model adapted from Kirkpatrick's Levels:

1. **Click** - A reader arrived (Current metric)
2. **Consume** - A reader read the content
3. **Understood** - A reader understood the content and remembers it
4. **Applied** - A reader applies the content in another venue.

Engagement is a holistic characterisation of a customer's behaviour, encompassing a host of sub-aspects of behaviour such as loyalty, satisfaction, involvement, word of mouth advertising, complaining and more.

- **Satisfaction** - Satisfaction is simply the foundation and the minimum requirement, for a continuing relationship with customers. Engagement extends beyond mere satisfaction.
- **Loyalty** - Retention: Highly engaged consumers are more loyal. Increasing the engagement of target customers increases the rate of customer retention.
- **Word of Mouth advertising** - advocacy: Highly engaged customers are more likely to engage in free (for the company) credible (for their and lance) Word of Mouth advertising. This can drive new customer acquisition and can have viral effects.
- **Awareness effectiveness of communications** - When customers are exposed to communication from a company that they are highly engaged with they tend to actively elaborate on its central idea. This brings about high degrees of central processing and recall.
- **Filtering**: Consumers filter, categorize and save the market from head to tail, creating multiple overlapping folksonomies through tagging, reviewing, saving and recommending.

- **Complaint-behaviour:** Highly engaged customers are less likely to complain to other current or potential customers but will address the company directly instead.
- **Marketing intelligence:** Highly engaged customers can give valuable recommendations for improving the quality of the offering.

The behavioural outcomes of engaged consumers are what links CE to profits from this point of view,

“CE is the best measure of current and future performance; an engaged relationship is probably the only guarantee for a return on your organization’s or your clients’ objectives. Simply attaining a high level of customer satisfaction does not seem to guarantee the customer’s business. 60% to 80% of customers who defect to a competitor said they were satisfied or very satisfied on the survey just prior to this defection.

CUSTOMER ENGAGEMENT STRATEGIES: FINAL THOUGHTS

We cannot understate the importance of customer engagement and how building it will positively impact your business. Regular quality communication is the key to building better interactions, regardless of the platform.

Achieving better engagement can be done on a plethora of ways, including creating a superior customer experience, finding effective ways to connect, using conversational marketing, emphasizing retention, personalising your service, and genuinely engaging customers with meaningful messaging. Whether we are talking retail stores, call centers, or online market places, every interaction with a customer will impact engagement. Making those interactions genuine and positive in everything. The more you do so, the more you will see an increase in your bottom line, better conversion metrics, and higher overall marketing strategy effectiveness.

Want to learn more about engaging your customers through excellent post-purchase training and service? That’s what Raven 360 is here for, so get in touch today. One thing they all need: good training and support post-sale.

Review Questions

Conceptual Type

1. Give the meaning of Advertising.
2. Define the term Online Advertising.
3. What is Localization?
4. What is marketing?
5. What is mobile network ?
6. What is mobile banking.
7. What is Consumer Engagement?

Analytical Type

1. Discuss benefits of Online Advertising?
2. Explain about Banking in India.
3. How marketing using mobile networks? Discuss.
4. Write note on: Consumer engagement.
5. Discuss strategies for Consumer engagement.

Descriptive Type.

1. Explain in details various types of Online Advertising.
2. Discuss about Localization of content and advertising.
3. Explain evolution of Indian banking industry.
4. Discuss the Journey from brick and mortar to mobile banking.
5. Explain various methods of consumer engagement.