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Internal Assessment Test - I <b>Solution</b>									
Sub:	<b>Digital Marketing Management</b>					Code:	<b>20MBAMM403</b>		
Date:	<b>04/06/23</b>	Duration:	<b>90 mins</b>	Max Marks:	<b>50</b>	Sem:	<b>IV</b>	Branch:	<b>MBA</b>
							Marks	OBE	
								CO	RBT
<b>Part A -Answer Any Two Full Questions (20*02=40 Marks)</b>									
1 (a)	<p>What is display advertising? Digital display advertising is online graphic advertising through banners, text, images, video, and audio. The main purpose of digital display advertising is to post company ads on third-party websites. A display ad is usually interactive, which allows brands and advertisers to engage deeper with the users.</p>					[03]	CO1	L1	
(b)	<p>Explain various buying models in the context of search engine marketing.</p> <p><b>Buying Models</b> Online advertising models show up on websites in three important forms. They are cost per click (CPC), cost per thousand (CPM) and cost per acquisition (CPA). Publishers and advertisers should know and consider all three depending on the situation. It's clear that CPC and CPM dominate the advertising models. CPC in particular is the dominant form for major Internet players such as Bing, Facebook and Google. CPM is often preferred for other sites, especially ones oriented to content. CPC is popular with text-oriented ads that appear on search engines while CPM is popular with image-oriented banner and display ads.</p> <p>In the first case, the emphasis is heavily on response. In the second, the emphasis is heavily on branding. All advertising strives for some combination of branding and response, even in online environments.</p> <p><b>CPC (Cost per Click)</b> Cost per Click (CPC) or Pay per Click (PPC) is a form of internet marketing wherein the advertisers pay the search engine or the publisher of the ads whenever their ads are clicked. It is defined as the "amount spent to get an advertisement clicked". CPC is also defined as an "online advertising payment model in which payment is based solely on qualifying click-through". Normally, search engines like Google, Yahoo, and Bing either charges the advertisers a flat rate for the CPC or let them bid for paid inclusion.</p> <p>The calculation of CPC is done in the following manner: <math display="block">\text{Cost Per Click} = \text{Advertising Costs} / \text{Ads Clicked.}</math></p> <p>In other words, the CPC to the advertiser is the cost that is obtained by dividing the total advertising cost by the number of times the ads are clicked.</p> <p>On the other hand, the Bid-based CPC entails a private auction wherein the search engine company or the publisher invites interested parties to bid for inclusion on their search engines or websites. The bid based CPC is a separate topic for discussion altogether and the mechanics of this model would be discussed in detail in the section pertaining to it.</p> <p><b>CPM (Cost per Mille/thousand)</b> Cost per Mille is a popular advertising model that is used by advertisers across the media and as we are discussing the online advertising models, it is defined as the cost to the advertiser for every thousand impressions. In the online realm, CPM is obtained by dividing the total cost to the advertiser for each thousand of page views that the website clocks up through the users navigating to it from the search engine results page.</p> <p>CPM is especially used to calculate the ROI or the Return on Investment from the advertising</p>					[07]	CO2	L2	

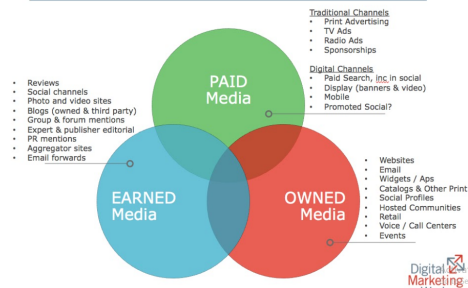
	<p>within and across different media. For instance, if a particular advertiser is running multiple ad campaigns across different media, CPM provides the advertisers with a countable metric on how well their investment is faring or otherwise. Further, in the online medium, CPM is widely used to track the efficacy of ad campaigns that take recourse to paid inclusion across different search engines.</p> <p><b>CPA (Cost per Action)</b>  We have seen how advertisers opt for various pricing models for their marketing on search engines and publishers. Another form of pricing is the CPA or the Cost per Action, which is also known as Cost per Conversion. This is defined as the cost entailed to the advertiser based on the users performing a certain predefined action. For instance, it is common for many websites to request users who click on ads and arrive on their homepages to sign up for their newsletters, or register themselves, or request for a contact.</p> <p>In the CPA pricing model, the advertiser pays the publisher only when the users perform the defined action and when contrasted with the CPC, which is simply based on click through, the CPA is more effective in adding value to the advertiser.</p> <p>Consider the number of times you might have clicked on sponsored ads on Google or any site that you might be browsing through. How many times have you actually performed an action on the websites from the click through and instead, simply “walked away” without performing the action desired by the advertiser. Whereas CPA is, what the advertiser incurs in the former case and CPC is what the advertiser incurs in the latter case.</p> <p>By now, it would have been evident that CPA is more effective from the advertisers’ perspective than CPC.</p> <p><b>CPL (Cost per Lead)</b>  Now that we have considered CPA, it is time to look at another form of pricing which is the CPL or the Cost per Lead. While CPA and CPL seem alike as both are based on an action or a lead occurring after the click through, there are some important differences between them.</p> <p>Whereas CPA is usually determined based on an elaborate transaction typically involving users submitting their credit card information etc, CPL is a more basic form of pricing where the “lead” is all that matters. This lead can be as simple as leaving one’s contact information on the website and also includes a basic signup or request for more information.</p> <p>Further, research has shown that CPL models are advertiser centric wherein the advertiser retains the option of determining where their ads are placed whereas CPA models are publisher centric wherein the advertisers cede control to the publisher over these aspects. This is because of the demanding nature of the CPA, which means that publishers retain the right to choose which ads to run on their websites.</p>			
(c)	<p>Discuss the various practices followed by digital marketers in targeting an advertisement.</p> <p><b>Display Ads Targeting</b></p> <p>Audience targeting allows you to be more accurate when choosing who sees your ads. Using an audience targeting allows you to reach users across the web based on their behavior online, and the signals these actions send about their likes, and their interests, and their purchase patterns.</p> <p><b>Categories</b>  Audience targeting takes a number of forms.</p> <ul style="list-style-type: none"> <li>● Demographic targeting involves targeting people based on their age, gender, parental status, or perhaps their income.</li> <li>● Affinity audiences are lifestyle and interest profiles based on the user's browsing behavior.</li> <li>● An in-market audience is likely to be in-market for a particular product or service.</li> <li>● Remarketing targets users who have previously visited your website, or viewed one of your videos on YouTube.</li> <li>● Using similar audiences involves creating a mirror audience based on your remarketing lists or customer email list.</li> </ul>	[10]	CO1	L2

	<p><b>Demographic targeting</b> Looking at demographic targeting, you can set your bids based on someone's age, gender, their parental status, or their household income in some cases. "Unknown" within the AdWords interface refers to people whose age, gender, or parental status can't be identified or inferred from what they visited online, but you shouldn't exclude unknown ages or genders from targeting as they can often represent a very large number of users.</p> <p>The age and gender information are based on the information within someone's Google account, so it will be based on logged in users. Otherwise, the system will do a best guess based on their browsing behavior. To exclude this segment is to significantly restrict your reach. Most people will fall into the "Unknown" category for display, but it's much more accurate for YouTube, so it wouldn't be advised to exclude unknown ages or demographics for your display campaigns.</p> <p><b>Affinity audiences</b> If you're familiar with TV audiences, you'll already be familiar with the concept of an affinity audience. Affinity audiences are particularly good for brand awareness. It's the broadest audience targeting option available. It reaches people at the beginning of their buying journey. When using an affinity audience, you're targeting people who have shown an interest in particular products and services based on the content they interact with, the purchases that they've made, or websites that they frequently visit.</p> <p>You have options such as beauty junkies or outdoor enthusiasts, for example. And you can also create a customer affinity audience by blending these interests together for a specific cross section of users, such as travel buffs who are also interested in health and fitness because you might want to advertise hiking holidays to them.</p> <p><b>In-market audiences</b> When a user transitions from being interested in a subject to actively beginning their buying journey, they become in-market. In-market audiences are very good for reaching people who are in the middle to the end of their buying cycle, and a user is only counted as part of an in-market audiences for seven days, up to the point that they make a purchase, or they stop showing interest. This can mean that the reach can be smaller than other targeting options, but it also means it's highly effective because it's far more targeting, and it dynamically updates as the users are constantly joining and leaving these audiences.</p> <p><b>Remarketing</b> Remarketing lets you show ads to people who have previously visited your website, watched your YouTube content, or engaged with your app. It allows you to reengage with them as they visit sites of the GGN or watch more videos on YouTube. For example, if a visitor left your website without buying anything, remarketing could help you reengage with them by showing them an ad. You can also remarket to users who have watched your videos with further videos to watch.</p> <p><b>Similar audiences</b> Similar audiences are a custom audience solution. They allow you to create a list of new users based on the list of existing users. When you create similar audiences, you can show ads to audiences who are similar to those in your remarketing list, or your video viewers list.</p> <p>These similarities are based on shared traits between their online behavior. You can base your similar audience list on your past visitors remarketing, and effectively broaden your reach to more interested users online, or you could take a list of converted users and potentially find more of your ideal customers.</p>			
2 (a)	<p>What is remarketing?</p> <p>Remarketing refers to engaging audiences who have already interacted with your brand, to encourage them to take a desired action that may interest them, such as conversion.</p>	[03]	CO2	L1
(b)	<p>Formulate a digital marketing strategy for an office gifting store to promote its business online using POEM Model of digital marketing.</p>	[07]	CO1	L6

## Digital Marketing Strategy

Digital marketing is transforming the marketing scene to a greater extent. Today's consumers are spending most of the time online, so companies are in the process of leveraging the advantage of digital marketing for their businesses. Poems play an important role in our life from our kindergarten. We might have learned, recited and forgotten many poems. In the Digital Marketing sense, POEM stands for Paid, Owned and Earned Media. POEM is an important framework for marketers for organizing their digital strategy.

### POEM: Paid Owned Earned Media

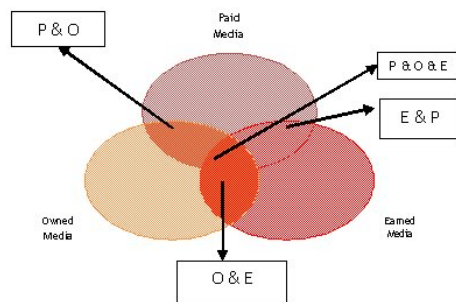


**Paid Media** includes all sponsored advertising of company through different channels like Youtube, Search engines, Facebook, LinkedIn, Twitter, Website etc., where the companies run their campaign through Google Adwords or campaign manager by paying money either through Pay per Click (where company will pay for each click to the site where they are running the campaign) or Digital Display Ads.

**Owned media** are owned and controlled by the company. The examples under this category include the website, mobile apps, social media accounts (Facebook, Twitter, Instagram, Youtube channels etc). The success of digital marketing strategy can be measured by seeing how many people directly access the company's owned media. We can consider this Owned media as the asset of the company.

**Earned media** are the organic and unpaid media. If people share, mention or review the brand / company in their social engagement, through which the company gets publicity. So, earned media is something the company earns through its continuous engagement in social media and other channels through the number of likes, shares, comments and replies, retweets, reviews etc.,

### Convergence of the three media



- P & O - Using SEO (Search Engine Optimization) and PPC (Pay Per Click) Companies can get more exposure to owned contents
- E & P - Sharing and Engagement with Paid Campaigns
- O & E - Owned contents drive earned media traffic
- P & O & E - The content that the companies create and upload in their owned media when it gets shared and gets likes it becomes earned and when they make it sponsored it become paid media.

Companies can start with Paid media which is the foundation for driving people to owned media so once people see and share the same it will become earned media. So businesses should think about how effectively they can utilize all the three mediums effectively to get success in digital marketing.

(c)	<p>Discuss the various steps followed in Youtube advertising.</p> <p>Advertising on YouTube is very different from running a PPC or paid social media campaign. There are specific creative constraints and a ton of options for this platform, and you need basic knowledge before you even scope out your next video project to make the most of the paid possibilities. In recent years, Google has rolled out a series of changes that makes YouTube advertising an extremely worthwhile investment. Let's take a look.</p> <p><b>Targeting Based on Users' Search History</b>  A few years ago, Google announced it would allow advertisers to reach more viewers on YouTube — especially across mobile devices, where 50% of YouTube views take place. Among the changes it rolled out, possibly the biggest announcement was that advertisers would be able to target viewers based on their Google search history, in addition to their viewing behaviors YouTube was already targeting. Marketers can now target ads at people who recently searched for a certain product or service. If the content of a video ad is closely related to a search the viewer has been researching, they might be more likely to watch the entire ad or click through the ad to the website.</p> <p><b>Audio Ads</b>  Audio has grown lately — you needn't look further than podcasts and the new social media app Clubhouse. To keep up with the changes, Google is now allowing YouTube advertisers to create audio-only ads. While we'd recommend starting with a video ad first, you can later consider using audio once you've perfected your brand voice and learned what your audience likes to engage with the most.</p> <p><b>Upgraded Data Attribution Models</b>  Google has also upgraded YouTube's data attribution model so you can better measure how users engage with your ads. You can also determine cost-per-conversion and see your YouTube ads' performance alongside your Search and Shopping ads' attribution reports.</p> <p><b>The Types of YouTube Video Ads</b>  There are several key types of video ads in which you can invest on YouTube. Google outlines the basic formats here. Below, we go into more detail.</p> <p><b>1. Video Discovery Ads</b>  Video discovery YouTube ads show up on the YouTube homepage, search results pages, and as related videos on YouTube video watch pages. This ad appeared after performing a YouTube search:  Once a user clicks on the ad, the destination video page features a spot on the right-hand column where a companion banner display ad will appear.</p> <p><b>2. TrueView In-Stream Ads (Skippable Ads)</b>  TrueView ads are the standard video ad type on YouTube. Advertisers only pay for TrueView ads when viewers watch or interact with their ad (for example, by clicking on a call-to-action), and videos can be easily customized to share a variety of content.</p> <p>Advertisers only pay when a user watches the ad for at least 30 seconds or until the end of the video or if the viewer takes an action, such as clicking on a call-to-action. YouTube requires that skippable TrueView ads be between 12 seconds and 6 minutes in length. TrueView in-stream ads play before someone watches the video they've selected on YouTube. Viewers sometimes have the option to skip the ad after watching it for five seconds. You can also make them play anywhere in the Google Display Network (GDN) — or sites that purchased Google video ad space.</p> <p>In-stream ads let marketers customize video ads with different CTAs and overlay text, as highlighted in the skippable in-stream ad example below from Grammarly.  Notice that there's another CTA from Grammarly on top of the right-hand suggested video columns.</p>	[10]	CO2	L2

	<p><b>3. Non-Skippable In-Stream Ads</b> Non-skippable ads can play before, mid-roll, or after the main video. They can be 15 to 20 seconds in duration. Here’s an example: Non-skippable mid-roll video ads appear midway through a YouTube video that's 10 minutes or longer. On the desktop, viewers will see a five-second countdown, and on the app, they’ll see yellow markers where the ads are placed.</p> <p><b>4. Bumpers</b> Bumpers are the shortest type of YouTube video ad available to you. At just six seconds per bumper, these ad spots play before a viewer's chosen video. It’s also non-skippable. Bumper video ads obviously can't tell a good-enough story in just six seconds, but they make terrific complements to larger video campaigns on a new product launch or event. Just be sure to use the six seconds wisely, and include only the components of your brand you want your audience to remember.</p> <p><b>5. Overlay Ads</b> Overlay ads are a banner ad that hovers at the bottom of the video, as shown below. This type of ad is ideal to supplement your other in-stream video campaigns. A banner ad is a great way to avoid advertising your product in an intrusive way.</p>			
3 (a)	<p>What are rich media ads?</p> <p>Rich media is a digital advertising term for an ad that includes advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content. While text ads sell with words, and display ads sell with pictures, rich media ads offer more ways to involve an audience with an ad.</p>	[03]	CO1	L1
(b)	<p>Classify the moments of truth. Where does the digital marketing fit into it?</p> <ul style="list-style-type: none"> <li>● <b>First moment of truth (FMOT):</b> When a customer is first confronted with the product, taking place either offline or online. It occurs within the first 3-7 seconds of a consumer encountering the product and it is during this time that marketers have the capability of turning a browser into a buyer. Procter &amp; Gamble describe the first moment of truth as the "moment a consumer chooses a product over the other competitors offerings".</li> <li>● <b>Second moment of truth (SMOT):</b> When a customer purchases a product and experiences its quality as per the promise of the brand. There can be multiple second moments of truth for every time the product is consumed (used), providing the consumer with information for future purchases and for sharing their experience with the product/service.</li> <li>● <b>Third moment of truth (TMOT):</b> When consumers give feedback or reactions towards a brand, product or service, i.e., consumer becomes brand advocate and gives back via word of mouth or social media publishing.</li> <li>● <b>Zero moment of truth (ZMOT)</b> is a term coined by Google in 2011, it refers to the research which is conducted online about a product or service before taking any action, i.e., searching for mobile reviews before making a purchase. The Internet has changed altogether the way consumers are interacting with brands, products or services. This online decision-making moment is termed as ZMOT. According to research conducted by Google, 88% of US customers are researching online before actually buying the product.</li> <li>● <b>Actual moment of truth</b> was identified by Amit Sharma, Founder &amp; CEO of Narvar, to describe the new post-purchase experience gap created by the advent of online shopping, after a consumer has made a purchase but before they've received the product.</li> </ul> <p>(c) Define digital marketing. Explain any 3 remarkable differences between traditional and digital marketing</p> <p>Digital marketing is a marketing approach that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services</p> <p><b>Traditional Vs Digital Marketing</b></p> <p>The traditional manner of marketing involved businesses to advertise their products or services on print media, radio and television commercials, business cards, billboards, and in</p>	[07]	CO2	L4

	<p>many other similar ways where Internet or social media websites were not employed for advertising. Traditional marketing policies had limited customer reachability and scope of driving customers' buying behavior. Digital marketing achieves targets of marketing a business through different online channels. Let us see how. The following table lists a few points that differentiate digital marketing from traditional marketing –</p> <table border="1"> <thead> <tr> <th>Traditional Marketing</th> <th>Digital Marketing</th> </tr> </thead> <tbody> <tr> <td>Communication is unidirectional. Means, a business communicates about its products or services with a group of people.</td> <td>Communication is bidirectional. The customer can ask queries or make suggestions about the business products and services.</td> </tr> <tr> <td>Medium of communication is generally phone calls, letters, and Emails.</td> <td>Medium of communication is mostly through social media websites, chat, and Email.</td> </tr> <tr> <td>Campaigning takes more time for designing, preparing, and launching.</td> <td>There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier.</td> </tr> <tr> <td>It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.</td> <td>The content is available for the general public. It is made to reach the specific audience by employing search engine techniques.</td> </tr> <tr> <td>It is a conventional way of marketing; best for reaching local audiences.</td> <td>It is best for reaching a global audience.</td> </tr> <tr> <td>It is difficult to measure the effectiveness of a campaign.</td> <td>It is easier to measure the effectiveness of a campaign through analytics.</td> </tr> </tbody> </table>	Traditional Marketing	Digital Marketing	Communication is unidirectional. Means, a business communicates about its products or services with a group of people.	Communication is bidirectional. The customer can ask queries or make suggestions about the business products and services.	Medium of communication is generally phone calls, letters, and Emails.	Medium of communication is mostly through social media websites, chat, and Email.	Campaigning takes more time for designing, preparing, and launching.	There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier.	It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for the general public. It is made to reach the specific audience by employing search engine techniques.	It is a conventional way of marketing; best for reaching local audiences.	It is best for reaching a global audience.	It is difficult to measure the effectiveness of a campaign.	It is easier to measure the effectiveness of a campaign through analytics.			
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	<b>Part B - Compulsory (01*10=10marks)</b>																	
4	<p>Assume that you are starting a new fashion accessories business and intend to promote online sales of your products.</p> <p>a. Give a name to the webportal. Design a segmentation strategy to promote your business online.</p> <p>Students should pick a name that is relevant to the business and catchy for audience to remember.</p> <p><b>Segmentation and Customizing Messages</b></p> <p>Companies looking for revenue growth often decide to focus on improving their marketing efforts. Because with the right marketing campaigns, a business will find it much easier to hit its lead generation goals, which is the first step toward growing revenue.</p> <p>If you're interested in increasing your company's revenue, audience segmentation is a strategy you need to adopt. It will help you target your customers in more personalized and meaningful ways, making it easier for you to convert them into paying clients.</p> <p><b>An Overview Of The Audience Segmentation Process</b></p> <p>Before diving into specific customer segmentation tools, let's first take a look at the process:</p> <p>Audience or customer segmentation is the process of dividing customers into groups based on shared characteristics. The purpose of audience segmentation is to enable businesses to target</p>	[05] [05]	CO2 CO2	L6 L6														

<p>subgroups within their target audience more effectively with the ultimate goal of revenue growth.</p> <p>The customer segmentation process always begins with data. You need to know who your customers are before splitting them into groups based on shared characteristics. Once you have enough data on your leads, you can split them based on a wide variety of shared features, including:</p> <ul style="list-style-type: none"> <li>● Demographic information</li> <li>● Business size</li> <li>● Behaviors</li> <li>● Psychological characteristics</li> <li>● And any other piece of data that your company finds important</li> </ul> <p>There are no hard and fast rules about which characteristics you should use to segment. Instead, the answers vary from company to company based on what the business thinks is most useful for targeted marketing campaigns.</p> <p>For example, imagine you run a SaaS company and have several versions of your software available, one of which is designed to support smaller companies and one designed to help enterprises.</p> <p>In this scenario, it would make sense for the company to segment its leads into categories based on business size. That way, they could market the correct version of their software to each company they interact with.</p> <p>Get a sense of the best customer segmentation tools to determine which one is right for your campaign.</p> <p style="padding-left: 20px;">b. Identify various media buying models available for your business.</p> <p><b>Buying Models</b></p> <p>Online advertising models show up on websites in three important forms. They are cost per click (CPC), cost per thousand (CPM) and cost per acquisition (CPA). Publishers and advertisers should know and consider all three depending on the situation. It's clear that CPC and CPM dominate the advertising models. CPC in particular is the dominant form for major Internet players such as Bing, Facebook and Google. CPM is often preferred for other sites, especially ones oriented to content. CPC is popular with text-oriented ads that appear on search engines while CPM is popular with image-oriented banner and display ads.</p> <p>In the first case, the emphasis is heavily on response. In the second, the emphasis is heavily on branding. All advertising strives for some combination of branding and response, even in online environments.</p> <p><b>CPC (Cost per Click)</b></p> <p>Cost per Click (CPC) or Pay per Click (PPC) is a form of internet marketing wherein the advertisers pay the search engine or the publisher of the ads whenever their ads are clicked. It is defined as the "amount spent to get an advertisement clicked". CPC is also defined as an "online advertising payment model in which payment is based solely on qualifying click-through". Normally, search engines like Google, Yahoo, and Bing either charges the advertisers a flat rate for the CPC or let them bid for paid inclusion.</p> <p>The calculation of CPC is done in the following manner:</p> $\text{Cost Per Click} = \text{Advertising Costs} / \text{Ads Clicked.}$ <p>In other words, the CPC to the advertiser is the cost that is obtained by dividing the total advertising cost by the number of times the ads are clicked.</p> <p>On the other hand, the Bid-based CPC entails a private auction wherein the search engine company or the publisher invites interested parties to bid for inclusion on their search engines or websites. The bid based CPC is a separate topic for discussion altogether and the mechanics of this model would be discussed in detail in the section pertaining to it.</p> <p><b>CPM (Cost per Mille/thousand)</b></p>			
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Course Outcomes		PO 1	PO 2	PO 3	PO 4	PO5
CO1	Recognize appropriate e-marketing objectives.	1(a) 3(a)	2(b)		4(a)	
CO2	Appreciate the e-commerce framework and technology	1(c) 2(a)	1(b) 2(c)3		4(b)	

			(b) 3(c) )			
CO3	Illustrate the use of search engine marketing, online advertising and marketing strategies.					
CO4	Use social media & create templates					
Cognitive level	<b>KEYWORDS</b>					
L1 - Remember	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.					
L2 - Understand	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss					
L3 - Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify					
L4 - Analyze	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select					
L5 - Evaluate	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate					
L6 - Create	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate					

<i>PO1–Theoretical Knowledge;</i>	<i>PO2–Effective Communication Skills;</i>	<i>PO3–Leadership Qualities;</i>
<i>PO4 –Sustained Research Orientation;</i>		<i>PO5 –Self-Sustaining Entrepreneurship</i>

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