

Fourth Semester MBA Degree Examination, July/June 2023
Digital marketing Management 20MBAMM403
Answer Key

1a. What is digital earned media? (3M)

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.,

1b. Explain the difference between traditional marketing and digital marketing. (7M)

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 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 –

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 also 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 then 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.

1c. Explain the digital marketing planning process. (10M)

A digital marketing plan is a document that outlines the marketing goals pursued by a company. It encompasses strategies, timelines, channels, and budgets.

Like any marketing plan, a digital marketing plan has many moving parts that will likely involve various teams within your brand. Any successful digital marketing plan will likely flow through five key stages. They are:

1. Setup/Plan

In the setup/plan stage, you are identifying the target audience. How do you do this? Take a look at what you want to accomplish.

What are you doing that works? What needs to be tweaked? How do you measure your current success? Taking a good hard look at where you are now can help you identify where you need to take your plan.

2. Implementation/Traction

In the second stage, you have developed the plan, and now it is time to put it to work. In this stage, you are focusing on the relationships with your customers.

Build engagement, gain followers, and set your brand up for success by collecting data and studying the results of your current digital marketing.

3. Conversion/Expansion

Stage 3 is a time to evaluate your digital marketing by looking at measurable results. Look to see how you can improve and what you need to let go of.

By taking the time to interpret data, you can waste less time and money on marketing that is not performing.

4. Interpretation of Client Desire/Adaptation

At this point, you should be reaping the benefits of your digital marketing plan. If not, it is time to step outside your comfort zone and try something new.

There are constantly new digital marketing tactics and strategies. If your plan isn't working, pivot.

5. Reap Rewards/Adapt/Repeat

The fifth stage is really a misnomer. The goal of any digital marketing plan is to constantly adapt to your audience and the world around you. Being stagnant won't get you anywhere in the digital marketing world!

2a. What is meant by unique users? (3M)

A unique user i.e. unique visitor on a website is a user counted only once no matter how many times they visit the site over a set period of time. Counting the number of unique users on your website accurately is a challenge for any web analytics consultant.

2b. Explain the types of display ads. (7M)

There are many types of display ads, the most common being:

- Banner ads: Ad that is made up of a simple image.
- Native ads: Ads that blend in the app or website they are displayed on.
- GIF ads: Ads that consist of an animated image.
- Interactive ads: Ads that allow the user to interact with the product or service.
- Video ads: Ads in video format.
- Expandable ads: Ads that expand beyond the original size upon being clicked on.
- Interstitial ads: Ads that cover the entire screen size.
- Shoppable Ads: Ads that upon being clicked on will add the product advertised to a shopping cart.

2c. Explain the various methods of digital targeting. (10M)

There are many different types of ad targeting for ad campaigns.

1. Behavioral Targeting (aka audience targeting)

Behavioral targeting is the practice of segmenting customers based on web browsing behavior, including things like pages visited, searches performed, links clicked, and products purchased. If you add mobile and physical store data into the mix, that can also include things like location, and in-store purchases. Visitors with similar behaviors are then grouped into defined audience segments, allowing advertisers to target them with specific, relevant ads and content based on their browsing and purchase history. An oft cited example of behavioral targeting is retargeting ads.

2. Contextual Targeting

Contextual targeting involves displaying ads based on a website's content. Think: placing an ad for dishware on a recipe site, or an ad for running shoes on a running forum. It's kind of like the digital version of placing a print ad in a niche magazine. Contextual targeting works based on the assumption that someone reading a page about running is likely to also be interested in your ad for sneakers.

3. Search Retargeting

Search retargeting is when you serve display ads to users as they browse the web based on their keyword search behavior. Campaigns are set up with keywords that you choose and that are relevant to your business or products. For example, if you are a furniture retailer, you might want to serve display ads to users who have searched for "leather couch", or "leather sectional". This kind of advertising is successful because it uses intent to connect with shoppers. The shopper may or may not know about you, but they are showing interest in a product or solution that you offer. Think of this as an upper funnel, prospecting strategy.

4. Site Retargeting

Site retargeting, also known as just "retargeting", involves showing display ads to users who visited your site and then left without completing a purchase to browse elsewhere. It differs from search retargeting in two important ways: it is not keyword based, and it is targeting people who are already familiar with your brand, or who at least have visited your site once and

showed interest in your offerings. Because of this brand recognition, the ROI of site retargeting is often extremely high. Think of this as a lower funnel, conversion focused strategy.

5. Predictive Targeting

Predictive targeting uses all of the web browsing data from behavioral targeting, layers in 3rd party data (if available), and applies powerful AI and machine learning to analyze the data and predict future buying patterns based on past behaviors. The AI that powers predictive targeting can make connections between behaviors, identify similar and related products for upselling and cross-selling, and zero in on the shoppers most likely to convert at any given time—all in an instant. And the more data it analyzes, the more it learns and the better its models become.

3a. What is digital remarketing? (3M)

Remarketing is showing ads to people who have previously visited your website, used your mobile app, or if you can target them by their email address with their consent. Remarketing is also known as retargeting.

3b. Explain the key inputs and programmatic buying. (7M)

Programmatic advertising is the use of automated technology for media buying (the process of buying advertising space), as opposed to traditional (often manual) methods of digital advertising. Programmatic media buying utilizes data insights and algorithms to serve ads to the right user at the right time, and at the right price.

To understand programmatic media buying, you must know the terminology related to this process. Firstly, programmatic media buying can be categorized into three different types:

- Real-time bidding (RTB): Also known as open auction, RTB is when inventory prices are decided through an auction in real time. As the name suggests, this is open to any advertiser or publisher. RTB is considered to be a cost effective way to buy media with a large audience.
- Private marketplace (PMP): These are similar to open auctions, but PMPs have restrictions on who can participate. Only selected advertisers have access to PMPs on an invite-only basis. However, in some cases publishers may have a selection process which allows advertisers to apply for an invitation.
- Programmatic direct: This is when a publisher bypasses auctions, selling media inventory at a fixed cost per mille (CPM) to an advertiser (or multiple advertisers).

The programmatic ecosystem also involves three main components:

- Sell-side platform (SSP): This is software that allows publishers to sell display, mobile and video ad impressions to potential buyers automatically in real time. This includes ad exchanges, networks and DSPs (see below). This gives publishers greater control of their inventory and CPMs.
- Demand-side platform (DSP): This is software that enables agencies and advertisers to buy ad inventory cross-platform.
- Ad exchanger: This is how the supply-side feeds inventory into the ad exchange. The DSP connects to the ad exchange, enabling advertisers, agencies, networks and publishers to

buy and sell ad space. Inventory prices can then be agreed upon through the bidding process.

Ad inventory is usually bought via a real-time auction. Using programmatic channels, advertisers can buy per impression, thereby targeting the right audience. Since the process is automated, programmatic media buying guarantees speed and efficiency that is not matched in the traditional media buying.

3c. What is social media strategy? Explain the social media strategy cycle. (10M)

A social media strategy is a document outlining your social media goals, the tactics you will use to achieve them and the metrics you will track to measure your progress. The social media planning cycle is a 9-step process to develop your SMM plan by following a continually evolving process. In going through each of these 9 steps, you can set, adjust, and modify goals along with their related actions.

Step 1: Listen and Observe

In the first step of the cycle, you listen to what your customers are saying about your company. By listening to your customer base, you can enable your organization to set achievable social media goals. Listening also involves taking note of what people are saying about your competitors, the industry, and the tone of your community. You'll find that different social media platforms return various results, so observing each one individually can be helpful.

Step 2: Setting Goals

To set goals, you must precisely determine several details about your target audience. This includes defining the location, tastes, needs, and behaviors of your target audience that you discovered in the previous step. It's also a good idea to conduct a SWOT analysis to determine Strengths and Weaknesses in your organization, followed by further analysis of Opportunities and Threats that exist in the current environment. Use your findings to set your goals.

Step 3: Defining Strategies

Defining strategies is done case by case. Each strategy will be determined by the available information surrounding your specific goal. Start by thinking about the social media strategy like a blueprint or a roadmap. As you define your strategy, you need to consider how your audience's needs align with your goals. From there, you need to decide how you can encourage them to engage with your business. Consider your brand's personality, the content you'll be sharing, and the platforms you're thinking about using in defining your strategies.

Step 4: Identifying the Target Audience

By identifying the target audience, you can organize your marketing strategies to connect to people that are most likely to respond. Ideally, these people will become your customers as well as loyal brand advocates. In this step, you also develop your buyer persona by defining the ideal customer, the inherent value of your content, where they can be reached, their demographics, and day-to-day routines. You want to find what connects your perfect client to your organization.

Step 5: Selecting Tools

The tools you select will be used on various social media platforms you'll be focusing on. Each tool has a different impact depending on the platform you'll be using. For example, hashtags work well on Instagram and Twitter, but are not always as effective on Facebook. Examples of tools include, but are not limited to:

- SEO
- Hashtags
- Short links
- Images

Step 6: Selecting Platforms and Channels

Selecting platforms refers to choosing which path you'll be using to transmit your content to your target audience. Examples include Facebook, Instagram, Twitter, and LinkedIn.

"Channels" refers to the different technologies, such as mobile devices or desktop computers, that your target audience uses to access your chosen platforms. Your plan should include multiple platforms and channels to achieve the greatest outreach. Consider your preferred platforms and channels as you complete each step, so you can get the most out of your SMM plan. Remember, you can't treat each platform the same way. It won't work.

Step 7: Implementation

Goals, the target audience, strategies, and appropriate tools are brought together to create actionable marketing strategies that are specific to each social media platform. You'll launch your carefully planned tactics and march full-steam ahead. Many companies mistakenly begin with implementation without thinking critically about the other steps. Then they'll wonder why they're not getting the results they wanted. The biggest reason their efforts don't work is that they didn't formulate a strategic plan of attack. Instead, they just started throwing things at the wall to see what would stick.

Step 8: Monitoring

In this step, you are tracking and measuring your social media marketing initiatives. By reviewing that data, you can evaluate the success of the strategies you're using.

As the information comes back to you, you'll need to recognize when you need to tweak your methods because, over time, you'll discover that things change. You'll have to continuously monitor, so you'll be ready to make adjustments as needed as your audience evolves.

Step 9: Tuning

It's a good idea to consider the fact that social media is a dynamic mode of communication. Because of these constant changes, it is critical that you recognize tuning as a continual process of evaluation. You can't create a single post for Facebook or upload just one photo to Instagram and expect a consistent flow of positive results. Any success in doing so would be short-lived. Instead, you must continuously adjust and improve existing elements of your strategic plan to maximize your success.

4a. What is 70/20/10 content approach? (3M)

This is an approach for digital marketing planning which says that 70% of the content should be safe, standard content that appeals to a huge audience, while 20% content can be moderately

risky and should appeal to new audience and the rest 10% can be a complicated and high risk content.

4b. Explain the LinkedIn Analytics. (7M)

LinkedIn Analytics is a selection of detailed metrics that capture the performance of your LinkedIn Company Page. Like other social media platforms, they measure metrics such as followers, clicks, shares, and comments. KPIs allow us as, the agency, to demonstrate our value to the client.

LinkedIn Analytics is divided into three main categories to help measure social media performance:

- Updates
- Followers
- Visitors

Each section reports on a different aspect of your LinkedIn company page.

Updates:

In this section, you're given metrics to track that help you determine if your company updates (posts) are generating customer engagement. These metrics to track include:

- Update Title - The title of the update you posted.
- Posted by - Who on your team posted the update.
- Created - The date the update was published.
- Impressions - The number of times an update was shown to a LinkedIn user.
- Video Views - When 3 seconds or more of a video was viewed, or the Call-to-Action (CTA) was clicked.
- Clicks - The number of times your update or company branding was clicked.
- CTR (Click Through Rate) - Clicks divided by impressions.
- Likes - Number of likes on your update.
- Comments - Number of comments on your update.
- Shares - Number of update shares.
- Follows - Number of people who click 'follow' on your sponsored updates.
- Engagement Rate - $(\text{Clicks} + \text{Likes} + \text{Comments} + \text{Shares} + \text{Follows}) / \text{Total Impressions}$

Examples of company updates would include how-to articles, company achievements, advice, and other content that provides value to your target audience. Make sure you have a well-defined LinkedIn strategy before posting updates. There should be a purpose and direction.

LinkedIn Followers:

In this section, you're given follower metrics about who is following your Company Page. These metrics to track include:

- Total Followers - Total followers of your company page.
- Organic Followers - Followers acquired without ad spend.
- Sponsored Followers - Followers acquired through paid ads.

- Follower Demographics - Demographics of your company page followers broken down by location, job function, industry, and company size
- Follower Trends - A line chart that shows when followers were added over time.

Visitors:

In this section, you're given visitor metrics about people who have landed on your Company Page. These metrics to track include:

- LinkedIn Page Views - Total number of views of your company page, including your career page.
- Unique Visitors - Unique LinkedIn page visitors. Excluding multiple visits from the same user.
- Visitor Metrics - This is a line chart that allows you to see the number of company Page Views over time.
- Visitor Demographics - Similar to Follower Demographics, this section gives the demographics of your LinkedIn page visitors.

4c. Explain a content strategy of marketing using Twitter to attract new followers. (10M)

Each of these steps is essential when it comes to crafting your strategy, so don't skip any of them! Let's dive in.

1. Set Goals to Get the Most Out of Twitter

The first step in creating your Twitter content strategy is to set goals for what you'd like to get out of the platform. What are you trying to accomplish by being on Twitter? For example, you might be using it as a way to generate more awareness for your brand or to boost sales in your business. The point is, knowing what you want out of Twitter helps you use it effectively. Not only that, but it'll tell you which metrics are most important to measure. How will you know if the content you're sharing is keeping you on track to reach those goals? Depending on what you're working toward, certain metrics inside your analytics will matter more to you. And if you aren't making the progress you want, you'll know to change something about your strategy.

2. Review Your Analytics to Better Understand Your Audience & Content

On the topic of analytics, they'll really come in handy for gaining a better understanding of what your audience wants content-wise. When you experiment with different types of content, you can check your analytics to see how well it performed in terms of impressions, replies, and click-throughs. The content that is consistently performing the best is what you should be posting more of so it has a higher likelihood of being seen.

3. Determine Your Best Times to Post & How Often You'll Tweet

By knowing your optimal posting times, you can increase impressions on your tweets, which is important since they only have a lifespan of 18 minutes. If you're going to share something really good, you want to make sure it stands a better chance at getting in front of a large portion of your audience.

So, the smart tactic is to post your best stuff during those optimal times. Once you figure out when your audience is often on Twitter, you can add those times to whatever third-party scheduling tool you choose to use. This way, you'll always have fresh tweets being published during those times, getting you noticed and increasing activity on your account.

Now, the question is... How do you determine your optimal posting times? Well, there's plenty of helpful research online that shares general times that seem to work across the board. You can test these times for yourself and see how the content you share performs. You may also want to experiment with other posting times just to see what works for you. In the graphic below, you can see some popular times to post on Twitter according to SproutSocial.

SproutSocial recommends tweeting on Wednesday from 9 a.m. – 3 p.m., while Tuesday and Thursday from 9 a.m. – 11 a.m. works well too.

4. Start Creating Content That Will Appeal to Your Target Audience

You've set your goals. You have an idea what your audience would like to see from you. And you know your optimal posting times. Now, you need to start creating content so you can begin writing and filling up your scheduler's queue with amazing tweets.

Create content that's relevant to your brand and that you know will be of service to your target audience. Address their pain points and provide solutions to their struggles. Offer tips and tricks that they can implement. Allow yourself to get creative here!

5. Use Keywords and Hashtags to Boost Discoverability

If you're going to put all this work into developing your Twitter content strategy, you obviously want to increase your chances of having your content discovered. This includes being discovered by other Twitter users, as well as search engines. Search engines and people looking for specific content on Twitter will be more likely to find you when you use specific keywords in your tweets. For example, if you're linking to a blog post on your website, mention the blog's focus keyword in the copy of your tweet so people can find it when they're searching for content on that topic. The same goes for hashtags, which you can see in the data below. Buffer revealed that tweets with hashtags receive two times more engagement than those without. However, you only want to use one or two hashtags in each tweet, no more than that.

6. Post a Mix of Content to Keep Your Account Fresh

Part of your Twitter content strategy should be striving to try new, different things with the content you're sharing. Instead of sharing just a bunch of tweets with links back to your blog, what else can you post that would get attention from your audience? Consider filming short videos for your Twitter feed or asking questions through polls, for example.

You can even incorporate features like Twitter Spaces as part of your strategy. Sometimes you have to look beyond the main Twitter feed and find other ways to stand out from the crowd.

7. Repurpose Content You've Already Shared

You don't always have to reinvent the wheel with the tweets you share. You can always repurpose content you've posted in the past because a chunk of your audience probably didn't see it the first time around. To keep it fresh, you can always tweak the copy of your tweet and add different imagery. You'll then be able to compare how it performed this second time around

compared to the first. See if you can notice any differences that may indicate what your audience responds best to.

8. Use Twitter Lists to Help Find Curated Content to Retweet

Your Twitter content strategy doesn't have to just consist of content you've created yourself. You can also share quality content from other sources to provide your audience with plenty of great stuff to consume. It helps to create Twitter lists of some of your favorite creators. This way, you can scroll through and see what they're sharing. If something catches your eye and you think your audience would appreciate it, hit retweet and add a comment with your thoughts.

9. Review & Tweak Your Twitter Content Strategy for Efficiency

A huge part of having an effective strategy is checking in regularly to see what's working for you and what's not. Now, every creator has their own preference about how often they conduct a full-blown strategy audit. You may want to check in every month or at the end of every quarter for the best results. I think quarterly is a great idea because it gives you plenty of data from your analytics to dive into. What you'll need to do is track things like your growth, traffic to your website, etc. to see if you're getting the results that are propelling you towards your goals. If you are, keep it up! If not, you'll know that something needs to change.

When changes need to be made to your strategy, consider looking at your posting schedule. Are you publishing enough content on a daily basis and are you sharing it at optimal times? Are you actually tweeting about topics that are of interest to your target audience? Make necessary tweaks to boost your ROI.

10. Set Aside a Budget for Your Team, Tools, & Advertising

A budget plays a role in your Twitter content strategy because you'll likely need to pay for things like tools, advertising, and your team. Know what you're willing to spend on your social media management efforts so you can stay on track financially.

5a. What is augmented reality? (3M)

It is a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.

5b. Explain the advantages of mobile marketing. (7M)

Mobile marketing that can help give you an advantage when marketing your business. What are five benefits of mobile marketing?

1. Reach more customers with your marketing messages.

Mobile devices are now the most commonly used way to access the internet, so your marketing messages have a much larger potential reach when you target mobile users. Additionally, since people often keep their smartphones with them at all times, you can capture their attention more easily than with other forms of advertising.

2. Deliver targeted messages to specific demographics.

With mobile marketing, you can target specific demographics with laser precision. For example, if you're targeting young adults, you can use platforms like

Snapchat which is extremely popular with that age group. This allows you to craft your messages specifically for your target audience, increasing the likelihood that they'll take notice.

3. Increase brand awareness with mobile ads.

Mobile advertising is one of the most effective ways to increase brand awareness and reach new customers. Ads on mobile devices are often more eye-catching than traditional ads, and they can be specifically targeted to users based on their location, interests, and even the apps they use.

4. Boost sales and revenue with effective mobile marketing campaigns.

Mobile marketing can be extremely effective in boosting sales and revenue for your business. By creating targeted campaigns and using platforms like push notifications, you can encourage customers to make a purchase from your business. Additionally, mobile coupons and discounts can also entice customers to buy from you.

5. Keep your customers engaged with timely and relevant mobile content.

Mobile marketing allows you to keep your customers engaged with timely and relevant content. By sending out push notifications or text messages, you can ensure that your customers are always up-to-date on the latest from your business. Additionally, you can use mobile marketing to cultivate loyalty and repeat customers.

5c. Explain the POE framework of mobile marketing. (10M)

The POEM framework is a business methodology that you can use to develop your digital marketing strategies. There are three parts of the POEM framework: paid, owned, and earned media, all of which will affect every aspect of your digital marketing campaign.

Paid Media

The first part of the POEM framework—paid media. It is the most common type of marketing channel. Any avenue or space that requires payment falls under this category. Most advertisements are also part of paid media, including sponsorships and publications.

In the context of digital marketing, paid media offers a variety of channels that you can use to expand your reach. Paid media is one of the quickest and most efficient ways to connect with your target audience. By promoting your products or services on paid media channels, such as Google Ads and Facebook Ads—you can grow your audience and build a sizable customer base.

Examples of promoting your brand through paid media channels cover television commercials, radio announcements, print, pay-per-click (PPC) advertising, advertising platforms (e.g. Google Ads, Bing Ads), and search engine marketing (SEM). Even specific aspects of social media, mainly sponsored ads for Facebook and Instagram, are a part of paid media.

More examples of paid media include:

- Search ads
- Shopping ads
- Display ads
- Retargeting
- Paid influencers

Gaining exposure by way of paid media is an excellent digital marketing strategy for raising brand awareness. The price of displaying your ads might be concerning, but the rewards are worth your investment. Your ads will eventually reach your target audience, allowing you to attract traffic, gain leads and boost sales.

Owned Media

Owned media is the second part of the POEM framework, and it is about everything under the ownership of your company, organisation, or brand. When it comes to owned media, you can use your assets and possessions for marketing purposes. You control your digital marketing channels, allowing you to promote your business online in any way you see fit.

Owned media consists of various assets under your ownership, such as your website, blog, print ads, and other promotional materials. You can use these assets to promote your products or services.

Examples of owned media include:

- Websites
- Content
- Blog posts
- Social media pages

Cost-effectiveness is your main advantage when it comes to owned media. Since you already own assets and possessions, there is no need to spend as much money as paid media marketing. However, maintaining your digital marketing outlets and channels will lead to incurred costs, so you still have to include your owned media expenses in your return on investment (ROI).

Versatility and longevity are additional benefits of owned media. You have total control over the way you handle your marketing assets. It allows you to maximise the effectiveness of your owned media marketing strategies as long as needed.

Earned Media

Earned media is the latest term in the POEM framework. It refers to the exposure and recognition your business is receiving due to organic publicity and awareness. With earned media, you can interact, connect, and communicate with your audience through third-party channels, such as social media, public relations (PR), and referrals.

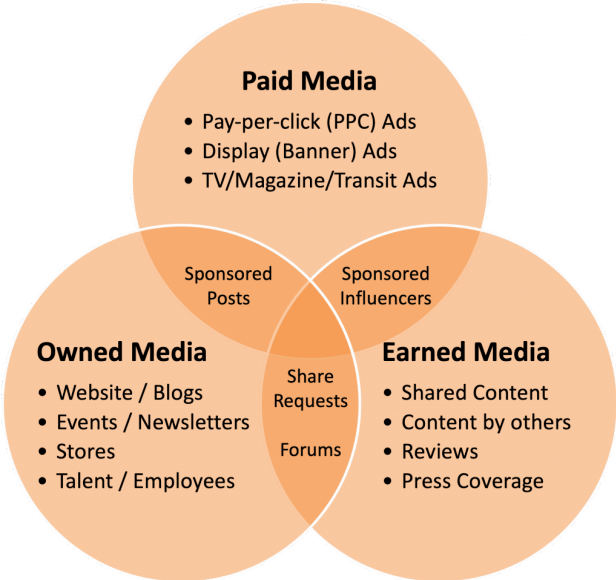
You should know that most marketers classify earned media as inbound marketing. It is a process of gaining leads by distributing valuable content and securing conversions. Know that earned media is highly effective for digital marketing—as long as you continue to deliver quality and relevant content and engage with your target audience. Any hindrance to your marketing efforts may prevent your earned media from making substantial progress.

Managing your earned media is vital for establishing credibility and authority. If done right, you can analyse the impact of your marketing on your brand. It will help you think and plan better strategies to attract more traffic, gain leads and drive sales.

Examples of earned media include:

- Word-of-mouth marketing
- Viral marketing
- Press releases
- Publicity
- Brand awareness

Good thing you can promote your business through earned media channels in many ways. One excellent example is search engine optimisation (SEO). With SEO, you can improve your website’s online presence on organic search results. To do so, you have to optimise your website for SEO by getting quality backlinks and creating relevant content. Similar to owned media, you can gain publicity without having to pay for ad space. Your earned media marketing efforts should extend your online reach. Once you have established your credibility, you can reach more people and build trust—that allows you to gain more exposure and recognition.



6a. What is CRBT? (3M)

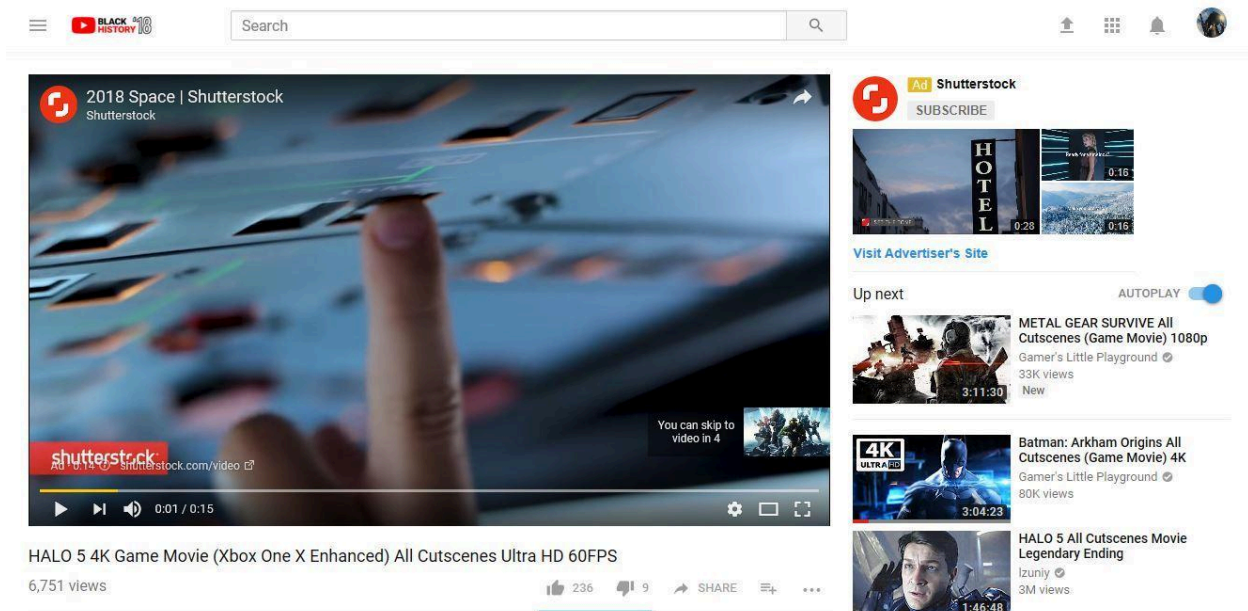
CRBT stands for "Caller Ring Back Tone," which is a service that allows a mobile phone user to personalize the sound that callers hear while waiting for the call to be answered. When a caller dials a number, instead of hearing the standard ringing tone, they will hear the specific tune or song chosen by the called party.

6b. Explain the various types of youtube ads. (7M)

1. Skippable In-Stream Video Ads

First up on the list are skippable in-stream video ads, which can be served either before a video or during it. These ads play for a minimum of 5 seconds and then the viewer has the choice to skip them. In general, the video ad needs to be a minimum of 12 seconds and it's recommended to keep it under 3 minutes. One of the perks of this type of YouTube ad is that you'll only get charged when someone watches at least 30 seconds, the entire ad (for any ad under 30 seconds), or if they click on it.

The screenshot below shows that the skippable in-stream video ads are also accompanied by a banner ad at the top right of the screen. The convenient part here is that even if a user skips the video ad, the banner ad remains in place:



2. Non-Skippable In-Stream Video Ads

These ads can also play right before a video or during it, really, the only difference is that there's not a skip button at all. Considering that a high percentage, some 76% of people, skip the ads that get served in youtube videos, the non-skippable ad is best when your brand really needs to raise awareness and doesn't want to risk getting hundreds and thousands of ad skips. The way that these ads charge advertisers is a little bit different; charges are incurred per impression, more specifically, per 1000 views (CPM).

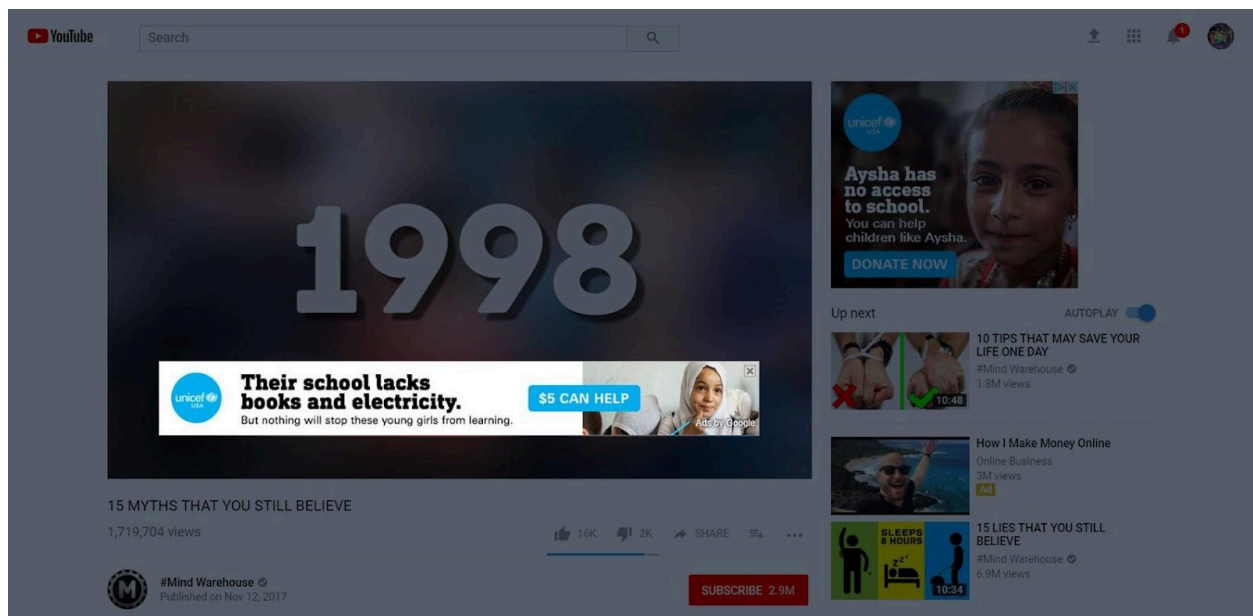
3. Bumper Ads

Bumper ads are six-second, non-skippable video ads that play right before an actual video. These ads are perfect for anyone who has a simple message to get across and doesn't need the full production of a minutes-long video. Again, these ads are a great spot for any awareness efforts like promoting an event, or driving brand reach and frequency. If a 6-second spot seems too short to make a lasting impact, Google analyzed 300 bumper ads and found that 90% created a big lift in ad recall. The below bumper ad shows how a brand can get themselves on people's minds with just a few flash shots and a couple spoken lines:

4. Discovery Ads

Discovery ads are very different from the three previous ad types. In fact, they are actually really similar to Google search ads, appearing amongst search results in a semi-organic kind of way. These ads help us view YouTube as a search engine. Like Google text ads, YouTube's Discovery Ads also say "Ad" in a box to let users know they are paid for results. Discovery ads are composed of a thumbnail image and three lines of text. What's also interesting is that these ads can show on the search results page, video watch page, and YouTube homepage which gives them quite a bit of visibility.


Here's an example of a Discovery ad:



The screenshot shows a YouTube video player interface. The main video is titled "15 MYTHS THAT YOU STILL BELIEVE" and has 1,719,704 views. A Discovery ad is overlaid on the video. The ad features the Unicef logo and the text: "Their school lacks books and electricity. But nothing will stop these young girls from learning." Below this text is a blue button that says "\$5 CAN HELP" and a small image of a young girl. To the right of the main video, there is a sidebar with several video recommendations. The top recommendation is a video titled "Aysha has no access to school. You can help children like Aysha." with a "DONATE NOW" button. Below it are other videos like "10 TIPS THAT MAY SAVE YOUR LIFE ONE DAY" and "How I Make Money Online".

furnace not working


Filters About 287,000 results



No Hot Water?

Ad Sears PartsDirect
271,035 views
Troubleshoot Your Electric Water Heater In Minutes w/This DIY Video.


sears PARTSDIRECT Electric Water Heater Troubleshooting No Hot Water 8:35



BEFORE YOU CALL FOR SERVICE: My furnace heater / ac unit doesn't work.101 diy...

CalQwax
4 years ago • 950,177 views
TRY THIS FIRST IF YOUR FURNACE ISN'T WORKING. Go to your thermostat, turn the thermostat down, go to your breaker panel ...

9:34



How to fix your furnace by Reliance Home Comfort

Reliance Home Comfort
6 years ago • 204,682 views
In this Reliance Home Comfort 'How-To' video, we show you how to do some basic troubleshooting if your furnace is **not working**.

2:08

5. Non-Video Ads

YouTube also offers non-video ads for brands that aren't looking to shell out a big spend. First, you can choose to serve a display ad on the right hand side of results while a video is playing. This ad features an image, some text to the right of the image, and a button to click to your website. Also, can serve a banner ad overlay that pops up during a video from a channel that's decided to monetize. These non-video ads charge money on a cost-per-click basis.

6c. Mention the KPI in measuring video marketing success. (10M)

Awareness Stage KPIs

In the awareness stage, your goal is to attract the maximum number of viewers to the video.

The users are aware of a problem and they are looking for a solution. Through the video, you're promising a solution and introducing your brand as a means to attain that solution.

Most of the users are still looking for various options and some are not even sure they need help with the problem.

This is the top-most stage of the video marketing funnel. These videos can be informative, such as explainer videos. Here are the KPIs to focus on:

View Count

The view count indicates the number of times the video was watched by the users. Keep in mind this metric doesn't tell you whether the individual has stayed till the end of the video or not, we'll cover that below. Each social media platform has its own definition of view count. A Youtube video is marked as viewed if a user stays until the 30-second mark. On Instagram and Facebook, it's just 3 seconds. View count alone won't reveal much about the performance. In fact, it can be rather deceptive and misleading. So view count should be analyzed in conjunction with one or more KPIs that can better help you measure engagement rates.

Impressions

Impressions inform the marketer how many times the video was displayed and appeared before the user. The impressions metric will be increased by one even if the video wasn't played by the user. Like view count, impressions taken alone is not the best measure of engagement. But, by combining the two you can ascertain whether you're targeting the right audience or not. For example, having a high impressions count, but low views indicate that you should re-visit and re-check the 'target audience' page of the video campaign.

Unique Views

This data measures the number of times the video was watched for the first time. This metric is usually tied to a cookie that keeps track of the user. If a person watches a video 5 times, the unique views count will register just once. Video marketers would prefer a gap between total views and unique views. A wider gap is a compliment to the video. That's because it shows that more users are replaying the video which indicates a growing interest in the brand and potentially further engagement.

Brand Awareness Lift

Although this metric includes elements of other stages of the video marketing funnel, it's basically considered an awareness stage metric. This data indicates a positive shift in the viewer's attitude toward the brand. In a nutshell, it shows how many viewers remember the video, message, or brand after a short duration (number of days).

Brand Lift generally reveals the following: awareness about the product, service, brand, or offering; positive or negative attitude towards the quality and appeal of the product; ability to recall the video or message; likelihood to favor and recommend the product; and odds of a purchase. This isn't an easy metric to measure. Usually, one or all of the following three methods are used: primary research, quantitative metrics, and social buzz.

Ad Recall Lift

This metric measures the number of people who remember and recall the video ad after a brief gap (two days in the case of Facebook). The ad recall lift is usually measured by conducting a brief survey with questions regarding the ad, brand, message, or all three. Platforms such as YouTube and Facebook employ other methods to measure ad recall.

Facebook uses both behavioral signals and polls for measuring ad recall lift.

Engagement Stage KPIs

People who are engaging with the video are considering your brand as one of their options to solve their problems. The target audience is in the consideration stage now. The target audience is aware of your brand (product or service). Hence, they have moved past the awareness stage. They are now forming opinions about their choices. Videos created for this stage of the video marketing funnel must engage the audience, feed their interest, and develop a connection.

Great videos for this stage could be product reviews or demos. These can be extremely effective when created by your affiliate partners, as they can add their own voice and customer perspective to the video.

Now, you need something more than view count and impressions to understand engagement. Try the following engagement metrics:

View Through Rate (VTR)

VTR gives us the percentage of viewers who watched the video all the way through, out of those who clicked on the video. For example, if 1000 people clicked on the video, and 200 of them stayed till the end, the view-through rate of the content is 20%. VTR gives a good idea of how many people are interested in the video. Low VTR indicates the video is failing in its purpose of engaging the target audience. This is especially true in the case of videos with a call-to-action at the end. Video marketers want the viewer to stay until the end of the video. You can hire a video editing service to tweak the video and make it more appealing to the viewers.

Watch Time

The watch time metric calculates the total minutes the viewers have watched the video. This is another KPI that reveals if the content is resonating with the audience or not.

Platforms define watch time differently. Some describe it as 'duration watched,' Facebook defines it as 'minutes watched,' and for YouTube, watch time means 'estimated total minutes spent viewing your content.' How is this metric useful? Suppose the total length of a video is 10 minutes but the average watch time is 6 minutes. From this, you can infer that the video has reached the right audience, but isn't engaging enough to hold their attention.

In contrast, if the watch time is 2 minutes, we can safely conclude the video isn't speaking to the right audience.

Brand Favorability Lift

This is the third of the brand lift studies that measure the impact of video on the viewers.

The brand favorability lift metric shows whether the viewer takes a favorable view of the brand (product or service) after seeing the video. Social media platforms generally use perception surveys and a mix of behavioral and experience metrics to measure favorability lift.

Brand Interest Lift

This is a measurement that shows consumer interest in the brand. A viewer who shows interest in the brand after watching a video will want to increase interaction with the brand.

The interest lift is measured directly by employing polls, surveys, and questionnaires. Indirect techniques such as brand-related searches, video shares, and comments are also used to measure this metric.

Brand Consideration Lift

This is yet another high-level metric to understand the effect of the video.

Using consumer research and other methods, you can estimate whether a viewer will consider purchasing a product or service after watching a video. A higher brand consideration lift indicates the video is more likely to boost sales.

Decision Stage KPIs

Customers in this stage have made up their minds. They considered all their options and chose your brand as the best pick. That said you still need to nurture the lead and convince the customer to buy. Videos that you produce for this stage must highlight the value and benefits your brand offers. The content of the video must showcase why your brand is better than the others. The content must ensure your brand remains at the top of the mind. The video content at this stage should prompt viewers to convert. This could include testimonials, case studies, and other forms of social proof. In this stage, you need to focus on KPIs that estimate the growing interest in your product or service. Here are the metrics to focus:

Call-to-Action Clicks

Elements built in the video act as an effective call to action. They are equally useful in revealing the mind of the viewer. Usually, the elements in a video take the customer to a landing, product, or signup page. For example, a 'top products' video for affiliate marketing can include clickable elements after each product review to take the viewer directly to the product page.

Most of the time, clickable elements are placed in the latter part of the video. Customers who watch the video longer and who are engaged with the content are more likely to click.

Calls and Chats

This metric defines the number of people who proceed to call or chat with the brand after watching a video. This move by the customer reveals that they almost made up their mind and consider your brand as the top pick. You can use cookies or call tracking to calculate the metric. Generally, customers who call or chat, wanting to learn more about the offering, exhibit a high level of interest in your brand.

Signups

This is a very important metric. This metric shows higher engagement with the video.

For the first time in the customer journey, the person has made a commitment. This step shows that the customer is a lot closer to a sale or any action that you want the customer to take.

By opting for a signup, the viewer is ready to trade personal information (name, email address, and more) for more information about the product, service, or other offerings.

Purchase Intent Lift

The purchase intent lift is a more accurate estimate of a customer's intention to buy. Like other brand lift metrics, a combination of research, metrics, and customer behavior tracking is used to calculate purchase intent lift.

Sales

The sale is a tricky metric because it's difficult to directly link sales with video. Not many would buy a product or service immediately after watching a video.

You can use sales as an effective metric in video marketing if customer behavior is effectively tracked at every possible touchpoint.

7a. What are ad impressions in digital marketing? (3M)

An impression (also known as a view-through) is when a user sees an advertisement. In practice, an impression occurs any time a user opens an app or website and an advertisement is visible.

7b. Explain the phases of SEO. (7M)

In the world of digital marketing, Search Engine Optimization (SEO) is the driving force behind a website's success. It's like the roadmap that guides you through the vast online landscape. SEO consists of six essential phases, and planning is the crucial first step. These phases work together to boost your website's visibility, drive organic traffic, and achieve your online goals.

Let's delve into each phase, including planning, with practical examples and straightforward explanations.

Key Phases of SEO Planning

- 1. Research
- 2. Design
- 3. Implementation
- 4. Monitoring and Maintenance
- 5. Optimization
- 6. Reporting and Communication

1. Research

Keyword research goes beyond identifying relevant terms; it delves into the depth of understanding those keywords. By using tools like Google Keyword Planner, you can gauge the search volume (how often people look for these terms) and competition (how many websites are trying to rank for these keywords).

Keyword Research:

Keyword research is the foundational step in SEO. It involves identifying the specific words and phrases that people commonly use when searching for information online. For instance, if you are running a website dedicated to cooking, you'll want to discover keywords such as "easy recipes," "healthy cooking tips," or "quick dinner ideas." These keywords act as signposts, guiding you to create content that aligns with what your target audience is looking for.

Competitive Analysis:

Competitive analysis is akin to understanding your rivals in the online world. When you're setting up a travel blog, it's essential to investigate other successful travel blogs. By doing so, you can uncover valuable insights into their keyword strategies, content types, and what resonates with their audience. This research enables you to refine your approach and identify opportunities to differentiate your content and gain an edge in the highly competitive online space.

2. Design

Now that you have your treasure map (keywords), it's time to design your website with SEO in mind. On-page SEO involves strategically placing these keywords in various parts of your website to make it easy for search engines to understand what your content is about. Here's how to implement on-page SEO:

- **Page Titles:** Think of these as the titles of chapters in a book. For example, if your website focuses on healthy recipes, your page title could be "Delicious and Healthy Recipes for a Fit Lifestyle."

- **Meta Descriptions:** These are concise summaries that appear in search results. Use keywords to make them engaging, such as “Explore the Top Healthy Recipes to Fuel Your Wellness Journey.”
- **Headings:** Headings act as section titles in your content. Use keywords here to outline the main topics.
- **Content:** Naturally integrate keywords into your content, ensuring it flows naturally like you’re having a conversation with your audience.
- **Images:** Optimize images by giving them descriptive names and adding keyword-rich alt text.

Content Strategy:

Your content strategy is like a blueprint for your website’s content. After identifying keywords and understanding your audience’s needs, you plan what type of content to create. Suppose your website focuses on fitness. Your content strategy might include creating in-depth articles about “home workouts for beginners,” “healthy meal plans,” and “exercise equipment reviews.” This strategy ensures that your content aligns with your audience’s interests and provides valuable information.

Information Architecture:

Information architecture is about organizing your website’s content in a logical and user-friendly way. Think of it as structuring your website like a well-organized library. If you’re running a technology website, you’d categorize content into sections like “smartphones,” “laptops,” and “accessories.” This clear organization helps visitors easily navigate your site, find relevant information, and enhance their overall user experience.

3. Implementation

Implementation is the backbone of your website’s performance, akin to maintaining the engine of a car. It ensures that your website runs smoothly for both users and search engines. Here’s what you should focus on:

- **Page Loading Speed:** Ensure your website loads quickly, as slow-loading pages can deter visitors.
- **XML Sitemaps:** Create XML sitemaps to help search engines easily discover and index all your website’s pages.
- **Robots.txt:** Use this file to instruct search engines on which parts of your site they can or cannot explore.
- **Structured Data (Schema Markup):** Add structured data using schema.org to provide context and enhance how search engines understand your content.
- **Security (SSL Certificate):** Secure your site with an SSL certificate, which is like putting a lock on your website to enhance user trust and gain favor with search engines.

On-Page Optimization:

On-page optimization involves strategically placing your chosen keywords within your website’s content and structure. For instance, if you have a page about “quick dinner ideas” on your cooking website, you’d ensure that this keyword appears in the page title, headings, and naturally within the content. This optimization signals to search engines that your content is relevant to users searching for “quick dinner ideas,” increasing the chances of your page appearing in search results.

Technical SEO:

Technical SEO focuses on the behind-the-scenes aspects of your website that impact its performance. It's like ensuring the engine of your car runs smoothly. Key technical SEO considerations include page loading speed, creating XML sitemaps to help search engines discover and index your pages, managing robots.txt to guide search engines, implementing structured data (schema markup) to provide context to your content, and securing your site with an SSL certificate to build trust with users and gain favor with search engines.

4. Monitoring and Maintenance

SEO is not a one-and-done task; it's an ongoing process. Think of it as regularly tending to a garden to ensure it thrives. In this phase, you'll continually monitor and maintain your website's performance. Use tools like Google Analytics and Google Search Console to track:

- **Organic Traffic:** Measure how many visitors come to your site through search engines.
- **Keyword Rankings:** Check how well your chosen keywords are performing in search results.
- **Conversion Rates:** Monitor the percentage of visitors who take desired actions, such as making a purchase or signing up for a newsletter.
- **Bounce Rates:** Track the rate at which visitors leave your site without exploring further.

Performance Tracking:

Performance tracking involves using tools like Google Analytics to keep a close eye on the health of your website. You'll monitor metrics such as organic traffic, which shows how many visitors come to your site through search engines. You'll also track keyword rankings to see how well your chosen keywords are performing in search results. Additionally, you'll measure conversion rates, which tell you the percentage of visitors who take desired actions like making a purchase or signing up for a newsletter. Bounce rates are another crucial metric, indicating the rate at which visitors leave your site without exploring further. By regularly monitoring these metrics, you can identify trends, strengths, and areas for improvement.

User Behavior Analysis:

User behavior analysis involves studying how visitors interact with your website. You'll look at metrics like time spent on pages, the click-through rate on various elements, and the paths users take through your site. For example, if you notice that visitors spend a lot of time on a specific page, it suggests they find that content valuable. Conversely, if many visitors leave quickly from a particular page, it may need better content or a more engaging layout. User behavior analysis helps you fine-tune your website's user experience to keep visitors engaged and satisfied.

5. Optimization

Now that you've laid the groundwork and monitored progress, it's time for optimization. Based on the data and insights you've gathered, adapt your SEO strategy to remain competitive and improve your search engine rankings. Optimization involves actions like:

- **Content Updates:** Regularly refresh and update your content to keep it relevant and engaging.
- **Link Building:** Build high-quality backlinks from reputable websites to improve your site's authority.

- **Keyword Strategy Adjustments:** Fine-tune your keyword strategy based on changing trends and user behavior.

Data-Driven Adjustments:

Data-driven adjustments are all about making informed changes to your website based on the insights you've gathered. For instance, if you notice that a particular keyword related to pet care is gaining popularity, you can optimize existing articles or create new content centered around that keyword to attract more visitors. It's a dynamic process that ensures your website stays relevant and competitive in the ever-evolving digital landscape.

Link Building:

Link building is like building relationships and connections in the online world. When other reputable websites link to your content, it signals to search engines that your site is trustworthy and authoritative. To do this, you can reach out to other blogs or websites in your niche and propose collaborations or guest posts. Building high-quality backlinks from reputable sources not only boosts your site's authority but also drives organic traffic from these referring websites. It's a valuable strategy for improving your search engine rankings and expanding your online presence.

6. Reporting and Communication

It's crucial to keep lines of communication open with all parties involved in the SEO planning process, including clients, your team, and your superiors. Communication and reporting make sure that everyone is on the same page and aware of your SEO efforts:

- **Regular Reporting:** Create recurring reports that you distribute to important stakeholders. Data on key performance indicators (KPIs) including organic traffic, keyword rankings, conversion rates, and others should be included in these reports.
- **Explaining Impact:** Prepare a non-technical explanation of the effect of your SEO efforts. Demonstrate how your efforts help to boost brand awareness, site traffic, and ultimately, business success.
- **Adjustments and Recommendations:** Make suggestions for additional modifications and enhancements based on the data and your observations. Communication is essential whether scaling up successful techniques or resolving problems.

7c. Explain the technological advancement in digital marketing. (10M)

The digital marketing landscape for 2024 promises to take innovation and technology to the next level. The coming year will be all about brands connecting with audiences in newly redefined ways. Therefore, staying ahead in this ever-evolving world is crucial, and it requires understanding the latest digital marketing trends 2024 has in store. This blog guides you through the key aspects of the projected trends, providing you with insights and strategies for your success.

Digital Marketing Trends

1. AI-Driven Conversational Marketing

AI-driven conversational marketing is not just a trend as we approach 2024; it has become a game-changer. According to Verint's 2023 State of Digital Customer Experience report, 80% of

customers now anticipate AI-powered interactions to elevate their service experiences significantly. As a matter of fact, AI-enabled chatbots are revolutionizing the way businesses interact with customers by expediting issue resolution and saving valuable time. They eliminate the complexities often associated with automated systems by intelligently processing and responding to queries, thus boosting customer satisfaction and loyalty. In today's fast-paced world, this efficiency has become essential. Companies adopting AI in their customer service strategies are not only aligning with the digital marketing trends 2024 but also addressing a fundamental customer need.

2. Augmented Reality

Of the many digital marketing trends 2024 promises to focus on, the integration of Augmented Reality (AR) into digital marketing has proved to be immensely productive. A recent MarketsandMarkets survey forecasts that the AR market will skyrocket from \$25.1 billion in 2023 to \$71.2 billion by 2028. This significant expansion highlights AR's pivotal role in shaping future marketing strategies. Furthermore, as AR technology advances, marketers are seizing unprecedented opportunities to merge the digital and real worlds. You can, accordingly, expect more brands to incorporate AR into their campaigns in 2024.

3. Sustainability and Ethical Practices

Parallel to technological advancements, sustainability is becoming central to digital marketing trends 2024. A 2023 NielsenIQ study reveals that 78% of US consumers deem a sustainable lifestyle important. In keeping with this, the pillars of ethical marketing, such as transparency in data usage and advertising practices, authenticity in brand storytelling, and ecological responsibility, are becoming fundamental for digital marketing trends 2024. Implementing sustainable practices like green advertising and fair representation in campaigns is now a strategic business move. For example, we have IKEA's green digital marketing strategy, which highlights its environmental commitments.

4. Hyper-Personalization Through Big Data and Analytics

Hyper-personalization is another key player among the digital marketing trends 2024. Modern consumers seek experiences that are specifically tailored to their preferences. Brands, therefore, are harnessing the power of big data and advanced analytics to develop hyper-personalized marketing strategies. This approach involves meticulously customizing content, product recommendations, and advertisements to align with individual consumer tastes. For instance, Netflix and Amazon, through the right algorithms, use viewing history to suggest shows and movies, creating a personalized viewing experience.

5. Dominance of Video Marketing and Short-Form Content

The rise of platforms like TikTok and YouTube Shorts is reshaping the landscape of video marketing in 2024. The popularity of these platforms highlights the growing dominance of short-form video content. In fact, this format's engaging visual appeal is perfectly suited to the decreasing attention spans of contemporary audiences. Brands are leveraging short-form videos for various purposes, including storytelling, product launches, and sharing customer testimonials. For example, Nike frequently uses short, impactful videos on Instagram to showcase new products and inspire viewers with athlete stories. Similarly, Duolingo's TikTok account uses humorous, short videos to engage language learners, demonstrating the platform's educational potential.

6. Live Streaming

The live streaming sector is experiencing a remarkable surge, marking its significance felt in the digital marketing trends 2024 list. According to ResearchandMarkets' Live Streaming Global Market Report 2023, the global live-streaming market expanded from \$1.24 billion in 2022 to \$1.49 billion in 2023, achieving a Compound Annual Growth Rate (CAGR) of 20.6%. This upward trajectory is not slowing down; projections indicate the market will soar to \$3.21 billion by 2027. This growth underscores live streaming's vital role in real-time interaction, significantly enhancing user engagement. Brands are increasingly utilizing live streaming to connect authentically with their audience. For instance, many fitness brands use live streaming for workout sessions to create a communal exercise experience.

7. User-Generated Content (UGC)

User-Generated Content (UGC) reigns supreme in digital marketing, especially for engaging millennials and Gen Z. Its authenticity earns it the highest trust among consumers, making it a crucial tool for brands. A 2023 Marketsplash UGC survey revealed that 69.08% of marketers recognize UGC's impact, particularly through ratings and reviews, in elevating conversion rates. By encouraging audiences to share unique content, often incentivized with rewards, brands effectively build robust communities. This strategy not only fortifies the bond between brands and users but also leverages the power of genuine customer voices to drive conversions. Hence, UGC fosters trust and enhances brand-user relationships.

8. Zero-Click Searches and Featured Snippets

In the evolving Search Engine Optimization (SEO) landscape, the focus has decisively shifted to achieving "position zero" on search engine results pages. This, in fact, is going to be a pivotal aspect of digital marketing trends 2024. Featured snippets—which often occupy a prime position on web pages—have become a key target for marketers. These not only increase visibility and traffic but also enhance user engagement. Hence, optimizing for featured snippets helps to establish a brand as a credible information source.

9. Google My Business Optimization

Accurate and comprehensive listings are key to enhancing a business's online visibility and credibility. Furthermore, with a surge in local searches, optimizing your Google My Business listing has become more crucial than ever. Businesses are focusing on ensuring their Google My Business profiles are complete and regularly updated. This strategy is essential for appearing in local search results and attracting potential customers. A well-maintained Google My Business listing can significantly boost a business's local SEO efforts. Thus, in the realm of digital marketing, neglecting Google My Business optimization is no longer an option for businesses aiming to thrive locally.

10. Progressive Web Apps

With the rise in mobile Internet usage, optimizing for Progressive Web Apps (PWAs) has become one of the critical digital marketing trends 2024. These apps combine the best of web and mobile app features, offering a seamless and immersive user experience. Starbucks' PWA, for example, enables customers to effortlessly browse and order, mirroring native app efficiency without necessitating a download. This innovative approach significantly boosts mobile user engagement and accessibility, positioning PWAs as indispensable for businesses striving for digital excellence in 2024. By leveraging PWAs, brands can deliver faster, more reliable, and captivating user experiences, perfectly in sync with the progressive digital marketing trends of the era.

Case Study

8a. What are the different advertising formats with reference to Amazon and Flipkart? (5M) Amazon Ad Formats:

There are ample Amazon advertising types that help you find, attract, engage, and retain your customers at every part of your sales journey. These include self-service solutions and managed services on and off Amazon. Amazon Advertising offers solutions across the full marketing funnel. Enabling you to build your brand on their platforms reaching a broad range of consumers. For most sellers on Amazon, search marketing offers a great first step into the world of Amazon Advertising, so this is where we're going to keep the focus of this guide.

Search advertising

Search is a vital step in the digital shopping journey, it's how we make sense of the billions of webpages that are online – or millions of products that are on a platform like Amazon. As we've already mentioned Amazon is now the first port of call for UK consumers when they're looking for a product online. Search ads enable you to ensure your products are visible to consumers that are looking for products like yours.

Sponsored Product Ads (SPAs)

This type of ad is usually the first starting point for an Amazon seller. They're the sponsored ad you see displayed at the top of bottom of a search results page – and you may not realise but they can also be displayed on a product page.

The image shows a screenshot of Amazon search results for sticky notes. At the top, there are three sponsored product ads. Below them, there is an 'Amazon's Choice' banner. Underneath the banner, there are five more sponsored product ads. Each ad includes a product image, a title, a rating (stars), and a price. The products are:

- Post-it Notes 152mm x 101mm Super Sticky Note Pad, Green, Pink, Orange, Yellow (4 pa...)
- Post-it Notes Cat Dispenser and Super Sticky Red 2-Note Pad with 6 Bora Bora Colour Ref...
- Post-it Notes 76mm x 76mm Super Sticky Note Pad, Yellow (12 pads, 50 sheets per pad)
- 2CZN 6 Bright Colour Sticky Notes, 76 x 76 mm, 100 Sheets/Pad, Sticky Issue is Improved (Pack of 12)
- 2CZN 8 Assorted Colour Sticky Notes, 76 x 76 mm, 100 Sheets/Pad Self-Sticky Notes, 16 Pads
- Nice Style Sticky Note Cube (450 Sheets/Cube) - 76 x 76 mm, Neon/Assorted Colours
- Stick N 21332 Sticky Note 76x76mm Neon - Assorted Colour (Pack of 12)
- Stick N 21328 76x76m Sticky Note - Assorted of 12)

SPAs in the search results

Sponsored products related to this item



SPAs on a product page

Sponsored Brands Ads (SBAs)

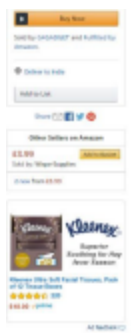
Formerly known as headline search ads – these ads are displayed above the search results and allow an advertiser to display three products as well as their brand logo. This makes this ad type great for generating brand awareness and displaying a range of products or generating clicks to a brand store.



SBA above the search results

Product Display Ads (PDAs)

This ad type targets and is displayed on a set of products determined by the advertiser. This enables you to create cross sell or upsell opportunities on your own product pages, steal sales from a competitor or position your products with complimentary items. PDA underneath the buy box



Flipkart Ad Formats:

Flipkart offers several types of advertising options to its users. These include:

Banner Ads

Banner Ads are display ads that appear at the top, bottom, or side of the screen. They are an effective way to grab users' attention as they browse through the website.

Native Ads

Native Ads blend in with the website's content, making them less intrusive and more effective. They are designed to look like part of the website, making them more appealing to users.

Video Ads

Video Ads are becoming increasingly popular as they are a more engaging way to communicate with users. They are displayed before, during, or after a video on Flipkart.

Sponsored Product Ads

Sponsored Product Ads are displayed on Flipkart's product pages, making them highly targeted. They are an effective way to promote a specific product or service.

Social Media Ads

Social Media Ads are displayed on Flipkart's social media channels, including Facebook, Instagram, and Twitter. They are an effective way to reach a broader audience.

Targeting Options In Flipkart Ads

Flipkart Ads offers several targeting options, making it easier for businesses to reach their target audience. These include:

Demographic Targeting

Demographic Targeting allows businesses to target users based on their age, gender, and income. This is an effective way to reach a specific audience.

Interest-Based Targeting

Interest-Based Targeting allows businesses to target users based on their interests. This is an effective way to reach users who are more likely to be interested in their products or services.

Geographic Targeting

Geographic Targeting allows businesses to target users in specific regions or cities. This is useful for businesses that operate in a specific area.

Retargeting

Retargeting allows businesses to target users who have already interacted with their website or products. This is an effective way to re-engage users who have shown interest in their products or services.

8b. Explain the advantage of facebook advertising. (5 M)

1. Facebook Ads are simple to set up – and scalable

One of the most compelling reasons for businesses to use Facebook Ads is the ease with which they can be set up. Facebook takes you through a step-by-step process where you select the type of ad, choose your target audience, and set your budget for a certain timeframe. The process is also highly customizable with a variety of ad formats, delivery, and bidding options available. From pay-per-click to pay-per-impression or pay-per-action, businesses can tailor their advertising approach to meet their specific needs.

All that you need to get started is to create a Facebook page or be given an advertisers role for an existing page. You can create ads from the page itself or use the ad creation tool. You can then use the Ads Manager or the Ads Manager mobile app to view your ads, make changes, and see results for each unique campaign you've created.

Once your ads are approved by Facebook and go live (which usually takes about 24 hours), your ad will start showing results almost immediately. And depending on your budget, it can reach thousands of people in just a few days.

Another great benefit of advertising on Facebook is that its ads are scalable across social media platforms such as **Instagram, Messenger and the wider Meta Audience Network**. This enables businesses to extend their reach beyond Facebook with little to no effort at all – and opens new ways to engage with audiences via Instagram, Instagram stories, mobile apps, and more.

2. Facebook's targeting is unparalleled

Because Facebook owns the wealth of data of billions of users, its targeting capabilities can dig deeper than any other platform. You can focus your marketing efforts on specific interests, behaviors, age groups, gender, job description, connections, locations, languages, and a lot more. You can combine and layer them to eliminate users who are not your target market, and it is even possible to target individuals who are fans of your competitors.

This level of granularity can be extremely useful as it allows you to create highly personalized ad campaigns that deliver relevant ads to the right people at the right time. Facebook's targeting capabilities also include psychographic targeting, which allows advertisers to target users based on their interests, hobbies, spending habits, and behaviors. For example, advertisers can target users who are interested in fitness or who frequently travel. This level of targeting enables advertisers to create highly personalized campaigns that resonate with their exact target audience.

In addition to these targeting options, Facebook's Lookalike Audiences feature enables businesses to attract people who share similar characteristics to their existing customers. A Lookalike Audience uses an existing custom audience of your choice for its source audience. When you create your Lookalike Audience, you can use a percentage range to customize the level of similarity you would like between your Lookalike Audience and your source audience. Typically, Lookalike Audiences that closely resemble their source audience are considered more advantageous.

Facebook's retargeting feature is also great for reengaging with people who have previously interacted with your brand. By using Facebook's Custom Audiences, you can utilize sources such as your own customer lists, website traffic, or engagement on different Meta platforms to retarget people who are already familiar with your business. Note that it is necessary to integrate the Meta pixel into your website in order to do this.

3. Robust analytics and insights

Facebook's analytics and insights are a major selling point for advertisers who want to ensure they are making the most of their advertising budget. With powerful analytics tools you wouldn't find on any other social media platforms, businesses of any size can gain detailed insights into their ad campaigns' performance and make informed decisions about how to improve their results.

Facebook provides you with a wealth of metrics to track your business's performance on the platform. You can easily access information about your weekly reach, post engagement, and page likes, as well as identify which of your posts are performing best. However, the insights provided by Facebook go beyond surface-level. You can also gain valuable data on clicks, conversions, and sales.

Facebook's Breakdowns in Ads Manager feature provides detailed breakdowns of audience age, gender, location, device type, and more, as well as breakdowns for different ad types and user actions. Furthermore, Attribution Reports help businesses to measure the impact of their ads and identify the most important touchpoints that funnel across multiple publishers, channels, and devices.

And for fine-tuning ad campaigns, Facebook offers ad comparisons and split-testing options, such as A/B testing, which allows marketers to display nearly identical ads with minor differences to see which adjustments perform better over time.

Finally, Facebook's ad forecasting and performance estimates are another invaluable tool for marketers who wish to plan ahead. Facebook can make estimates about how many people might be reached and how many conversions (or other results) might be gained per day with a full ad budget. This Estimated Daily Results feature is especially useful for brands that want to make fine adjustments during their ad campaigns.

Overall, Facebook's robust analytics and insights give businesses access to powerful data that can help them greatly optimize their ad campaigns. With a wide range of tools available, including ad measurement, attribution reports, ad comparisons, split-testing options, and ad forecasting, businesses can make more informed decisions about their advertising strategy and improve their Return On Investment (ROI).

4. Facebook Ads are tailored to your goals

Whereas Google Ads are more tailored towards getting clicks and conversions, Facebook Ads are designed to meet to your specific business goals. Whether you want to increase

engagement on a post, drive traffic to your website or generate leads for your business, the platform allows you to choose from a range of objectives that might best suit your advertising needs.

If you're planning a Facebook ad campaign, it's essential to choose the right objective to achieve your goals. Here are the various campaign objectives available on Facebook:

Awareness	The Awareness objective can help your business reach a broad audience and make them aware of your brand. If you have recently launched your business or rebranded it, this objective can help create brand awareness among potential customers.
Traffic	If you want to increase traffic to your website or app, the Traffic objective can help. This objective can direct potential customers to your website or app, and it is an excellent option for flash sales or promoting your services.
Leads	If you want to generate leads for your business, the Leads objective can help. This objective can help collect leads via sign-ups, phone calls, or messages.
Engagement	The Engagement objective is useful for businesses looking to increase user engagement. You can use this objective to reach people more likely to interact with your ad, page or send a message.
Sales	The Sales objective can help you find potential customers more likely to make a purchase. You can also optimize for other actions, such as adding an item to their basket, depending on your business goals.
App Promotion	The App Promotion objective can help you promote your mobile app to people using mobile devices. You can encourage them to install or take a specific action within your app.

The customizable nature of Facebook Ads also enables you to create ads that reflect your brand and target audience. Facebook Ads offers a variety of ad types, including photo, video, stories, carousel ads, slideshow ads, collection ads, Messenger ads, and interactive playables. This flexibility in ad types and placements allows you to experiment with different formats and find out what works best for your business or resonate more with your target audience.

5. Facebook Ads are extremely cost-effective

Facebook Ads have become one of the most affordable advertising options out there. Compared to traditional advertising channels such as radio, billboards, newsletters, or TV, Facebook advertising is much more affordable as it allows you to reach your target audience with a custom budget and measure your campaign's results on the same day of launch – without the risk of wasting thousands of dollars on reaching irrelevant audiences. And because you have complete control over who sees your ads and regular insights about your campaign's performance, you can run your ads without running the risk of overspending.

8c. How video marketing be leveraged by using different social media platforms (10 M)

In the swiftly evolving digital marketing landscape, businesses must adopt forward-thinking strategies to maintain engagement with their audiences and stay ahead of the curve. One strategy that has gained incredible traction in recent years is leveraging social media video content.

Video content on social media is becoming increasingly pivotal, playing a significant role in engaging users, increasing brand awareness, and driving conversions. However, creating video content for social media requires investing time and resources, and it's crucial to understand the 'why' before diving into the 'how.'

As a leading video marketing agency in Ohio, OpenEye Studios recognizes the immense potential that high-quality social media video content holds for businesses of all sizes and across diverse sectors. Merely having a presence on social media platforms is no longer sufficient. Instead, creating a dynamic and visually captivating experience for your audience through video content has become a vital component of an effective online marketing strategy. In this blog, we will delve into why social media video content is indispensable for business growth and offer valuable tips on how to integrate it into your marketing strategy.

1. Understanding Different Social Media Video Formats

Before diving into the creation of social media video content, it's essential to understand the various formats available and the unique opportunities presented by each platform. Here's a quick breakdown of the leading platforms and their video capabilities:

- a. Facebook: Facebook offers various video formats, including in-feed videos, live videos, and the Stories feature. While in-feed videos enable businesses to share longer-form content, Facebook Stories inspire short, snackable content designed for quick consumption.
- b. Instagram: Instagram has expanded its video capabilities beyond the standard in-feed videos with Instagram Stories, IGTV, and Reels. Each format caters to different types of content and user preferences, making it vital for businesses to experiment with various formats to gauge their audience's preferences.
- c. LinkedIn: LinkedIn supports in-feed video content and LinkedIn Stories targeted primarily at professionals and B2B markets. Leveraging video content on LinkedIn can help position your brand as an industry expert.
- d. Twitter: Twitter's video capabilities include in-feed video content and live streaming via Periscope. Given the platform's fast-paced nature, concise and engaging videos are typically more effective.

2. Creating Engaging Social Media Video Content

To create videos that resonate with your audience and generate desired results, follow these best practices:

- a. **Grab Attention Quickly:** Social media users often scroll quickly through their feeds; therefore, it's crucial to engage them within the first few seconds. Start your videos with eye-catching visuals or intriguing statements to pique their curiosity.
- b. **Optimize for Silent Viewing:** Around 85% of Facebook videos are watched without sound, making it essential to create content that doesn't rely solely on audio. Add captions or visually appealing elements to ensure your message is clear, regardless of whether sound is on or off.
- c. **Tell a Compelling Story:** Weave your video content around a narrative that connects with viewers on a personal level. Whether it's showcasing your brand's values or sharing a customer success story, engaging storytelling can evoke emotion and drive significant user engagement.
- d. **Include a Clear Call-to-Action:** Define the goal of your video content, and incorporate a clear call-to-action (CTA) to guide users towards the desired outcome, whether it's sharing your content, visiting your website, or making a purchase.

3. Tailoring Content to Each Social Media Platform

Each social media platform is unique, attracting a diverse audience with varying content consumption habits. To create effective video content, consider these platform-specific best practices:

- a. **Facebook:** Keep in-feed video content between 1-3 minutes in duration and focus on storytelling to encourage sharing. Utilize Facebook Live for real-time events and behind-the-scenes content, fostering a sense of authenticity.
- b. **Instagram:** For Instagram Stories and Reels, create short, captivating videos that showcase your brand's personality. Utilize IGTV for longer-form content that delves deep into specific topics, such as product demonstrations or tutorials.
- c. **LinkedIn:** Opt for professional, educational content that showcases your industry knowledge and thought leadership. Keep videos under 5 minutes, and engage with viewers through comments to foster meaningful connections.
- d. **Twitter:** Focus on concise and timely video content, such as product announcements or industry news. Utilize live streaming for events, Q&A sessions, or product demonstrations.

4. Analyzing Video Content Performance for Continuous Improvement

Tracking the performance of your social media video content is critical for continual improvement. Here are some key performance indicators (KPIs) to monitor for maximum impact:

- a. **Video Views:** Gather insights into the reach of your content by analyzing the number of video views, taking note of both paid and organic reach.
- b. **Engagement:** Monitor user interactions, such as likes, comments, and shares, to determine the overall engagement of your video content.
- c. **Retention Rate:** Identify the percentage of viewers who watch through your entire video to gauge the ease of your content and make necessary adjustments.
- d. **Conversion Metrics:** Track desired actions, such as click-through rates, form submissions, or sales attributable to your video content, to measure its effectiveness in driving conversions.