

CVDMM / DVDMM 101

**Digital Ecosystem and Social Media
Applications- I**

School of Vocational Studies



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CVDMM / DVDMM 101 Digital Ecosystem and Social Media Applications- I

INDEX

UNIT	DESCRIPTION	PAGE NO.
1	INTRODUCTION TO DIGITAL MARKETING- I	
	INTRODUCTION OBJECTIVE WHAT IS DIGITAL MARKETING? HOW DIGITAL MARKETING IS DIFFERENT FROM TRADITIONAL MARKETING? ROI BETWEEN DIGITAL AND TRADITIONAL MARKETING DISCUSSION ON NEW TRENDS AND CURRENT SCENARIO OF DIGITAL MARKETING POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	6-25
2	DIGITAL BUSINESS & COMMERCE	
	INTRODUCTION OBJECTIVE DIGITAL BUSINESS MODEL DIGITAL COMMERCE SCALING UP THE DIGITAL COMMERCE IMPORTANCE OF DIGITAL MARKETING POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	26-38
3	DIGITAL ECOSYSTEM	
	INTRODUCTION OBJECTIVE DIGITAL ECOLOGICAL APPROACHES DIGITAL BUSINESS ECOSYSTEM DIGITAL PUBLICITY PLATFORMS POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	39-48
4	SOCIAL MEDIA PASTS & PRESENT	
	INTRODUCTION OBJECTIVE HISTORY OF SOCIAL MEDIA SOCIAL MEDIA TRENDS	49-57

	CURRENT SCENARIO OF SOCIAL MEDIA IMPACTS OF SOCIAL MEDIA ON BUSINESS POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	
5	SOCIAL MEDIA IN INTERPERSONAL COMMUNICATION	
	INTRODUCTION OBJECTIVES TYPES OF E-COMMUNICATION IMPORTANCE OF INTERPERSONAL COMMUNICATION ROLE OF SOCIAL MEDIA IN COMMUNICATION SOCIAL MEDIA A GOLDEN BRIDGE FOR COMMUNICATION POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	58-69
6	FACEBOOK- TOOLS AND ACTIVITIES- I	
	INTRODUCTION OBJECTIVES GETTING ONTO FACEBOOK FACEBOOK ACTIVITIES FACEBOOK FOR BUSINESS FACEBOOK MARKETING TIPS POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	70-87
7	TWITTER- TOOLS AND ACTIVITIES- I	
	INTRODUCTION OBJECTIVES BRIEF HISTORY OF TWITTER GETTING ONTO TWITTER TWITTER FOR BUSINESS POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	88-103
8	LINKEDIN- TOOLS AND ACTIVITIES- I	
	INTRODUCTION OBJECTIVES BRIEF HISTORY OF LINKEDIN GETTING ONTO LINKEDIN LINKEDIN FOR BUSINESS POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS	104-119

	BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	
9	E-MAIL MARKETING- TOOLS AND ACTIVITIES	
	INTRODUCTION OBJECTIVES E-MAIL MARKETING LIMITATIONS OF E-MARKETING HOW TO CHOOSE THE BEST E-MAIL MARKETING SERVICE? HOW TO START WITH EMAIL MARKETING? THINGS TO AVOID IN E-MAIL MARKETING HOW TO SET UP A BUSINESS E-MAIL? POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	120-136
10	GOOGLE ADWORDS- TOOLS AND ACTIVITIES	
	INTRODUCTION OBJECTIVES BRIEF HISTORY OF GOOGLE ADWORDS GETTING ONTO ADWORDS(ADS) SETUP GOOGLE ADWORDS(ADS) FOR BUSINESS POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	137-153
11	DIGITAL MARKETING ELEMENTS AS ENGAGEMENT MARKETING- TOOLS AND ACTIVITIES	
	INTRODUCTION OBJECTIVES DIGITAL MARKETING AND ITS CHANNELS ELEMENTS OF DIGITAL MARKETING ENGAGEMENT MARKETING POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	154-164
12	EMERGING TRENDS AND TECHNIQUES IN DIGITAL MARKETING	
	INTRODUCTION OBJECTIVES ARTIFICIAL INTELLIGENCE (AI) AND DIGITAL MARKETING SKILLS REQUIRED FOR DIGITAL MARKETER EMERGING TRENDS AND TECHNIQUES IN DIGITAL MARKETING POINTS TO REMEMBER GLOSSARY CHECK YOUR PROGRESS BIBLIOGRAPHY/ REFERENCES SUGGESTED READINGS	165-171

UNIT- 1

INTRODUCTION TO DIGITAL MARKETING- I

1.1	INTRODUCTION
1.2	OBJECTIVE
1.3	WHAT IS DIGITAL MARKETING?
1.4	HOW IS DIGITAL MARKETING DIFFERENT FROM TRADITIONAL MARKETING?
1.5	ROI BETWEEN DIGITAL AND TRADITIONAL MARKETING
1.6	DISCUSSION ON NEW TRENDS AND CURRENT SCENARIO OF DIGITAL MARKETING
1.7	POINTS TO REMEMBER
1.8	GLOSSARY
1.9	CHECK YOUR PROGRESS
1.10	BIBLIOGRAPHY/ REFERENCES
1.11	SUGGESTED READINGS

1.1 INTRODUCTION

In the last two decades, digital marketing has transformed the face of our marketing industry. The use of technology is the most prominent, easiest and efficient mode for brands and advertising world. E-marketing has become a necessity; one can't increase its brand value without it.

Nowadays, Internet has opened a plethora of opportunities for businesses. Using social media, you cannot only share pictures but also attract customers and investors for your business but also reach them easily. The speed and ease with which the digital media transmits information help you boost business is praiseworthy.

1.2 OBJECTIVES

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

- Define Marketing and digital marketing.

- Understand the importance of Digital Marketing.
- Differentiate traditional marketing with digital marketing.
- Analyze positive effects on business via digital marketing.
- Comprehend the new trends in digital marketing.

1.3 WHAT IS DIGITAL MARKETING?

Digital marketing covers all marketing efforts that use the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with existing and prospective customers.

Digital marketing is the act of promoting and selling products and services by leveraging online marketing plans such as social media marketing, search marketing, and email marketing. It offers many options and strategies to get creative and experimental with a variety of marketing tactics on budget. With digital marketing, you can also use tools like analytics dashboards to monitor the success and return on investment of your campaigns more than you could with a traditional promotional content, such as a billboard or print advertisement.

Any business can define the digital marketing by the use of numerous digital tactics and various ways to connect with customers where they spend much of their time online. Digital advertising, email marketing, e-brochures etc. all fall under the category of digital marketing.

The best digital marketers are those who have clear and precise picture of how each digital marketing campaign supports their overextended goals and make their choices whether free or paid in their favor.

Digital marketing has a various channel that can be separated into online marketing channels and offline marketing channels like:

Search Engine Optimization (SEO)-

This is the method of optimizing your website to "rank" on top in search engine results pages, thereby increasing the amount of organic (or free) traffic which your website receives. The channels that benefit from SEO include websites, blogs, and info-graphics. There are number of ways to approach SEO to generate the qualified traffic to your website:

- **On page SEO:** It focuses on all of the content that exists "on the page" when looking at a website. By re-searching keywords to increase the volume and meaning, you can answer questions for readers and rank higher on the search engines
- **Off page SEO:** It focuses on all of the content that exists "off the page" when looking to optimize your website with the help of backlinks.

- **Technical SEO:** It refers to the process of optimizing your website for the crawling and indexing phase. With technical SEO, you can help search engines access, crawl, interpret and index your website without any problem.

Content Marketing-

Content Marketing refers to the creation and promotion of the content to generate awareness, growth of traffic, lead generation, and customers. The channels that play their part in your content marketing strategy are as follows:

- **Blog posts:** Writing and publishing articles on a company website helps you demonstrate your industry expertise and generates organic search traffic for your business. This ultimately gives you more opportunities to convert website visitors into leads for your sales team.
- **E-book and whitepapers:** E-books, whitepapers, and similar long-form content helps educate website visitors. It allows you to exchange content for a reader's contact information, generating leads for your company and moving people through the buyer's journey.
- **Info-graphics:** Sometimes, readers want you to demonstrate, not tell. Info-graphics are a form of visual content that helps website visitors visualize a concept you want to help them learn.

Social Media Marketing-

This practice encourages your product and content on social media channels to increase product market and generate leads for your business. Some channels you can use in social media marketing include:

- Facebook
- Twitter
- LinkedIn
- Instagram
- Snapchat
- PinInterest

If you're new to social platforms, you can use tools like HubSpot to connect channels like LinkedIn and Facebook in one place. This way, you can easily schedule content for multiple channels at once, and monitor analytics from the platform as well. On connecting social accounts for posting purposes, you can also integrate your inboxes of social media into HubSpot, so you can get your direct messages at one place.

Pay per Click (PPC)-

Pay per Click is a technique of driving traffic to your website by paying a publisher every time your ad is clicked. Most commonly used PPC is Google Ads, which allows you to pay for top

slots on Google's search engine results pages at a price "per click" of the links you place. Other channels where you can use PPC include:

Paid Ads on Facebook: Here, users can pay to customize a video, image post, or slideshow, which Facebook will publish to the newsfeeds of people matching your business's audience.

Twitter Ads campaigns: Here, users can pay to place a series of posts or profile badges to the news feeds of a specific audience, all dedicated to accomplish a specific goal for your business. This goal can be website traffic, more twitter followers, tweet engagement, or even app downloads.

Sponsored Messages on LinkedIn: Here, users can pay to send messages directly to specific LinkedIn users based on their industry and background.

Affiliate Marketing-

This is performance-based advertising, where you receive commission for promoting someone else's products or services on your website. Affiliate marketing channels include-

- Hosting video ads through the YouTube Partner Program.
- Posting affiliate links from your social media accounts.

Native Advertising-

Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. BuzzFeed sponsored posts are a good example, but many people also consider social media advertising to be "native" Facebook advertising and Instagram advertising are the good examples.

Marketing Automation-

It refers to the software that serves you automate basic marketing operations. Many marketing departments can automate repetitive tasks they would otherwise do manually, such as:

- **Email newsletters:** Email automation doesn't just allow you to automatically send emails to your subscribers. It can also help you shrink and expand your contact list as needed so your newsletters are only going to the people who want to see them in their inboxes.
- **Social media post scheduling:** If you want to grow your organization's presence on a social network, you need to post frequently. This makes manual posting a bit unruly process. Social media scheduling tools push your content to your social media channels, so you can spend more time focusing on content strategy.
- **Lead-nurturing workflows:** Generating leads, and converting those leads into customers, can be a long process. You can automate that process by sending leads

specific emails and content once they fit certain criteria, such as when they download and open an e-book.

- **Campaign tracking and reporting:** Marketing campaigns can include a ton of different people, emails, content, web pages, phone calls, and more. Marketing automation can help you sort everything you work on by the campaign it's serving, and then track the performance of that campaign based on the progress all of these components make over time.

Email Marketing-

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people toward the business's website. The types of emails you might send in an email marketing campaign include:

- Blog subscription newsletters.
- Follow-up emails to website visitors who previously downloaded something.
- Customer welcome emails.
- Holiday promotions to loyalty program members.
- Tips or similar series emails for customer nurturing.

Online Public Relations (PR)-

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space. The channels you can use to maximize your PR efforts include:

- **Reporter outreach via social media:** Talking to journalists on Twitter, for example, is a great way to develop a relationship with the press that produces earned media opportunities for your company.
- **Engaging online reviews of your company:** When someone reviews your company online, whether that review is good or bad, your instinct might be not to touch it. On the contrary, engaging company reviews helps you humanize your brand and deliver powerful messaging that protects your reputation.
- **Engaging comments on your personal website or blog:** Similar to the way you'd respond to reviews of your company, responding to the people who are reading your content is the best way to generate productive conversation around your industry.

Inbound Marketing-

Inbound marketing refers to a marketing methodology wherein you attract, engage, and delight customers at every stage of the buyer's journey. You can use every digital marketing tactic listed above, throughout an inbound marketing strategy, to create a customer experience that

works with the customer, not against them. Here are some classic examples of inbound marketing versus traditional marketing.

- Blogging vs. pop-up ads.
- Video marketing vs. commercial advertising.
- Email contact lists vs. email spam.

1.4 ***HOW IS DIGITAL MARKETING DIFFERENT FROM TRADITIONAL MARKETING?***

Traditional marketing was a thing only because digital marketing did not exist. Here are few reasons why digital marketing trumps over the traditional marketing system.

Reduced Cost: Newspaper ads, television ads, and the likes cost a lot. Online advertising on the other hand is something even young entrepreneurs can afford right out of some saved up money.

Real time result: With traditional marketing, you have to wait for weeks, sometimes even months before the boosts start to turn up. In this battle of traditional vs. online marketing, online marketing wins again owing to its quick results. You can see everything in real time including, as- number of visitors, most active time of the day, conversion rates, bounce rates, etc.

Brand development: Digital marketing vs. traditional marketing statistics can be measured but one thing these statistics don't take into consideration is the brand image the online advertising gives rise to. Because of limited space and frequency of advertisements with traditional marketing, digital marketing clearly wins this category.

You can have a whole website instead of a column on a newspaper page. You can put forward things to people whenever you want once you own a blog or a page on social media. With this space, you can create a reliable image for your Company, which will also help in branding your business.

Non-intrusive: People buying the newspaper do not buy it for the ads in it. People listen to the radio for music and the weather forecast. Not to forget the radio is a dying concept already. People buying magazines go for it for the contents list which does not include the ads. So, it is safe to say, traditional advertising mostly goes ignored.

With online advertising on the other hand, you can choose whether you want to see it or not. It is not shoved into your face, apart from the annoying popup ads of course. You can choose to ignore that email as long as you want. You can choose to opt out of social media discussions on a particular brand page. You can also target interested audience as the social networking sites keep a tab on what you look for on the internet. Hence, in the battle of traditional vs. digital marketing, digital marketing seems to be the candidate that will know how to intrigue people and not annoy them.

Higher exposure: Now, you can't claim that a television ad or an advertisement on every newspaper in town is going to cover the majority of the population. Any means of traditional advertisement is limited to a certain locality.

Whereas online advertisement reaches out to the entire world so you are missing out on nothing.

Higher engagement: With traditional marketing, you cannot really interact with your target audience. You need to wait out for the responses to come in before you can plan your next step, which is a long and tedious process.

Online marketing allows you to engage your audience in real time. You can chat and discuss a lot about your brand or Company with the actual audience immediately. Yes, this demands more engagement from your side too. You need to be prepared to invest that much time or a public relations team into the marketing budget.

Quicker publicity: Very much due to the real time results of online marketing, you get instant publicity. If you don't, you at least instantly know that this particular ad isn't working for you.

Traditional vs. digital marketing is an almost unfair comparison here because the former has no scope to deliver in this regard. Whereas with the latter, there is a chain reaction of shares and comments helping you reach a new audience and earn a new visitor every nanosecond.

Non interruptive: Audience can choose to skip Ads. Online advertising vs. traditional advertising have some lesser discussed but crucial differences. For example, the option of choice of ads. With traditional marketing, flyers are handed to you when you are rushing to board that bus. A television commercial comes up on repeat cutting right through a really interesting plot twist of your favorite TV show.

Whereas, online marketing will offer you the choice of time and media. Also, you cannot opt to receive a newspaper without ads. You can always skip online ads if you are not interested.

Good for all stages of fields: There are certain matters in which online advertising takes precedence with due course in the battle of traditional marketing vs. digital marketing.

You don't have to worry about the size of your business and staff to reach the maximum potential of your online presence and advertising. With traditional advertising, smaller businesses are at disadvantage. Virtual expansion does not require large number of real people handling things.

Easy analytics: With online marketing you instantly know what is working for you and what isn't via Google Analytics. You can measure the inbound traffic, bounce rate, conversion rate, profit, and the general trend of interested audience, all in real time.

This helps people using online marketing stay a big step ahead of people relying on traditional marketing.

Strategy refinement: The very point of getting results and the analytics in real time is to be able to catch up in real time. When you know how things are going down, you will have a chance to improve them from bad to good and good to better. With traditional marketing, a host of negative feedback won't bother you much because your business might already have gone down the drain by the time you receive them.

1.5 ***RETURN ON INVESTMENT (ROI) BETWEEN DIGITAL AND TRADITIONAL MARKETING***

Calculating the ROI from your traditional marketing strategies is somewhat different from calculating the ROI from your online marketing strategies. The difference lies with the tools that you can use to measure conversion rates and track the ROI.

Let's start with traditional marketing-

In traditional marketing, there's really no perfect way of measuring and tracking the ROI. The best that you can do is come up with estimations for the gain you could get for that investment. Some people who would just take notes on how much they spent for an ad, and then compare it to the profit they earned after using that ad precisely? Of course not. But few things are when it comes to calculating ROI for marketing campaigns, whether online or offline.

Why is it so difficult to track ROI for traditional marketing?

It's because your audience is very wide, and there's little means by which you can measure conversion rates. For example, you don't know who sees and who really looks at your ads on television or on the newspaper. You'll find it very difficult to guess if a person who buys from your store was led there by your billboards or your fliers.

Still, there are so-called "surrogate" means of measuring ROI in traditional marketing. Instead of focusing on the profit you gain, why not look at how much you'll save with an investment? Remember that traditional marketing is one-way, and its main purpose is for brand awareness. Knowing this, what media will you use to increase your brand awareness, and at the same time save you money?

Another way is by measuring the conversion of sales before and after marketing. Before you put up an ad, how was business? Now that you have an ad, what changes have you seen in your numbers? For print advertisements, there's usually a unique phone number or an email address that people can use to contact the company.

You can use the number of people who call, text, or email these details to measure the number of people who have seen or heard about your advertisement. These are just some of the ways traditional marketers measure the success of their campaigns.

Let's see online marketing-

With online marketing, tracking and measuring ROI can be both easier and harder. Let's take the easier route first: it becomes easier because the factors that you're looking for can easily be measured using online tools. Take, for example, with SEO.

SEO, or Search Engine Optimization, helps increase your visibility on the Internet, mainly on search engine results pages. It is the process of optimizing your site in such a way that it will be deemed relevant by search engines like Google.

If you do your SEO right, then you can expect a higher ranking on the SERPs when a person searches for keywords that are related to your business and products. More importantly, people will see that your website has content that is relevant to their needs, boosting your credibility and chance for conversion.

SEO's ROI isn't only measured by the amount of traffic driven to the page, the ranking on the SERPs, and popularity. It also focuses on the revenue that will be generated because of SEO.

You can measure the success of SEO by comparing your anticipated ROI with the actual ROI. Factors that need to be considered for both anticipated and actual ROI are the number of the website's monthly visits, your budget used for SEO, how much you earned upon using an SEO strategy, and the conversion rate.

With anticipated ROI, you set your goals, not forgetting the four factors mentioned above. Then actual ROI shows you how you've actually done. Comparing the two will help you optimize your site better and implement your SEO strategies more efficiently.

Aside from SEO, online marketing allows you to use social media for the promotion of your business. You can create social pages where you can interact with your followers, and you can post listings on social "directories" to lead people to your brick-and-mortar store.

The good thing about using social media is that every important variable can be measured, and you don't have to do the measuring manually. The bad thing about using social media is that it's the part of online marketing for which ROI becomes nearly impossible to calculate with any certainty, at least if we consider ROI in the ultimate sense of "turning a profit". In that sense, it might have something in common with traditional marketing campaigns.

No precise answer to this because both *traditional marketing* and *online marketing* have

So, is going with digital marketing is better than
traditional marketing since Return on Investment (ROI)
can be better tracked?

positive effects on your company. This might sound like a principle, but the answer depends

on you and your approach because you have your own purpose for advertising. If opting traditional marketing, then this might mean that you are focused on brand recognition. This could also indicate that you have already established a reputation, and you're seeking ways to expand your reach in terms of target demographics.

While tracking and measuring ROI is important in helping you calculate sales and revenue, ROI is not the priority in that case. Exposure is. The purpose of marketing is most important.

1.6 DISCUSSION ON NEW TRENDS AND CURRENT SCENARIO OF DIGITAL MARKETING

Digital marketing is made up of a lot of moving parts – SEO, social media, marketing automation, PPC, and more. New technologies, techniques, and ever-changing Google and Facebook algorithms keep many digital marketing teams on their toes, including ours. As a professional this is the part of our job is to stay up-to-date on the upcoming trends. As we enter a new decade and tech continues to change at a rapid pace, here are the digital marketing trends we're excited to see more of in future.

Upcoming trends of digital marketing-

Voice search-

Voice search is undoubtedly rising in popularity. By 2020 onwards, 50% of all queries will be voice-based according to ComScore. Amazon Alexa is simply named "Alexa" is a virtual assistant AI technology developed by Amazon, first used in the Amazon Echo smart speakers developed by Amazon Lab 126. It is capable of voice interaction, music playback, making to-do lists, setting alarms, streaming podcasts, playing audio-books, and providing weather, traffic, sports, and other real-time information, such as news. Alexa can also control several smart devices using itself as a home automation system. Users are able to extend the Alexa capabilities by installing "skills" (additional functionality developed by third-party vendors, in other settings more commonly called apps such as weather programs and audio features).

"Google Assistant" is an artificial intelligence-powered virtual assistant developed by Google that is primarily available on mobile and smart home devices. Unlike the company's previous virtual assistant, Google Now, the Google Assistant can engage in two-way conversations. Assistant initially debuted in May 2016 as part of Google's messaging app Allo, and its voice-activated speaker Google Home. After a period of exclusivity on the Pixel and Pixel XL smartphones, it began to be deployed on other Android devices in February 2017, including third-party smartphones and Android Wear (now Wear OS), and was released as a standalone app on the iOS operating system in May 2017.

Shoppable Posts-

Up to now, you know that social media is a huge part of online marketing. What you might not realize is just how many people shop on social. 60% of Instagram users say they discover new products on Instagram and in a survey of over 4,000 Pinterest users, a whopping 70% said Pinterest helps them find new products.

These platforms have taken note of the fact that people are using them to shop and have made it easier for merchants to sell via social media. Over the past few years, Instagram, Pinterest, and Facebook all have ways for e-commerce stores to create shoppable posts using a native integration that makes it easy to tag and shop products directly in your posts. For online retailers, this is a great way to drive traffic to product pages.

By utilizing social commerce, you're reaching new customers, reducing the barriers to purchasing, and dramatically shortening the sales funnel. While shoppable posts have been on the rise for the past few years, we expect them to become the norm in 2020.

Immersive Tech like AR and VR-

Augmented reality (AR) and virtual reality (VR) have exploded in popularity over the past few years and are quickly becoming one of the top marketing trends. In the year (2020), it is estimated that approximately 100 million people will use AR to shop online and in-store.

AR is already being used by major companies like IKEA. Using their app and AR, customers can see what a piece of furniture would look like in their space before purchasing (or even setting foot in a store).

Interactive Content-

91% of buyers are looking for more interactive content online and in 2020, content marketing will shift its focus to give the people what they want. Shoppable posts, AR/VR, 360-degree video, quizzes, and polls are just a few examples of interactive content. Interactive content will be one of top marketing trends for a few reasons:

- The content is new and original, helping it cut through noise.
- It gives visitors a reason to stay on the page.
- It's exceptionally shareable (almost everyone has seen someone share results of a silly quiz like "What kind of cheese are you?").
- The share ability increases your brand awareness.
- Interaction is the first choice or people.

Smart bidding in Google advertisements-

Automation is nothing new in the digital marketing world, but thanks to recent Google Ads updates announced at Google Marketing Live, we expect automation and smart bidding to become the norm for many PPC account managers.

Google Ads relies on machine learning to optimize your bids so you get the most value out of every conversion. The improvements announced at Google Marketing Live make optimizing your bids better than ever with the ability to choose conversion actions at the campaign level, the ability to optimize your bids across several campaigns with a set of desired conversion actions, and the ability to set bids to automatically change when a sale starts or stops. These improvements will help you maximize your conversions.

Personalization-

Consumers are tired of seeing generic ads that may not have anything to do with them. We change the channel when commercials are on (that's if we still have cable) and pay extra to music streaming services to avoid ads. Traditional advertising and generic commercials are increasingly ineffective. That's where personalized advertising comes in.

90% of 1,000 people surveyed said they find personalization appealing and 80% said they're more likely to do business with a company that offers personalized experiences. Customers are beginning to expect personalization and there are a lot of ways for digital marketers to deliver.

Segmented email lists are one of the most popular ways to personalize your online marketing efforts. In fact, personalized email blasts perform three times better than generic emails sent to your entire list. Most email marketing tools, like MailChimp and Constant Contact, and marketing automation tools, like HubSpot and Pardot, make list segmentation simple and easy.

Social Messaging Apps-

Social media apps like Facebook Messenger, WeChat, and WhatsApp aren't just for messaging friends anymore. These apps are becoming popular ways for businesses to communicate with their customers. In fact, Facebook Messenger sees over 10 billion messages exchanged between individuals and businesses each month. Messaging apps are popular for businesses because customers find it convenient to have direct contact with companies. In addition, it allows for extremely personalized marketing, which we already know people love. Here are a few ways businesses are using messaging apps:

- Establishing contact and building relationships
- Educating customers about their business/products
- Boosting sales
- Inviting people to events
- Regaining potential customers

- Providing customer support.

Visual Search-

Visual Search is just what it sounds like – using images instead of keywords in search engines. Already used in beta by Pinterest and Google, a visual search will allow users to take a picture of something they would like to search for (to buy or find similar items) and the uploaded picture will be used to find results. As this technology only grows and improves, even Pinterest’s CEO Ben Silbermann has predicted that “the future of search will be about pictures rather than keywords.”

Stories on Social Media-

When Snapchat was released in 2017, it was the first social media platform to conceive of the “story” – short and sweet picture or video messages that disappear after 24 hours. As the concept of the story has spread in popularity over other social media platforms like Facebook and Instagram, the story is no longer just a phenomenon for millennials. Now companies, large and small, are using them to increase brand awareness and take the opportunity to interact with a younger audience. Try stories on Snapchat, Instagram, and even Facebook.

Employee Engagement-

Giving your audience an efficient and courteous customer experience has to start from the ground up – with your employees. As the face of your company, your employees need to be not only knowledgeable of your brand but engaged and happy to be part of it. By engaging them in your brand, you ensure that they want your business to succeed just as much as you do.

Current scenario of digital marketing-

Smarter Chat-

Chatbots have been rising in the few recent years and still persists in 2019. According to Grand View Research, 45% of end users prefer to use Chatbots as a major means of communication in customer service.

Chatbots play a critical role in improving the customer experience and allow marketers to better engage with their audience - without really doing much. They offer real-time assistance to the user, dedicated support and proactive interactions where they ask questions to understand the real problem.

For e.g, a visitor landing on a website is contacted via chatbot and asked to request assistance or get more information about the product. After selecting the first option, he will be referred to a representative for help and if he selects the second option, he will be asked a series of automated questions or redirected to their blog or FAQ page.

Another rising trend is Whatsapp Business Messaging, which has become one of the most used messaging apps worldwide according to Statista. Besides, it's no longer restricted to personal usage; businesses are using the application on a daily basis for their daily activities.

Messaging traffic is expected to double in 2019. This is driven by over the top messaging Over-The-Top or OTT apps, going up from 31 trillion messages in 2014 to over 100 trillion in 2019 globally.

Live Video-

Thanks to Facebook, Instagram and Youtube, live content is the fastest growing segment of internet video traffic due to the remarkable waves in the recent 3 years.

Live streaming content is effective because it's free; takes a short time to produce while it offers a real-time user engagement, and viewers use your content based on your time not theirs.

Moreover, it has the ability to generate greater impressions than posts published in the newsfeed, especially if users choose to post them to their stories.

Live streaming content allows marketers to engage with their leads in a quickest way possible, improve their relationship with followers, reach a broader audience and boost their social channels traffic.

Position “Zero” in SERP-

The position #1 is no longer the top spot in search results. Position Zero or “#0” position, the *featured snippet* of text that appears before the search results, is now the top spot and it's highly coveted. The *featured snippet* is called position zero because it is displayed at the top of the SERPs, just after the ads, making it the top organic result.

Not every search result has a featured snippet, but when they do, it is designed to answer a user's question. Because of this, featured snippets most commonly show up in response to queries that include question terms such as who, what, where, when, why, how, etc. Depending on the type of question, there are three different types of featured snippet formats that can show up in position zero:

- Paragraph featured snippets: An answer in the paragraphed form.
- List featured snippets: A numbered or bulleted list.
- Table featured snippets: Answer conveyed in the form of a table.

Influencer Marketing

Everything about marketing used to be magic, from concept and strategy to creation and implementation. Sometimes back, it was difficult to find a valuable vendor who could produce and put into service high-quality advertising. Now, it's never been cheaper, simpler, or more readily available.

To put it plainly- your magic is shrinking. With demand for attention on the rise and overwhelming product options on the market, consumers are beginning to lose sight of who they can trust.

Influencer marketing is fundamentally an approach that companies can get people who already have a social presence talking about their product. It's also a term for those who start their own business (often in the digital space) and continue to show leadership and authority on a personal level beyond the products they create.

Below are the tips to be a good influencer marketer:

- Engagement and get in touch with. Influencers are naturally great in engaging and touch with their audiences, sometimes through a single channel but more likely through multiple channels.
- Power, Authority or Influence. Influencers are well known for being the best in their field, so if they genuinely want to promote your product, it's a good gamble that people will definitely want to take.
- Need to know how to close: Most influencers are real entrepreneurs and are great at establishing a firm hold on people at all phases of the buyer journey- including the conversion scenario of purchasing. They're great at convincing people, and that's a good choice of a person to have on your side when it comes to selling products!

Page speed-

It means how quickly users can see and interact with the content served by your website. From 2018, Google reversed its search directions by switching to the mobile-first index, i.e. it uses the mobile version of the content for indexing and ranking. It is now expected from the mobile version of a site to load as fast, if not faster, than switch to desktop version. That makes mobile SEO crucial if you want to be sure that you're visible to your audience anywhere and anytime. Precisely saying, your website speed has a major impact on SEO rankings on desktop and mobile, along with paid ads on Google, impacting quality score, and, most importantly, overall (UX) user experience and conversion.

Website speed and SEO ranking- Mobile first index searching emphasizes direct impact on site speed on client web SEO ranking and organic traffic. Approximately 3 or 4 seconds or less as reasonable page loading time is expected. Of course, it depends on the type of industry you are in. But still once you exceed the 3 or 4 second load time, we start to see less optimal rankings as well as poor user experience. So, you need to be aware of the loading time of your website for better search ranking.

User experience and conversion impacts from Site speed- User experience affects Search Engine Optimization (SEO), paid search, & paid social, that's why site speed plays direct and

crucial role at user experience. Decisively slow website will have low conversion rate, high bounce rate and a low number of page views per visit:

- Conversion rate is defined by the number of visitors to a website and showing interest as you desire i.e. make a purchase, clicking a contact number, submitting a form, etc.
- Bounce rate is the percentage of visitors who navigate to away from the site after viewing only one page.
- A page view is a visit to a page on your website.

Website speed and Paid Search- When strategizing Pay per Click (PPC) and site speed, it comes along to balancing the most affordable and cost-effective rate for your keyword bids. The quality score determines your CPC (cost per click) and where you show up on the SERP (search engine results page). A low site speed or quality score makes it hard to rank in the top two positions on the SERP and depending on how competitive the keywords are; you may not even show up in any of the top spots. With a low enough quality score, your ads won't show up at all. So, there you have it, quality score impacts on PPC in a big way.

Site speed and Social media Ads- Almost like Google, Facebook is also in favour of higher site speed when prioritizing advertisements. Facebook tries to display the best results to suit your interests. In August 2017, Facebook had an algorithmic change that prioritized user experience, factoring in site speed. As discussed, faster site speed equals better user experience. Facebook announced that your ads would now either be prioritized, or not, based on speed and user experience.

User-Generated Content (UGC)-

User-generated content (UGC), is any content that has been created and published by unpaid contributors. Often, those contributors are fans who promote a brand instead of the brand promoting themselves. UCG can be content of any type, including blogs, website pages, images, social media posts, and testimonials. Content marketers are increasingly incorporating UGC campaigns as part of their content marketing strategy due to the benefits UGC provides. These include: increasing social followers, expanding social reach, increasing sales, boosting authenticity/credibility, building SEO value, building customer trust, strengthening brand/customer relationships.

1.7 POINTS TO REMEMBER

- Digital marketing covers all marketing efforts that use internet. Using social media, you cannot only share a personal picture(s) but also produce customers for your business and reach them easily.

- Digital marketing has various channels that can be separated into online marketing channels and offline marketing channels like: SEO, Content Marketing, Social Media Marketing, PPC etc.
- Newspaper ads, television ads, and the likes cost a lot. Online advertising on the other hand is something even young entrepreneurs can afford right out of some saved up money.
- Inbound marketing refers to a marketing methodology wherein you attract, engage, and delight customers at every stage of the buyer's journey.
- While tracking and measuring ROI is important in helping you calculate sales and revenue, ROI is not the priority in that case exposure is. The purpose of marketing is most important.
- Amazon Alexa simply named “Alexa” is a virtual assistant AI technology developed by Amazon, first used in the Amazon Echo smart speakers developed by Amazon Lab126.
- “Google Assistant” is an artificial intelligence-powered virtual assistant developed by Google that is primarily available on mobile and smart home devices.
- The position #1 is no longer the top spot in search results. Position Zero or “#0” position, the featured snippet of text that appears before the search results, is now highly coveted and top-notch.
- Influencer marketing is fundamentally an approach that companies can get people who already have a social presence talking about their product.
- From 2018, Google reversed its search directions by switching to the mobile-first index, i.e. it uses the mobile version of the content for indexing and ranking. It is now expected from the mobile version of a site to load as fast, if not faster, than switch to desktop version.

1.8 GLOSSARY

- **ROI (Return on Investment):** A profitability measure that evaluates the performance of a business by dividing net profit by net worth. Return on investment, or ROI, is the most common profitability ratio. There are several ways to determine ROI, but the most frequently used method is to divide net profit by total assets.
- **Internet:** A global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols.
- **Website:** A website is a set of data and information about a particular subject which is available on the Internet. The data and information are presented on a collection of

electronic pages named web-pages. A collection of interlinked web pages is called website.

- **Blog:** a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.
- **Email:** Short for electronic mail, e-mail or email is information stored on a computer that is exchanged between two users over telecommunications. More plainly, e-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.
- **E-Book:** an electronic version of a printed book which can be read on a computer or a specifically designed handheld device.
- **Google Analytics:** Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.
- **SERP:** Search Engine Results Pages (SERP) is the pages displayed by search engines in response to a query by a user. The main component of the SERP is the listing of results that are returned by the search engine in response to a keyword query, although the pages may also contain other results such as advertisements.

1.9 CHECK YOUR PROGRESS

Part- A (Fill in the blanks and True/ False type questions)

- a) Digital marketing covers all marketing efforts that use the technology termed as _____.
- b) Digital advertising, email marketing, e-brochures etc., so there are numerous ways that fall under the category of _____.
- c) _____ is the method of optimizing your website to "rank" on top in search engine results pages.
- d) The creation and promotion of the content through which you can generate more awareness, growth of traffic, lead generation, and customers known as _____.
- e) _____ is a technique of driving traffic to your website by paying a publisher every time your ad is clicked.
- f) _____ refers to a marketing methodology wherein you attract, engage, and delight customers at every stage of the buyer's journey.
- g) _____ refers to the conventional methods of marketing used ever since the concept of advertisements or marketing came into existence.

- h) _____ is the percentage of visitors who navigate to away from the site after viewing only one page.
- i) Off page SEO It focuses on all of the content that exists "on the page" when looking at a website. [True/ False]
- j) Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. [True/ False]
- k) Digital marketing is the act of promoting and selling products and services through internet. [True/ False]

Part -B (Descriptive type questions)

- a) Explain Digital Marketing.
- b) Explain the various channels separated into online marketing channels and offline marketing channels.
- c) Discuss the advantages of digital marketing over traditional marketing.
- d) Write short notes on: Blog, Email marketing, PPC, Social media marketing.
- e) Discuss the current scenario and upcoming trends of digital marketing.

Answers – (Part A – Fill in the blanks and True/ False type questions)	
a). Internet	g).
b). Digital Marketing	h). Bounce Rate
c). SEO	i). False
d). Content Marketing	j). True
e). Pay per click	k). True
f). Inbound Marketing	

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UNIT- 2

DIGITAL BUSINESS & COMMERCE

2.1 INTRODUCTION

2.2 OBJECTIVE

2.3 DIGITAL BUSINESS MODEL

2.4 DIGITAL COMMERCE

2.5 SCALING UP THE DIGITAL COMMERCE

2.6 IMPORTANCE OF DIGITAL MARKETING

2.7 POINTS TO REMEMBER

2.8 GLOSSARY

2.9 CHECK YOUR PROGRESS

2.10 BIBLIOGRAPHY/ REFERENCES

2.11 SUGGESTED READINGS

2.1 INTRODUCTION

Digital business is broader in its scope than e-commerce. It is similar to e-business, first coined by IBM in 1997 and described as– “the transformation of key business process through the use of internet technology”.

Digital business is just a new label- there is no distinction between the role of digital business and traditional IT. The key digital business processes are the organizational processes or units in the centre of the figure. They include research and development, marketing, manufacturing, and inbound and outbound logistics. The buy-side e-commerce transactions with suppliers and the sell-side e-commerce transactions with customers can also be considered key digital business process.

The digital economy is rapidly growing. At the core of this ‘new’ economy is digital business, its practices, business models and engagement with consumers. Not surprisingly digital business means different things to all. In other words, “A digital business sustainably integrates

human resources and contemporary digital technologies to create value for the business and its customers”.

Marketing involves understanding of prospects, needs and the development of products and services which would be attractive to buyers. It also includes activities such as promotion and the selling of products and services, market research and advertising.

Over the years the physical form of marketing was predominately used to reach out to customers. However, the evolution and popularity of information technology has increased the importance of digital marketing activities. Digital marketing uses marketing methods, primarily dependent on the use of the technologies such as social networks while physical marketing depends on the ability of customers to touch or interact with the products and services in order to experience these products in reality. For instance, physical marketing could include individual consultations, physical display board or signs.

Advantages of Digital Business Platforms-

There are various types of digital platforms. Choosing the right digital platform for your marketing needs is crucial to the success of your business. Platform business models are ideal for young companies, start-ups as well as established organizations. For start-ups it presents an opportunity to grab a share of the established markets and grow big at faster pace. Digital business platforms are a point of convergence where businesses and people meet. Hence, platforms serve as a connection between buyers and sellers. Finding a buyer for your product is no longer a challenge. With digital business platforms facilitating the product or service to an end user- business is easier than ever before.

Benefit from a Digital Business Platform-

The most common challenge faced by an aging enterprise is how it can function like a newer and more agile business. This is where digital business platforms can help solve the problem. Essentially business platforms are built keeping in mind three components namely- culture, technology, and strategy. The collaborating of these three components leads to a refinement of ideas and paves the way forward towards identifying the right business platform.

Digital commerce (D-commerce) is just like e-commerce, meant for selling and delivering digital goods online. D-commerce deals with only digital goods, not tangible goods or services. D-commerce is used by companies that sell subscriptions, documents, and news. D-commerce is considered a form of e-commerce because it deals with the exchange of electronic goods.

The rise of digital platforms has provided new perspectives for business development. Based on the company's existing business model, digital business platforms can connect organizations with B2B (business to business) client's Digital business platform contribute to a richer user experience. They are easier and quicker to set up, as they are easy to access.

2.2 OBJECTIVES

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

- Comprehend digital business and commerce.
- Understand digital business model.
- Understand the importance of digital marketing.

2.3 DIGITAL BUSINESS MODEL

As more and more elements of the physical world become sources of digital data, softwares nowadays are able to analyze, control, and interact with devices, equipment, and people. This has brought economy-wide changes from the disintermediation of traditional media to the introduction of 3D printing in factories. Inside companies, digitization has contributed to new business processes, new business models, and even new managerial models

Firms across all industries are embracing internet-based digitization strategies to expand or improve their business. In many cases, though, internet-based businesses pursue customer growth ahead of profits. The path to profitability, which is a core element of a business model, should not be an afterthought. A well-designed business model balances the provision of value to customers with the capture of value by the provider. The elements of a business model and the dynamic capabilities that help design, implement, and refine a model for an organization and its business ecosystem are reviewed.

Existing companies making physical products that launch a new digital platform, such as an automobile manufacturer providing in-vehicle mobile transactions, present an intermediate case. The company may already have income-statement discipline, but it may be tempted to subsidize the new business for an indefinite period in order to enable learning about digital markets and/or to block competing services from encroaching on its space.

A good business model explains how and why customers, suppliers, and complementors interact with the company through the digital interface. As circumstances change, it provides guidance as to the ways the value architecture can be altered and a systemic framework for maintaining overall coherence.

Business Models-

Business model's one of the most vital tool for articulating the "architectural" design of a business so as to manage the complexity of next-generation competition. In other words, business model "articulates the logic that demonstrates how business create and deliver value to customers [and] outline the architecture of revenues, costs, and profits associated with delivering that value" (Teece 2010, p. 173). Without the right balance between the creation, delivery, and capture of value, the model will not be in operation very long, at least not by a for-profit enterprise.

A business model has many moving parts, all of which must work together congruently. The model as a whole must also be aligned with the organization's strategy, culture, and resources. These relationships cannot be optimized just through data analytics. Good business model design depends as much on art and intuition as it does on science and analysis. A compact but fairly comprehensive list of business model components is provided by Schön (2012). His schema is similar to that of Osterwalder and Pigneur (2010) but further compiled into three main categories. Slightly adapted, the list is as follows:

- Value proposition: product and service, customer needs, geography
- Revenue model: pricing logic, channels, customer interaction
- Cost model: core assets and capabilities, core activities, partner network

Business Model Design-

The process of designing a particular business model is typically engaged by sensing the existence of customers with an unmet (or poorly met) need who are willing and able to pay for a potential product or service. A successful business model provides a solution to the customer that can support a price high enough to cover all costs and yield profit, i.e. at least sufficient to support the business and its growth.

Sensing takes place at all levels of the organization, with lower levels helping to provide information and insights about external developments to middle and top managers. A manager looking to profit in a particular technology area needs “generative sensing” through which various hypotheses about the underlying state of consumer demand are tested until a set of options can be validated (Dong et al. 2016).

Most “new” (to a given firm) business models will be similar to older ones, involving a permutation or hybridization of existing models. A typical example would be a firm that excels in a particular area of operations, e.g., running a restaurant chain, and then leverages its expertise into a services business such as supply chain consulting. While there are a finite number of business model types, the opportunities for recombination are virtually endless.

Business Model Implementation-

In an existing company, the introduction of a new business model can prove challenging because of a cultural mismatch, the ability of existing businesses to influence budgets, or other reasons that start-ups do not face. This is particularly true when adding a next-generation business into a company that has been competing in more traditional ways. One solution is to set the new business apart, with its own premises and possibly even a different incentive system. This can work provided there is high-level support for the new venture. The capability of an established firm to experiment with new businesses while not undermining its existing revenue sources has been called ambidexterity (O'Reilly and Tushman 2004).

Business model implementation, like transformation more generally, involves closing capability gaps between the firm's current activities and those required to enact the new business model (Teece forthcoming). The gap closure can be accomplished through internal or external means, with the decision depending on a number of variables, including the strategic relevance of the capability, the time that would be required to "build" it, and the availability of the capability from third parties.

The gap identification process begins by examining the match between a proposed business model and the firm's existing capabilities. An analysis of existing capabilities needs an objective point of view that is detailed and realistic. Organizational instincts tend to compel the exaggeration of current capabilities. The true magnitude of a gap may become apparent only after an organization falls short in executing a strategic initiative. The early phase of a project may be satisfactory, but as it progresses, problems begin to crop up, the senior team has to get more and more involved, and the goal slips further away. Management may have thought that a particular capability, such as supply chain management, was in place only to discover that it was inadequate to the needs of a new product or strategy.

2.4 DIGITAL COMMERCE

D-commerce is just like E-commerce, meant for selling and delivering digital goods online. D-commerce deals with only digital goods, not tangible goods or services. Digital commerce (D-commerce) is a type of e-commerce used by an organization that delivers and sells products online. In D-commerce, transaction and delivery of product or service both done are done online, there is no physical product which is delivered. D-commerce is considered a form of e-commerce because it deals with the exchange of electronic goods. Gartner, a leading technology research firm defines Digital Commerce as:

"The buying and selling of goods and services using internet, mobile networks and commerce infrastructure. It includes research and marketing activities that support these transactions, including the people, processes and technologies used to execute all touch points through the customer's buying journey".

Digital commerce goes beyond simple online transactions. It also includes research, development, marketing, servicing, selling and buying products for all devices and platforms including desktop, mobile/tablet, social networks, etc.

Some examples of Digital commerce include the marketing activities that support these transactions, including people, processes and technologies to execute the offering of development content, analytics, promotion, pricing, customer acquisition and retention, and customer experience at all touch points throughout the customer buying journey.

Differences between D-commerce and E-Commerce-

Following are the apparent differences between D-commerce and E-Commerce:

- Digital commerce products are non-tangible and in only digital formats to consume with digital devices.
- Digital commerce products include eBooks, learning courses, photography; multimedia content like images, audios, & videos, digital assets, themes, templates, extensions, software, software components, digital arts, and software services like SaaS, web development, and mobile app development.
- Digital product marketing is a low-risk online business and offers an easy refund, no return, and payment related issues.
- Payment is always online and upfront/in-advance so free from various checkout and payment method related issues.
- Marketing methods are differing a lot for D-commerce due to non-tangible nature of products and different targeted audience.
- You can automate the selling process easily on D-commerce site and expand it to affiliate sites.
- You can sell the same digital products repeatedly by providing a link to its cloud or online storage.
- You can sell software or services with online delivery like shipping a source code for an online shop developed by software developers.
- Software developers create products and upload on hosting platform or place in the marketplaces like websites and mobile apps.
- Digital products have no issue of warehouse, inventory, and shipping management.
- D-commerce products offer passive income, personal freedom, and lower-overhead expenditure.
- D-commerce is free from product-related issues like perishing, damages, wear & tears, and other similar issues.

While Digital commerce is a form of e-commerce used by associations that deliver products online. It comprises of the activities of marketing that support transactions, processes, people and technologies to implement the offering of promotion, analytics, development content, pricing, customer achievement and retention, and consumer experience at all touch points throughout the process of procurement.

2.5 SCALING UP THE DIGITAL COMMERCE

Developing countries require further Internet access, exploring opportunities for the Internet in education, government and commerce. However, for these things to be achieved certain requirements need to exist where certain factors play an important role as-

- a) Trust- Johnson-George and Swap (1982: 1306) asserted that “willingness to take risks may be one of the few characteristics common to all trust situations.” Kee and Knox (1970) argued that to appropriately study trust there must be some meaningful incentives at stake and that the trustor must be cognizant of the risk involved. The definition of trust proposed in this research is the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party. It encourages more use of E-commerce technologies, makes the e-transaction process easier, enhances the level of acceptance and leads to the improvement of consumer commitment, raise customer satisfaction, introduces the concept of loyalty, sustains long-term relationships with customers and assists the acquiring of a competitive benefit. Trust is a complicated concept and has a multitude of sides to be addressed.
- b) Security, Fraud and Hacking- It is widely acknowledged by both government and industrial organizations that, from a consumer point of view, issues of information security are a major obstacle to the growth of E-commerce. The perception of risk regarding internet security has also been recognized as a concern for both experienced and inexperienced users of Internet technologies. Furthermore, Miyazaki and Fernandez have identified the fraudulent behavior by online retailers as a key concern for internet users. This happens because the online availability and accessibility of the stored data of many corporations gives any hacker on the Internet the chance to steal data from these corporate databases. These threats have been identified in several new studies. Dixit and Datta (2010) studied the acceptance of e-banking among adult customers in India. The findings depicted that many factors like security and privacy, trust, innovativeness, familiarity, and awareness level increase the acceptance of e-banking services among Indian customers.
- c) Awareness and Perceived Usefulness- Within the context of the information systems (IS) domain, much research has outlined the significance of the influence of perceived usefulness on attitude towards the use of e-commerce. The real reason why customers would use E-commerce is that they find it a useful facility for conducting shopping online. Furthermore, according to Sathye’s research, the use of online banking services, which is a good example of e-commerce, is new knowledge to many customers, and the lack of awareness of online banking is a crucial factor in preventing customers from adopting it, their results indicate that the important determinants of user acceptance of the e-government services are perceived useful, ease of use, compatibility, interpersonal influence, external influence, self-efficacy, facilitating conditions, attitude, subjective norms, perceived behavioural control, and intention to use e-government services/system.

- d) **Accessibility-** As the internet is fast becoming a major source of information and services, a well-designed e-commerce website has become essential so that citizens can access public information and improve their participation. E-commerce websites can serve as a tool for both communication and relations for the customers and general public. Information and data can easily be shared with and transferred to external stakeholder. Web accessibility as getting people to use, perceive, understand, direct and interact with the web. The International Standards Organizations (ISO) has defined accessibility as “the usability of a product, service, environment or facility by people with the widest range of capabilities”.
- e) **Role of Government-** The government’s role in developing countries as an important one that facilitates the essential requirements for the development of E-Commerce such as providing robust secure online payment options, ensuring a solid ICT infrastructure, providing educational programs and building up awareness using different means such as media and education institutions. The results of their study show the significance of government promotion and support as a crucial factor.

2.6 IMPORTANCE OF DIGITAL MARKETING

Digital marketing is becoming a priority for businesses around the world as more and more people are using internet. It is the process of integrating platforms and customers experience through a digital channel. Digital marketing offers the prospect of increasing and improving the interactions and relationships with current and prospective customers through, for instance, social networking sites, instant messaging systems and mobile applications (apps).

The main advantages of digital marketing over physical marketing are-

- It helps businesses to develop a wider customer base as it does not rely on physical presence or interaction
- It encourages customers to interact directly with businesses
- It is not limited by conventional opening times – customers can interact at a time and place convenient for them.

Both forms of marketing are very important in the marketplace and each business has to evaluate their current and future customer base before embarking on digital marketing actions. Some key aspects of digital marketing are looking for gaining your attention before you launch digital marketing campaign for your business-

Greater Opportunity-

With the help of digital marketing, a company or an organization can explore greater heights of popularity and targets. This is because of the fact that digital marketing is not bounded to a particular region or a place like the traditional marketing. Online marketing gives the

organizations a wider scope to expand their market or customer base. Online Marketing is essential as in today's time and age each and every person is connected to the internet. This could be made easy for the organizations to spread the awareness about their product to the masses. Hence giving them a greater opportunity to grow financially as well as in popularity.

Conversion Rate-

On the Internet the Conversion ratio is better than the traditional marketing. This is because if a person wants shoes then he will type shoes in the search engine and then the search engine will show the related results only but on the other hand if a person is in the market and someone gives him the pamphlet of bags then that is useless for him as he was looking for shoes and not bags. So, with the help of digital marketing the failures of conversion reduce and increases the chances of sales.

Cost Effective-

Digital marketing is one of the most cost-effective way to promote the products and reach out to the customers. Marketing online is not at all very expensive till a certain point as this can be done by a trained digital marketer with the help of an organic SEO. Internet marketing includes on the cost of digital marketer unlike the traditional marketing which has printing cost, distribution cost, etc to make it expensive.

Easy to Communicate-

With the help of digital marketing it becomes easy for the organizations to communicate with the potential buyers. This helps the organizations to increase the conversion ratio as they can directly communicate to the customers and solve all kinds of doubts which the customer has in his or her mind. Solving the queries is the best way to promote your product as if the product's information, benefits, etc are clear in the minds of the customer then they can buy the product with an ease.

Higher Earnings-

With the help of digital marketing, both sales and revenues increase for an organization. This is because of the fact that people are more interested in buying online rather than going out for each and every thing, this gives the companies a chance to sell their products more easily to the customers. As this platform is much cheaper than that of the traditional form, which makes it higher earning platform for the organizations.

Advantages of digital marketing-

There are actually a multitude of reasons as to why one might choose or prefer digital marketing over conventional means:

- **More accurate data** If you opt for digital marketing, chances are that your ad agency will provide you with very accurate data regarding your web campaign. This in turn

can be used to pinpoint underperforming areas of the campaign that need tweaking to maximize visitor flow and plan on capital investment.

- **Marketing Agencies** that do SEO marketing in Miami like Webris can help you find out about the latest marketing tools and manage your site traffic.
- **Has a wider reach** nobody can deny the fact that internet is a huge library sprawling with visitors and it makes for a very attractive platform to visit and advertise your product.
- **Better Return of Investment (ROI)** When you start spending on an advertisement campaign, you expect it to yield more benefits than you've spent in the long run. Digital marketing has been shown to do just that. The facts that you can spend gradually expand or tighten your investments based on the data collected from your ad agency, give you absolute control over the investments.
- **More than one form** This is perhaps one of the biggest USP of Digital Marketing. Your campaign doesn't need to stick to one form of advertisement if you are using multiple web streams for the distribution of advertisement. You can make your campaign adaptable to different sites that use different forms for displaying advertisements. For example: When you advertise on Facebook, you can adapt the ad to a sponsored post that appears in-feed. This follows the format of native advertising. Similarly, in pages of where native advertising isn't an option, you can switch to regular banner ads.

Uses of Social Media and Digital Marketing-

Social media and digital marketing activities are significant, not only for gaining revenue, but also reduce the cost of conventional marketing activities. It may be good if currently this company's sales number still good, but will it last? Will this brand become the top of mind brand for the next five years without being lost or overshadowed by the competitors? That is what social media and digital marketing useful for; we can predict the future, do prevention of crisis, and create innovations; because by using social media and digital marketing we can track our brand's competitors. The usage of having these online activities is also to know people's opinion about our product, build our brand reputation, and to find the voices of our brand supporters or even the haters. These are things that conventional marketing hardly achieved effectively.

The big marketing budget originally for traditional marketing activities can be shifted to activate the digital marketing strategies, because by going digital we can check how much the frequency of the customer that get our advertisement, how their buying and lifestyle behavior, etc.

First of all, TVCs Advertisement, Sales Promotion and Below The Line (BTL) may be good and useful for the past generation, the budget that will be spent on those marketing channels will be huge, yet the effectiveness by the revenues number may be hard to check in detail because the evaluation is not really measurable. Those channels cannot really do direct targeting. People who watch television, come to the store or come to the event may vary; they who watch or come may not our product's target market, and with those conventional channels we cannot track their database and their behavior. With digital and social media activities, we can track people's behavior and create a database for us.

The advertisement can be targeted directly to the specific age, gender, location, and even their shopping lifestyle. Using digital, it eases us to know our consumers' profiles. Checking our competitor will be also easier than past marketing activities. We can check their new promotions on their website, what content they create to engage with their customers, what is their latest product development; all of these elements can be tracked using social media and digital tools. Also, social media helps marketers reduce the marketing budget, placing advertisement on TV, Radio or even Printed Media need a huge budget, same goes with creating brand activation events. However, digital campaign through Facebook Ads, Instagram Ads, Youtube Ads, or even placing ads on millennials-friendly sites like Webtoon, Line or IDN Times, this will be 'low cost – high impact' marketing. Also, social media helps marketer create more direct interaction with the consumers, because they can give direct feedback about our product in our social media. Even now there are Instagram Polling and YouTube Polling that can help marketer to launch survey about our product via online and targeted to our public market the millennial teenagers.

To advertise the product, digital channel could be used such as social media network, e-mail marketing, and affiliate marketing. One of the Digital Doughnut Contributor, stated on one article titled '4 Important Digital Marketing Channels You Should Know About', said that E-mail marketing is very effective to make us gain new customers or improving or strengthening our relationships with the existing customers. With email marketing we can share the latest promo or blog stories of our product to our mail database, but this has weakness such as people will mark our newsletter as spam is, we keep send repetitive contents. We can also do online affiliate marketing, it can make more exposure of our brand because we put advertisement in our affiliate's website, for our product we can affiliate with Line Shop, Shop back, Lazada, Tokopedia, etc. while we get more coverage, the consumer will be redirected to our website and that can give us more traffic and database. What the affiliates will get are Pay Per Click (PPC), Pay Per Sale (PPS), or Pay Per Lead (PPL).

Not only that, with Instagram nowadays many brands (especially online start up and e-commerce) have become active in creating mini quiz contents. This kind of product could be a quiz consisting of guessing missing picture or healthy trivia that can create teenagers engagement in the post and help subtly promoting the product, especially if the free product is

given for the winners and since this is a new brand from the company, this can really help in increasing the brand and product awareness.

2.7 POINTS TO REMEMBER

- Digital means showing information by using numbers.
- Digital technology uses digital code to transmit signals and information data between different devices.
- Digital business is the creation of new business design by blurring the digital and physical worlds.
- A digital business sustainably integrates human resources and contemporary digital technologies to create value for the business and its customers.
- E-commerce is the buying and selling of goods and services over an internet.
- Digital commerce enables customer to purchase goods and services through an interactive and self-service experience.
- A business model is a company's plan for making a profit.
- Digital marketing means all marketing channels and methods you can use to promote services or products on the internet.

2.8 GLOSSARY

- **Digital Business:** A digital business sustainably integrates human resources and contemporary digital technologies to create value for the business and its customers.
- **Digital:** Digital means showing information by using numbers.
- **Digital Technology:** Digital technology uses digital code to transmit signals and information data between different devices.
- **Digital Commerce:** Digital commerce goes beyond simple online transactions. It also includes research, development, marketing, servicing, selling and buying products for all devices and platforms including desktop, mobile/tablet, social networks, etc.
- **Business Model:** A good business model explains how and why customers, suppliers, and complementors interact with the company through the digital interface.
- **Digital Marketing:** Digital marketing is the process of integrating platforms and customers' experience through a digital channel.
- **Physical Marketing:** It is a conventional mode of marketing that helps reach out to a semi targeted audience with various offline advertising and promotional methods.

- SEO: SEO stands for search engine optimization. It is the process of getting traffic from the free search results on search engine.

2.9 CHECK YOUR PROGRESS

Descriptive type questions-

- What is Digital Business?
- Define the term Digital.
- What is E-Commerce?
- Define the term SEO.
- What is Digital Commerce?
- Discuss in brief about the concept of Digital Business Model.
- Discuss the importance of digital marketing.
- Differentiate between D-Commerce and E-Commerce.

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UNIT- 3

DIGITAL ECOSYSTEM

3.1 INTRODUCTION

3.2 OBJECTIVE

3.3 APPROACHES TO DIGITAL ECOLOGY

3.4 DIGITAL BUSINESS ECOSYSTEM

3.5 DIGITAL PUBLICITY PLATFORMS

3.6 POINTS TO REMEMBER

3.7 GLOSSARY

3.8 CHECK YOUR PROGRESS

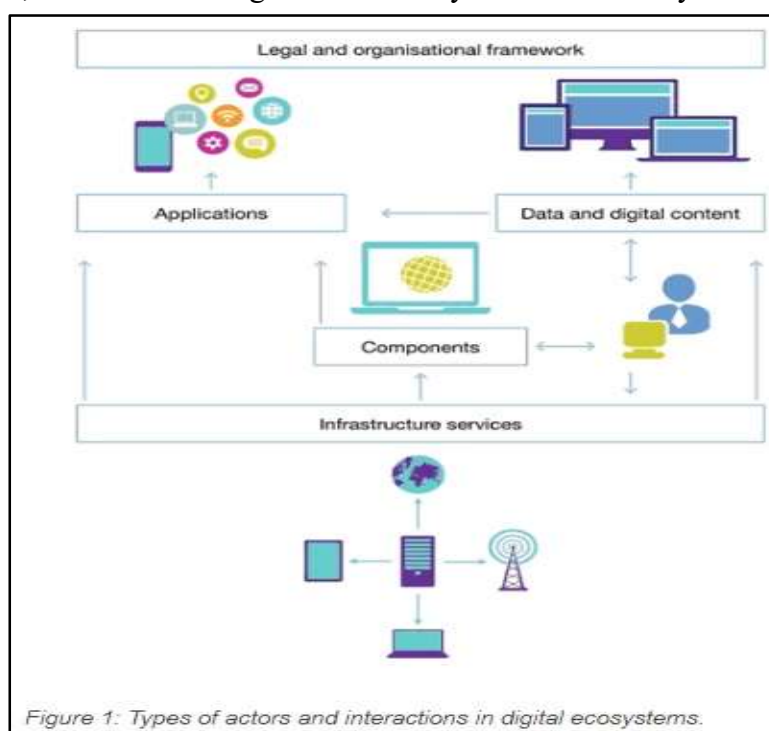
3.9 BIBLIOGRAPHY/ REFERENCES

3.10 SUGGESTED READINGS

3.1 INTRODUCTION

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

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



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

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

Software Ecosystems-

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

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

Data-Oriented Ecosystems-

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

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

Infrastructure Ecosystem-

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

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

- Open innovation
- Software engineering
- Enterprise architecture and enterprise modelling
- (Big) Data management

- Quantitative modelling of ICT infrastructure.

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

3.2 **OBJECTIVES**

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

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

3.3 **APPROACHES TO DIGITAL ECOLOGY**

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

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

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

The Concept of Information Ecology-

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

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

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

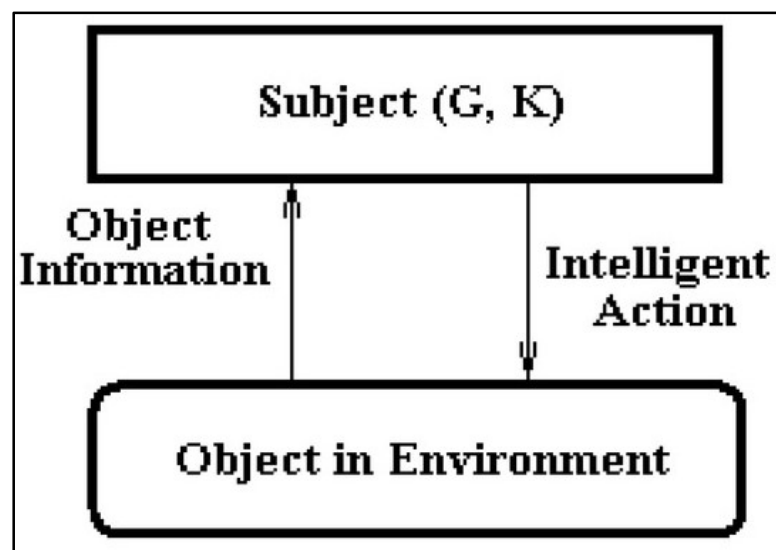
Defining information ecology, we do not define information or information processing because the definition of information and information processing belongs to Level 1 of information studies, while information ecology is Level 3 of the information studies.

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

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

Information Ecology as a Research Model-

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



The structure “subject–object-interaction” consists of three components:

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

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

- Object can be any information processing system imbedded in its environment.
- Interaction consists of processes that go between the Subject and the Object.

3.4 DIGITAL BUSINESS ECOSYSTEM

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

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

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

3.5 DIGITAL PUBLICITY PLATFORMS

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

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

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

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

Modern digital platforms-

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

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

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

3.6 POINTS TO REMEMBER

- A digital ecosystem consists of all hardware devices, program files, and data files that the user needs to process data. Digital ecosystems encompass both ICT services and digital infrastructures, and their interactions with their surroundings.
- Software ecosystems are “a set of businesses functioning as a unit and interacting with a shared market for software and services, together with relationships among them.”
- A variant of data-oriented ecosystems are content ecosystems - networks that deal with creation and sharing of artistic or intellectual artifacts.
- It consists of a huge number of interconnected networks, computing and storage facilities owned and operated by a number of autonomous market actors.
- A digital ecosystem is a distributed, flexible, adaptive, amenable socio-technical system with features of self-organization, self-operation, scalability and sustainability motivated by the concept of natural ecosystems.
- Information ecology is a holistic study of information processing systems in the context of their surroundings by explicating patterns of, processes in and interrelationships between these systems and their components in the context of their environment.
- Digital Business Ecosystem as a free, open source and distributed software platform, based on internet technologies, has enabled entrepreneurs specifically the small and medium entrepreneurs to create integrate and provide products and services more efficiently and more effectively.
- A common platform strategy is to use public relations communications and the courts to delay, deny or to deflect public criticism. When confronted with proposed or implemented changes in laws aimed at curtailing platform practices, these companies highlight their commitments to public values.

3.7 GLOSSARY

- **Ecosystem:** An ecosystem is a large community of living organisms (plants, animals and microbes) in a particular area. The living and physical components are linked together through nutrient cycles and energy flows. Ecosystems are of any size, but usually they are in particular places.
- **Digital Ecosystem:** A digital ecosystem is a group of interconnected information technology resources that can function as a unit. Digital ecosystems are made up of

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

- **Software Ecosystem:** Software ecosystems are “a set of businesses functioning as a unit and interacting with a shared market for software and services, together with relationships among them.”
- **Infrastructure Ecosystem:** It consists of a huge number of interconnected networks, computing and storage facilities owned and operated by a number of autonomous market actors.
- **Digital Ecological:** “A closed set of digital and non-digital artifacts and a user acting as nodes of a network where its boundaries are specified by an activity and the structure and patterns of organization are either user and/or designer defined.
- **Digital Business:** Digital business is the creation of new business designs by blurring the digital and physical worlds.
- **Information Ecology:** Information ecology is a holistic study of information processing systems in the context of their surroundings by explicating patterns of, processes in and interrelationships between these systems and their components in the context of their environment.
- **Digital Business Ecosystem:** Digital Business Ecosystem as a free, open source and distributed software platform, based on internet technologies, has enabled entrepreneurs specifically the small and medium entrepreneurs to create integrate and provide products and services more efficiently and more effectively.
- **ICT:** All kinds of electronic systems used for broadcasting telecommunications and mediated communications.

3.8 CHECK YOUR PROGRESS

Descriptive type questions-

- a) What is Digital Ecosystem?
- b) Define the term Digital Business Ecosystem.
- c) What is Software Ecosystem?
- d) Discuss in brief about the approaches of Digital Ecology.
- e) Discuss the modern Digital Platform?
- f) Discuss in brief about the two basic approaches.
- g) Discuss the importance of ICT.

h) Explain the different types of Digital Ecosystem.

Fill in the blank type questions-

- a. A digital ecosystem consists of
 - b. is dividing a complex system into elements and reducing the theory of the system to the theory of its elements.
 - c. The platform strategies enable datafication, information circulation and commodification, constituting key elements of
 - d. Digital Business Ecosystem as a free, and software platform.
- b) Networks that deal with creation and sharing of artistic or intellectual artifacts.

Answers-

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

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UNIT- 4

SOCIAL MEDIA PASTS & PRESENT

4.1	INTRODUCTION
4.2	OBJECTIVE
4.3	HISTORY OF SOCIAL MEDIA
4.4	TRENDS IN SOCIAL MEDIA
4.5	CURRENT SCENARIO OF SOCIAL MEDIA
4.6	IMPACTS OF SOCIAL MEDIA ON BUSINESS
4.7	POINTS TO REMEMBER
4.8	GLOSSARY
4.9	CHECK YOUR PROGRESS
4.10	BIBLIOGRAPHY/ REFERENCES
4.11	SUGGESTED READINGS

4.1 INTRODUCTION

Isn't "Social Media" the most used phrase and you keep hearing about it every minute, in today's computer era? Yes, social media is that recurring expression in our life which we speak around a lot often to describe what we post and read on sites and apps like Facebook, Twitter, Instagram, Snapchat and others. So, that makes us simply infer that social media are/is web-based sites that allow people to interact with each other.

Though, social media gets very confusing too sometimes, when we have to describe and talk about certain sites like Facebook, and also a site like Digg, plus a site like Wikipedia, and even sometimes a site like I can have Cheez burger. You look at these sites, and say to yourself, just what exactly is social media, anyway? The term is so vague that it can basically be used to describe almost any website on the internet today. But, then is that right?

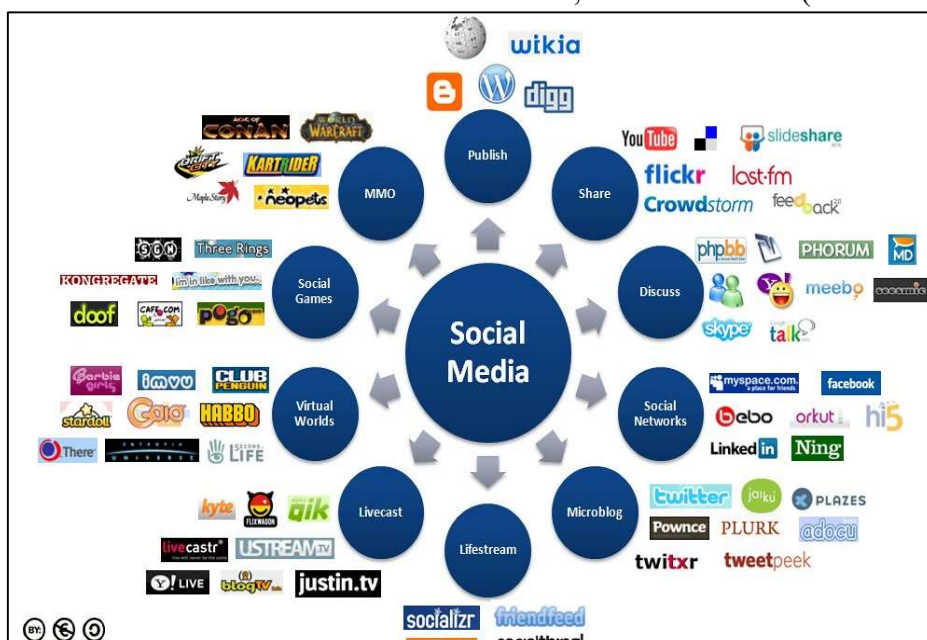
Some people have more of a restricted view of social media, often equating it to mean the same as social networking (a.k.a. Facebook, Twitter, etc.). Other people don't consider blogs to fall under the social media category. Some people even consider a simple question & answer

(Q&A) website like Quora.com to be a social media platform. It seems as if everyone has their own personal opinion of what social media is and isn't. But, can that establish the actual definition and standards of social media? No.

Hence, let's dive deeper into the general concept of social media to gain a clearer and more precise understanding. To get away from the complicated jargon and stick to simpler and clearer understanding, we will break the phrase “Social Media” into two parts:

- The 'social' part: refers to interacting with other people by sharing information with them and receiving information from them.
- The 'media' part: refers to an instrument of communication, like the internet (while TV, radio, and newspapers are examples of more traditional forms of media).

From these two separate terms, we can pull a basic definition together- “Social media are web-



based communication tools that enable people to interact with each other by sharing and consuming information”. Let’s see figure describing the essential vast landscape of social media.

4.2 OBJECTIVES

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

- Understand the fundamentals, evolution and trends of social media.
- Understand the current scenario of social media.
- Define the impact of social media on business.

4.3 HISTORY OF SOCIAL MEDIA

If you think of it, fifty years ago, no one would have known of “Social Media”. But now, everyone knows about it. This term has become a common knowledge in society especially for the youngsters. It is not just limited to being some knowledge that generally goes unpractised, but is rather the most popular pursuit of this digital age. It is a new mode of entertainment and where people can share and exchange their thoughts (through what most of us know as posts /

statuses), personal information, photos and other media. This media is apparently growing bigger and bigger every day with more and more people using it across the globe and also promoting the usage and its positive effects to the people they know in their circle.

New and more advanced social media platforms are created every year with more interesting things that can be offered to internet users. Now, to look at it, there are so many known and followed social media platforms like Blogger, MySpace, Facebook, Twitter, Pinterest and more.

Let's discuss a brief history of social media-

- In 1978, the first social media was created. Bulletin Board System (BBS) was created by Ward Christensen and Randy Suess to announce meeting and sharing information by posting it on BBS. It was the beginning of virtual community and the first dial-up in history.
- 1995 was the year for personal websites. After internet (WWW) launched and loved by many people, Geocities a web hosting service launched by Beverly Hills Internet (BHI). It allowed internet users to create simple websites for themselves.
- Social media service that appeared in 1997 was SixDegrees. SixDegrees lets its users to create profile and list of friends. It was used by 1 million users.
- 1999 was the year for Blogger and Livejournal. Users could write, share and communicate with friends by using their own blog or journal.
- Friendster was launched in 2002. It could be included in the social networking group. It lets users to create profile and virtual connection with people around the world. Now, Friendster has become a social media for games.
- Myspace, LinkedIn and WordPress were launched in the year 2003. Most of Myspace users were musician and band. WordPress was created to be used as open-source content management system and LinkedIn was launched as business-oriented social networking.
- In 2004, Mark Zuckerberg launched 'Facebook'. In the beginning, Facebook was created as social networking for college students.
- YouTube was launched in 2005 and founded by former employees of PayPal Jawed Karim, Steve Chen and Chad Hurley. It is a social sharing that let users freely upload and share a video.
- Launched in 2006, Twitter is known as social networking and microblogging site. Users can share and exchange 140-character messages. This short messages are called as tweets.

- In 2011, Google launched new product of social networking, Google plus (Google+). Google plus let you have video chat (hangout) and exchange information.
- In 2012, the first social scrapbooking that gained 10 million users faster in history launched. This social scrapbooking, Pinterest helps you create and share album of photos.

4.4 SOCIAL MEDIA TRENDS

In this section, we will discuss about the current trends in social media. If we take a look at it, we see that social media trends follow movements in culture. These social media movements reveal key influencers of consumer behaviour and provide a powerful platform for testing the marketing innovations and brand ideas. Statistics shows that today, 2.46 billion people are active on social media.

Some top social media trends are-

Ephemeral content-

Ephemeral content flashes across the internet for a second, maybe 24 hours, and then it's gone. But when done well, it leaves a buzzing trace across people's memories and brings lasting benefits to your company. These content blips are the basis of Instagram and Snapchat stories, where millions of users have become seduced by quick-fire content. One advantage is posting without polishing. People can easily upload a raw photo or video without fussing about editing. It's spontaneous, authentic, in-the-moment storytelling. It gives marketers a savvy way to test concepts quickly.

The numbers speak for themselves. As of November 2017, Instagram Stories topped 300 million daily users, while Snapchat had 187 million people sending fleeting messages every day, and when that many eyes are in one place, businesses take note. Last year, Instagram had more than one million advertisers using Stories each month. Ephemeral content is booming because it taps into "now culture." Watch it now, share it now, and experience it now.

Live streaming-

Video lets you experience events in your own time. Live streaming lets you do this in real-time, so everyone can be there even when they're not. With recent success stories like Periscope, Twitch, and Facebook Live climbing aboard YouTube's gravy train, the video streaming market is on track to be worth \$70 billion by 2021.

Teaching online classes, broadcasting an event, doing a live demonstration of a new product—all of these are ripe for live streaming. It's a pure, immediate, and relatively effortless way to reach audiences and make them feel part of the experience. It also feeds into our "now culture" syndrome. Since, all major social media platforms now offer live streaming, it is expected that this social media trend will continue to rule beyond 2019.

Chatbot conversations-

Chatbots are taking over the web. Facebook Messenger recently announced that there are now more than 30,000 active chatbots gathering information, giving product guidance, and taking orders, and you better get ready for more. Gartner estimates that by 2020, 85% of our engagement with businesses will be done without interacting with another human.

Why the chatbot frenzy?

Chatbots are efficient. They provide faster response times for customer success, easier reservation services, and seamless bill paying at scale. And all without completely sacrificing that human touch—Facebook reports that 56% of people would rather message than call customer service.

The rise of augmented reality-

Picture this: a full 3D scan of your body, uploaded to Snapchat, and dancing to Madonna's Vogue. Augmented reality has quite literally changed the way people experience the world. It may have started with people searching street corners for Pokémon. But that was just the beginning. By enhancing real world experiences, AR lets people connect with brands through a heightened level of immersion. And companies are taking note.

According to a Deloitte survey, nearly 90 percent of companies with revenues between \$100 million and \$1 billion are already using AR as part of their business. The Apple iPhone 8 and iPhone x are both equipped with a chip that offers AR experiences. And platforms like Google Glass and Snap Chat's Lens Studio make it easier than ever to augment your reality.

Furniture and meatball retailer, IKEA, is one of them. Their new IKEA Place app lets you add a digital layer of furniture right on top of your real living room—so you can test styles, colours, and fabrics without opening a single box.

Experimentation-

This is one trend that's here to stay: learning how to keep up with the mind-blowing pace of social media change. Instagram Shopping, Twitter's character increase, Facebook's algorithm updates, LinkedIn's native video—that's a tiny fraction of the social media changes launched in 2018. Can you keep up with it all? Probably not. But having an agile approach and an open mind is a good place to start. To stay relevant on social media, move with the change, learn fast, and never stop experimenting. And beyond the trends, remember why you're on social media in the first place: to build emotional connections with your customers and bring them closer to your brand.

4.5 CURRENT SCENARIO OF SOCIAL MEDIA

In today's fast paced world, there are so many burning issues around us which we need to think upon and act, it's an alarm for us to be aware about the society and current issues like abuse of human rights, education, corruption by political leaders, crime against women, bribery, misinformation to consumer, etc. need to be discussed openly in an effort to do something about it and bring a revolution. Social media provide a platform for discussion on such issues. Nowadays, social media are used by most of the political leaders in India. For instance, our Prime Minister tweets regularly on daily issues on Twitter Apps. Social media plays a great role as information source for travellers.



4.6 IMPACTS OF SOCIAL MEDIA ON BUSINESS

Advances in technology always changes business perspective, today's market leaders are harnessing new technology to sharpen their marketing strategies and trying to reach more customers. The business world now relies on the internet for much of its communications, marketing or otherwise. Almost all companies have their Facebook accounts, and individual leaders of companies have separate individual accounts on Linked In, Twitter, Instagram, and other social media sites.

New social media sites are popping up almost every week. Social media has created a business climate in which thousands of impressions can be made with one social media post. That impression could be positive or negative. we always have to careful about it. Within social media, individuals also developed audiences in the millions who follow their posts every day. Social media is a hugely powerful tool for marketing. There are several powerful tools, one such is "blog" too.

Blogs provide marketers real-time dialogue with customers and an approach to promote their products or services. A blog is an online journal with regularly updated content. This content is pushed to subscribers by RSS (Really Simple Syndication) or e-mail and allows for response and discussion from site visitors. RSS enables users to automatically gather updates from various websites, especially news sites and blogs, and display headlines and a brief summary of those updates in a single location. Blogs can be considered to be offerings of social media unless the site is actually part of the company's main web page. Well-run marketing blogs usually focus tightly on one peak area or product line. The aim is to provide the blog readers with a constantly renewing source of news and insight about that particular topic.

It has its own challenges, because the social media platforms are continuously changing and evolving. Also, the audiences being reached often read (or view) and believe the messages seen on various social media platforms without understanding the context of the message. A social media post that goes viral can become the cause of closing down a business, even if the post is not true.

So, that we can say the social media is the newest challenge/opportunity for marketers. Companies that want to retain market share and build their image must develop tactics for the use of social media and for defending against problems created by the use of these powerful marketing tool.

4.7 POINTS TO REMEMBER

- New and more advanced social media platforms are created every year with more interesting things that can be offered to internet users.
- There are so many known and followed social media platforms like Blogger, MySpace, Facebook, Twitter, Pinterest, etc.
- In 1978, the first social media was created. Bulletin Board System (BBS) was created by Ward Christensen and Randy Suess to announce meeting and sharing information by posting it on BBS.
- 1995 was the year for personal websites. After internet (WWW) launched and loved by many people, Geocities was launched by Beverly Hills Internet (BHI).
- Early social media service that appeared in 1997 was SixDegrees. SixDegrees used by 1 million users, let its users to create profile and list of friends.
- 1999 was a year for Blogger and Live journal. Users could write, share and communicate with friends by using their own blog or journal.
- Friendster a social networking group was launched in 2002. It let users to create profile and virtual connection with people around the world.
- Myspace, LinkedIn and WordPress launched in the same year, 2003. Most of Myspace users were musician and band. WordPress was created to be used as open-source content management system. And LinkedIn was business-oriented social networking.
- In 2004, Mark Zuckerberg launched “Facebook”. In the beginning, Facebook was created as social networking for college students.
- YouTube was launched in 2005, founded by the former employees of PayPal Jawed Karim, Steve Chen and Chad Hurley. It is a social sharing that let users freely upload and share a video.

- Twitter is a social networking and microblogging website launched in 2006.
- In 2011, Google launched new product of social networking named Google plus (Google+). Google plus let you have a video chat (hangout) and exchange information.
- In 2012, Pinterest, the first social scrapbooking that gained 10 million users faster in history launched.
- Today there are around 2.46 billion people on social media.
- Nearly 90 percent of companies with revenues between \$100 million and \$1 billion are already using Augmented reality (AR) as part of their business.
- Social Media Marketing (SMM) report says, more than 65% of businesses are on social media to increase leads.
- In 2018, 40.2% of ads that the masses had seen were digital.
- Implemented in 2018, the General Data Protection Regulation (GDPR) aims to protect the data and privacy of individuals in the European area.
- The European Union also came up with a legislative framework: Markets in Financial Instruments Directive (MiFID II).
- Tools like Salesforce DMP or Data Studio allow companies to collect valuable data about their consumers – especially about millennials.

4.8 GLOSSARY

- Computer - can be described as an electronic calculating device that accepts raw data as input processes it and produces meaningful information i.e. output as result.
- Social- The term refers to interacting with other people by sharing information with them and receiving information from them.
- Media- The term refers to an instrument of communication, like the internet (while TV, radio, and newspapers are examples of more traditional forms of media).
- Social media- are web-based communication tools that enable people interact with each other by sharing and consuming information.
- Bulletin Board System (BBS)- The system was created by Ward Christensen and Randy Sues used to announce meeting and sharing information by posting it on BBS.

4.9 CHECK YOUR PROGRESS

- What do you mean by social media? Explain how is it beneficial for society?
- Why is social media really important for business? Justify.
- Discuss the evolution of social media across the globe.
- Discuss the top five social media trends today.

- How social media can express your image/reputation negatively?

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UNIT- 5

SOCIAL MEDIA IN INTERPERSONAL COMMUNICATION

5.1	INTRODUCTION
5.2	OBJECTIVES
5.3	TYPES OF E-COMMUNICATION
5.4	IMPORTANCE OF INTERPERSONAL COMMUNICATION
5.5	ROLE OF SOCIAL MEDIA IN COMMUNICATION
5.6	SOCIAL MEDIA A GOLDEN BRIDGE FOR COMMUNICATION
5.7	POINTS TO REMEMBER
5.8	GLOSSARY
5.9	CHECK YOUR PROGRESS
5.10	BIBLIOGRAPHY/ REFERENCES
5.11	SUGGESTED READINGS

5.1 INTRODUCTION

E-communication, or electronic communication, refers to the transfer of writing, signals, data, sounds, images, signs or intelligence sent via an electronic device. Some examples of e-communication are email, text messages, social media messaging and image sharing. E-communication is a common form of interaction for many people. The use of e-communication allows people to interact in different ways and combine many forms of media in the process. E-communication makes it easy to interact with groups through chat interfaces or video conferencing. Companies use electronic communications to enhance their business and to avoid obstacles, such as long-distance communication with their clients or partners.

Social media are computer-mediated technologies that allow individuals, companies, NGOs, governments, and other organizations to view, create and share information, ideas, career interests and other forms of expression via virtual communities and networks. In other words, we can say that social media uses web-based and mobile technologies on smartphones and tablet computers to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made

content posted online. The variety of stand-alone and built-in social media services currently available. Social media changes the way individuals and large organizations communicate. Social media are interactive and Internet-based applications, user-generated content such as text posts or comments, digital photos or videos, as well as data generated through all online interactions. social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

5.2 OBJECTIVES

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

- Define e-communication tools.
- Understand the importance of interpersonal communication.
- Define the role of social media in communication.

5.3 TYPES OF E-COMMUNICATION

Internet provides many effective communication tools, including e-mail, mailing lists, discussion groups, chat services, web conferencing, blogs, and RSS feeds. In recent years, social networking sites such as Facebook and Twitter have also joined the mix look of e-communication. These various tools allow you to communicate one-to-one or one-to-many, depending on your communication needs. They also enable communication locally between people who know one another or worldwide with people who share common interests. There are several types of e-communication-

E-mail-

E-mail is one of the most popular e-communication tools over the internet. E-mail allows you to send messages to one person or simultaneously to a group of people. E-mail is convenient and widespread to use. We can connect from anywhere and anytime with the help of internet service. Most people have at least one e-mail address.

In order to send e-mail, you must know the recipient's e-mail address. E-mail addresses consists of two parts: a username and a domain name. The username refers to the mailbox name or login name or user ID. The domain name is the internet address of the computer where the user's e-mail is stored (also called the mail server). The parts are separated by an @ symbol. For example, the e-mail address for the school of vocational studies is vocschool@uou.ac.in (this is an example only). There are many e-mail services available, which are free to use (partial free). you may create your own e-mail id from the following. e.g. Microsoft Outlook, Gmail, Yahoo! Mail.

Mailing Lists-

Mailing List is another form of e-mail, which can involve just a few people or thousands of people. Mailing lists distribute information to an e-mail subscription list. Many companies and

professional organizations rely on mailing lists to distribute their information. Postings, in the form of e-mail messages, are automatically delivered to your e-mail. You can simply read the contents of the messages. Subscribing to a mailing list involves sending a message to the list's administrator.

Discussion Groups-

Sites such as Yahoo! and Google allow users to create and join online discussion groups. Discussion groups are also referred to as forums or bulletin boards. These function very much like mailing lists except they are easier to create and maintain. They are also less invasive than mailing lists since you go to a website to view and post messages. Discussion groups work very well for communication among local interest groups and clubs. Within a discussion group, a discussion on a particular topic is often called a "thread." To start looking for other discussion groups, try Yahoo! Groups or Google Groups.

Social Networking-

As information technology expanded, new social networking sites have developed on the internet. Social networking sites allow users to share their information through various mediums, as- text, audio, video, pictures, animations and info graphics. Social networking is a way of communication by email or instant messages within the website, and develop networks of friends or associations. Popular social networking sites include Facebook, Twitter, Google+, and YouTube. Nowadays, large corporations have become more attracted to social networking sites because of advertising revenue and the ease of marketing products and services.

Facebook- Facebook is the world's largest social network, provides a place for social connection via sharing of photos, videos, and text updates. Users can create personal profiles and establish relationships with other people and companies. Facebook was founded in 2004 by Mark Zuckerberg and his roommates at Harvard University. The Facebook membership is free to anyone over the particular age.

Twitter- Twitter launched in 2006, is a "microblogging" platform that allows users to communicate through brief messages (known as "tweets"), limited to 140 characters. The original idea behind Twitter was for users to post messages in response to the question, "What are you doing?" The prompt has since been changed to the more generic "What's happening?", but users can post anything that's on their minds, and often use Twitter as a way to share links to websites, photos, videos, and other web-based content.

Twitter employs a convention called a "hashtag," which is a word or phrase immediately preceded by a # (Hash) symbol. By placing a # symbol in front of a word in a tweet, the word is automatically turned into a hotlink which, when clicked, will perform a search of recent tweets containing that word.

The ability to group together tweets containing a particular word or phrase has contributed to a phenomenon known as the “internet meme.” A meme can be a word, phrase, idea, image, video, or anything that spreads very rapidly via Twitter or any other means of internet communication.

Google+ (Google Plus)- Google Plus was launched by Google corporation in year 2011 as an attempt to compete with Facebook. Features of Google+ include “Circles” for sharing information with different groups of people (like Facebook Groups), and “Hangouts” for video chatting with a friend or groups of friends. Google Hangouts recently merged with Google’s Talk program, which created a single location for all text, video, and image sharing between a friend or a group of friends.

Tumblr- Tumblr launched in year 2007, is another “microblogging” platform that gives users a quick way to post text, images, audio, video, links, and quotes in a community setting. Unlike regular blogs, Tumblr blogs (also called “Tumblogs” or “Tumblelogs”) are frequently used to share the author’s creations, discoveries, or experiences while providing little or no commentary.

YouTube- YouTube began in year 2005 and has grown exponentially since then. It is another key product of Google corporation. Users may register with YouTube to upload videos, rate them and participate in different user groups, but it is not necessary to register in order to view video clips, send them to others, or embed them in other websites.

Instagram- Instagram is a photo sharing application launched in year 2010 that allows users of mobile devices to take a photo, apply a digital filter to it, and then share it on a variety of social networks. A distinctive feature confines photo to a square shape, similar to old-fashioned Kodak Instamatic and Polaroid images. In 2012, Facebook acquired Instagram and independently managed.

Pinterest- Pinterest launched in the year 2010, is currently one of the fastest growing social networks on the web. Pinterest allows users to create and manage theme-based image collections by uploading their own photos, or by importing (also known as “pinning”) images from elsewhere on the web. Users can browse and/or “follow” other pinboards for inspiration, and can “like” and/or “re-pin” images to their own collections. Users can also share their “pins” on both Twitter and Facebook.

Flickr- Flickr is an image and video hosting website and online community launched in year 2004 and acquired by Yahoo! in year 2005. The service is widely used by bloggers to host images they embed in blogs and other forms of social media.

LinkedIn- LinkedIn launched in the year 2003 as a social networking tool for work professionals, has become the standard for employers looking for new talent. Through LinkedIn, users can search for jobs, submit applications, and join work-related groups.

Foursquare- Foursquare is a location-based mobile application that combines aspects of social networking and gaming.

MySpace- MySpace launched in the year 2003, was the most popular social networking site in the world around the year.

Social Bookmarking-

Social bookmarking is a method for internet users to organize, store, and share links to online resources. Prior to the proliferation of social bookmarking services, the only way for internet users to save (or “bookmark”) links to web content that interested them was to add them to a list of favorite links stored on their computers. If they typically use more than one computer (one at home and one at work, for example), they had to go through the inconvenience of saving their favorite links on both machines. Social bookmarking sites now enable users to gain access to their favorite links from any device with an internet connection, and to share links with other users.

Internet Chat-

In Internet chat, people view and respond to messages from one another instantaneously, much like a telephone conversation. Although some chat software includes audio and/or video aspects, most chat and instant messaging programs are text-based. One person types a message on the screen, and the other person sees the message either as it is being typed or immediately after it has been typed.

There are two forms of internet chat frequently found on the web: chat rooms and instant messaging. Chat rooms tend to be open forums where a number of people chat with one another simultaneously. Often the people who meet in a chat room are people that have not met each other in the "real world." Instant messaging (IM), on the other hand, is a one-on-one form of internet chat. Although you can choose to instant messaging with strangers, often it is used to communicate with friends and family. Examples of instant message services include AOL Instant Messenger, Yahoo! Messenger, Facebook instant messaging service, etc.

Web Conferencing-

Web conferencing is currently being used by businesses for employee training, meetings, and general communication. Educational institutions use web conferencing to enhance onsite classes or distance education classes. Popular conferencing programs include AnyMeeting (a free service for hosting meetings of up to 200 participants), and fee-based services Elluminate and GoToMeeting, which provide programs specifically designed for businesses and educational institutions.

Blogs-

A blog is a kind of website that allows a web author to simply and easily share thoughts and ideas with other web users. The word blog comes from weblog, which refers to a log of dated postings by a particular author or group of authors. Blogs can cover any topic or can just be someone's daily, weekly, or occasional diary of thoughts and opinions. Blogs can be interactive when readers add comments and a discussion is created. You can also, create your own blog. There are many software programs and web-based blog hosting services, some of which are free, such as Blogger and WordPress. Blogs are created using a simple-to-use content management system.

5.4 *IMPORTANCE OF INTERPERSONAL COMMUNICATION*

Interpersonal communication skills are essential for developing other key life skills. Interpersonal communication is the exchange of information between people. This is not just limited to verbal communication but instead includes body language and facial expressions as well as textual communications and other interactions that are mediated by technology in some way. Good interpersonal communication skills enable us to work more effectively and efficiently in groups and teams. It is often desirable to build strong relationships with others, which can in turn lead to better communication and understanding. Interpersonal communication can serve many advantageous purposes. It allows us to influence the behavior, attitudes, and opinions of others. In other words, we can say effective interpersonal communication in the workplace is integral to a well-functioning, high-performing team. Interpersonal skills are the ability to communicate important information and manage social interactions with colleagues, both up and down in the business.

There are certain skill sets that are crucial for professional life as well as for personal life to be able to exercise in their routine environment. Regardless of your workplace, interpersonal skills are important. Some of the key interpersonal communication skills are-

Exercising Self-Awareness- Self-awareness falls within the realm of emotional intelligence. Emotional intelligence is comprised of four primary components, i.e. Self-awareness, Emotions, Empathy and Relationship building.

Being Cognizant of Nonverbal Communication- Some forms of nonverbal communication include- e. g. Eye contact, Facial expressions, Body language, Gestures, and Physical contact (such as shaking hands, touching an arm, pushing, etc.).

Being Respectful of Others-

Showing Empathy and Understanding- Empathy, along with active listening and strong communication skills, also is useful in terms of negotiation tactics.

Being a Clear Communicator- Communication is an important part of life, as well as a necessary component of any personal or business relationship.

Engaging in Active Listening

Behaving Appropriately- Some universally accepted behaviors should be exercised by everyone, e. g. Being punctual, showing courtesy, being cooperative and easy to work with, having a positive attitude, dressing appropriately, etc.

5.5 *ROLE OF SOCIAL MEDIA IN COMMUNICATION*

The role of social media in communication is immense, because of its extensive and convenient approach. The social media is not limited till the communication purposes only, but also performs key role in digital marketing and becoming a strategic tool in terms of building brand awareness and running a marketing campaign. Shifting from the era of conventional or mass media, by using social media and digital marketing, marketers can track brand's competitors and have more measurable campaign results. Digital communications media are inherently capable of being more interactive, participatory, decentralized, and less hierarchical. As such, the types of social relations and communities which can be built on these media share these characteristics. There are some benefits of digital communication- Communication is instant and fast-paced, Communication is extensive, Communication is convenient and Communication contributes to positive social change.

5.6 *SOCIAL MEDIA A GOLDEN BRIDGE FOR COMMUNICATION*

We look around and find that Internet and digital technologies are revolutionizing our lives. This world appears to be a highly privileged place where people interact with each other, search for information online, buy goods and services. What were once known as traditional advertising techniques have now been significantly transformed. We remember the time when advertisement used to be limited to the selected media- e.g. TV, radios or movies. Now it has conquered new spaces with social networks. Indeed, in 2018, 40.2% of ads that the masses had seen were digital. Social networks has emerged as one of the most important areas of interest, acting as broadcasting and marketing tools for companies to promote their business and also carry out customer care.

Since, advertising has taken social media, the most exposed are the millennials –people born in the 21st century and reaching young adulthood. They have a strong relationship with social media. Comments and recommendations are very important to them. According to a Hubspot study, 71% of the millennials are more likely to buy a product if it has been recommended online.

Note-

Millennials, also called the millennial generation, or Generation Y, is the phrase used to generally describe a person who reached adulthood in the early 21st century and covers the generation of people born between 1980 and 2000.

Millennials relationship with social media-

- 65% of the millennials share their own pictures on social media more than once a week and 64% of them also share content coming from brands or media. This shows how interacting and sharing their feelings is important to them.
- With social media, communication has become viral. Knowing that they are now able of reaching people on a global scale and has empowered millennials to start their own business on social media. Big structures have seen this new economy appearing and they've chosen, wisely, to invest in it.
- HSBC's main goal when it launched the "Start Today" campaign in 2018, was to attract younger community and to reach dynamic and connected customer base. The marketing concept is simple: sharing your revolutionary idea on Twitter with 140 characters. The results were outstanding: 6.9 million tweets generated in 6 weeks and the increasing of 40 % of the firm's audience on Twitter has showed how viral communication can be on social media.
- After Facebook- Cambridge Analytics scandal had happened, all the public and private organizations that were dealing, manipulating or stocking personal data on their customers, were under scrutiny, including retail banking. Indeed, retail banking is one of the most monitored markets. This can be explained by the nature of their business and big potential bank failures. As autoregulation has shown its limits, public intervention is needed. Pricing, security and data were the main areas addressed by European financial regulators in 2018.
- How to restore confidence in an industry which has shown its weaknesses to all its stakeholders across the world? Implemented in 2018, the General Data Protection Regulation (GDPR) aims to protect the data and privacy of individuals in the European area.

- The European Union also came up with a legislative framework: Markets in Financial Instruments Directive (MiFID II). It aims to bring more transparency on prices before trading operations in order to regulate the European financial market and to improve the protection of investors. The 70 000 pages of rules are expected to cost more than 2 billion euros to the European financial market for compliance.
- Social media have generated among the millennials a feeling to be part of a community. As they follow people who they share the same interest with and are more sensitized by the content they see. Meanwhile, they also want to be recognized as an individual and ready to buy any item that would be a distinction inside of their group.
- That's why social media have such an impact: they shape the way young people act, dress, eat, and travel and more. The most relevant example must be Instagram. Young consumers are desperately trying to be recognized by their peers. That's why a firm has to be very careful about the image it wants to convey. It should exploit this unspoken desire of recognition.

5.7 POINTS TO REMEMBER

- E-communication, or electronic communication, refers to the transfer of writing, signals, data, sounds, images, signs or intelligence sent via electronic devices.
- Social media are computer-mediated technologies that allow individuals, companies, NGOs, governments, and other organizations to view, create and share information, ideas, career interests and other forms of expression via virtual communities and networks.
- Social media uses web-based and mobile technologies on smartphones and tablet computers to create highly interactive platforms.
- Social media changes the way individuals and large organizations communicate.
- The internet provides many effective communication tools, including e-mail, mailing lists, discussion groups, chat services, web conferencing, blogs, and RSS feeds.
- E-mail is one of the most popular e-communication tools over the internet. E-mail allows you to send messages to one person or simultaneously to a group of people.
- Mailing List is another form of e-mail, which can involve just a few people or thousands of people. Mailing lists distribute information to an e-mail subscription list.
- Sites such as Yahoo! and Google allow users to create and join online discussion groups. Discussion groups are also referred to as forums or bulletin boards.
- Social networking sites allow users to share their information through various mediums, as- text, audio, video, pictures, animations and info graphics.
- Social bookmarking is a method for internet users to organize, store, and share links to online resources.

- Web conferencing is currently being used by businesses for employee training, meetings, and general communication.
- A blog is a kind of website that allows a web author to simply and easily share thoughts and ideas with other web users.
- Good interpersonal communication skills enable us to work more effectively and efficiently in groups and teams. It is often desirable to build strong relationships with others, which can in turn lead to better communication and understanding.

5.8 GLOSSARY

- BHI – Refers to Beverly Hills Internet that launched “Geocities”. Geocities was a web hosting service. It allowed internet users to create simple websites for themselves.
- Google plus (Google+)- Google plus helps users video chat (hangout) and exchange information.
- eMarketer- It is a subscription-based market research company that provides insights and trends related to digital marketing, media, and commerce.
- Ephemeral content- It is a content that flashes across the internet for a second, maybe 24 hours, and then it’s gone.
- Live streaming: Video lets you experience events in your own time. Live streaming lets us do this in real-time, so everyone can be there-even when they’re not.
- Chatbot- It is a piece of software responsible to conduct a conversation through auditory or textual methods. Such programs are often designed to convincingly simulate how a human would behave as a conversational partner.
- AR – It refers to Augmented Reality which provides an interactive experience of a real-world environment where computer-generated perceptual information enhances the objects that reside in the real world.
- e-communication- It refers to electronic communication, enabling the transfer of writing, signals, data, sounds, images, signs or intelligence sent via electronic devices. Some examples of e-communication are email, text messages, social media messaging and image sharing.
- GDPR- It refers to General Data Protection Regulation which aims to protect the data and privacy of individuals in the European area.
- MiFID II- It refers to Markets in Financial Instruments Directive which aims to bring more transparency on prices before trading operations in order to regulate the European financial market and to improve the protection of investors.

5.9 CHECK YOUR PROGRESS

Part- A (Fill in the blanks and True/False type questions)

- a) BBS stands for.....

- b) BHI is abbreviated as.....
- c) The full form of AR is.....
- d)is a piece of software responsible to conduct a conversation through auditory or textual methods.
- e)is a subscription-based market research company that provides insights and trends related to digital marketing, media, and commerce.
- f) Ephemeral content is a content that resides across the internet for a long period of time. (True/False)
- g) General Data Protection Regulation (GDPR) aims to protect the data and privacy of individuals in the Asian Region. (True/False)
- h) Social media are web-based communication tools that enable people to interact with each other by sharing and consuming information. (True/False)
- i) In 2006, Mark Zuckerberg launched ‘The Facebook’. (True/False)
- j) Google launched new product of social networking named Google plus (Google+) in 2011. (True/False)

Part- B (Descriptive type questions)

- What do you understand by e-Communication? Discuss its various modes?
- Social media plays a very important role in our daily lives and in interpersonal communication. Discuss in your own words.
- Social media acts as a golden bridge for communication. Comment.

Answers- (Part A- Fill in the blanks and True/False type questions)	
(a) Bulletin Board System	(b) Beverly Hills Internet
(c) Augmented Reality	(d) Chatbot
(e) eMarketer	(f) False
(g) False	(h) True
(i) False	(j) True

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UNIT- 6

FACEBOOK- TOOLS AND ACTIVITIES- I

6.1	INTRODUCTION
6.2	OBJECTIVES
6.3	GETTING INTO FACEBOOK
6.4	FACEBOOK ACTIVITIES
6.5	FACEBOOK FOR BUSINESS
6.6	FACEBOOK MARKETING TIPS
6.7	POINTS TO REMEMBER
6.8	GLOSSARY
6.9	CHECK YOUR PROGRESS
6.10	BIBLIOGRAPHY/ REFERENCES
6.11	SUGGESTED READINGS

6.1 INTRODUCTION

Facebook is one of the best social networks worldwide. This is a website where each user can register and create an account for free. By creating a Facebook profile, the user can fill various information and share content (text, images, music, videos etc.) with others. Facebook is a free social media site that enables registered customers to create profiles, upload pictures and watch movies, send messages, and even stay in contact with friends, family members and co-workers.

We can without a doubt say that there is no web client that hasn't heard the name Facebook. A significant number of us have been Facebook clients for a considerable length of time, however there are still individuals for whom this online networking stage is still new and obscure. In this way, this unit gives the data about different highlights, apparatuses and capacities utilized in Facebook.

6.2 OBJECTIVES

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

- Know about Facebook
- Able to create your social media profile

- Know about various features & tools of Facebook
- Know about various activities used in Facebook

6.3 GETTING ONTO FACEBOOK

History of Facebook-

Facebook was founded on February 4, 2004 by Mark Zuckerberg, Eduardo Severin, Dustin Moskowitz and Chris Hughes in a Harvard dorm room. Facebook has rapidly become one of the largest social networking sites in the world. Within a year, the social networking site earned more than 1 million users - which have grown rapidly to hit more than 2 billion in 2018. Some glimpse of the Facebook history are as follows-

- February, 2004 - Facebook (then called "The facebook") was founded by Zuckerberg, Moskovitz, Saverin and Hughes.
- March, 2004 - Facebook spreads to three college campuses - Yale, Columbia and Stanford.
- September, 2004 - The site launches the now infamous "wall" - which allows users to post things and receive messages on their own page.
- December, 2004 - Facebook hits 1 million users.
- September, 2005 - The site expands to high school networks. It also drops the "the" to become just "Facebook".
- October, 2005 - Facebook adds photos and goes international.
- December, 2005 - Facebook has over 6 million users.
- April, 2006 - Facebook goes mobile.
- September, 2006 - Anyone can now join Facebook.
- February, 2009 - The "like" button is introduced.
- July, 2010 - Over 500 million users are active on Facebook.
- May, 2012 - Facebook releases their IPO - which raised \$16 billion and gave the company a \$102.4 billion market value.
- October, 2012 - Membership hits the 1 billion mark.
- February, 2014 - Acquisition of WhatsApp is announced.
- April, 2015 - Over 40 million small business pages are on Facebook.

Getting started with Facebook-

If you don't have a Facebook account, you can sign up for one in a few steps:

Step 1- Go to www.facebook.com.

Step 2- If you see the signup form, fill out your Name, Mobile phone number or email address, password, your date of birth, and Your gender.




Fig 6.1 Facebook Account Creation (Sign Up) Page

The initial phase in utilizing Facebook is to join and get another Facebook account. Go to www.facebook.com and round out the "Join" structure on the right. On the off chance that you don't see the structure, click Sign Up (this might be in the page's footer), at that point round out the structure. You should give your genuine first and last name alongside your email address and the remainder of the structure. Snap the green sign up button at the base when you're set.

Facebook will send a message to the email address you provided with a link asking you to affirm your email addresses. You'll need to do this if you want full access to Facebook's features.

Your Profile Page-

Your profile page is your profile page ... yours. For example, you can personalize it with a profile picture and cover, and the inclusion (or exclusion) of whatever information you want.

The cover is the large photo that appears on the back of your profile picture.

Create posts that allow you to share what you're doing, photos/ videos, or websites that you find interesting. When placing a website, Facebook will automatically give you a thumbnail option to include, as well as tag where you are or who you are with.

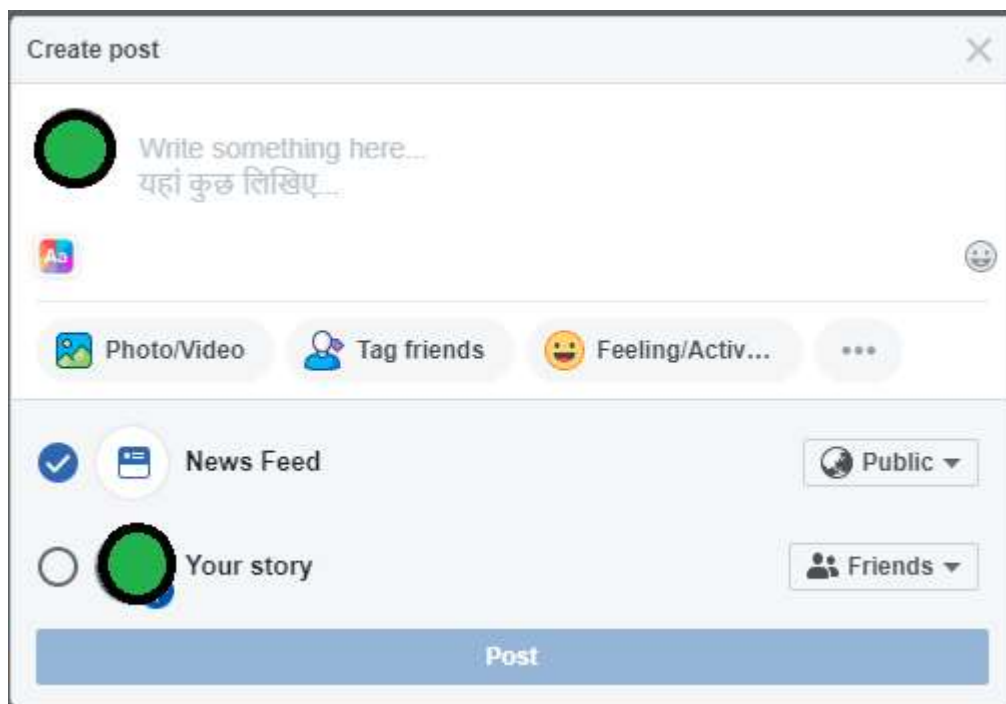
Fig 6.2 Facebook Create Post (Status Update) Panel

This will happen immediately unless you change the time to post your status. Again, the biggest thing to remember is that you can include as much or as little information about yourself as you want. Your profile page is your wall. This is what friends see first, and where they can leave public messages. It is both by you and about you.

Your profile page shows a timeline of the event - status updates, photos, wall messages you've written, plus lots of things about you - the music you like, the places you are tagged, your friends, And more.

Finding Friends-

Remember how you can set a lot of privacy settings for your account? Well, the same applies



to everything else. Like, you can set other people's privacy settings and determine if you are able to find them on Facebook, as well as tell you how much of their profile you can see. The amount of their profile that you can see can change even after you are a friend. You can find friends in three ways:

- a) Search for friends: By using the email address or their name in the search box at the top of any Facebook page. Type your friend's name in the search bar and click on search icon. To send a friend request to someone, click "add friend" next to their profile picture.



Fig 6.3 Search friends

- b) Invite friends in person: For those who do not have an FB account, you can send a personal message and invite them to join. FB saves contacts for you so you can see who has joined and is sending reminders.
- c) Once a friend request has been sent, they (or you) will be notified that you have a friend request in the dark blue bar at the top, with a red box with two people's icons on it. They (or you) can confirm the request or select "Cancel". If you do not choose now, the request will be hidden. If you confirm the request, they will be added to your friends, and you will immediately start receiving their status updates, and they will start seeing you.

Setting Privacy in Facebook-

When you've made your record (or signed into a current one), proceed to set your security settings with the goal that you can oversee who approaches your data and profile. These settings are found by tapping the down bolt situated in the right-hand side of the top toolbar, under Settings in case you're on a work area or by tapping the three vertical lines in the lower right corner and looking to the base of the subsequent menu in case you're utilizing portable. At that point, search for the Privacy or Privacy Shortcuts connection and click it.

Here, you can set up your privacy settings.

You have three main settings, plus a custom option for even more control.

Public: Everyone can see your content, including those you aren't friends with.

Friends: Only those who you're connected to as friends will be able to see your posts.

Only Me: Like it says, this content is hidden from view, and only you can see it.

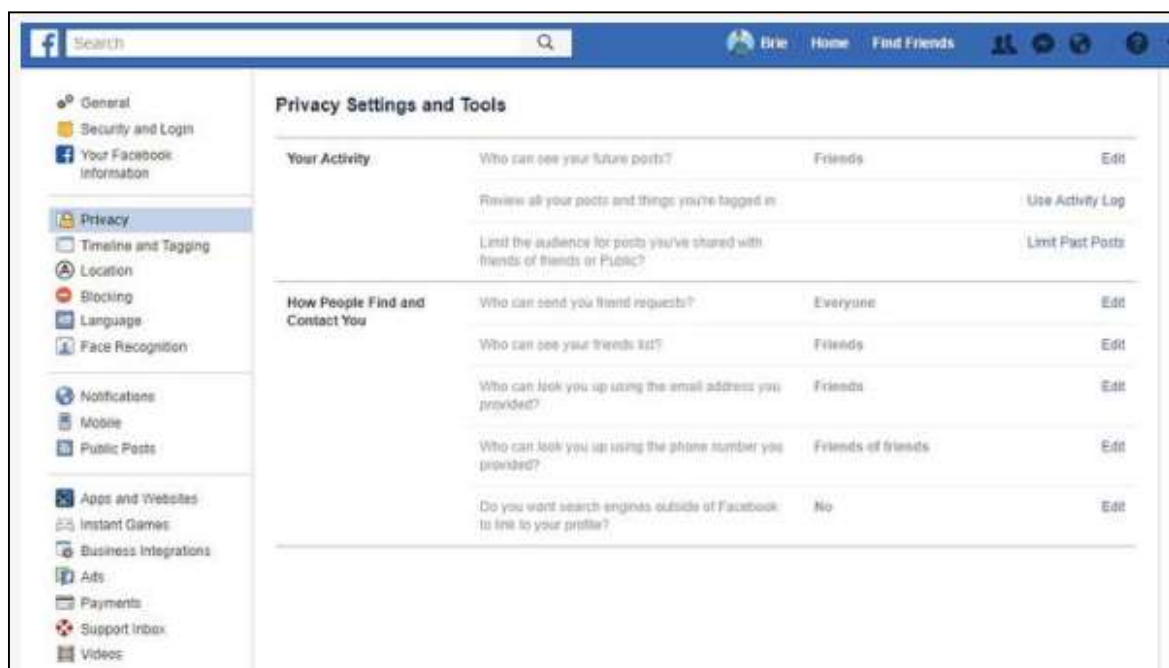


Fig 6.4 Facebook Privacy Setting Page

Blocking-

You can block individuals/messages/application, invites/occasion, greeting from a similar page. Blocking somebody implies that you will be as imperceptible to them as they are to you. You won't have the option to get to his/her profile, or see anything about him/her on the site. The individual who does the blocking is the one in particular who can unblock it.

To block someone:

- Click at the top right of Facebook (at drop down button) and choose Settings.
- Click Blocking in the left side menu.
- In the Block users' section, enter the name of the person you want to block and click Block.
- Select the specific person you want to block from the list that appears and click Block > Block [name].

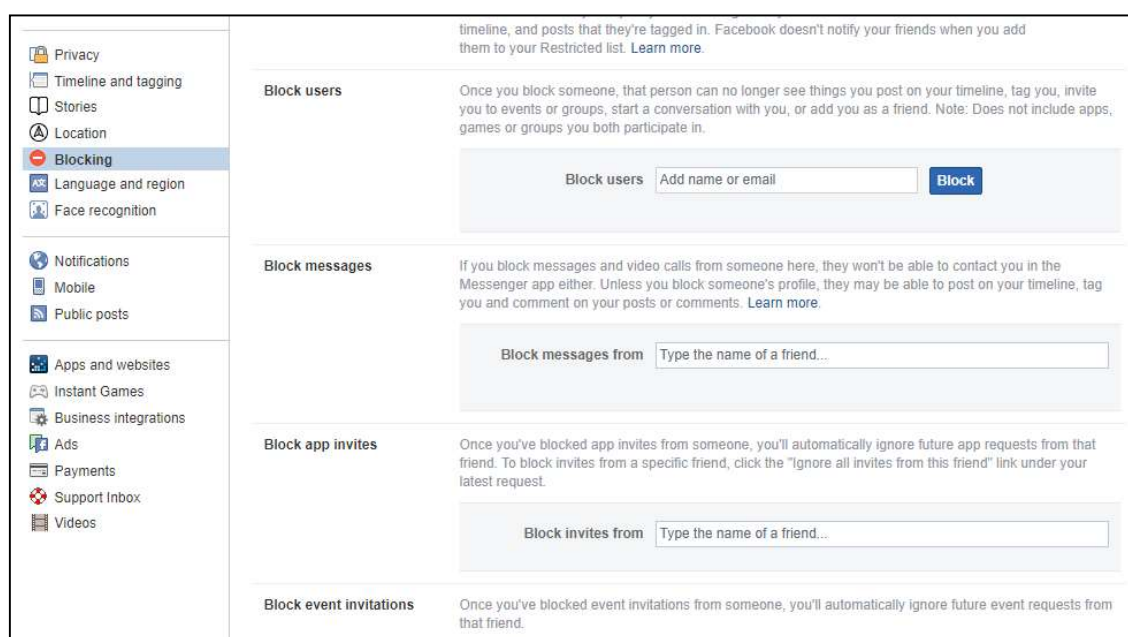


Fig 6.5 Facebook Blocking Setting Page

Like & React to POST-

Clicking “Like” underneath a post on Facebook is an approach to tell individuals that you appreciate it without leaving a remark. Much the same as a remark, any individual who can see the post can see that you enjoyed it.

For example, if you click “like” below a friend's photo:

- People who can see the photo will be able to see that you liked it.
- The person who posted the photo will get a notification that you liked it.

Liking tells your friends that you enjoyed their post or comment, while reacting allows you to specify your response.

To “react” to a post or comment, hover over “Like’ and choose a reaction. The most popular reactions appear below




the post or comment as icons shows. Keep in mind that you can only leave one reaction per post or comment.

6.4 FACEBOOK ACTIVITIES

There are various tools available on Facebook that will help you to perform certain action within your Account. We will discuss some important tools here.



Facebook Messaging-

Messaging on Facebook lets you instantly reach people you care about from Facebook chat on your computer. To send a direct message on Facebook on a computer, kindly do the following-

1. Click  at the top right of the screen.
2. Click New Message.
3. Start typing a name into the To field. Names of friends will appear in a dropdown.
4. Select the person or people you want to message.
5. Type your message, then press enter to send.

You can also message someone by clicking Message at the top of their profile.

To video chat on Facebook:

1. Click  at the top right of the screen.
2. Open a conversation with the person or people you want to video chat with.
3. Click  in the top right corner of the chat window.

Facebook Events-

To create a private Facebook event on your computer:

- From your News Feed, click Events in the left menu.
- Click + Create Event on the left side.
- Click Create Private Event. Only invited guests will see your event. Once you've created a private event, you won't be able to change it to public later.
- Fill in the event name, location, date, time and description.
- Click Create. You'll be taken to your event where you can invite guests, upload photos, add a cover photo or video, share posts and edit event details.

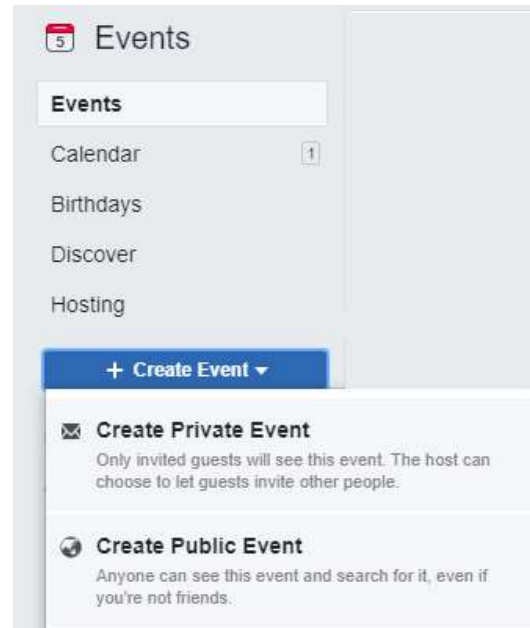


Fig 6.6 Facebook Event Page

Facebook Groups-

Gatherings are a spot to inform about shared interests to specific individuals. You can make a gathering for anything — your family get-together, your after-work sports group or your book club. To create a group, do the following-

- Click Create in the top right of Facebook and select Group.
- Enter your group name, add group members and then choose the privacy option for your group.
- Click Create.

Once you create your group, you personalize it by uploading a cover photo and adding a description.

Fig 6.7 Facebook Create Group Page

6.5 FACEBOOK FOR BUSINESS

Facebook Pages-

You can like or follow a Page to get refreshes from business, associations and open figures. Anybody with a Facebook record can make a Page or help oversee one, as long as they have a job on the page.

Pages are for organizations, brands, associations and open figures to share their accounts and interface with individuals. Like profiles, pages can be altered with stories, occasions and that's just the beginning. Individuals who like or follow a page can get refreshes in the News Feed.

Profile versus Page-

This is something that frequently confounds individuals. Your profile is close to home to you. You can keep this for loved ones – to share news and pictures – or you can let your fans "companion" you so they get the opportunity to see "in the background" with the individual news you choose for share freely.

You shouldn't advance your business on your own page (Facebook don't care for it) however you can discuss what you're dealing with, share pertinent business-related stories in a talkative, non-limited time way. It's an unobtrusive distinction however a significant one.

A Facebook "page" is a "business page" and can be for a reason, character, band, exceptional occasion, and tribute; however, it's a special instrument as opposed to an individual page. You can just have ONE individual profile yet you can have the same number of pages as you like.

To create a Page:

1. Go to facebook.com/pages/create.
2. Click to choose a Page type.
3. Fill out the required information.
4. Click Continue and follow the on-screen instructions.

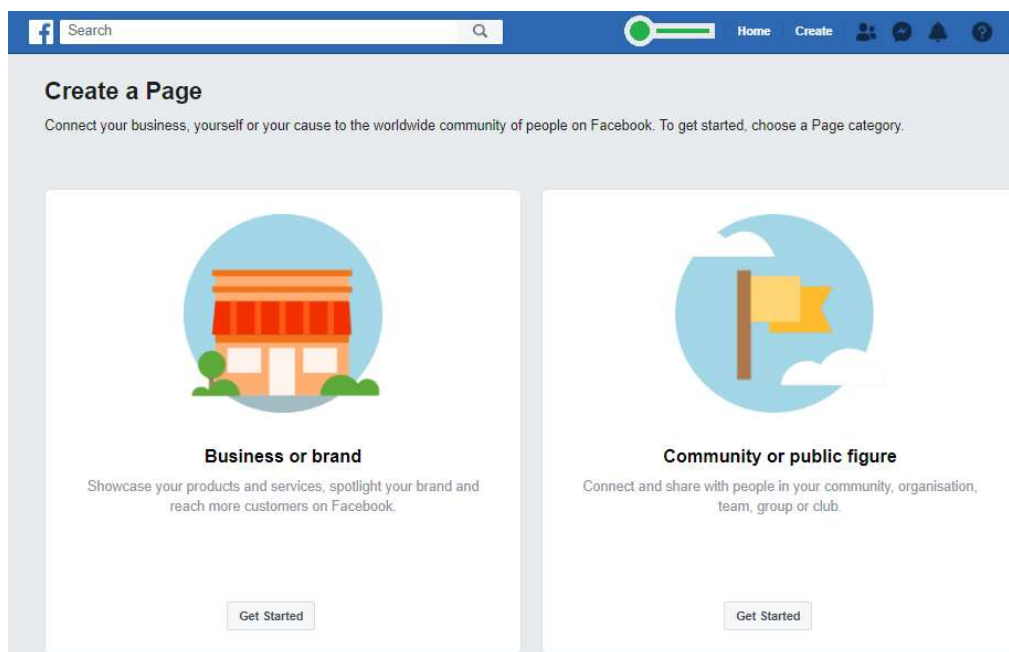


Fig 6.8 Facebook Page creation Page

Subsequent to finishing the initial setup, you will be diverted to your new Facebook page. Aside from the data you gave in the arrangement procedure, it will look rather void. In this part, we will tell you the best way to explore through various territories of the page so you are alright with changing and using the functionalities

In the 'About' tab, you can guarantee that all your business subtleties have been entered accurately.

The areas you can update/modify includes–

- Address
- Contact details

- Website URL
- Operating Hours
- Price Range

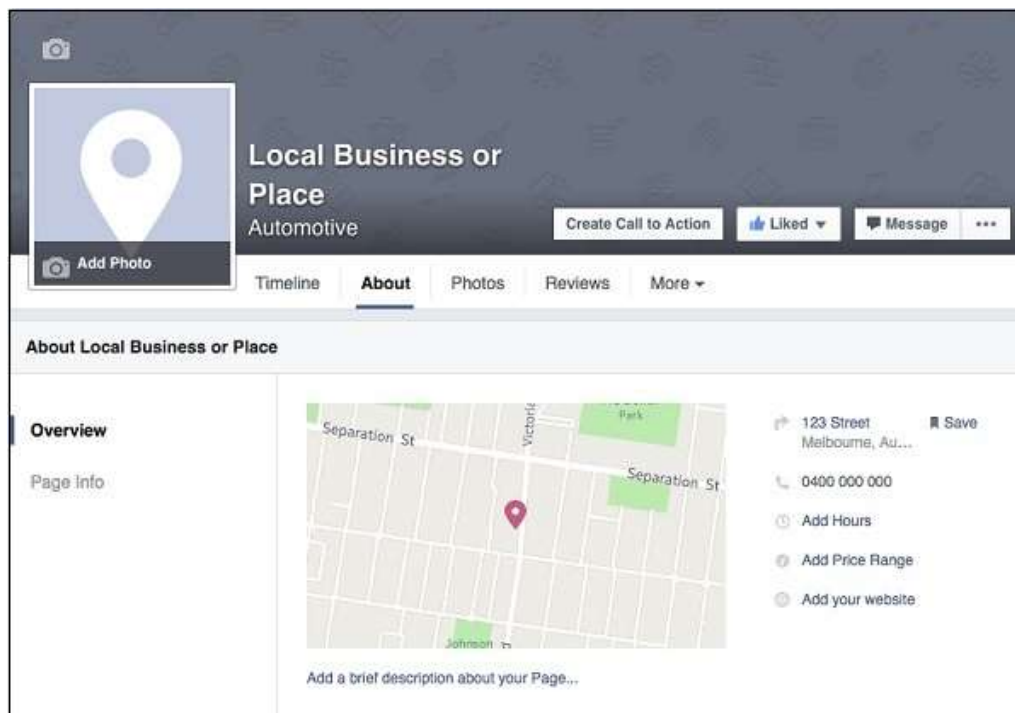
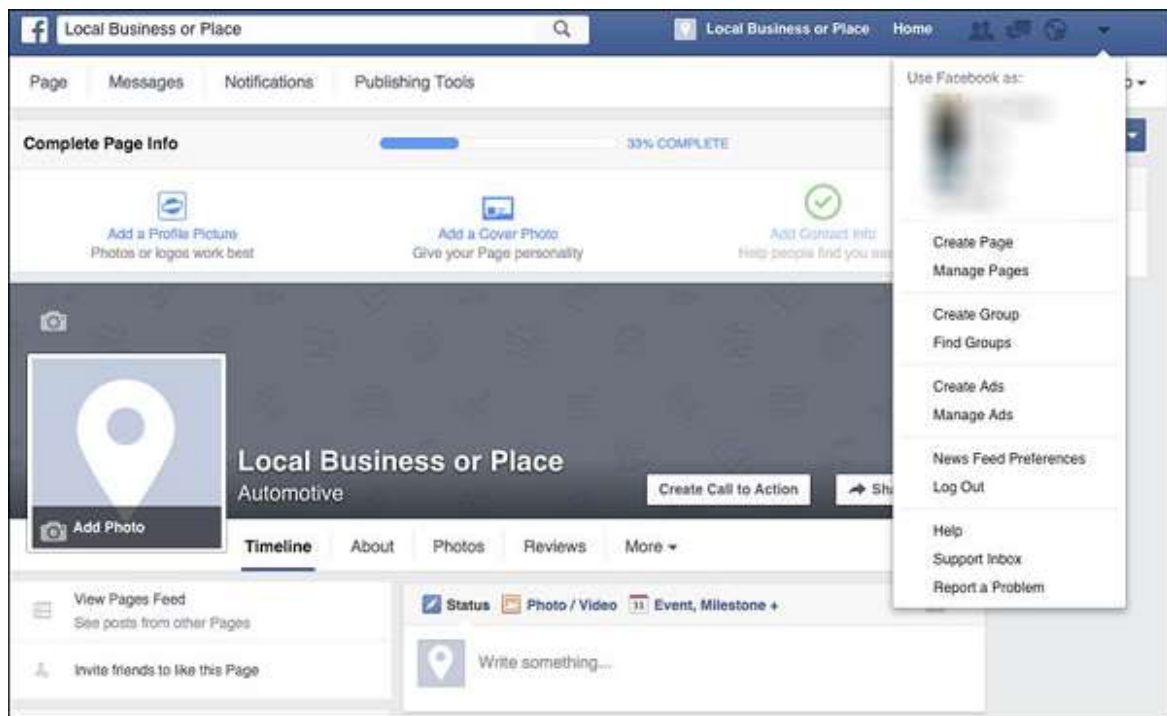


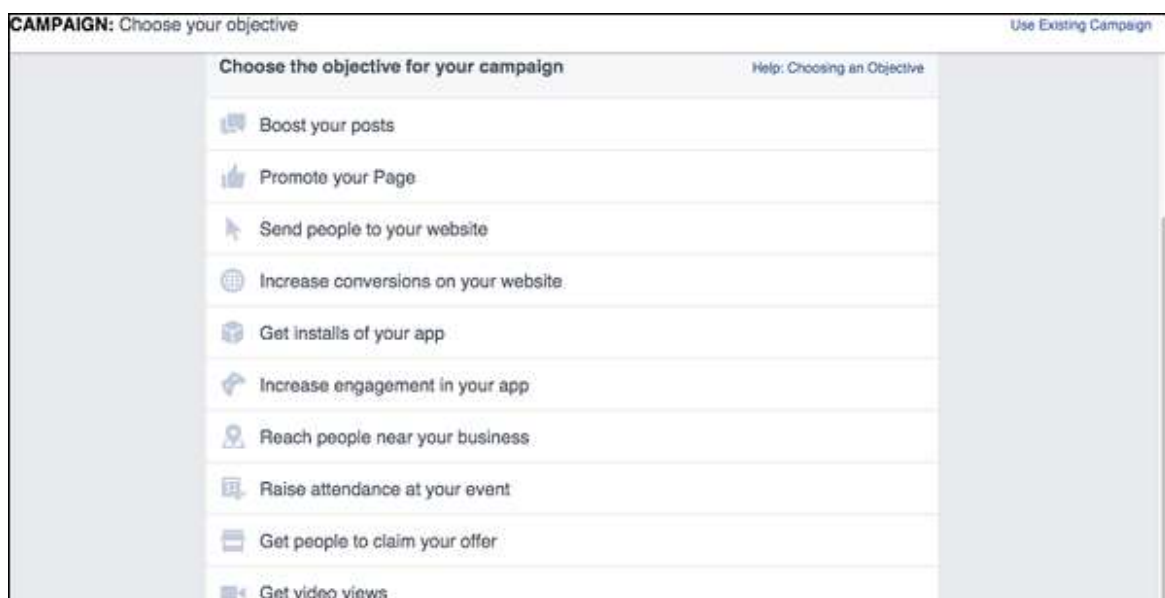
Fig 6.9 Facebook Page View

Facebook Marketing - Ad Management-

To make another advert when you are on your Facebook page, click on the dropdown bolt alongside the warning flip and go down to "Make promotions". This will open up the promotion's supervisor toolbox.



The initial step will be to pick the target that you might want the promotion to perform. On the off chance that you need to utilize a campaign that you have finished beforehand, you can click “use existing campaign”, which is situated over the campaign objectives on the upper right half of the screen. This will offer you a chance to browse the rundown of your past campaign. You can alter/change them to be reused again to fill your next campaign need.



Once you have chosen the objective for your campaign, you can then begin to build the campaigns purpose. This is broken down differently depending on the type of campaign created, but each campaign will give the option to set the –

- Name of Ad
- Target demographic

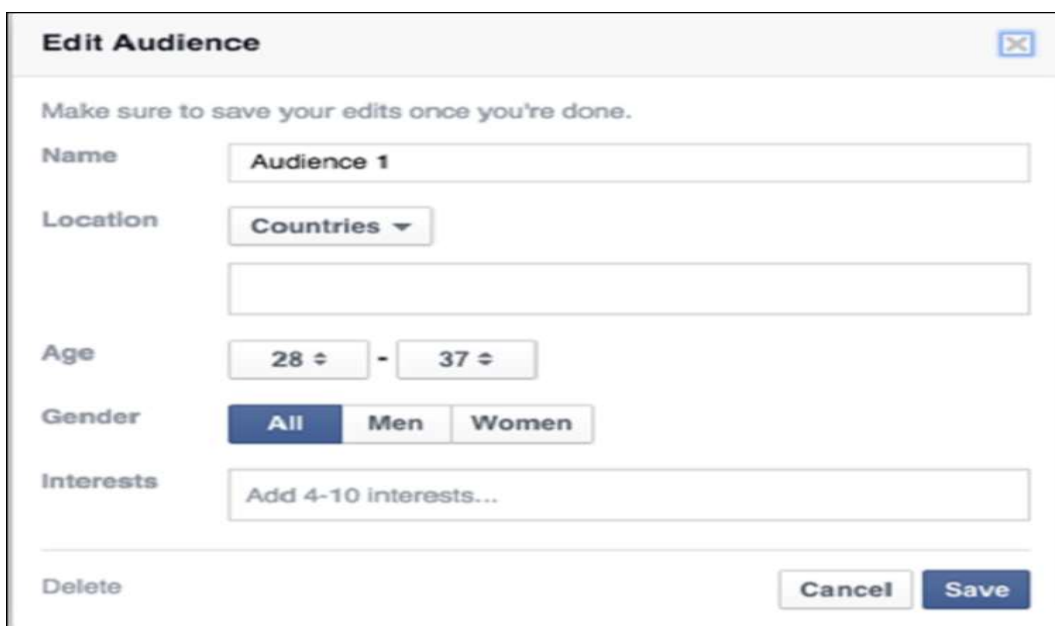
- Age
- Location
- Users interests
- Costing of advertisement

Boost your posts-

Create the post that you would like to promote. Once you are happy with the post and it has been published, click the ‘boost post’ button. You can schedule posts for a future publish time and still organize a paid boost campaign for when the post becomes active.



Choose an audience that you have already created or select ‘create new audience’. If you choose to create a new audience, the following pop-up will be displayed. Here you can define who the post will be targeted at.



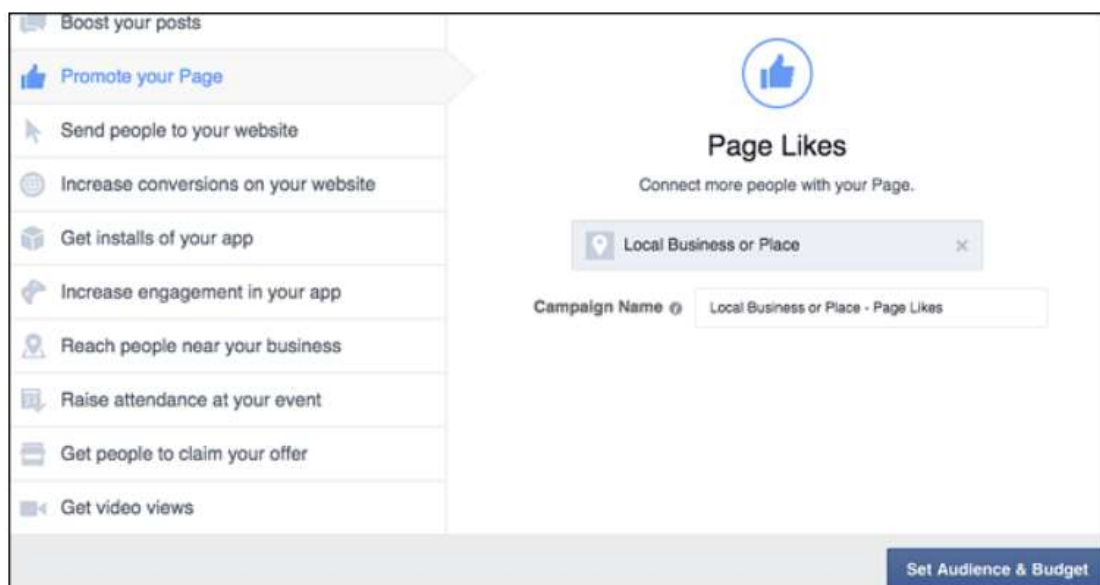
Choose budget and reach. You can optimize the boost to how much you want to spend and how long you would like it to run. Playing with these options will alter the reach of how many people will be estimated to see the post.

Promote your page-

To advance your page, you should open up your Facebook Ads Manager Toolkit. In the toolbox, select the 'Advance your Page' alternative and the page you might want to advance. At that point, click 'Set Audience and Budget'.

The following is a stepwise procedure that we need to walk through to promote a page.

- Target a specific location.
- Set the age between 28-40 as we want to target the young, and the active business owners on social media.
- As the posts will all be in English, we have set English as the primary language of people. This sees to the promotion of page among native English speakers too.
- As the page is called “Local Business and Place”, we need to match the interests of small business owners and people interested in small business.
- We have also excluded the page boost to be shown to anyone that already likes the page, as we need not direct the campaign budget on people who have already joined.



6.6 FACEBOOK MARKETING TIPS

There are a wide range of approaches to pick up footing and get new fans on Facebook; the best crusades have consistently been the ones that have been the most innovative. The best guidance to be given when hoping to make an advertising methodology is to make a battle that is exceptional and stands apart from the rest and yet being succinct and to the point of your

image personality. Following are the various thoughts that can be actualized to become your Facebook page.

Offer a special deal just to Facebook fans-

This is best in the event that you have an internet business site. You can make a coupon code that can be utilized on their next buy. This coupon code would be selective to individuals on your Facebook page. This is incredible, in light of the fact that the individuals who like your page are keen on your item; it might tempt the individuals who have not made the buy to do as such. Likewise, it has the advantage of being shared by individuals from your page to others page. These individuals, who may not think about you, as the individual sharing, accept the rebate would intrigue one of their companions, family, partners or themselves.

Ask your users a question-

By asking your users a question, you can start a discussion on the post. People may also attach a friend of theirs to the conversation to get them involved.

Add multiple images to your Facebook Ads-

At the point when you post an advertisement with numerous pictures, it makes a merry go round for clients to experience. You can truly be imaginative here and recount to a story in your promotions through pictures. This will connect with the individual taking a gander at the advertisement to look through every one of the pictures to get the total story. The last picture can contain a source of inspiration catch to drive clients to the page or your site.

Keep text under 20% on ad images-

Facebook rules won't acknowledge a helped post if the picture incorporates over 20% content. Guarantee when you or your originator is making the picture knows about this, on the off chance that you intend to support the post as a paid advertisement.

Create a contest-

Before, it was awkward to make a challenge and the clients going on it. The ongoing changes have made it simpler at this point. Making a challenge or giveaway is an incredible method to develop your crowd as should be obvious individuals to share and remark on the giveaway present for an opportunity on win. This expands commitment and the mutual post will give the open door for natural publicizing on others' page.

Utilize hashtags-

Facebook has the choice to add hashtags to each post. This causes individuals to channel and discover related and pertinent substance. This gives you an edge to get perceived naturally. Despite the fact, hashtags have not become as well known on Facebook as they are on Instagram, regardless they do give a chance to acquire reach. When utilizing hashtags on

Facebook it is shrewd to confine them to a couple of well-characterized hashtags instead of splashing the post with numerous hashtags that individuals won't typically look.

Share fan created/suggested content-

At times a fan will send you something intriguing. Instead of rejecting it, possibly examine joining it into one of your presents and giving credit on that fan. This shows your image is a network that your fans are so energetic about. You team up and work with your fans, as opposed to simply distributing or discharging data.

6.7 POINTS TO REMEMBER

- Facebook is one of the best rising social networks worldwide.
- Facebook is founded on February 4, 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz and Chris Hughes in a Harvard dorm room.
- Facebook has rapidly become one of the biggest social networking sites in the world.
- Facebook has 1.56 billion daily active users.

6.8 GLOSSARY

- **FRIEND** - Friends are people you connect and share with on Facebook. You can send as well as receive friend requests from other Facebook members.
- **GROUPS** - Facebook Groups make it easy to connect with specific sets of people, such as co-workers. They're dedicated spaces where you can share updates, photos, and documents as well as message other group members.
- **MESSAGES** - Messages are similar to private email messages. They appear in your Facebook Inbox and can include text messages, chats, emails, and mobile messages from your Facebook Friends.
- **NEWS FEED** - Your News Feed is a constantly updating list of stories in the middle of your homepage. It includes status updates, photos, videos, links, App activities, and likes from the people, Pages, and Groups you're associated with.
- **NOTIFICATIONS** - Notifications are updates about activity on Facebook.
- **PROFILE** - Your Profile is your collection of photos, stories, and experiences that tell your story. It includes your Timeline, profile picture, biography, and personal information. It can be public or private, but is only for non-commercial use.
- **TAGGING** - A tag links a person, Page, or place to something you post, like a status update or photo.

6.9 CHECK YOUR PROGRESS

Short Answer type Questions-

- a) Write the brief history of Facebook.
- b) What is the difference between a Facebook business account and a Facebook personal account?
- c) What is the social impact of Facebook? How did it change the way you keep in touch with your friends?
- d) How to change privacy settings in Facebook?
- e) How do I create my own Facebook Page?

Multiple type Questions-

- a) Which social media company has launched suicide prevention tools in India?
 - a) Facebook
 - b) Twitter
 - c) Google+
 - d) Instagram
- b) 32-year-old Mark Zuckerberg, founder of FB has topped which list?
 - a) America's Richest Entrepreneurs
 - b) Forbes 10 Wealthiest Businessmen
 - c) America's Richest Entrepreneurs under 40 years
 - d) None of the above
- c) Social networking major Facebook has decided to shut its news reading app. What is it called?
 - a) Paper
 - b) Read
 - c) News
 - d) None of the Above
- d) Who is the new FB India MD?
 - a) Umang Singh
 - b) Umang Bedi
 - c) Kirthiga Reddy
 - d) None of the above
- e) Facebook has created new emojis for expressing emotions called _____.
 - a) Emotions
 - b) Reactions
 - c) Interactions
 - d) Feelings

Terminal end Questions-

- a) How to make a Facebook account? Explain.
- b) How to friend and unfriend someone on Facebook?
- c) How to create, edit, and delete a post or comment on Facebook?
- d) How to deactivate a Facebook account?
- e) How to change my Facebook password?

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UNIT- 7

TWITTER- TOOLS AND ACTIVITIES- I

7.1	INTRODUCTION
7.2	OBJECTIVES
7.3	BRIEF HISTORY OF TWITTER
7.4	GETTING INTO TWITTER
7.5	TWITTER FOR BUSINESS
7.6	POINTS TO REMEMBER
7.7	GLOSSARY
7.8	CHECK YOUR PROGRESS
7.9	BIBLIOGRAPHY/ REFERENCES
7.10	SUGGESTED READINGS

7.1 INTRODUCTION

Twitter is a platform where users share their thoughts, news and all types of information under 140 characters of text. The platform creates a low-cost way to communicate with everyone and reach more people worldwide. Users follow each other to stay updated or to talk to specific people or groups.

Twitter is a highly public domain where everyone can see your post, as long as you don't protect your tweet. It is not like Facebook where you can hide your posts and photos from other people and restrict the viewing of only certain users. Twitter aims to share information with the public, so if you are a very private person don't want to lie to strangers, maybe a public forum is not for you. Otherwise, you can protect your account, which defeats the very purpose of Twitter in the first place.

7.2 OBJECTIVES

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

- Know about Twitter
- Able to create your Twitter profile
- Know about various features & tools of Twitter

- Know about various activities used in Twitter

7.3 **BRIEF HISTORY OF TWITTER**

Since its debut in 2006, Twitter has quickly become one of the most popular social media networks. Twitter is an invention of programmers Jack Dorsey, Evan Williams and Biz Stone looking for a way to send text to their mobile phones and a way to re-establish a moribund company at podcasting company Odeo Inc. in San Francisco. On March 21, 2006, Jack sent the first tweet: "Just setting your twittr." and thus a communication revolution was born, brevity and a renowned for poor spelling. In the tweet 38, Dom Sagulla wrote; type the words of these presentations: "Oh, this is addictive."

Twitter was a name shared by Flickr, a photo-sharing service. Other names considered: Friendstalker and Dodgeball. Twitter's definition of the dictionary is "a brief description of indiscriminate information." Today there are approximately 200 million users worldwide. Around 460,000 new Twitter accounts are opened every day. More than 140 million tweets are sent daily and one billion on weekly basis. In 2008, Twitter had eight employees; today it is over 400 and ever growing.

7.4 **GETTING INTO TWITTER**

To start to set up a Twitter account first, go to www.twitter.com to get started. It will give you the option to log in, or sign up. Being that you're a first-time user, you'll need to sign up.

[1] Create your account

To create your account, you'll need to provide your name and either a phone number or email address. You can do this either on your desktop or through the Twitter mobile app.

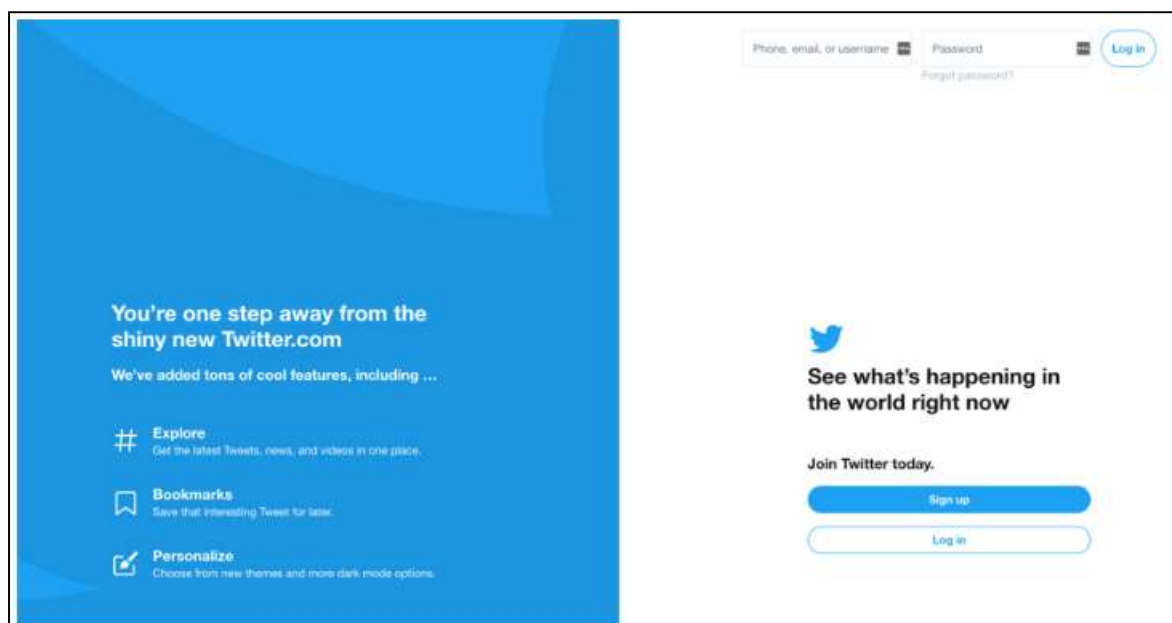


Fig. 7.1 Twitter Account Creation (Startup) Page

[2] Choose a strong password

Next, create a strong password that will protect your account from harm. With the rise of Internet hacks, practicing secure password etiquette is now more important than ever. If you get stuck on this part, you can see our guide on how to create a strong password.

[3] Sync Twitter with your phone number

If you have not already given your phone number to Twitter, you will be prompted to do so. Twitter uses your phone number sparingly (usually you should require two-step verification after being locked out of your account). This step is optional, but extremely useful if you ever encounter a problem. If you choose to give your phone number to Twitter, it can call or text you to verify it, giving you a code to enter on the next page to prove that you are the person you have told them.

[4] Select which accounts you want to follow

Twitter does not want you to start with an empty newsfeed, so the next page will take you to a list of interests to choose from. You can click on various sports, music, entertainment, or news topics that interest you.

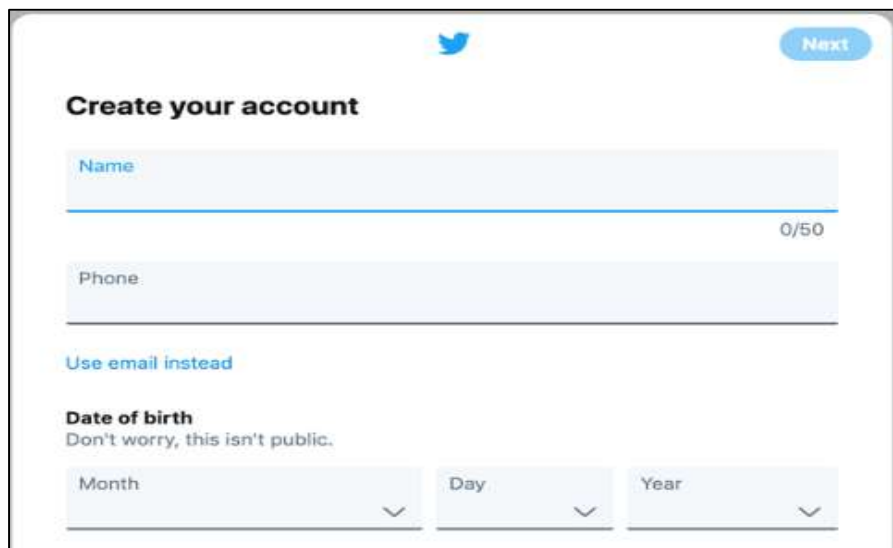


Fig. 7.2 Twitter Account Creation (Sign Up) Page

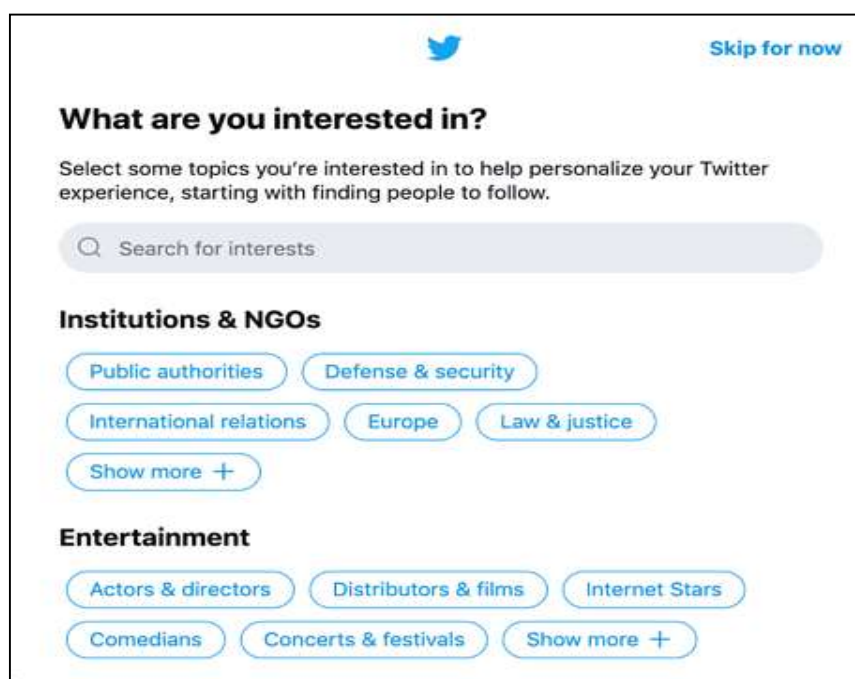


Fig. 7.3 Creating a twitter account

This will help Twitter to follow some suggestions from people, to join the list, etc. You can also choose to connect your Twitter to your Facebook account and it automatically follows any of your Facebook friends who are on Twitter.

[5] Create your Twitter username

Twitter users are located via their username. You have to create one by clicking on the profile icon in the top right corner of your screen and selecting "Settings and Privacy". There, you can go to the account section and choose a new username. Think of a username that is like your screen name.

Some people - namely verified celebrities, politicians, authors - will only use their name as their username. Others will have the opportunity to think of something fun and creative. Your real name will also appear on your profile, so people have an identifier if they are confused as to why @anyUser has followed their account.

Getting started on Twitter-

By now, your profile is set up, your header is the right size for optimal display, and you have a username that is both fun and informative. Now, it's time for the real fun and the reason people come to this site: tweeting.

[1] How to tweet?

There are two easy ways to send tweets after logging into the platform. The first is to click the Tweet button on the left-hand sidebar and then write your tweet. The other is typing your tweet in the box at the top of your newsfeed and then pressing the tweet button at the bottom.

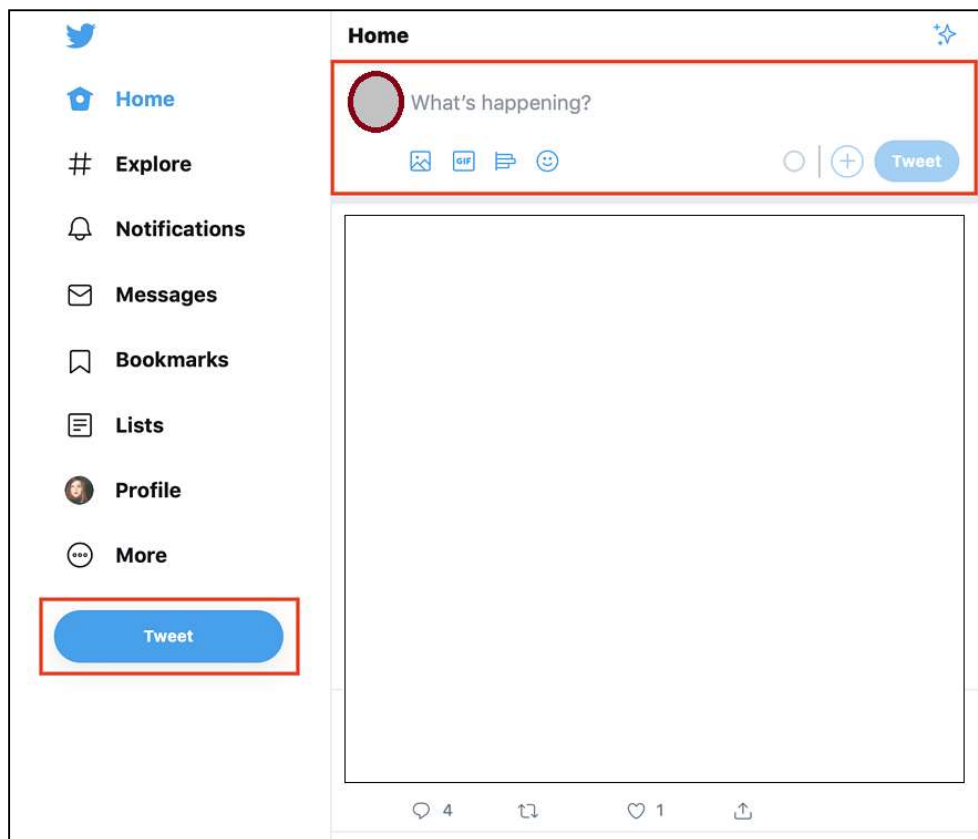


Fig. 7.4 Tweeting in a twitter

[2] Following and unfollowing others

Following people is not only a great way to develop your own network, but also how you develop an interesting newsfeed. As soon as you log in for the first time, you will not get any fun being online alone. Lucky for you, it is easy to follow others. If you're on the desktop, go to other users' profiles and look for the follow button just below their header.

[3] How to follow someone on Twitter?

If you want to follow them, click follow. Once you do, the button will change from the follow. If you ever find it difficult to remember that you have followed someone, you can visit their profile. This will always tell you the status of your Twitter relationship. It will even be asked if they follow you, which can cause trouble in some friend groups.

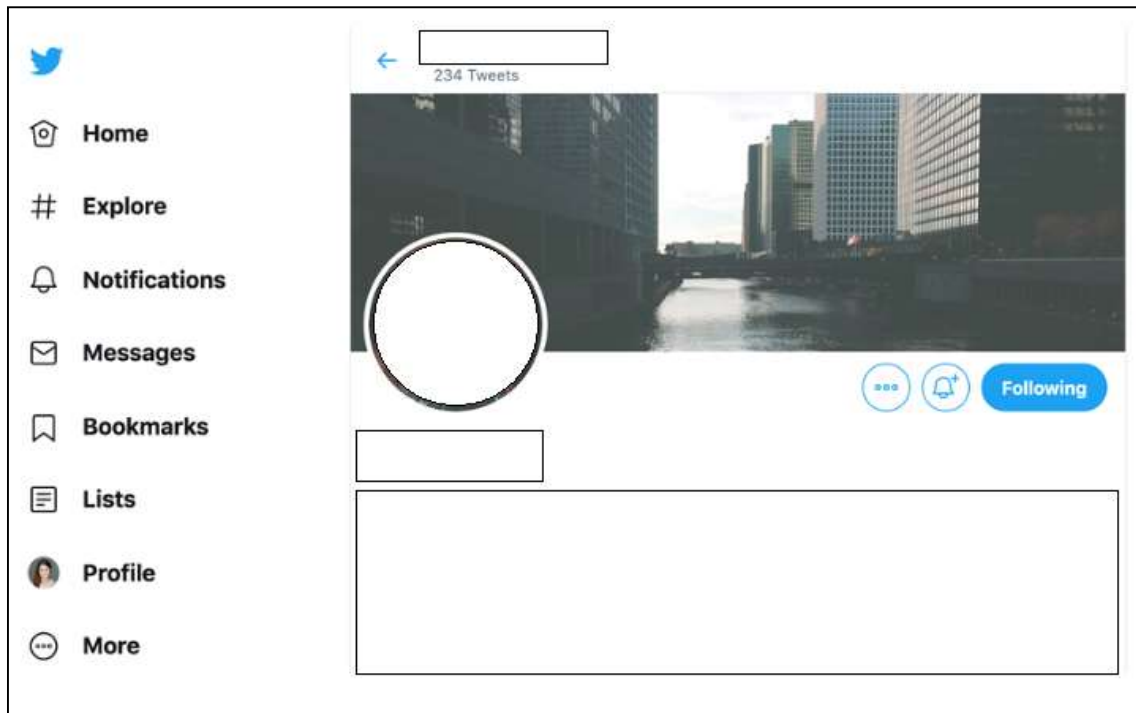


Fig. 7.5 Following in a twitter

[4] How to unfollow someone on Twitter?

If you want to unfollow someone, you can do it at the same place. Hover over the follow / follow button until it unfollows, then click on it.

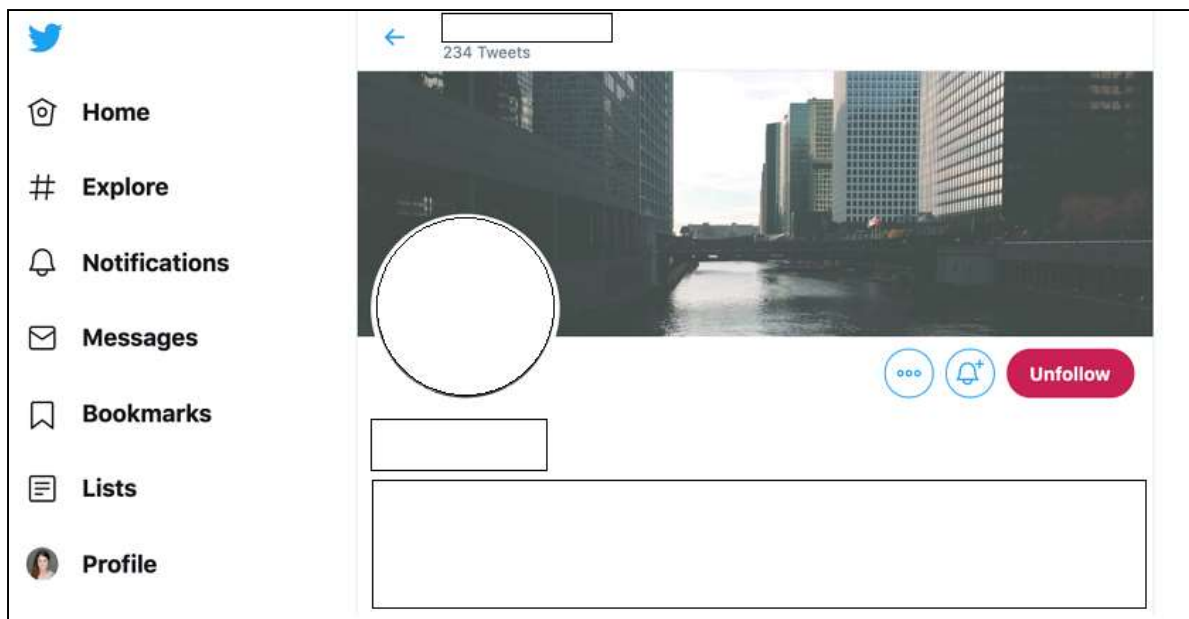


Fig. 7.6 Unfollowing in a twitter

It will not send them a notification, but it will make your post disappear from your newsfeed. If their profile is private, you will no longer be able to visit their page.

[5] Muting and blocking people on Twitter

Sometimes unfollowing someone is not enough; you don't want to interact with them at all or see your tweets in your feed. If this is the case then muting and blocking is right for you.

[6] How to mute someone on Twitter?

If you don't want to see someone's tweets, but you're still interested in seeing their profile, you have the option to mute people. Muting is a gift.

[7] How to unmute someone on Twitter

Scroll down, where it is said, "Unmute @username." If you're ever wondering how to undo something on Twitter, chances are the process parallels how you did that thing in the first place.

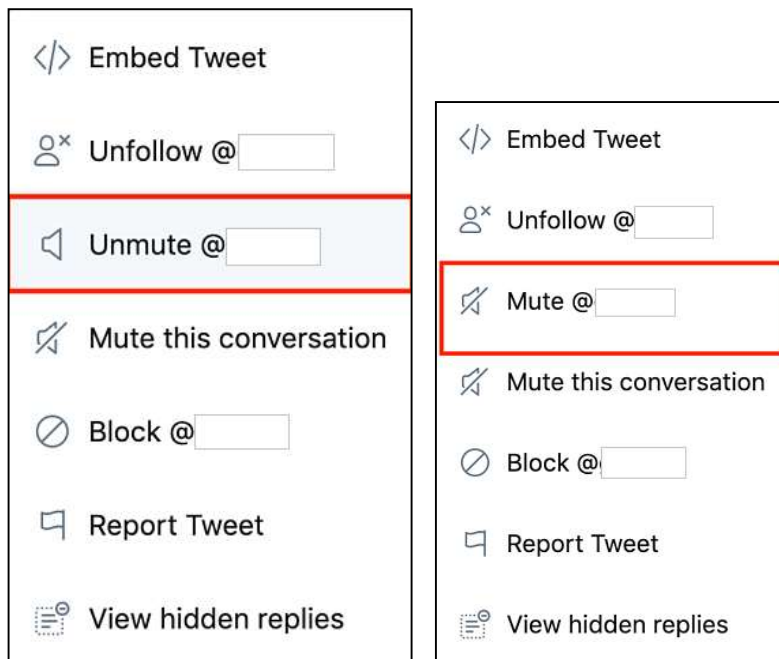


Fig. 7.7 Mute and Unmute tweets

Navigating the different parts of Twitter-

Now that you know how to create an account and interact with other users, it's time to tweet! For more information on how to tweet, how to use Twitter lists, see the following section!

[1] Tweets

Once a user posts, or tweets it, it appears in their followers feed. Until your profile is public, only your followers can see your tweets. Asking someone to be able to see your content in their newsfeed and view their profile.

This does not mean that they will always follow you back, although they usually inform about your following. You must see what they posted before approving personal profiles.

[2] Twitter Newsfeed

Your newsfeed is a never-ending feed of tweets in chronological order. The feed will include tweets from people you follow, as well as anything they retweet. The more people you follow, the more diverse and, of course, interesting your newsfeed will become. Following more people reduces the chances of seeing the same tweets every time you log in.

If a tweet from someone you've never heard of the show in your feed, it's likely because someone you retweet or share what the person said. Friends with a private profile cannot be retweeted, as they have chosen for their content to remain private.

[3] Twitter Threads

The thread is another piece of Twitter terminology. It refers to a string of tweets by a person related to the same topic. The plus sign at the bottom right allows you to add another tweet to your previous tweet, creating a thread entirely before posting an original tweet.

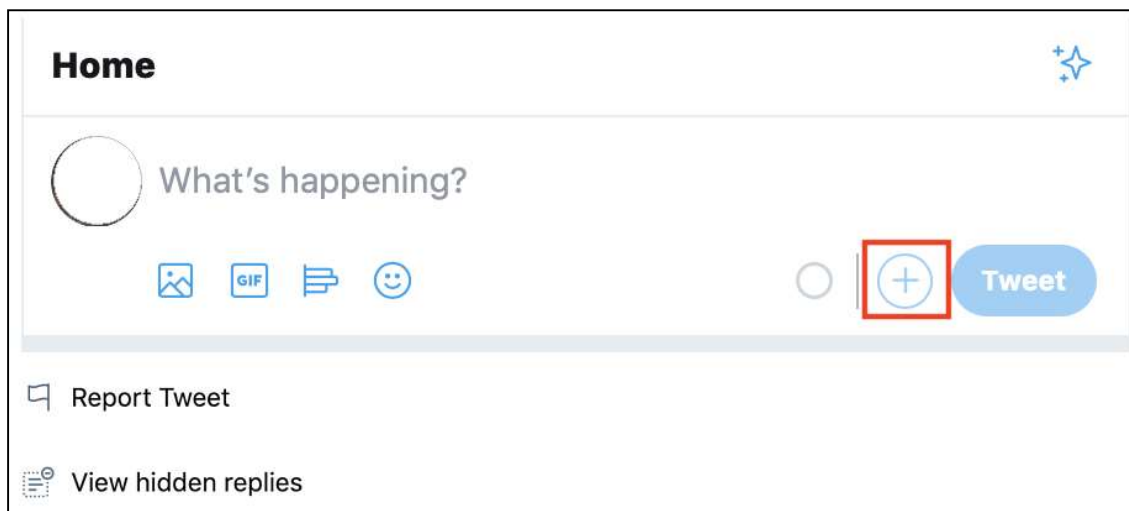


Fig. 7.8 Twitter Threads

The original poster creates a thread by continually replying to their previous tweet. Threads are one way to communicate longer thoughts or conversations despite Twitter's character limit.

[4] Twitter trending

In addition to your newsfeed, Twitter provides it with page exploration, or trending. When many people tweet or hashtag about the same topic, that topic then becomes a trending topic.

For famous events such as the Oscars or the Super Bowl, Twitter will have an official tag that people can use. Others can then click on the hashtag and see what everyone is saying about the same topic.

[5] #Hashtags

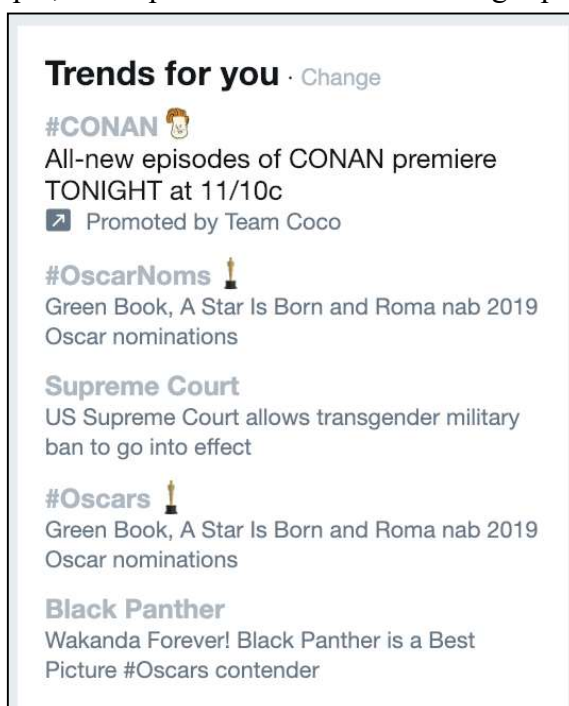
A hashtag is any word or phrase with a "#" symbol in front of it. In short, a hashtag is a way to quickly inform others what your post is about. The hashtag also shows Twitter how to categorize your content. Hashtags can help content and tweets go viral with trending hashtags.

[6] Direct Message (DM)

If you prefer to contact someone in private, a direct message (DM for short) is your answer. You can craft a DM on Twitter via the "Messages" tab, or simply insert the DM into your tweet, sans @ symbol.

Unfortunately, unlike public tweets, you can make someone a DM only if they are already following you.

[7] Retweet (RT)



Like what someone has to say on Twitter, or find the inspirational quote you want to pass along? Use the Retweet (RT) feature, which allows you to share comments, links and quotes with your followers. You can publish a retweet either by clicking on the "Retweet" button or by cutting the post you want to share in the new tweet, or by preferring it with RT. For example: RT @UserName This retweet is just to explain how to do it. -the user

[8] How to Recognize Re-Tweets?

According to Twitter.com –

- Returns look like normal tweets with the author's name and username next to it, but different from the reply icon and tweet of the retweeting user's name. If you see a stranger's message in your timeline, look for a retweet by the information in the tweet - the retweeter must be someone you follow
- Sometimes people type RT at the beginning of a tweet to indicate that they are remodelling someone else's content. This is not an official Twitter command or feature, but does indicate that they are quoting another user's tweet.
- Returns may appear differently in third-party applications, and will only appear in apps when they are using Twitter's Reply API. Many apps have built in their version of retweeting - those tweets are not counted as official retweet on Twitter. To test, try retweeting from your favourite app, and then check your profile on the web.

Turning Retweets Off

You can turn off Retweets for a specific user if you don't like what they share.

- Select Turn Off retweet from the gear icon drop-down menu on the user's profile.
- Turning on or off retweet is not retroactive; This means that you cannot remove an already existing retweet in your timeline.

It is not possible to close all the Retweets from all users.

Twitter Privacy

Remember, everything is public on Twitter by default. However, you can easily create your own personal experience. If you want to make Twitter a place where you chat with friends in private, then just set up your account in private. Turning this setting on means that you must manually allow anyone who wants to follow you if you want them to see your tweets and communicate with you. With a personal account, only those you have given permission to follow will see your tweets. However, most people choose to leave their accounts public. If you have a Facebook dinner table with family and friends, Twitter is a ritual bar. Most people like to live with defaults, but only want to choose things they would be comfortable saying to strangers.

Most importantly, if your account is public and someone constantly posts silly tweets (called trolling) or just annoys you constantly - don't hesitate to block them, mute them or report their behaviour, do all these options are available to you, so don't be afraid to use them.

7.5 TWITTER FOR BUSINESS

Twitter Ads-

[1] Audience

Use the targeting features to select the audience you want to reach. Select geographic areas, followers of a notable account, or target the interests of the people.

[2] Bidding

Twitter ads run in an auction. Decide how much you will pay for each interaction, such as a new follower or a click on your website. Or use automated bidding, which determines the best bid cost based on your budget and goals.

[3] Budget

There is no minimum campaign spend. Choose a daily budget for your ads. Consider starting at a minimum of \$ 30 / day to reach a consistent audience throughout the day.

[4] Creative

Select the tweets you want to focus on in your campaign. Choosing 4 to 5 is a good start. Include strong call-to-action like "sign up" or "start today". Avoid #hashtags or @mentions in your copy so that your audience is not far from your ad.

Twitter Marketing- Lists-

A list on Twitter is a compiled group of Twitter users. With Twitter List, you can create a personal list or subscribe to lists created by other users. After viewing the Twitter list, you will only be able to see a stream of posts from users that have been added to the specific Twitter list. Twitter lists are used to read only tweets. According to Twitter.com, you cannot send or direct a tweet to members of a list, only to see those list members.

Creating Lists on Twitter

To create a list, follow the given steps –

- Go to your Lists page. This can be done in two ways – [i] Via the Profile icon drop down menu in the top right navigation bar [ii] By going to your profile page and clicking on Lists.
- Click on Create list.
- Enter the name for your list
- Enter a short description for the list.

- Select if you want the list to be private (only accessible to you) or public (anyone can subscribe to the list).
- Click on save list.

Note– List names cannot exceed 25 characters, nor can they begin with a number.

Twitter Marketing- Cards

With Twitter Cards, you can attach rich photos, videos and media experiences to tweets that drive traffic to your website. Just add a few lines of HTML to your webpage, and users who tweet a link to your content will have a card added to their tweets that will be visible to all their followers.

Note – Only one card per page is supported.

Each card has built-in content attribution, which surfaces the appropriate Twitter accounts for the content you specify. Viewers will be able to follow and view the profiles of responsible accounts directly from the card. You will have the option to choose between website attribution and creator attribution.

Website Attribution

Indicates the Twitter account for the website or platform on which the content was published. Note that a service can set up different Twitter accounts for different pages / sections of its website, and the most appropriate Twitter account should be used to provide the best context for the user.

Creator Attribution

Indicates the person that created the content within the card. The following Card types have a beautiful consumption experience built for Twitter’s web and mobile clients –

- Summary Card – Title, description, thumbnail, and Twitter account attribution
- Summary Card with Large Image – Similar to a Summary Card, but with a prominently featured image.
- App Card – A Card to detail a mobile app with direct download.
- Player Card – A Card to provide video/audio/media.

Implementing Twitter Cards

In most cases, it takes less than 15 minutes to implement. Here is how to do it –

- Choose a card type you want to implement.
- Add the pertinent meta tags to your page.
- Run your URL against the validator tool to test. If you are working with a Player Card, request approval for whitelisting. All other Cards do not need whitelisting.

- After testing in the validator or approval of your Player Card, Tweet the URL and see the Card appear below your Tweet in the details view.
- Use Twitter Card analytics to measure your results.

Once the tags are live, you can test your Card using the Twitter Card Validator.

Twitter Marketing - Defining Strategy

Every marketing activity you do, from tweets and texting to cold-calling should be done for the sole purpose of meeting the ultimate goals of your brand. You must have a regular rotation of content that will be searchable and interesting to people with related business interests and goals using the approaches above.

What Should I Share on Twitter?

Many of the questions you should be asking yourself when deciding what to share on Twitter that will resonate with your target audience are going to seem obvious –

- What industries am I targeting?
- Who needs whatever value I am providing?
- What are their demographics?
- What key terms are they searching to solve their problems?
- Are my customers/clients/community members restricted to a certain geolocation?

Many marketers employ the 80/20 principle when they engage on Twitter. 80% of your tweets should focus on driving interactions with your followers, such as retweet, replies and likes. Once you build some synergy, you can mix in direct offers or promotions that get followers to take action, such as clicking a link or making a purchase from your website.

Knowing Performance of Tweets

Be aware of how your followers react to your content. Some tools allow you to track who unfollow you on Twitter. With unfollowstats.com for example, you can choose to get a daily digest of how people are interacting with you on Twitter, thus and unfollow. Someone may not know the exact reason for unfollowing you, but you may be able to get information about this reason.

No matter which social-sharing platform you are using, how it is performing your data should be offered. Both Buffer and Hoot suite provide a quick snapshot of how the tweets are performing.

Building the Brand on Twitter

If you want success on Twitter and build your brand on Twitter, there are a few key pointers to employ –

- Use your brand name as your Twitter name. It may seem obvious, but it needs to be reminded.
- If branding a company is your topmost priority, use your logo as your Twitter portfolio photo.
- You should Tweet 10 to 20 times a day to keep your brand name in the Twitter stream.
- Schedule the Tweets that have links to valuable content and complement that with 10 or so personalized Tweets where you are interacting with other Twitter users.
- Reply to Everything.
- Learn to give. To build a strong brand on Twitter you will need to give back as much as you get. Share content from your tweets, retweet, and favorite relevant content.
- Follow at least two new people a day.

Twitter Marketing - Search

There are many ways to use search on Twitter. You can find tweets from yourself, friends, local businesses and everyone from famous entertainers to global political leaders.

By searching for topic keywords or hashtags, you can follow breaking news or ongoing conversations about personal interests.

Searching on Twitter

This is how you search on Twitter –

- Log in to your Twitter account.
- Enter your search query into the search box at the top of the page and hit the return key. Your results show a combination of Tweets, photos, accounts, and more.
- Filter your results by clicking Top, Live, Accounts, Photos, or Videos (located at the top of your search results).
- Click on More options to see the above filters as well as News.

You can choose to see the results of all or those you follow, and everywhere or from you.

Advanced search is available when you log in to twitter.com.

This allows you to tailor search results for specific date ranges, people and more. This makes it easier to find specific tweets.

Using Advance Search on Twitter

This is how you use advanced search on twitter –

- Enter your search query into the search bar on twitter.com.
- At the top of the results page, click on More options.
- Click on Advanced search.
- Fill in the appropriate fields to refine your search results.

- Click Search to see the desired results.

Using advanced search, you can refine the search results by using any combination of the fields below –

- Words
 - Tweets containing all words in any position (“Twitter” and “search”).
 - Tweets containing exact phrases (“Twitter search”).
 - Tweets containing any of the words (“Twitter” or “search”).
 - Tweets excluding specific words (“Twitter” but not “search”).
 - Tweets with a specific hashtag (#twitter).
 - Tweets in a specific language (written in English).
- People
 - Tweets from a specific account (Tweeted by “@example”).
 - Tweets sent as replies to a specific account (in reply to “@example”).
 - Tweets that mention a specific account (Tweet includes “@example”).
- Places
 - Tweets sent from a geographic location, say a specific city, state, country.
 - Use the place dropdown to select the geographic location.
- Dates
 - Tweets sent before a specific date, after a specific date or within a date range.
 - Use the calendar dropdown to select a “from” date, “to” date or both.

Search for Tweets from any date since the first public Tweet.

7.6 POINTS TO REMEMBER

- Twitter is a social platform for sharing one’s views. Users can open their account on Twitter and broadcast their views in the form of short messages. These messages are popularly known as tweets.
- A tweet is a message posted on Twitter that is up to 140 characters long. It can contain text, photos, links, and videos, which automatically take up to 22 characters.
- The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet.

7.7 GLOSSARY

- @ - The @ sign is used to call out usernames in Tweets: "Hello @twitter!" People use your @username to mention you in Tweets, send you a message, or link to your profile.
- GROUPS - Facebook Groups make it easy to connect with specific sets of people, such as co-workers. They’re dedicated spaces where you can share updates, photos, and documents as well as message other Group members.

- **@username** - A username is how you're identified on Twitter. It is always preceded immediately by @ symbol. For example, uou is @uou.
- **Bio** - Your short personal description (up to 160 characters) that appears in your profile that serves to characterize your persona on Twitter.
- **Hashtag (#)** - A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you get to see other Tweets containing the same keywords or topics.
- **Retweet (RT)** - A tweet that you forward to your followers; often used to pass along news or other valuable discoveries on twitter. Retweets always retain original attribution.
- **Timeline** - A timeline is a real-time stream of tweets. Your Home stream, for instance, is where you see all the tweets shared by your friends and other people you follow.
- **Tweet** - A tweet is a message posted on Twitter that is up to 140 characters long. It can contain text, photos, links, and videos, which automatically take up to 22 characters.
- **Twitter Marketing** - Marketing the business on twitter by using its potential.

7.8 CHECK YOUR PROGRESS

Short Answer type Questions

- a) Write the brief history of Twitter.
- b) What is a tweet? When should I tweet?
- c) What is #Hashtag? Explain.
- d) Explain how to change the privacy settings in twitter?
- e) How do I create my own Twitter Page?

Multiple type Questions-

1. Whose idea was Twitter?

a) Biz Stone	b) Evan Williams
c) Jack Dorsey	d) Ivan Zokowich
2. What would you see if you visit twitter while the service is down?

a) Nothing	b) The Tweeties
c) A 404 file not found message	d) The Fail Whale
3. Which social network does not provide users with selfie filters?

a) Twitter	b) Facebook
c) LinkedIn	d) None of the Above
4. Which of the following count toward twitter's 140-character limit?

a) #HashTag	b) Photo/Audio/Video
c) List	d) None of the above

Terminal Question-

- a) How to make a Twitter account? Explain.
- b) How to follow and unfollow someone on Twitter?
- c) How to create, edit, and delete a tweet on Twitter?
- d) How to deactivate a Twitter account.
- e) What should my profile include?
- f) How to change my Twitter password?

7.9 BIBLIOGRAPHY/ REFERENCES

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- <https://help.twitter.com/en/twitter-guide>
- <https://www.lifewire.com/tutorial-intro-to-using-twitter-2654622>
- <https://mashable.com/2012/06/05/twitter-for-beginners/>
- <https://www.fabulousblogging.com/2013/02/how-to-use-twitter-tips-for-beginners-and-bloggers/>
- <https://edu.gcfglobal.org/en/twitter/>
- <https://img.constantcontact.com/docs/pdf/getting-started-on-twitter.pdf>
- <http://extension.missouri.edu/staff/communications/documents/twittertutorial.pdf>

7.10 SUGGESTED READINGS

- https://www.tutorialspoint.com/twitter_marketing/index.htm
- <https://developer.twitter.com/>
- <https://developer.twitter.com/en/use-cases/advertise>
- <https://help.twitter.com/en/rules-and-policies/twitter-api>

UNIT- 8

LINKEDIN- TOOLS AND ACTIVITIES- I

8.1	INTRODUCTION
8.2	OBJECTIVES
8.3	BRIEF HISTORY OF LINKEDIN
8.4	GETTING INTO LINKEDIN
8.5	LINKEDIN FOR BUSINESS
8.6	POINTS TO REMEMBER
8.7	GLOSSARY
8.8	CHECK YOUR PROGRESS
8.9	BIBLIOGRAPHY/ REFERENCES
8.10	SUGGESTED READINGS

8.1 INTRODUCTION

LinkedIn brands itself the world's largest professional network, with over 150 million professionals around the world. Unlike some social channels focused on friends and family, LinkedIn's focus is on the user's professional identity and enabling the user to control that online. The channel has business focus where the users are sharing information about their industry, work experience, skills, day-to-day working activities, and making new contacts or renewing existing ones.

Although, it may be seen leaning more towards serving the recruitment industry, there are opportunities to use the community for lead generation, finding new contacts or even for gaining knowledge from an industry expert. The reach of your website content can be increased by enabling users to share articles that may be seen as too dry for sharing on a more informal channel.

8.2 OBJECTIVES

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

- Know about LinkedIn
- Able to create your LinkedIn profile

- Know about various features & tools of LinkedIn

8.3 BRIEF HISTORY OF LINKEDIN

2003: LinkedIn started out in the living room of co-founder Reid Hoffman and the site officially launched on May 5, 2003. LinkedIn is one of the oldest mainstream social platforms, older than YouTube, Facebook and Twitter.

2004: LinkedIn took a major step forward when it added the feature of uploading your address book to invite your colleagues, introduce groups to start building communities and even embraced partnership with American Express to promote their offerings to its clients.

2005: LinkedIn started to get into business mode with the launch of its jobs and subscriptions paid options and moved into an even bigger office (it's fourth in three years). Membership scaled to 4,192,941 at the start of the year.

2008: LinkedIn start to extend away from its US base with its first international office in the United Kingdom and opened up both French and Spanish versions of the platform to its 33,077,647 members at the start of 2008.

2011: This is the year things got very serious with a listing on the New York Stock Exchange (at \$45 per share) and even hosted a town hall meeting with Barack Obama, the current US president. At the break of the year LinkedIn had over 135 million users.

2014: LinkedIn has grown substantially with more than 5,400 full-time employees with offices in 27 cities around the world to reflect its footprint in more than 200 countries. Fastest growing area is graduates and students as they start to realise and leverage the platform.

LinkedIn today: LinkedIn has topped 315 million users globally which statistically is the majority of professionals. A research suggests estimates between 350 to 600 million business professionals on the planet, so over 50% of the business professionals on the planet are on LinkedIn.

8.4 GETTING INTO LINKEDIN

To start to set up a LinkedIn account first, go to <https://www.linkedin.com/> to get started. It will give you the option to log in, or sign up. Being that you're a first-time user, you'll need to sign up.

[1] Create your account

To create your account, you'll need to provide your name, password and email address. You can do this either on your desktop or through the LinkedIn mobile app.

Fig. 8.1 LinkedIn Account Creation (Startup) Page

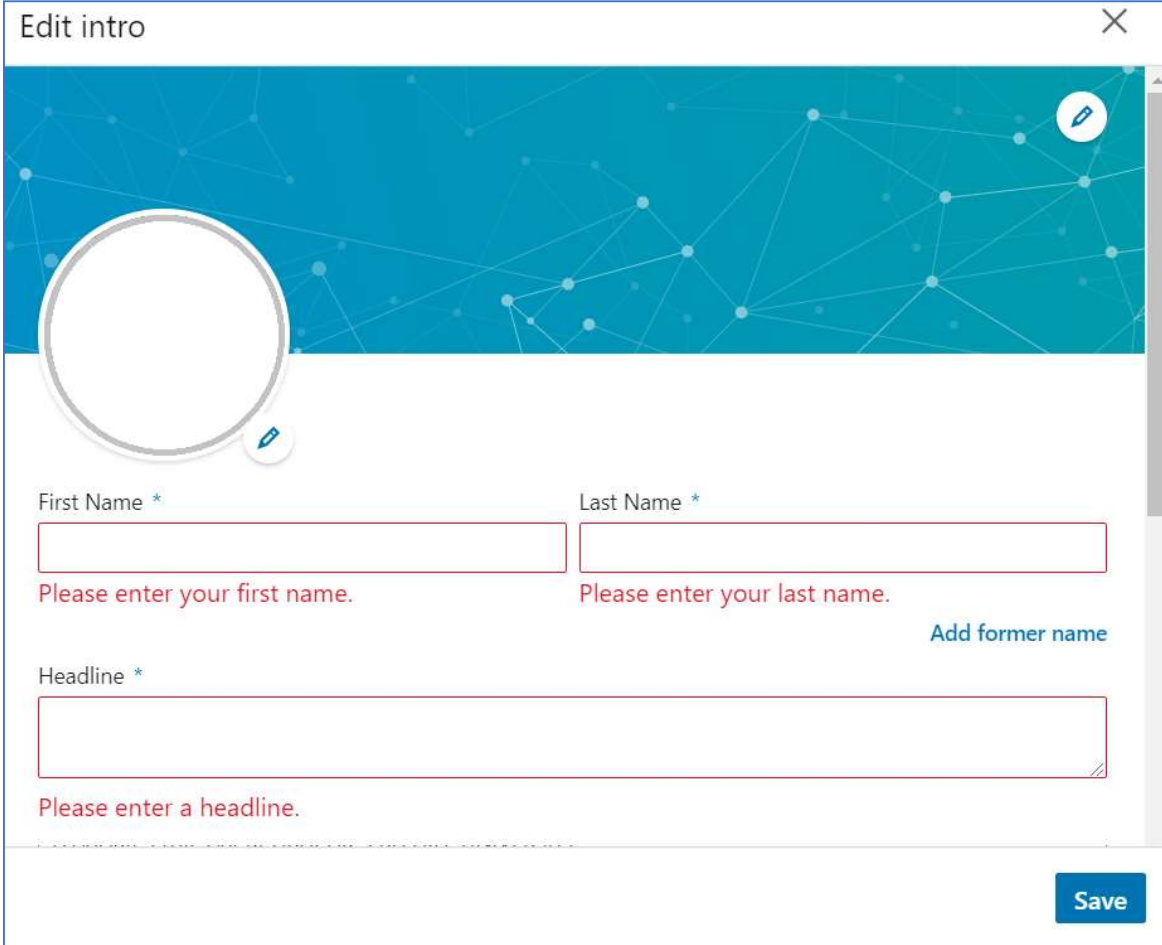
Later you will be asked to add a picture, tell about your education, professional experience, skills, achievements, etc. It may seem like a simple resume at first glance, but LinkedIn also allows documents, videos, images, and publications to be added – anything that adds to your competence and professionalism.

[2] Choose a strong password

Next, create a strong password that will protect your account from harm. One of the most common ways that hackers break into computers is by guessing passwords. Simple and commonly used passwords enable intruders to easily gain access to and control of social media profile.

[3] Create an eye-catching Headline

Most people do not pay enough attention to it, but a LinkedIn Headline can help you find a dream job. By changing the profile name, you can catch the manager's attention. So, you have just 120 characters to say something meaningful, allowing you to stand out from other LinkedIn profiles and get admitted to try and see your page. Therefore, the better your title, the more likely you are to interview.



Edit intro

First Name *

Last Name *

Headline *

Please enter your first name.

Please enter your last name.

Please enter a headline.

Add former name

Save

Fig. 8.2 LinkedIn Name, Photo & Headline updating Page

[4] Add a profile picture

The LinkedIn profile picture is one of the most important elements of your profile. A good LinkedIn photo is a must because it is your calling card. People with the default gray avatar have a major disadvantage. They will probably never get in touch. Instead, people with a good profile photo are seen many times more. Uploading your photo from your mobile or laptop with a simple click is not so difficult or time consuming.

But make sure you choose the right professional photo for your page. No selfie or photo with your dog or relatives. A photo is a way that you introduce yourself to hiring managers and it can create your first strong perception of yourself as a candidate and a professional. This is to be up to date with no distracting background. Your photo should be small and most beneficial for your profile will be a headshot with a face and shoulders. Put on your business attire and smile, be friendly and relax.

[5] Add a profile Summary

Think of your LinkedIn summary as the objective section of your resume: In just a few sentences, it should give the reader a clear idea of who you are, what sets you apart and what you are looking for from the viewer.

LinkedIn Profile Summary is one of the things that people see when they visit your profile. This is part of the introductory business card at the top of your profile which includes your name, photo, title, most recent company, education and contact information. This information is "above the fold" on both desktop and mobile, meaning that one does not have to scroll down to find it.

When most users visit your profile, they will see the first 300 characters of your summary. However, the LinkedIn recruiter shows the entire summary by default.

Getting started on LinkedIn-

By now, your profile is set up, your header is the right size for optimal display, and you have a username that is both fun and informative. Now, it's time for the real fun and the reason people come to this site: tweeting.

[1] Home

Whenever you sign in on LinkedIn, your homepage will appear. From here, you can see recent posts and updates from your connection, as well as icons that allow you to navigate LinkedIn quickly. You can also post status updates, get trending news and access the LinkedIn Help Centre.

[2] Profile

Your profile page is effectively a digital resume, and that's what other people see when they find you on LinkedIn. After clicking on your photo, you can-

- Add your profile information,
- Edit a photo, and
- Change your career interests, among other things.

Whenever someone looks at your profile, you will be notified who saw it and which company they work for.

Tips for effective Profile-

These tips will help to complete and improve your profile. Keep in mind that there is no right or wrong way to use LinkedIn, so you have to experiment to find out what works for you.

- Keep your profile updated. Ensure that your LinkedIn profile information is updated and corresponds to your resume details. This will make it easier for an employer to match your resume with your LinkedIn profile. In addition, because a LinkedIn profile does not

have a length restriction, you can also add details and status that you cannot fit on your resume.

- Add relevant skills. LinkedIn makes it easy to add skills to your profile page. Examples of skills you will add can include problem solving, robust communication, and computer software - Microsoft Office, Photoshop, QuickBooks, etc. Your connections can also support you for the skills you add to your profile.
- Ask for recommendations. A recommendation is a short comment written by another LinkedIn member that will appear on your profile. When seeking a recommendation, try to reach people who are familiar with your talent, skills and performance in the workplace. You can also review this lesson on getting references from our job application tutorials to learn more about the best approach to recommendation.

[3] Searching

You can use the search box to view anything on LinkedIn, including people, job openings, and company pages. Just type in your search term, then click on the magnifying glass or press Enter on your keyboard. LinkedIn will also suggest jobs, people and groups based on your search term.

[4] My Network

From here, you can search for people you know on LinkedIn and add them as connections. You can also find hashtags from other LinkedIn users, and groups to follow any pending invitations. If you want to sync your email contacts to LinkedIn, you can do the same in the Personal Contact box.

[5] Connection

To add a connection to LinkedIn, select My Network at the top of the screen. A list of people you know will appear, along with any connection invitation you may have. If you see someone you want to connect to, just click Connect. You can search for anyone and click Connect on their profile.

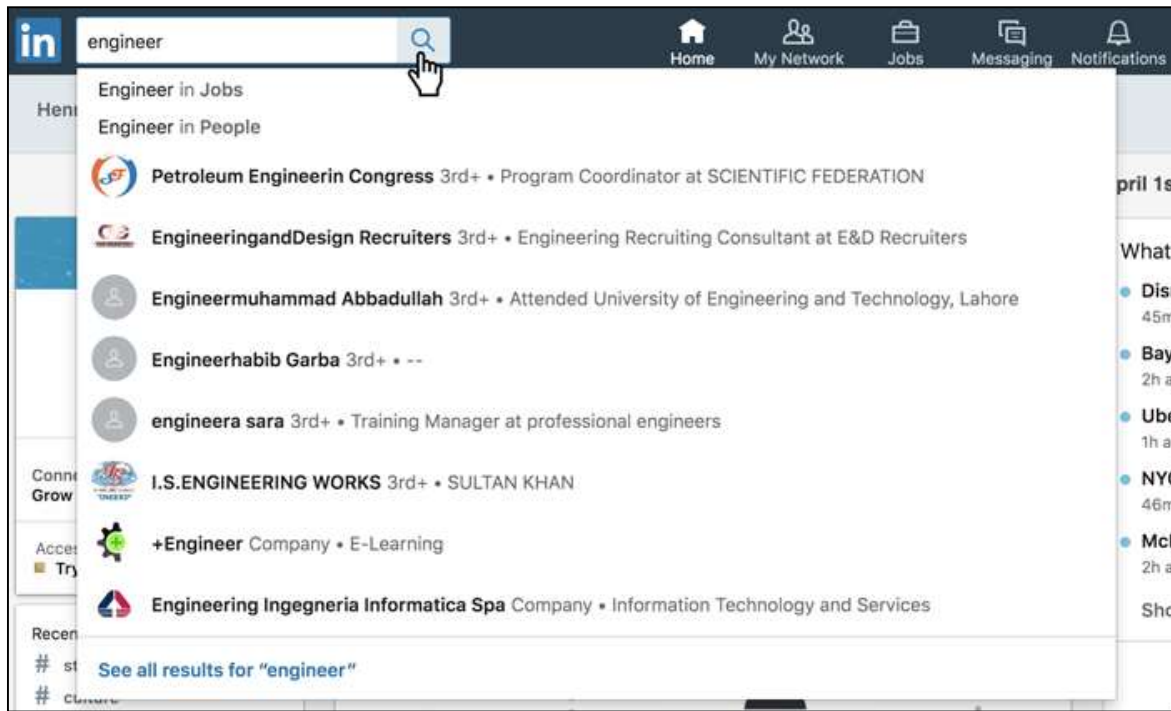


Fig. 8.3 LinkedIn Search Tab

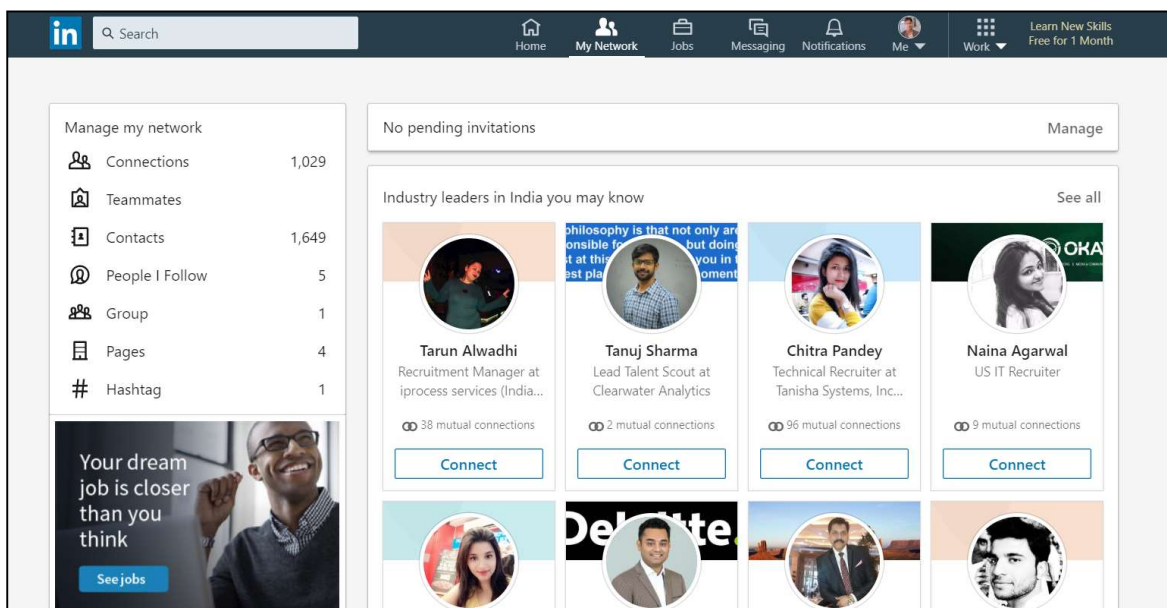


Fig. 8.4 LinkedIn Network Tab

A dialog box will appear, and you can attach a personal message to your invitation if you want. We recommend including a message with every connection request so the person knows who you are and why you want to connect. Otherwise, it may seem like you're simply networking for its own sake. Once your message is finished, click Done.

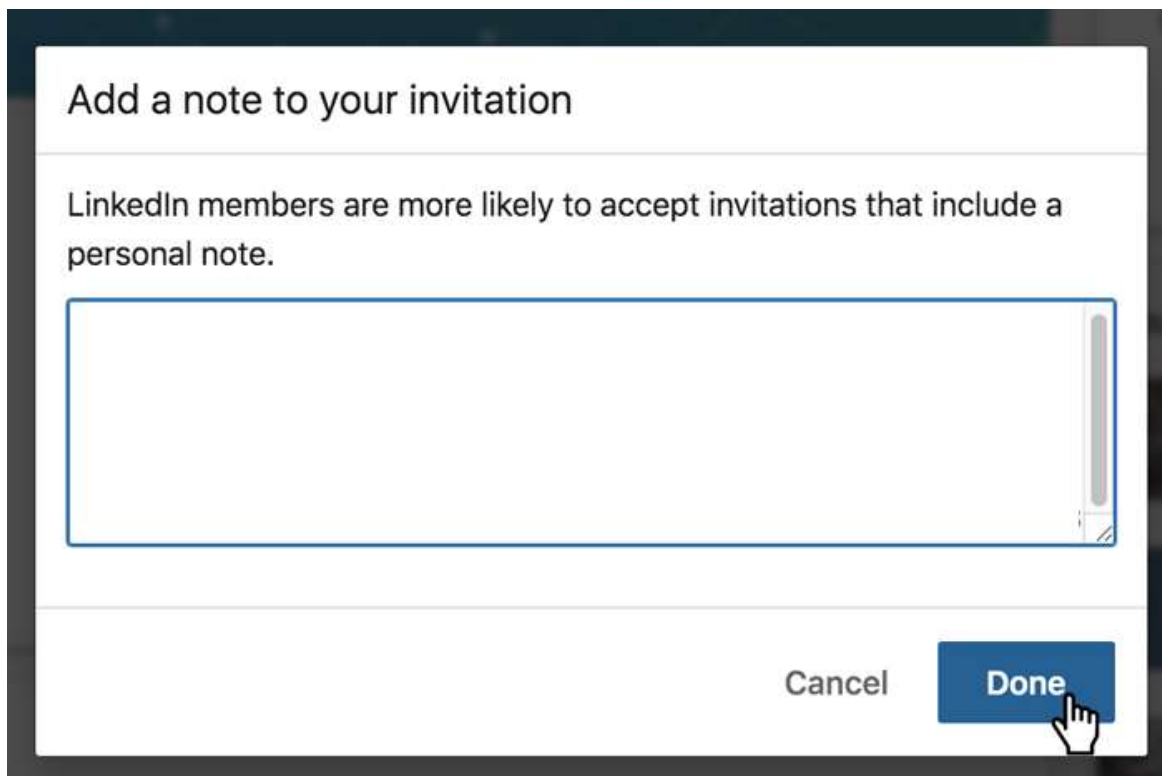


Fig. 8.5 Adding note to your invitation

[6] Jobs

By clicking the Jobs icon, you can use LinkedIn's job search tool to view openings posted on the site. This tool allows you to sort your search results by location, experience level, and other types of filters. It lets you track the positions you've applied for, browse job recommendations and review recent searches.

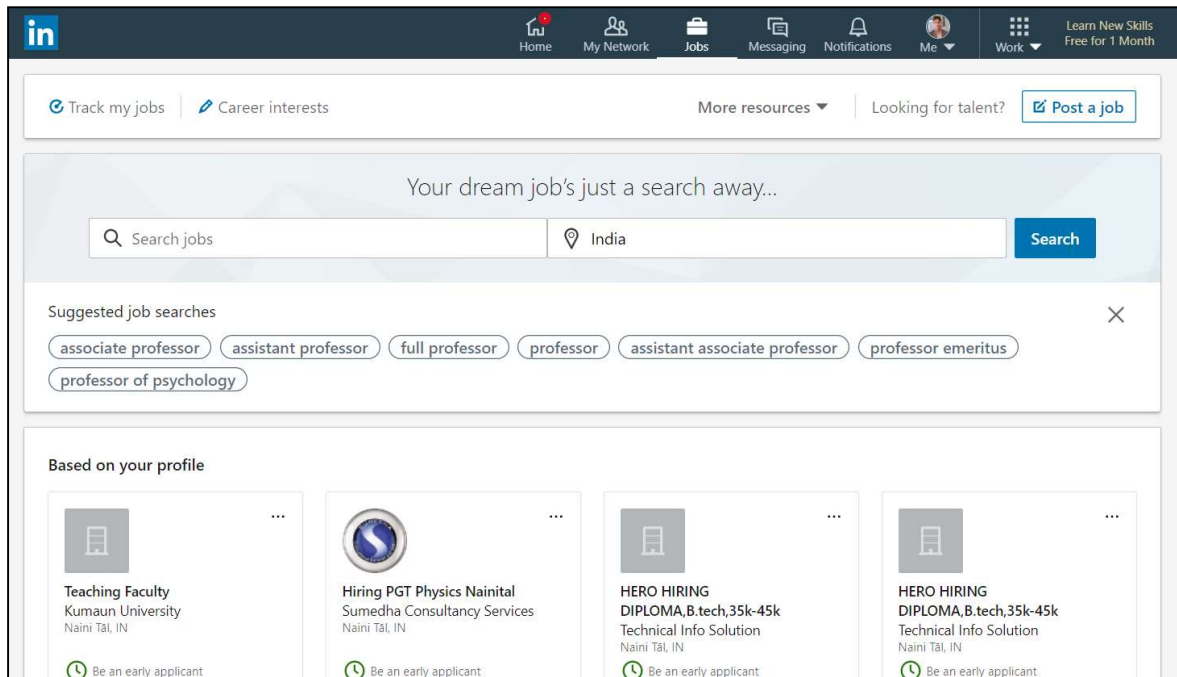


Fig. 8.6 LinkedIn Job Tab

[7] Messaging

This allows you to review all your LinkedIn messages. LinkedIn automatically adds your messages to categories, such as connection status, in-mail, and spam. This can be helpful if you regularly receive a lot of messages. The messaging page also allows you to send messages and send files for your connection.

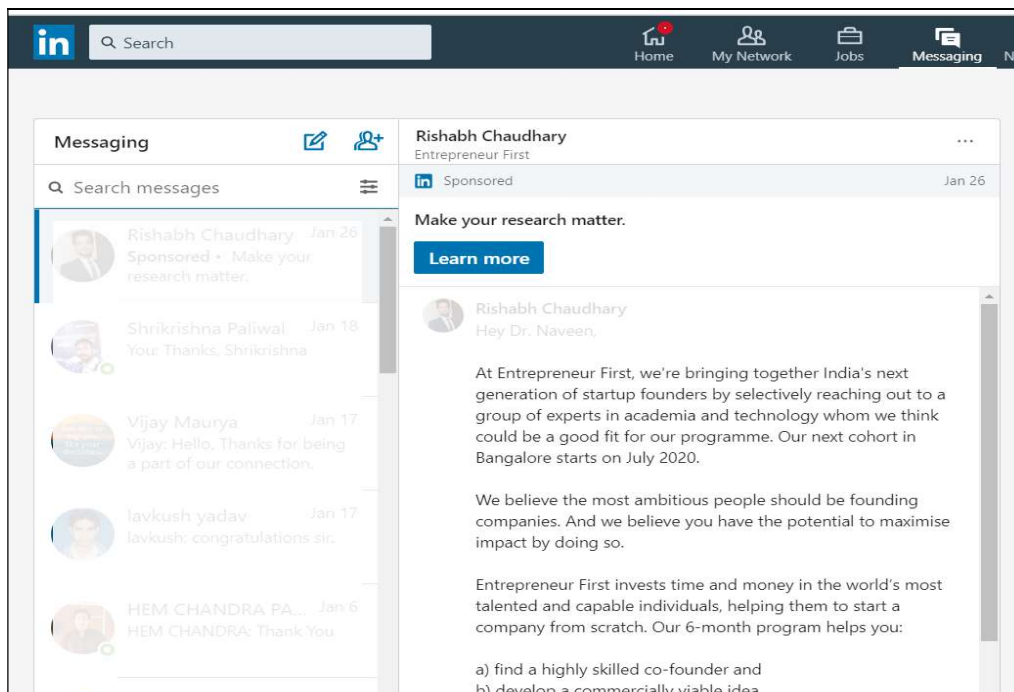


Fig. 8.7 LinkedIn Messaging Tab

[8] Notification

This icon shows your recent notifications. For example, if someone views your profile, you will see who saw it and when. Whenever you receive a new notification, this icon will show a red dot, which will remain until you review your notifications.

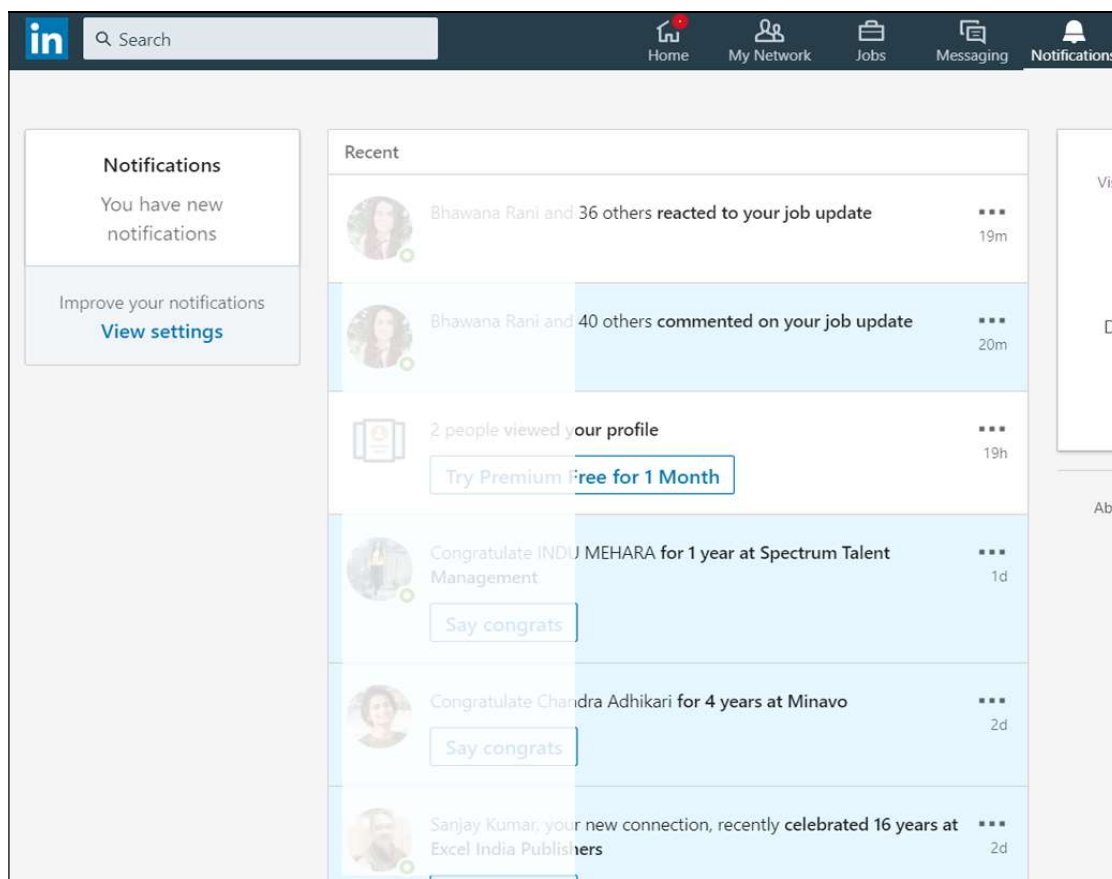


Fig. 8.8 LinkedIn Notification Tab

[9] Me Icon

Through the Me icon, you can quickly change your basic settings, privacy preferences, and more advanced account options. You can also manage your post history, change your preferred language on LinkedIn, and sign out of your account.

8.5 LINKEDIN FOR BUSINESS

With 562 million users, LinkedIn is about building networks and connections. It not only knows about you, but who knows your connection. This is the real power of LinkedIn for business: the ability to tap into existing connections and develop your brand through word-of-mouth. It is also the top-rated social network for lead generation.

Set up a LinkedIn Company Page-

Step 1- Add your Company

Select a business size to start creating a company Page.

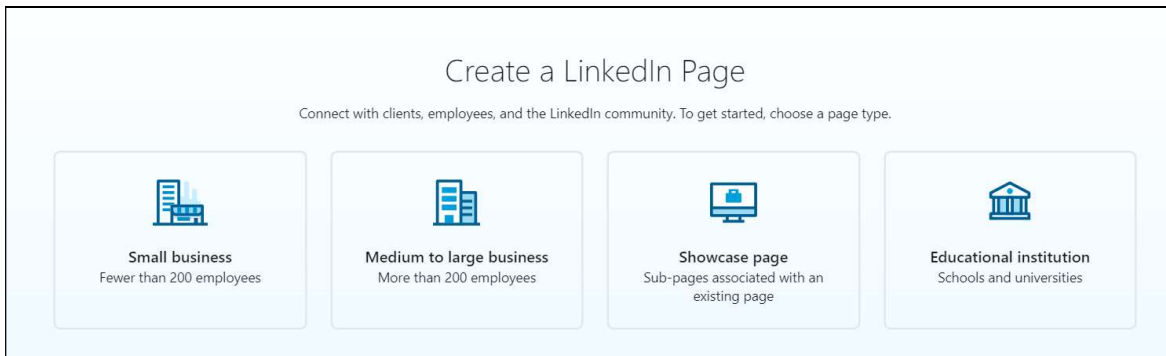


Fig. 8.9 LinkedIn Company Page Creation

Step 2 – Enter Company Details

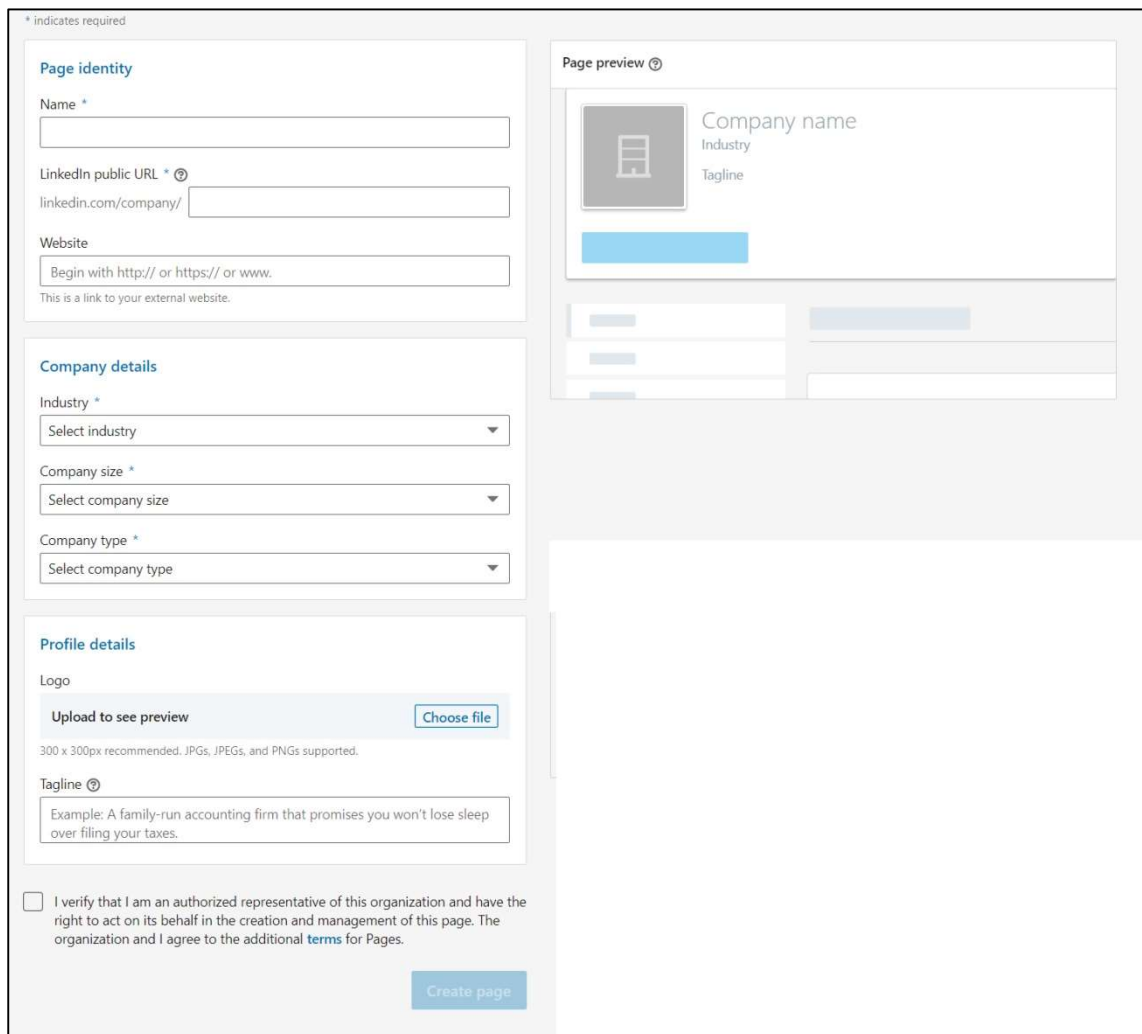


Fig. 8.10 LinkedIn Company Page Creation

Enter your official company name and choose the URL that people will use to find your business on LinkedIn. You cannot change this URL later, so choose wisely. Click on the box

indicating that you have the right to act on behalf of your company, and then fill all other company detail like- Industry, Company Size, Company Type, Company Logo, Tagline etc.

Finally click Create Page button.

Step 3- Publish your page

Click the publish button and your company page will go live.

Before going further, click the Go to Member view button at the top right of the page to make your company page look like the others.

If you are happy with your page, great! If not, click Manage page and make any changes necessary to make it look right.

Step 4- Add page administrators

You do not need to be alone in it. LinkedIn allows you to choose which employees can manage your page. To add team members,

- Click the Me icon at the top of your LinkedIn page, and Select your company's page under the Manage section.
- Click Admin Tools in the top right, and then, Choose Page Admin and Add your team members by name.

To add them as a page administrator you must already be associated with them on LinkedIn.

Tips & Strategies for Creating good impact through Company Page-

Just because you build a company does not mean followers will come. You can increase your chances of success with the following LinkedIn for business tips and strategies.

- **Encourage your employees to join your company's LinkedIn page-**

Your co-workers and employees are your best audience. Employees are your biggest advocates, and by adding them as followers you tap into each of their networks, expanding your reach. Encourage employees to add their position in your company to your LinkedIn profile. Your company page will then be linked to their profile, and their profile will appear on your company page instead.

- **Publish Valuable Content-**

The best way to grow your audience and keep your followers is by providing them value by posting articles or company updates regularly: LinkedIn is recommended at least once per week. In addition to appearing on your company page, your posts appear in the news feed of each of your followers.

If you know of a blog post or news article from an external source that will benefit your followers, you can also share it. When sharing, be sure to provide value and context to your post - just copy-paste the URL.

- **Include rich media**

You need to get your content out of the box, and text-only posts are not the way to do it. If you have a YouTube channel, try to link your videos to LinkedIn. On LinkedIn, YouTube videos automatically play in news feeds, and can generate up to 75 percent higher share rate.

- **Take advantage of LinkedIn groups**

Being an active participant in the LinkedIn Group can help you and your business network with other professionals and businesses in your field, especially outside your immediate circle of current and current colleagues, classmates and employers. Participating in a group discussion will also attract views of your company page. To find a group that aligns with your business goals, use the search feature at the top of your LinkedIn homepage or check out LinkedIn's suggestions with group search. You can also create a new group based on whatever subject or industry you like.

- **Go global with multi-language tools**

If you have customers or want to have such customers - in countries where English is not the primary language, you can create custom descriptions of your company in 20 different languages. Depending on the language settings used when viewing the network, an appropriate description will appear for each LinkedIn member. You can also show your company name in these languages.

When you publish content and updates, you can post in different languages and configure settings so that your global followers see your content in their chosen language. This is a great way to build credibility with international members of LinkedIn and show that you care about working with them in a way that puts your needs first.

- **Use tracking and analytics**

The best way to provide relevant content to your audience is to know what they want. By monitoring and tracking previous posts, you will determine what works and what does not. LinkedIn's company page analytics allows you to evaluate engagement on your posts, identify trends, understand your follower demographics, and learn more about your page traffic.

- **Use sponsored Advertisements**

Like other social media platforms, you can create sponsored ads on LinkedIn. Sponsored ads cost money, but they are more effective than regular content because you can target

a specific audience. You can select the geographic range you want to target your ad, the age of the audience you're seeking, the profession and industry of the audience you're seeking, and more.

8.6 POINTS TO REMEMBER

- LinkedIn's mission is to connect the world's professionals to make them more productive and successful. It is a social media platform where you can create a personal profile; Explain in detail your work experience, courses you have completed, projects you have worked on, publications you have written, etc.
- Your profile is the first thing your new connection will look at, and if you haven't met in person before, it's going to form their first impression of you.
- Use the power of groups to promote your potential network and reach people you have never met in a familiar setting. Sign up to be part of several groups as appropriate deem.
- Add a good-quality photo of yourself in LinkedIn, preferably one taken by a professional photographer. Look smart, smile, and don't have any distractions in shot.
- Your connections can write "recommendations" for your profile, and offer "endorsements" of your skills, and you can do the same in return.

8.7 GLOSSARY

- **Company Page**– Now called LinkedIn Pages, your page is where you can share information about your company, along with content and updates to share with followers. Employees can also link your company page to their profile, and people can view everyone that works at the company by viewing the page as well.
- **Connection**– Is a LinkedIn user. There are 1st, 2nd, and 3rd level connections on LinkedIn. You can see what level each person is by looking next to a person's name.
- **1st Level**– Someone you are connected with on LinkedIn. You have either sent them a connection request or they have sent one to you.
- **2nd Level**– Someone that is connected to one of your 1st level connections.
- **3rd Level**– Someone that is connected to one of your 2nd level connections.
- **Profile**– A place where your experience, skills, endorsements, and a catchy summary appears with your photo
- **Personal Branding**– A term used to define how you show up on LinkedIn. Personal Branding can take into account your summary, your experience, your profile and background photo, and the content that you write and repost.
- **LinkedIn Recruiter**– Another separate platform that LinkedIn has created for Recruiters. LinkedIn Recruiter allows you to find the perfect fit for a present or future position in your company.

8.8 CHECK YOUR PROGRESS

Short Answer type Questions-

- a) Write the brief history of LinkedIn.
- b) What is a LinkedIn Profile?
- c) Should one pay for LinkedIn? Explain.
- d) How to set up a Company profile on LinkedIn?
- e) How do I choose which LinkedIn Group to choose?

Multiple type Questions-

- f) How many email addresses can you register for one account?
 - a) 1
 - b) 2
 - c) Unlimited
 - d) None of These
- g) When was LinkedIn founded?
 - a) 2002
 - b) 2009
 - c) 2010
 - d) 2017
- h) The term "Personal Branding" was coined by?
 - a) Napoleon Hills
 - b) Fred Mercury
 - c) Martin Luther
 - d) Adolf Hitler
- i) Where is LinkedIn headquartering?
 - a) California
 - b) Los Angeles
 - c) Chicago
 - d) Lisbon
- j) Why has LinkedIn become the best tool for personal branding?
 - a) Because it is a social network
 - b) Because it is easy to use
 - c) Because customers have always preferred the "human touch" to corporate caress
 - d) Because it bases more creating job opportunities

Terminal Question-

1. How do I choose LinkedIn to get more business?
2. What is social media branding? Explain in detail.
3. How to create, and share events in LinkedIn?
4. How to deactivate a LinkedIn account.
5. What is the etiquette of connecting on LinkedIn?
6. What are the key suggestions to get good business opportunities through LinkedIn?

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- “How to REALLY use LinkedIn” Paperback – March 4, 2009, by Jan Vermeiren
- Free LinkedIn Book - "LinkedIn Riches!" by John Nemo
- <https://www.linkedin.com/help/linkedin/answer/97459/upload-and-share-documents-on-linkedin?lang=en>
- <https://www.linkedin.com/pulse/linkedin-beginner-all-star-8-easy-steps-clifford-wessel>
- <https://www.hubspot.com/hs-fs/hub/53/file-13204711-pdf/docs/linkedin.for.business.pdf>

8.10 SUGGESTED READINGS

- HOW TO USE LINKEDIN FOR BUSINESS: A BEGINNER’S GUIDE By Anum Hussain HubSpot Inbound Marketing Associate @numinews & Jamie Turner Founder of 60 Second Marketer @ 60Second Tweets available at <https://cdn2.hubspot.net/hub/53/file-13199275-pdf/docs/how-to-use-linkedin-for-business.pdf>
- <https://www.law.umn.edu/sites/law.umn.edu/files/linkedin-manual.pdf>
- <https://learning.linkedin.com/content/dam/me/learning/en-us/pdfs/lil-guide-how-to-use-linkedin-learning.pdf>

UNIT- 9

E-MAIL MARKETING- TOOLS AND ACTIVITIES

9.1	INTRODUCTION
9.2	OBJECTIVES
9.3	E-MAIL MARKETING
9.4	LIMITATIONS OF E-MARKETING
9.5	HOW TO CHOOSE THE BEST E-MAIL MARKETING SERVICE?
9.6	HOW TO START WITH EMAIL MARKETING?
9.7	THINGS TO AVOID IN E-MAIL MARKETING
9.8	HOW TO SET UP A BUSINESS E-MAIL?
9.9	POINTS TO REMEMBER
9.10	GLOSSARY
9.11	CHECK YOUR PROGRESS
9.12	BIBLIOGRAPHY/ REFERENCES
9.13	SUGGESTED READINGS

9.1 INTRODUCTION

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

Marketing is the process of attracting customers and building a relationship with them. It includes advertising, press releases and promotional media and activities. E-marketing refers to communication directed at customers over an array of online media, while email marketing refers to a single web-based tool used in marketing. In this unit, we will learn about email marketing. In addition, we will learn some techniques, and tools to improving a B2B and B2C business using E-mail marketing.

9.2 OBJECTIVES

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

- Define e-mail marketing.
- Understand E-mail marketing and its benefits.
- Understand and apply digital marketing strategies using e-mail.
- Understand various web software's enabled with mail for business model.

9.3 E-MAIL MARKETING

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

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

Types of Email marketing-

- a) **Email Newsletters** – These are regular emails that are sent to a list of subscribers who have chosen to receive updates from a company. Newsletters usually don't have explicit sales messages, but try instead to build a relationship between a customer and a brand. They often have a conversational tone and contain news and information that will be of interest to the customer. The goal is to keep a customer connected to a company even when they are not buying anything.
- b) **Transactional Emails** – These are emails that are sent out after certain actions trigger them. When a customer buys a product or makes a reservation, emails are sent out confirming that transaction. They legitimize online commerce by giving customers a way to prove they have bought something. Transactional emails often also contain new sales messages. Studies have shown that transactional emails are opened 51.3% of the time, while newsletters are only opened 36.6% of the time. Knowing that they have a captive audience, marketers will often try to insert new sales pitches into emails that are not explicitly for selling.
- c) **Direct Emails** - These are used to inform customers about new products, sales and special offers. They provide customers with direct information about products and

usually provide a link or another easy way for customers to access the product. They are similar to the coupons, catalogs, and sales fliers that used to be sent through the post office.

Relationship between e-Marketing and Email Marketing-

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

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

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

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

Advantages of Email marketing-

Most people use email daily, and they check their inbox everywhere: while working out, eating, and even travelling. Email marketing is an inexpensive and easy way to connect with customers. Email marketing provides a reliable form of communication between your brand and your customers. It's a cost-effective solution to reach customers where they visit every day their inbox. Let's find out the other benefits that make email marketing a smart solution for

communicating with audience, finding new customers, and growing your business. There are following other benefits of email marketing:

- **Most of what you invest, you get-** McKinsey & Company is an American management consulting firm. This company did a survey and found out that an e-mail is almost 40 times more effective in helping business acquire new customers than Facebook and Twitter combined.
- **Easy to targeted and personalized content-** Email marketing allows you to segment your customers into different lists based on their preferences to send highly personalized content.
- **Easy to get started-** Email marketing doesn't necessarily require a huge team or reams of technical nous in order to be successful. It's certainly possible to start an email campaign with fancy templates, videos, images and logos. User can start the business campaigns by utilising simple plain text emails, suggesting that the content of an email is the most important thing. Many email marketing platforms offer Drag & Drop Editor, which allows you to create target campaigns, quickly and easily.
- **Low costs-** One of the most obvious advantages of email marketing is its lower cost as compared to the traditional marketing channels. There are no print or postage costs and no fees paid in exchange for exposure on a certain billboard, magazine or television channel. Email marketers might consider investing in specialist software to automate, track, and evaluate their emails. The costs of sending thousands of emails at a time is much lower than what you expect to pay using other marketing channels.
- **Automatic-** E-mail marketing has a tool called an "auto responder". For example, if you want to send a campaign message to your recipients on special days you just create the messages and schedule it.
- **Convenient way to reach an already interested audience-** Email marketing is one of the only channels that consumers ask to receive. Majority of businesses using the platform only send messages to those who have signed up to receive them. This can allow for much higher conversion rates as a business is only targeting those who already have an interest in their brand.
- **Grow your audience-** As a small business, it's not always easy to stand out in a crowded market. Email marketing allows you to build an audience that is interested in hearing from you, without having to pay for other advertising channels.
- **Reach a global audience-** There may be other marketing platform which lets you instantly send a message to thousands of people across the world like social media and help spread the information to a global audience – but there's no telling who's actually reading your content. In this regards the email is the only way to reach a global audience.

- **Get started quickly-** A business can start seeing results within minutes of its emails being sent.
- **Build your brand-** With email marketing, you can strengthen brand recognition with new and potential clients, and extend your reach when people forward or share your message with a friend.
- **Get immediate results-** In the business world, results are arguably all that matters. With this in mind, the main reason that most businesses invest in email marketing is the fantastic return on investment. When you run a small business, every sale, order, or appointment can have a significant impact. With email, you're able to get the results you're looking for right away and easily track how your different email marketing campaigns are performing.

9.4 *LIMITATIONS OF E-MARKETING*

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

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

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

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

9.5 *HOW TO CHOOSE THE BEST E-MAIL MARKETING SERVICE?*

Choosing the right email marketing service that fits your needs is important for your business. Just because an email marketing company is popular doesn't always mean that it's the best solution for your needs. It's easy to get overwhelmed with different choices since there are dozens of email marketing solutions on the market. Here are a few basic things you'll need to focus on when choosing an email marketing service:

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

- **Automation:** Almost all services out there allow you to automate your email campaigns, but each one does it in a different way.
- **Pricing:** Obviously, the tool you choose must fit your budget.

Some renowned email service providers and its features-

- **Constant Contact-** Constant Contact is the most prominent email marketing service for small businesses. It comes with tons of customizable email templates that help you get a promising beginning. Constant Contact offers supreme support with live chat, emails, and discussion forums. They also have a vast library of resources.
- **Sendinblue-** Sendinblue is an email and SMS marketing software designed with simplicity in mind. Even an absolute beginner can easily start creating marketing campaigns without prior knowledge. It is best for beginner's marketers for bulk email service.
- **Drip-** Drip is the perfect solution for an e-commerce vendor who wants to convert visitors into subscribers and customers with intelligent marketing automation. Drip is more than just a typical email marketing service. It lets you have deeper conversations with your customers and send emails at the right time by understanding their purchase intent and behavior. Drip is best for e-commerce websites and savvy internet marketers.
- **ConvertKit-** ConvertKit is the trendy email marketing tool for bloggers and publishers. It was built specifically for online creators like bloggers, and YouTubers. With ConvertKit, user can create attractive forms and send custom-tailored emails to individual subscribers. ConvertKit also gives a attractive email automation features for easy to understand for publishers.
- **AWeber-** AWeber is one of the most fashionable services for small businesses. It comes with all the essential tools for email marketing. User can design email newsletters with the drag and drop builder, automate email sequences, and create mobile-responsive signup forms that look attractive on any device. Support options include live chat, phone, and ticket-based emails. AWeber is best for all marketers in general, especially those who're just getting.

9.6 HOW TO START WITH EMAIL MARKETING?

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

Step-1: Email campaigns

Email marketing is as advertisement tools and as the advertising campaigns; email marketing is broken down into email campaigns. Each campaign is a self-contained unit and has one main

goal. A campaign may, and usually does consist of multiple emails sent over a period of time. An example of this could be the announcement of a new feature. A campaign could comprise an announcement email, a reminder email, and a tutorial email.

Step-2: Set up your structure

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

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

Step-3: What are your goals?

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

Step-4: Create a content strategy

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

Step-5: Create your email marketing campaign

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

Step-6: Delivery

Once you have focused in on good email marketing software for email delivery, you need to set a schedule for delivery. It is best to strategist to create batches, and keeping in mind customer time zones. Your marketing automation suite should be able to suggest the best slots for delivery, based on a number of factors and previously collected data.

Step-7: Review the analytics

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

Step 8: Repeat

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

9.7 THINGS TO AVOID IN E-MAIL MARKETING

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

- **Not Building Your Database-** The first imperative for an email marketing strategy is having people to email. But it should be noted that not to buy email lists by the business owners. Email service providers and customers don't like when you use purchased lists, and the people you end up emailing have no idea who you are. The key to email engagement is by reaching out to those who have in some way expressed that they want to hear from you. Start with a list of your existing email contacts and grow from there. There are many ways to build your email list; you can import contacts from LinkedIn, provide an email newsletter signup field on your website, use the call-to-action button on your Facebook page, and make your customers to around the world.
- **Going in Without a Plan-** A good strategist never goes for business without a strategy. In email marketing, content strategy is very important. Our content strategists rely on content calendars to map their strategy. A well thought out content calendar keeps your send dates timely and your topics thoughtful.

- Sending Unprofessional-Looking Emails- No matter who you are, when you land in someone else's inbox, you're competing against big companies with money and resources dedicated to email marketing. Your emails need to stand up to the competition. This means you need to send well-written emails that are visually appealing, which includes both the email template you use and the photos or images that you include. Above all, you need to proof everything before you click send.
- Sending Emails at the Wrong Time- As you get your email marketing strategy off the ground, it's important to track your email open rates. If no one is opening your emails, you're wasting your time. One of the reasons behind it that it is not the suitable time to appealing your marketing. Try to find out, what days and times yield the best results for your contact list. Anticipate that result may change over time, so paying attention to your email success rate statistics.
- Ignoring Your Analytics- Ignoring the analysis of customer review such mistake takes point six one step further. It's major thing to see if an email is being opened, but it's another to pay attention to how well emails are doing. What are your subscribers doing once they open your email? Are they clicking your links, or are they unsubscribing? Are you annoying your customer? All these questions and their answers you must be solved so that the strategy could be change.
- Not Using Time-Saving Tools- Time factor is precious to grow any business in the business market. There are so many tools and resources to help alleviate the work that email marketing requires and business strategies can use them to your advantage.

9.8 HOW TO SET UP A BUSINESS E-MAIL?

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

Register a domain name-

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

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

Decide which email system you want to use-

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

Set up multiple mailboxes-

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

Scale your email marketing with CRM-

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

How to write marketing email?

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

[1] Build your subscriber list-

If you already have a long list of emails for clients and prospects, you should never stop adding to it. Especially, since it's not nearly as hard as it sounds. For example, make sure your list is

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

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

Tips for writing promotional e-mail-

- Make the offer clear- Your customers may not take the time to read your email, but if you have a clear offer that's front-and-centre, they won't be able to ignore it. In the promotional email below, there's no question what the deal is.
- Give a sense of urgency- Give customers a reason to act quickly, rather than let the email sit in their inbox. For example, mentioned the dates of the promotion should apparent. Use active language as well.
- Keep it short- Promotional emails don't require a lot of explanation. State the deal, then tell customers how to redeem it before it expires. No need for a lot of flowery words.

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

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

Tips for writing newsletter e-mail-

- A newsletter doesn't mean long format- Break the copy in your newsletter into short, digestible and actionable sections of content, copy, images and calls to action.
- Create an easy-on-the-eyes image of the customer- Think of your newsletter like a mini-newspaper. Design simple layout with basic fonts. Don't go crazy with the color scheme.
- Include your contact information in the newsletter- As an entrepreneur you will always want your contact information in an easy-to-find area on the newsletter. The main purpose of your newsletter should not be necessarily to sell, but if your customers are inspired to reach out to you

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

Tips for writing welcome e-mail-

- **Write in a conversational tone-** A welcome email is like a virtual handshake that accepts a new member into your group. It should be inviting and warm. Show the personal side of your business.
- **Consider offering a reward-** In celebration of a new customer, you could offer a discount or some sort of perk.
- **Remind new users about the benefits-** Thank your new customers for signing up and reinforce their decision to join.

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

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

Tips for writing product advice e-mail-

- Create valuable content- As an entrepreneur write short and valuable content for client. Find the keys subjects to that your customers want to read. Help solve problems they may have or obstacles they may need to overcome.
- Proofread- There is no matter what email you send, but one should proofread it several times. Read it from the bottom up so your brain isn't reading words that isn't there. Take it through an error-check process before sending. Misspellings and grammatical errors make your work less credible.

- (f) **Testimonial email:** The main objective is to send the testimonial email is to give the message to customer reinforce how valuable your business or product is through customer feedback. But in this process the main difficulty is time to collect testimonials. You may need to be persistent to get customers to give them to you. Some tips of writing the testimonial email: as- (i) Create an attractive design (ii) Include Open ended questions (iii) Offer more information and more.

9.9 POINTS TO REMEMBER

- E-mail marketing is considered as one of the most effective marketing activities involved in building the brand; improve relationships with customers, getting new contacts and sales promotion company.
- In this digital era, email marketing is the most effective medium for reaching your customers, and an integral part of shaping of your business. It's fast and effective way to send and receive message, both personally and professionally.
- If any businessman wants to open a business, e-mail marketing is an ideal tool for email campaign.
- Using email marketing a business man can target the audience. A market strategist is able to send an email to the exact group of contacts who would be most interested.
- Besides, market strategists can personalize the benefits for each individual. Marketing automation has taken email marketing to the next level where no other medium offers these strengths.

9.10 GLOSSARY

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

- **Autoresponder-** An automated message or series of messages that are triggered when an email is sent to a particular address. For e.g. – An out of office email is an auto-respondent.
- **Block-** When your emails are stopped from being sent by spam filters or other factors is called email block. This usually happens if you cross daily sending limit of Gmail or send a spammy looking email.
- **Bounce Rate-** The percentage of emails that don't land in the inbox of your recipients.
- **Bulk Mail/Mass email-** The process of sending a single email to hundreds of people at a time.
- **Cold Email-** When an email is sent to someone you don't know for some particular reason.
- **Conversion Rate-** The percentage of people who complete your desired task through email is called the conversion rate. E.g. When you email them for getting them to sign up for your app and they do, it is a conversion.
- **Drip Marketing-** When a set of pre-written emails scheduled to be sent to a recipient one after another depending on his behaviour.
- **Email Client-** A computer application that allows you to use emails from your desktop without logging into a browser is an email client. Outlook is one of the most popular email clients out there.
- **Email Phishing-** A fraudulent activity performed by scammers where they send mass emails illegitimately through a popular company's name in order to gain personal information like credit card numbers, passwords, etc from unaware individuals.
- **Email Queue-** As the name suggests, it is a line of all your emails that are to be sent one after another. When you automate an email campaign, all the emails go in a queue.
- **Grey Mail-** A recipient has opted-in but lost interest in receiving your emails over the time as he lost his interest in the topic itself. When you send your email to them, these emails are known as grey as they don't completely fit in the spam category or legitimate email category.
- **Domain Blacklist-** There are anti-spam groups that blacklist a domain for sending too many unsolicited/phishing emails. Once a domain has been blacklisted, it has high chances of being treated as a spammer.
- **Email Campaign-** An email campaign is a series of emails target to achieve one goal. It consists of one primary email and multiple follow-ups after that. These follow-ups are designed differently for different conditions like opened, responded, not opened, etc.

- Email Filter- Email filters are smart filters that make inferences on whether your emails are important, promotional, social update or spam and classify it accordingly.
- Email List- It is a collection of information of individuals usually containing their names, email addresses, workplace, and location. These lists help you with personalization and segmentation.
- Email Marketing- It is the art of using emails to develop and maintain a relationship between leads and clients.
- Email Service Provider (ESP)- Any company that provides you with the service of emails is an Email Service Provider. E.g. Gmail is the most popular email service provider out there.
- Email Templates- A set email already made in order to serve a purpose. There are email templates specifically designed for particular actions.
- Hard Bounce- When the email cannot be delivered due to reasons like an invalid email address, an invalid domain name or if a recipient's email server has completely blocked delivery.
- Newsletter- A bulletin or message regularly sent to the members who opted to receive it through emails.
- Reply rate- The percentage of people that reply to your email.
- Unsubscribe rate (List Churn)- The percentage of people from your list that opt out after you send an email.
- Rendering- Knowing how the email will look in your recipient's inbox after it's sent to the recipient before actually sending it.

9.11 CHECK YOUR PROGRESS

[1] Exercise- Fill in the Blanks

- a) Who is known as the father of E-mail?
- b)is an email sent to a potential customer that has had no prior relationship with you.
- c) An occurs when the email cannot be delivered to the email address you intended to send it to.
- d) is the process where you slice your user base into segments to send emails your customers want to see.
- e)feature automatically sends your email on the specified date and time.

[2] Exercise- Multiple Choice Questions

- a) Which of the following is not a type of digital marketing activity?
[a] e-marketing [b] Internet marketing [c] Social marketing [d] Print advert [Answer]
- b) Expand MIME in respect of E-mail?
[a] Million Instruction Multiple Execution
[b] Multipurpose Internet Mail Extensions [Answer]
[c] Multiple Instruction Million Execution
[d] Multipurpose Information Mail Extensions
- c) This is the process of marketing accomplished or facilitated through the application of electronic devices, appliances, tools, techniques, technologies and or systems:
[a] Electronic marketing. [Answer] [b] Interactive marketing.
[c] Interface marketing. [d] Direct marketing.
- d) Which is not a type of Email Marketing Campaign from the following-
[a] Newsletter [b] Marketing Offer
[c] Announcement [d] Make a social contact [Answer]
- e) Which is not a suitable way of growing email marketing list from the following-
[a] Making wonderful email content
[b] Empowering your present email supporters of the offer and forward your messages
[c] Utilize your Social Media Page to advance distinctive offers
[d] Go door to door to take the email address from customer. [Answer]
- f) Which is not the correct method to measure success of an email campaign?
[a] Open Rate [b] Click Rate
[c] Subscription Rate [d] Internet rate [Answer]

[3] Exercise- True /False

- a) Email marketing is used more to acquire customer, rather than retaining them. (True / False)
- b) Responsive design allows for your email to render to multiple devices. (True / False)
- c) Intranet is a company's internal web. (True / False)
- d) After sending emails to the list, Tracking tracks the result of your email campaign and shows you its statistics. (True / False)
- e) Forward Rate tells about how often people open, read, and then liked your email message so much that they shared it with someone else. (True / False)
- f) Email churn rate is a percentage of users who have left your mailing list within a given period of time. (True / False)

[4] Exercise- Short Answer type Questions

1. What is email marketing?

2. How does email marketing work?

3. How to create an email marketing campaign?

4. How to create growing E-mail Lists for campaigns?

[1] Answer- Fill in the blank type questions

[a] Ray Tomlinson

[b] Cold Email

[c] email bounce

[d] Segmentation

[d] Schedule email

[2] Answer- True /False type questions

[a] False

[b] True

[c] True

[d] True

[d] True

[e] True

9.12 BIBLIOGRAPHY/ REFERENCES

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- Gopal, R. D., Tripathi, A. K., & Walter, Z. D. (2005). Economics of first-contact email advertising. *Decision Support Systems*, 42(3), 1366–1382.

9.13 SUGGESTED READINGS

- Email Marketing: An Hour a Day, Jeannie Mullen, David Daniels, John Wiley & Sons
- Ultimate Guide to Email Marketing for Business, Susan Gunelius, Entrepreneur publication
- The Rebel's Guide to Email Marketing: Grow Your List, Break the Rules, and Win, DJ Waldow, Jason Falls, QUE publication
- Email Marketing in Education, Benchmark Email

UNIT- 10

GOOGLE ADWORDS- TOOLS AND ACTIVITIES

10.1	INTRODUCTION
10.2	OBJECTIVES
10.3	BRIEF HISTORY OF GOOGLE ADWORDS
10.4	GETTING INTO ADWORDS(ADS)
10.5	SETUP GOOGLE ADWORDS(ADS) FOR BUSINESS
10.6	POINTS TO REMEMBER
10.7	GLOSSARY
10.8	CHECK YOUR PROGRESS
10.9	BIBLIOGRAPHY/ REFERENCES
10.10	SUGGESTED READINGS

10.1 INTRODUCTION

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

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

10.2 OBJECTIVES

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

- Know about Google AdWords
- Able to create your Google AdWords
- Know about the various features & tools of Google AdWords

10.3 BRIEF HISTORY OF GOOGLE ADWORDS

History of Google AdWords-

- 2000 – AdWords launches with a total of 350 advertisers.
- 2005 – Google Analytics is launched, based on the technology of a company Urchin, acquired by Google in March 2005.
- 2007 – Google introduces the first video ads to YouTube.
- 2011 – AdWords Express launches.
- 2016 – Google AdWords app launched for iOS.
- 2018 - Google announced a rebranding of Google AdWords to become Google Ads as of July 24, 2018.

What is Google AdWords?

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

Why Advertise on Google?

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

How Google Ads Works?

The Google AdWords auction is focused around keywords –

- a) Advertisers choose a list of targeted keywords that are relevant to their business offerings, the keywords that people are most likely to use when searching for their product.
- b) They then solicited these keywords, backing up each bid to be willing to pay a Google user to click their ad. This bid, combined with a Quality Score provided by Google depending on the quality of your proposed ad, determines which Google ads appear on the search engine results page.
- c) When user click on an ad, the advertiser pays a specific cost (the cost per click, or CPC), which is calculated as per the formula below:

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

10.4 GETTING ONTO ADWORDS(ADS)

Google AdWords Terms-

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

[1] AdRank-

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

[2] Bidding-

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

- a) CPC, or per click, is the price you pay per click for your ad.
- b) CPM, or cost per machine, is the price you pay per thousand ad impressions, when your ad is displayed to 1,000 people.
- c) CPE, or the cost per transaction, is the amount you pay when a person prepares an action for your ad.

[3] Campaign Type-

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

- a. Search ads are the text ads displayed between search results on Google's results page.
- b. Visual ads always display the image on web pages within the Google Display Network.
- c. Video ads are between 6 and 15 seconds and appear on YouTube.

[4] Click-through Rate (CTR)-

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

[5] Conversion Rate (CVR)-

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

[6] Show network-

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

[7] Extensions-

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

[8] Keywords-

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

- a) You choose keywords based on the questions you want to show your ad side. For example, a researcher who writes "how to clean gums" will see advertisers' results focusing on keywords such as "gum on shoes" and "clean shoes."
- b) Bad keywords are a list of keywords you don't want to match. Google will pull you from the bid with these keywords. Usually, this is related to your target search terms but is outside the scope of what you offer or want to claim.

[9] PPC-

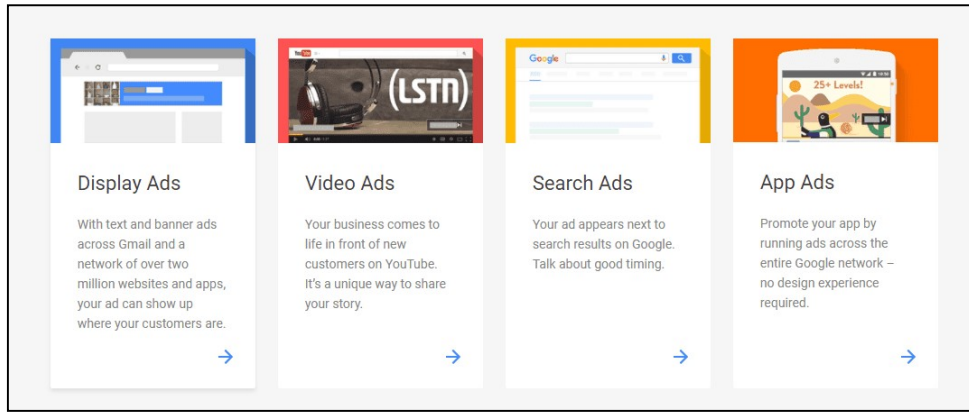
Each click, or PPC, is the type of advertising that an advertiser pays per click. PPC did not specify Google Ads, but it is a very common type of campaign. It is important to understand PPC's understanding and login before starting your first Google Ads campaign.

[10] Quality Score (QS)-

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

Types of Advertising on Google Ads-

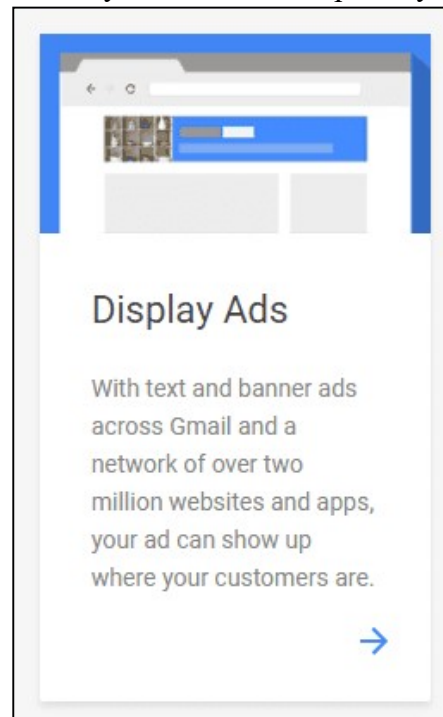
Google Ads offers quite a range of Advertising for businesses. You can choose them to advertise your product on different platforms.



[1] Display/Banner Ads-

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

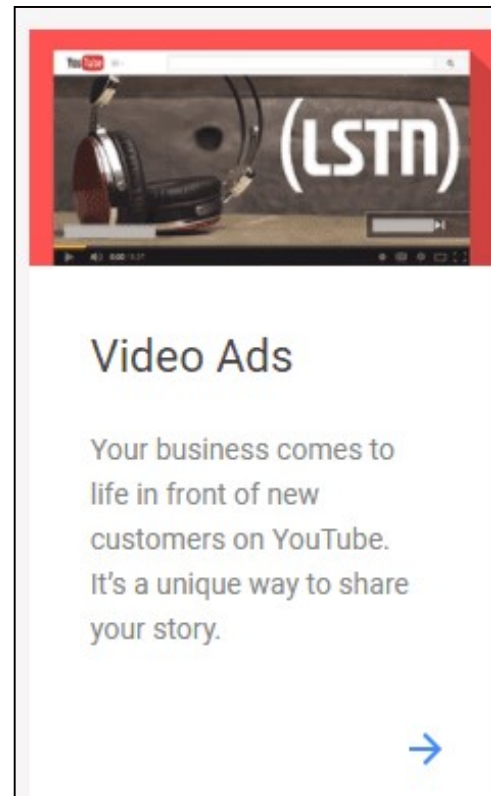
- **Keywords** - Ads are displayed based on the keywords they were created for. Let's say the keyword for the ad is "Social Media Communication", Google selects websites with content on the topic.
- **Placement** - Placement is nothing without the websites you want your ad to appear on. Just add websites where you want to show ads, instead of keywords. For example, if you want to show your ads on travel-related websites just take a look at travel-based advertising and add it to your understanding.
- **Remarketing** - This helps you reconnect with your existing website visitors. Using this, you can target visitors who come to your website but do not take action.
- **Title** - There are certain topics in AdWords, where all websites are listed below. Advertisers will be more likely to select business related topics. For example, shopping-related websites will be listed under the heading 'shopping.'



[2] Video Ads-

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

- **Better targeting** - This type of ad has a combination of people, location, interest, keyword and device targeting that helps you reach the right audience on YouTube and the Google Display Network.
- **More Reach** – According to a survey YouTube is the most visited website and has 30 million daily visitors. In addition, video ads are also available on the Google Display Network. This means that you are able to reach a wider audience.
- **Measurable** – YouTube ads let you know all the necessary details like video views, view rate, clicks, reach and frequency, engagement, performance, etc. This helps you in measuring the success rate of video ads.

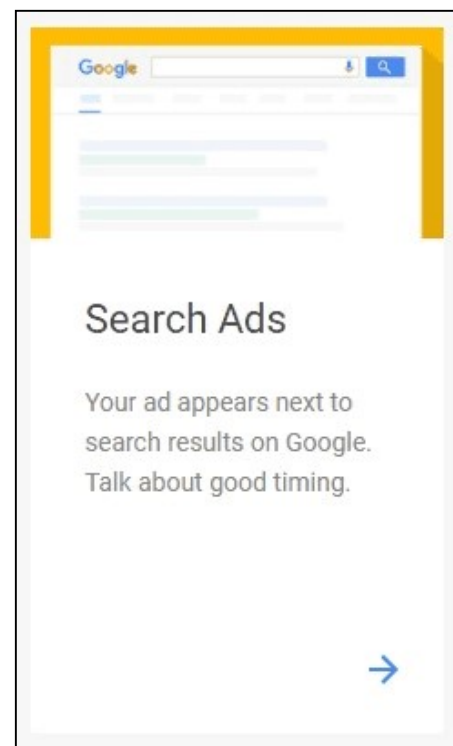


[3] Search Ads-

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

Important features in search ads are-

- **Directions** - For example, your ads will be displayed in the geography of your choice (you can go directly as a ZIP code)
- **Search keyword and keyword** - What the user searches for + the keyword for your ad.
- **Ad copy validity** - Visible ads for a specific search term are appropriate. Searching for colleges should not lead to results for travel packages.
- **Login experience** - How effective is a search engine optimization page? Did you find what you were looking for?
- **Conversion rate** - This also controls the compatibility, the quality of the hosting page, and experience.



- **Bids** - If two advertisers have relevant ads and landing pages, the highest bid will gain more popularity than the smaller one.
- **Quality level**- Quality level also depends on all the other factors described above. So, it's more like a cycle than anything else. Everything is together.

[4] App Ads-

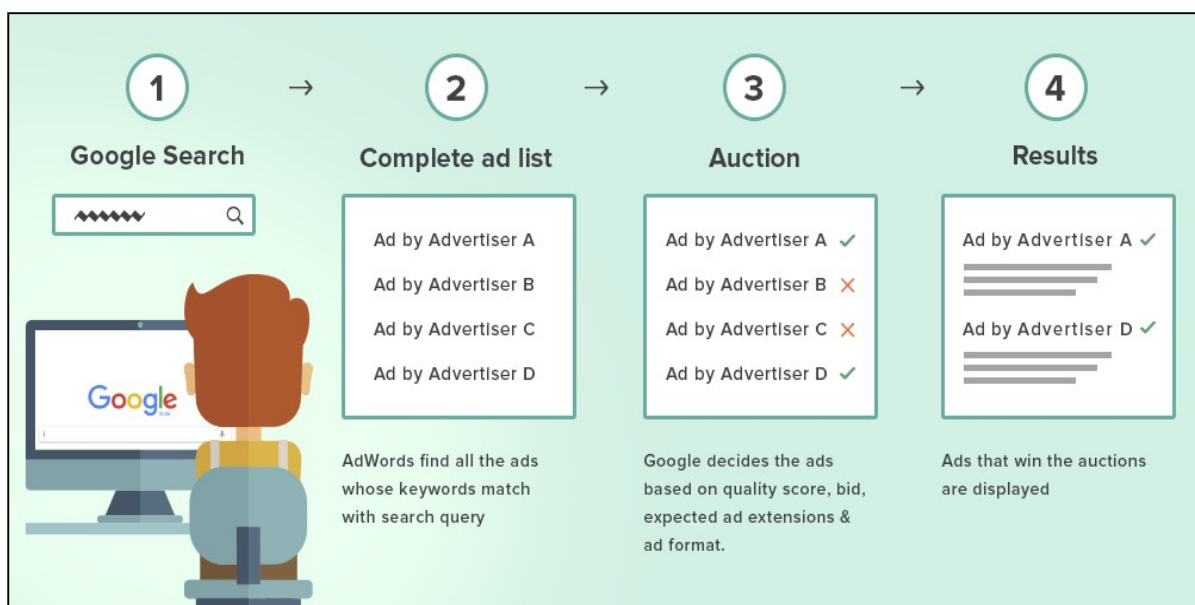
Finally, App Ads allow you show advertisement of your business on network-based app (like Games) installed on smart phone devices.

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

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

- Make understanding of what Ads are for.
- Research and understand your target customer.
- Have a specific goal for your campaign. Set different goals for different campaign.
- Always create a target landing page of your Ads in your website, so that customer can land directly to that page after clicking on your Ad.
- Create lots of version of single Ad.
- Target specific location. Start with small radius and then go bigger.
- Connect your Google AdWords and Google Analytics Account.
- Always monitor your Ads with Google Analytics and adjust according to result shown.

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



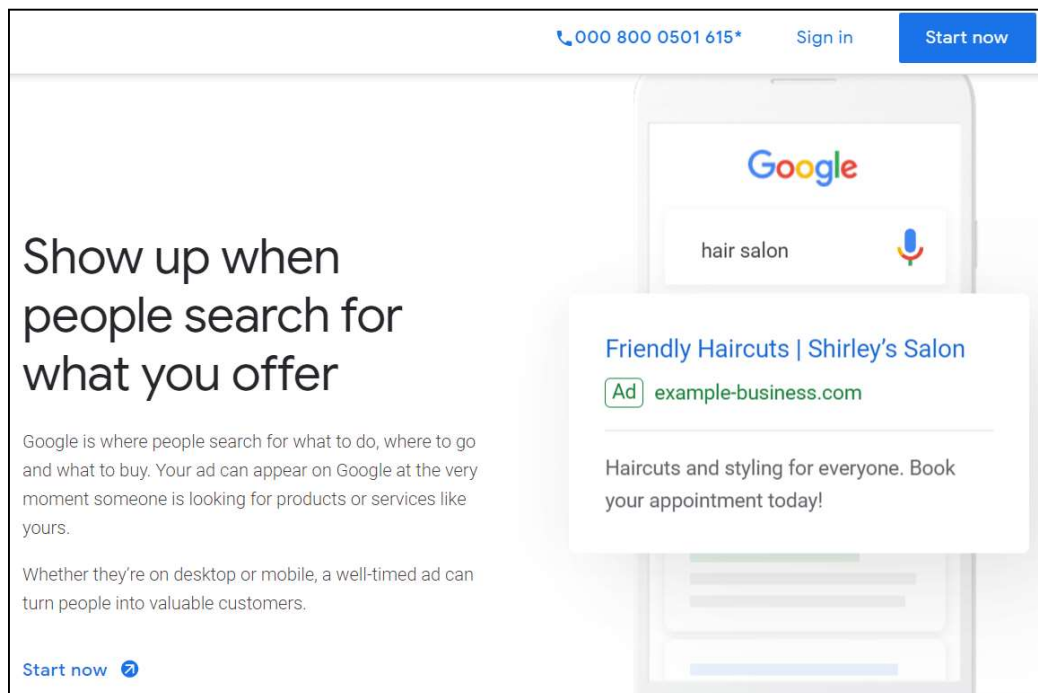
- a) Customer Searches in Search Engine with specific words.
- b) Google AdWords find all the Ads whose keywords match with searched words.
- c) Google decides the Ads based on quality score, bidding, Ad format, etc. This process is known as Auction.
- d) Ads that win the Auction are displayed by Google AdWords.

10.5 SETUP GOOGLE ADWORDS(ADS) FOR BUSINESS

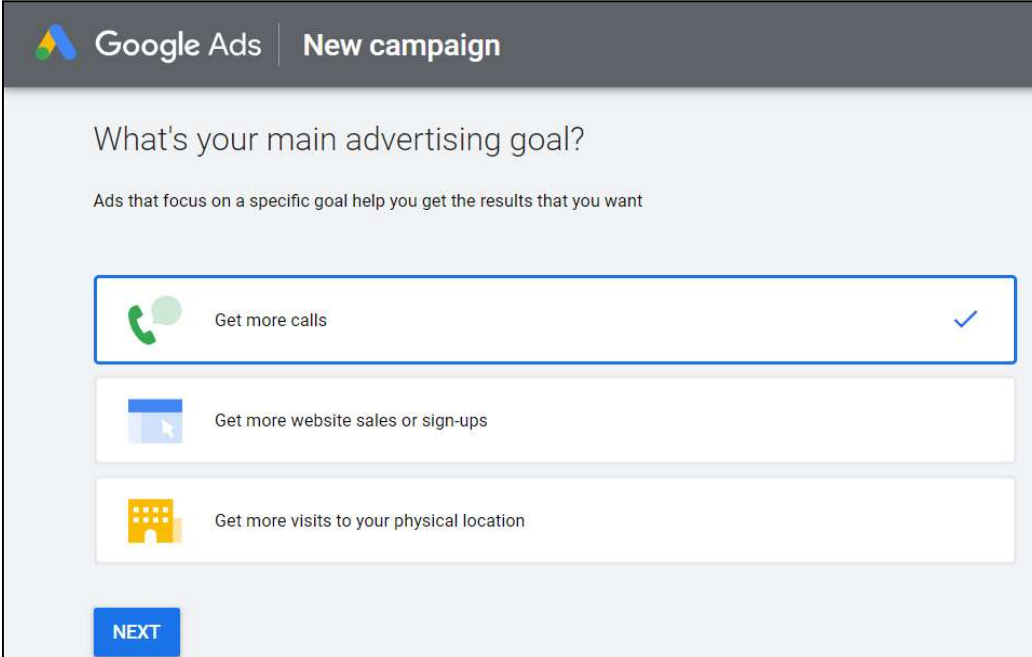
Steps to set up Google Ads Account for your business-

Step 1- Open the website “<https://ads.google.com/>”

Step 2- Click on Start now button to start setting up account.



Step 3 – Clicking on Start now button will open up new campaign Page



Google Ads | New campaign

What's your main advertising goal?

Ads that focus on a specific goal help you get the results that you want

Get more calls ✓

Get more website sales or sign-ups

Get more visits to your physical location

NEXT

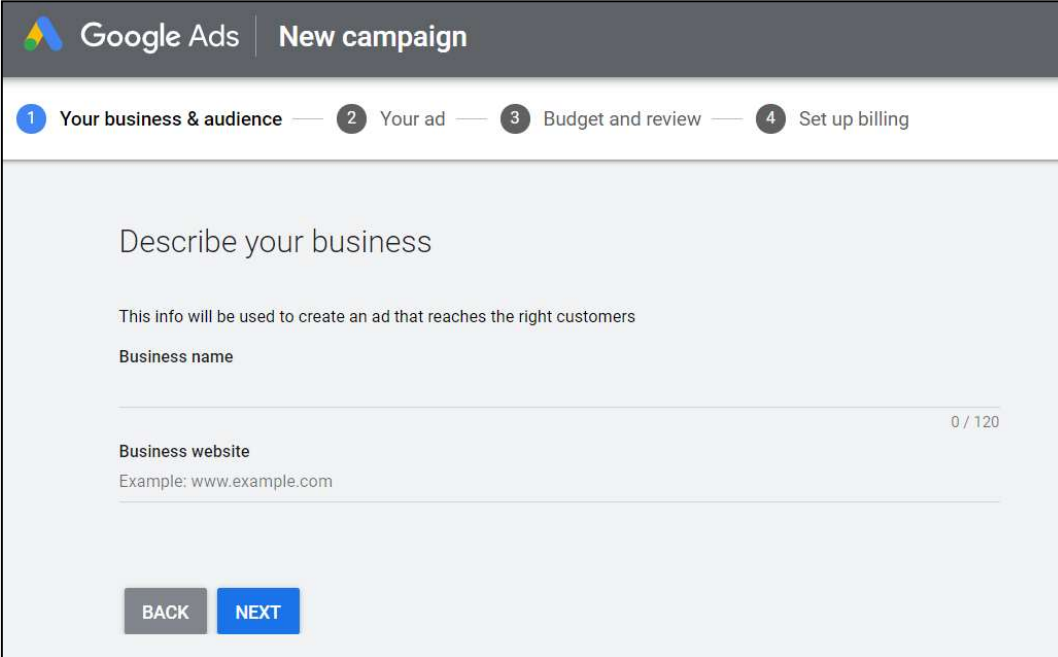
In this page, you have to check from following three points to specify your advertising goal of setting Google Ads Account -

- a) Get More Calls
- b) Get More website sales or sign-ups
- c) Get More visit to your physical Location

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

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

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

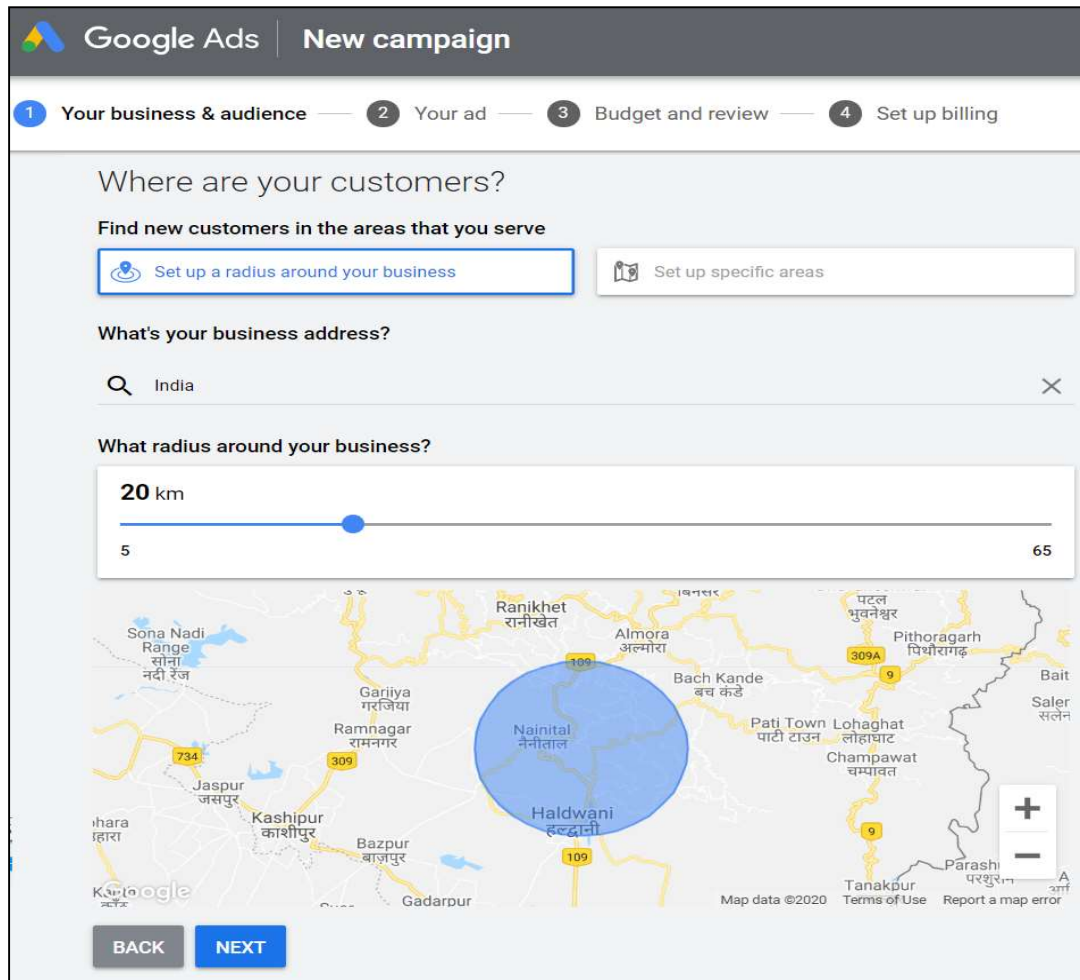


The screenshot shows the Google Ads 'New campaign' setup interface. At the top, the Google Ads logo and 'New campaign' title are visible. Below this is a progress bar with four steps: 1. Your business & audience (highlighted), 2. Your ad, 3. Budget and review, and 4. Set up billing. The main content area is titled 'Describe your business' and includes the instruction: 'This info will be used to create an ad that reaches the right customers'. There are two input fields: 'Business name' and 'Business website'. The 'Business website' field has a character count of '0 / 120'. At the bottom, there are two buttons: 'BACK' and 'NEXT'.

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

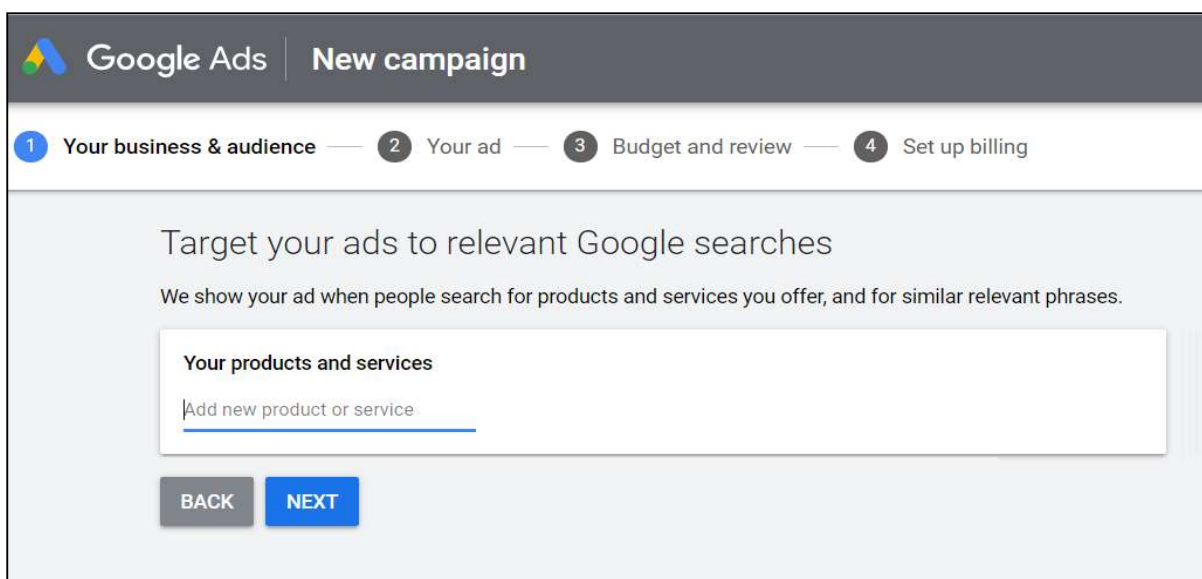
Google AdWords will allow you to select customer for your business from your specified location and radius. You can set the radius for your prescribed customer into Google map provided by Google AdWords Screen in step 5.

After setting the required information of your customer press NEXT to move to the next screen.



Step 6 – Enter your Range of Product in this step.

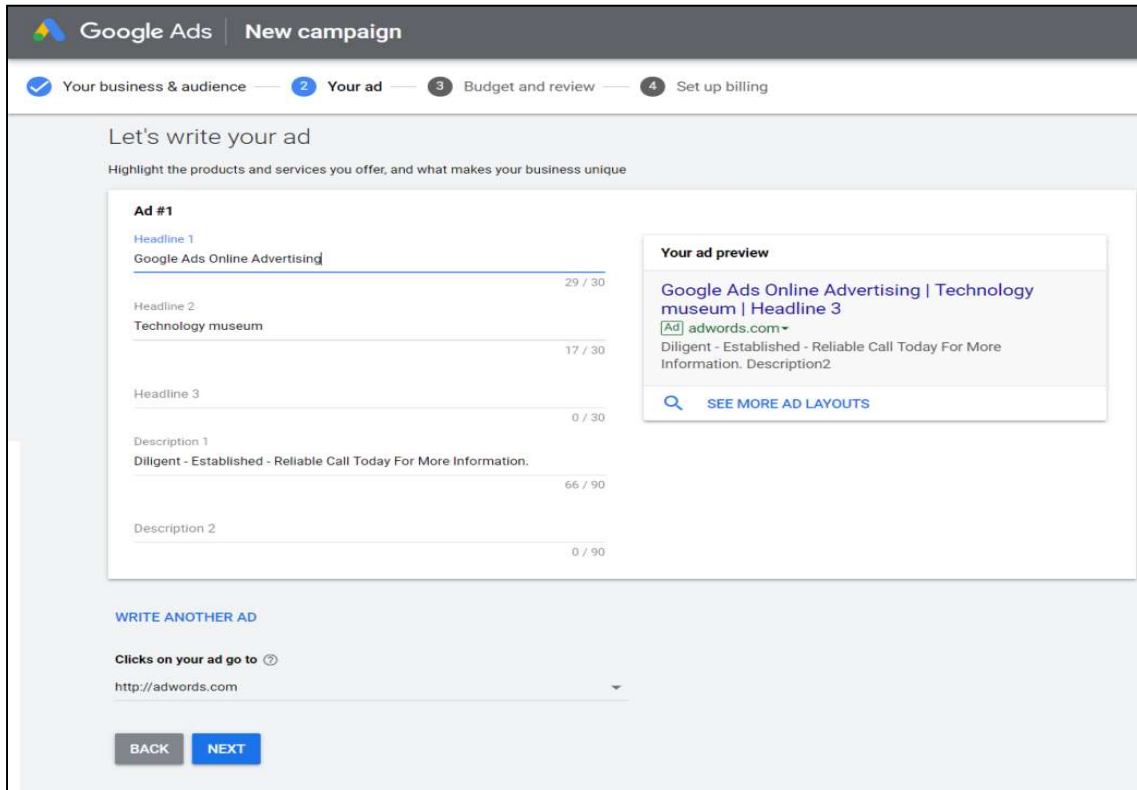
Enter Name of your Product here which you want to be searched in Google Search by your customer.



Step 7 – Now is the time to create an advertisement for your product.

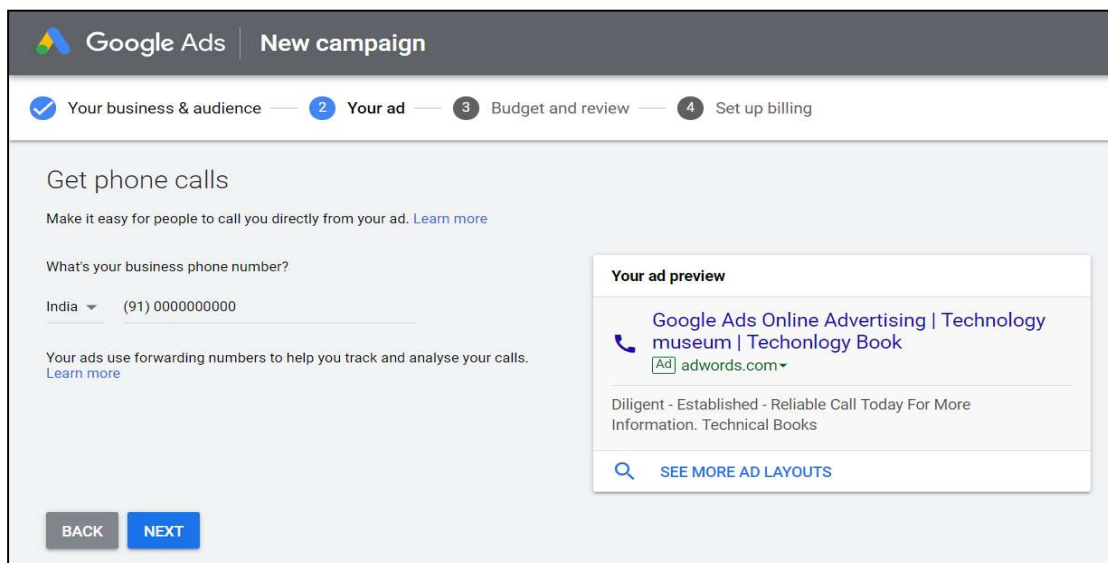
Google will allow you to customize your advertisement and give some option to create your own personalized ads.

Press NEXT after finishing creating your ads.



Step 8 – Next step will ask for your contact number

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



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

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

Google Ads | **New campaign**

✓ Your business & audience — ✓ Your ad — **3 Budget and review** — 4 Set up billing

Set your budget

Select the option that works best for your business and the results that you want. You can make updates any time.

₹1,360 daily average • ₹41,344 monthly max Reach an estimated 36,500– 60,910 people and get 1,360 – 2,280 ad clicks per month
RECOMMENDED FOR YOU ⓘ ₹2,362 daily average • ₹71,805 monthly max Reach an estimated 63,410– 105,760 people and get 2,370 – 3,960 ad clicks per month
₹5,599 daily average • ₹170,210 monthly max Reach an estimated 150,380– 250,660 people and get 5,620 – 9,380 ad clicks per month

[ENTER YOUR OWN BUDGET](#) Currency: Indian Rupee (₹) ▼

[BACK](#) [NEXT](#)

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

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

Google Ads | Start reaching more people

✓ Your business and audience
✓ Your ad
✓ Budget and review
4 Set up billing

Confirm payment info

📄 India

▼

🎁 Promotional code

APPLY

👤 Account type ✎

Business

Only Business accounts can have multiple users. You cannot change the account type after signing up. In some countries, this selection affects your tax options. [Learn more](#)

🏢 Business name

Payment method

💳 Add credit or debit card

▼

Card details

📅 Automatic payments

▼

After you add or select a payment method it's charged automatically, typically monthly. [Learn more](#)

To make sure that taxes for this service are processed correctly, follow the instructions in the email that you'll receive from Google after you finish sign-up.

I agree to the Google Ads [terms and conditions](#).

BACK

SUBMIT

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

10.6 POINTS TO REMEMBER

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

- SERP is the page you see when you type a search within Google.
- Google is where people search for what to do, where to go and what to buy. Your ad can appear on Google at the very moment someone is looking for products or services like yours.
- Google Ads can work for almost any advertising budget. Set a monthly budget cap, and never go over it. And also, you can pause or adjust your time.
- Google Ads are also responsive and Mobile Friendly, so your Ads can be viewed anywhere and in any device.

10.7 GLOSSARY

- **Call to Action (CTA)** - A CTA is literally the action you want your searcher to take.
- **Click Through Rate (CTR)** - Your CTR measures how many people who have seen your ad click through to your link destination.
- **CPC** - Cost-Per-Click is the most common bid type on Google AdWords. It means you pay every time a person actually clicks on your ad.
- **PPC** - Pay-Per-Click is the same as CPC.
- **CPM** - Cost-Per-thousand impressions is a bidding method that bases your costs on how many times your ads are shown (impressions).
- **AdSense**- It is a tool by Google which give publishers of all shapes and sizes the ability to host ads on their site to make money off ads.
- **Approved**- The status given to ads that are allowed to run on the AdWords network.
- **AdWords Editor**- A free tool from Google that allows advertisers to make bulk changes to their account (bids, keywords, ads, and other settings changes).
- **Approved (Limited)** - The status given to ads that adhere to Google's policies, but are limited in where they are able to be shown.
- **Analytics**- A free tool Google created to help you better understand the types of customers that visit your website, how much time they spend there, where they come from, and other important metrics that AdWords can't provide in as much detail.
- **Daily budget** - Your daily budget is what you're willing to spend per day per ad.
- **Bid Strategy** - Your bid strategy is basically how you set your bid type to pay for viewer interaction with your ads.

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

10.8 CHECK YOUR PROGRESS

Short Answer type Questions-

- Write the brief history of Google AdWords.
- What are Google Ads?
- What is PPC & CPC? Explain.
- How to set up a business profile on Google AdWords?
- What is the formula to find CTR?
- How do I choose which keywords to use in AdWords?

Multiple type Questions-

- You can make changes to location and language targeting at?
 - Account Level
 - Campaign Level
 - Ad Group Level
 - None of These
- While setting up a Search Network campaign, you want to maximize the number of clicks you can get. Which bidding strategy should you use to achieve this goal?
 - CPC
 - CPA
 - CPM
 - PPA
- Google Search Network shows your ad when someone searches for terms that are similar to you.
 - Ad Text
 - Website
 - Placements
 - Keyword
- Your client wants to increase the number of people visiting his website. When analyzing the data for his Search campaign, which metric do you most want to improve?
 - CTR (Click through Rate)
 - Conversion Rate
 - Impression
 - Converted Clicks
- You can use audience targeting to show your ads to because it is a social network:
 - specific groups of people, based on their interests
 - specific websites, based on specific interests
 - specific groups of people, based on their location
 - groups of websites, based on specific interests

Terminal Question-

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

- b) Why is Google AdWords important to our business?
- c) What is meant by Ad Rank?
- d) What is Google AdWords quality score?
- e) How to AdWord work? Explain in detail.
- f) How Google Auction works? Explain.
- g) What are Google Ads Extensions?

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

10.10 SUGGESTED READINGS

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

UNIT- 11

DIGITAL MARKETING ELEMENTS AS ENGAGEMENT MARKETING- TOOLS AND ACTIVITIES

11.1 INTRODUCTION

11.2 OBJECTIVES

11.3 DIGITAL MARKETING AND ITS CHANNELS

11.4 ELEMENTS OF DIGITAL MARKETING

11.5 ENGAGEMENT MARKETING

11.6 POINTS TO REMEMBER

11.7 GLOSSARY

11.8 CHECK YOUR PROGRESS

11.9 BIBLIOGRAPHY/ REFERENCES

11.10 SUGGESTED READINGS

11.1 INTRODUCTION

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

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

11.2 OBJECTIVES

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

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

11.3 DIGITAL MARKETING AND ITS CHANNELS

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

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

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

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

11.4 ELEMENTS OF DIGITAL MARKETING

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

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

[1] Website Advertising-

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

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

[2] Search Engine Optimization (SEO)-

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

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

- Checks if the website is mobile friendly for porting from website from desktop to palmtop or mobiles.
- Keywords management that helps on quick hit from search engines using title, header and meta tags.
- Grammar correction is also provided during SEO.
- Checking relevant content management.

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

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

[3] Content Marketing-

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

- Brand value must be disseminated
- Vision of the company must be shared with all the website viewers
- Being genuine is of important trait for successful marketing
- Patience for reaching break-even is needed

- Case study must be considered for peer providers so that you may survive in a long run
- Right target should be poked for right things. It will give relevance to your business and not irritate the customers who belong to another domain.

[4] Social Media Marketing-

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

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

- **Listening:** Targeting your niche, competitive research, how public think of you, etc.
- **Influencing:** Get more engagement, increase your traffic on target customers, more clicks, start related conversation, awareness drives, retargeting strategies, etc.
- **Networking:** Provide stamp of each success on social media, share common interests of your peer competitors to your customers for their satisfaction, fill gaps created by you earlier, etc.
- **Selling:** This is final but interesting step of the strategy as here you reap the things you have sown in the above three steps. Here, you easily convert them to your business line and make merry. Furthermore, if your efforts are on the right track, the chances of your business increase will be at good level as it will exponentially grow the network towards your business.

[5] Blogging-

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

[6] Paid Advertising-

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

[7] Webinars-

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

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

[8] Web Press Release (Web PR)-

According to the Business Dictionary, a press release is “Written, audio taped, or video-taped matter about a book, event, person, or program, presented by its promoters or principals to the media for editorial comment and free coverage.” It is also called media release or news release. The main objective of the press release is to promote some product, idea or service. It has direct sense for digital marketing and is one of the popular channels for it. Web Press releases or Web PR can either be produced by specialized PR management company or by the product and service companies themselves. Further the things may be sent to various relevant next marketing channels such as editors and reports as they are duly responsible for short listing the

things which are then published by them. This is the reason; Web PR is one of the ways for digital marketing as a successful platform.

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

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

11.5 ENGAGEMENT MARKETING

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

We also need to understand that engagement marketing is not about interruption marketing strategy. It has various factors that make this difference. One way to understand this difference is that all top MNCs are at least CMM 5 level companies have developed their blogs and are

engaging their interested customers using these blogs. Interested people are engaged using blogs and making this digital channel of marketing live. On the other hand, companies who have developed their blogs are doing hard while updating their contents on the blogs so that their subscribers remain in their communication more frequently. As a marketer, there are various questions on why to use engagement marketing. Few of these questions are listed below:

- How frequently the result with engagement marketing will come back?
- If it is similar to search engine optimization?
- If it is similar to social media marketing or else?
- Are there situations when this channel of marketing will fail?

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

Role of digital marketing elements as engagement marketing-

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

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

artificial intelligence. Moreover, cognitive artificial intelligence is also providing the cutting-edge solutions for the same.

11.6 POINTS TO REMEMBER

- There is a paradigm shift in digital marketing with the involvement of cutting-edge technologies such as machine learning, artificial intelligence and next generation computing.
- Popular 5Ds of digital marketing are digital devices, digital platforms, digital media, digital data and digital technology.
- Advertising may be inbound, outbound or blended. (including both inbound and outbound)
- The future of marketing will not be in the hands of humans, but 99 percent driven by computing devices.
- Scope of marketing has increased with the popularity of the social media platforms. Personalized marketing has also become easier to implement.
- Smart marketing algorithms continuously watch the behavior of users.
- Omni-channel marketing is different from multichannel marketing as it integrates all channels of marketing into one.
- Blogging is one of the popular ways of marketing the brands with the customers by top notch CMM 5 level business enterprises.
- Pay-per-click and pay-per-impression are approaches that help in making brand popular as well as getting details of the intended user that may turn out as a customer.
- Web press release or Web PR is a way to formally market, product and services among the customers interested in formal way of business processing.
- CC and BCC are the features used to monitor the marketers while using email marketing as it is hidden from the intended email receivers.
- Whatever the skill a marketer today has the skills to be upgraded as per the new market trends including all the cutting edge technologies in their business skills.
- Being tech savvy, having multitasking abilities, mobile marketing skills, good writing and speaking skills and overall honesty on the work are at least expected from a successful marketer.

11.7 GLOSSARY

- Digital Marketing: It is the process of promoting the products and services using variety of technologies available in today's era.
- Modern Marketing: It is another name given to the digital marketing of today.
- Engagement Marketing: Comprises of utilizing strategic information to engage people on the internet especially by creating business relevant interactions over time.
- Omni-Channel Advertising: It is an integrated approach for marketing over different suitable digital marketing channels that utilize the internet for marketing purpose.
- Content Marketing: It involves development and creation and distributing various marketing things such as videos, images, text, blogs, posts on social media, etc.
- Programmatic Advertising: It is the power of computing that is added to the marketing practice to give it the advantages of computing such as speed, time, accuracy, diligence, analytics, etc.
- PPC Advertising: It is an approach for redirecting internet users which are alleged customers by providing variety of interfaces for the marketing of product and services.
- Opt-in Tools: It is also termed as permission marketing in which a consent is requested from potential customers to share the more specific details of the product or to introduce new and future brands.
- Web PR: It is formal way of digital marketing which provides a platform where various users of the cyber world are involved to share comments on the particular product or service of a brand for the purpose of marketing.

11.8 CHECK YOUR PROGRESS

PART A: (True/False type questions)

- a) Print advertising is an integral a part of digital marketing. (True/False)
- b) The term 'mass marketer' and 'mass marketing' are the same. (True/False)
- c) Machine learning helps the marketers in personalized marketing. (True/False)
- d) Multi-channel approach does not integrate multiple channels as omni-channel approach does. (True/False)
- e) Ephemeral contents used for marketing includes big sized videos. (True/False)
- f) Digital-divide is a barrier to digital marketing. (True/False)

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UNIT- 12

EMERGING TRENDS AND TECHNIQUES IN DIGITAL MARKETING

12.1	INTRODUCTION
12.2	OBJECTIVES
12.3	ARTIFICIAL INTELLIGENCE (AI) AND DIGITAL MARKETING
12.4	SKILLS REQUIRED FOR DIGITAL MARKETERS
12.5	EMERGING TRENDS AND TECHNIQUES IN DIGITAL MARKETING
12.6	POINTS TO REMEMBER
12.7	GLOSSARY
12.8	CHECK YOUR PROGRESS
12.9	BIBLIOGRAPHY/ REFERENCES
12.10	SUGGESTED READINGS

12.1 INTRODUCTION

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

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

In the current age of marketing, tools used for marketing makes a big difference. Plenty of tools are available for marketing implementation but it is quite tactical and calculated on which to

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

12.2 OBJECTIVES

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

- Understand the use of AI in digital marketing.
- Identify the emerging trends in digital marketing.

12.3 ARTIFICIAL INTELLIGENCE (AI) AND DIGITAL MARKETING

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

Machine learning is taking place in all areas of business whether it is production, packing, marketing, delivery management, analysis, summarization or any other sort. It provides higher degree of pace to the business that run today. It is a tool that helps in solving the complex business problems such as customized marketing, managing data which is in chaos using its clustering and classification algorithms. Machine learning has a great impact on digital marketing of the current digital scenario. It uses various platforms to collect data and then doing miracles using these data by turning them into business. Machine learning is leading usually all the marketing giants of the globe these days due to its powerful features enabled with it. It is needless to say that the future of the digital marketing will be surely driven by the machines itself and not by the humans directly. Technology gap will make ruin those business experts who will not upgrade them with this future and perpetual demand of the business world. It will be compulsory for all business enterprises to make them rich with the demand of the current

world which is obviously smartly digital. Various marketers are already using AI for their digital marketing strategy to name a few are Stella & Dot, Epson, HR GO, etc.

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

12.4 SKILLS REQUIRED FOR DIGITAL MARKETER

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

- **Video:** This is the most favourable way to impress your audience. You must be at least good enough to capture, manipulate and share videos beneficial to your business. Trainings on video management technology are mandatory for marketers to achieve success.
- **SEO and SEM Expertise:** Both search engine optimization and marketing are key in digital marketing. All the experts of the digital marketing must have a good hand on these keys of digital marketing.
- **Data analytics skills:** If you have no idea of data analytics, it is highly recommended that you must go through Google Analytics to know about it. Data is merely not remaining data but is turning out into big data. Sooner or the later, all business philosophy will encompass this new era of data handling which is a lot more than just data analysis. Analytics needs various sophisticated algorithms which are changing the business on how to grow exponentially.
- **Understanding design-based thinking and planning:** The five key points to know about design-based thinking are to understand, delineate, prototype, modify and assess. Most of the designers are following this progress line while designing.
- **Tech savvy attribute:** This feature is also essential as all business is turning out on digital platform these days. All the product development companies are having website where the business-related things are disseminated. Even session-based web surfing is used to get the details of the alleged customers while signing up on their web sites. If the marketer is not tech savvy enough then in near future the survival of the business will be tough due to out of the race channels of digital marketing. So, a digital marketer needs to be clever enough to update with the time.

- **CRM skills:** The proverb “customer is the king” is more likely to this skill. For successful marketing one need to develop this managerial skill of creating suitable business relation with his valued customers. Customers are of varied natures, ages, tastes and others. Smart digital marketer needs to know about it and need skill to deal with them accordingly.
- **Mobile marketing skills:** This skill is also given due importance as most of the person is having a smart phone these days and in near future hundred percent of the customers will use smart phone and are going to become digitally savvy customer. All his interest, dealings, queries, etc will be in digital mode only. So, to become a successful digital marketer one need to become expert in mobile based communication with his customers.
- **Multitasking abilities:** Various tasks wait for you in the pipeline in a business. To make your business more demanding you need to develop a multitasking strategy where you may categorize tasks and handling all them in parallel. To sort the computer-based tasks, computer provides various multitask management algorithms to make their marketing successful.
- **Skill of walking with peers:** Though you have competitors in the market, still you need to learn the skill of managing them by meeting physically or virtually at a regular interval and know what challenges the marketplace has prepared for you in the near future.
- **Communication:** Business communication is a foundation to start any marketing. Various aspects of formal and informal communication need to be learned by anyone interested is the use of digital channels in marketing. This feature plays a vital role when you need to interact with your customer for any reason such as product support or offering any benefit for being a valuable customer of you.
- **Honest and smart approach of marketing:** Whatever you have planned for your digital marketing, you need to be honest for it. As business is a long exercise and it takes time in returning the things made today. However, only being honest is not as complete as required for the success in the business. Some sort of smartness must be applied to the business by learning various tools and techniques that will surely grow the business by leaps and bounds.

12.5 ***EMERGING TRENDS AND TECHNIQUES IN DIGITAL MARKETING***

Marketing is central process of business for achieving success. Since, early days it has higher impact on business. The shape, size and mode of marketing keep on changing since its advent starting from verbal marketing, newspaper ads, leaflet attachments to newspapers or journals, free subscription to the magazines, various offers to their customers, television ads, internet

ads on various platforms viz. websites, blogs, etc, mobile ads are popular examples of marketing which includes both physical and digital marketing.

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

- **Omni-channel marketing:** The key difference between multichannel marketing and omni-channel marketing is that, multichannel marketing sales approach uses various marketing channels whereas in case of omni-channel it is same as multichannel plus these approaches of marketing are integrated. Omni-channel marketing provides integrated shopping experience to its valued customers. It provides unified experience to its customers. This marketing strategy must be included in marketing trend of today.
- **Ephemeral contents for marketing:** As per its definition, an ephemeral content is set of rich media including the videos, images, etc accessible for a significant time. Fear of missing out or FOMO is a barrier to the marketers and such ephemeral content helps in resolving this FOMO problem by getting prompt reaction from its intended users. Such digital marketing channel is popular in social platforms such as Facebook, Twitter, and Instagram. This is one of the key trends in the marketing for these days.
- **Programmatic advertising:** Programming the key power of computation. It is the basic building block of computers whether it is super computer or a mainframe computer. If this feature is used as a tool for advertising or marketing then it will change the marketing landscape. This type of marketing is transforming the business at higher rate. Using this approach has various advantages such as providing real time reporting of data, reaching prospective customers, reaching maximum internet users, reaching to customers through cookies—a powerful web browser tool. This is also in the best choice of present digital marketing experts.
- **Personalization:** This is marketing landscape where you integrate various marketing channels for relatively better results. It includes user data collection and imposing the marketing exercises over that data on the basis of target specific customers. This process results in much better response which is ultimately based on your plan which you have created while analyzing the data and framing the policies.
- **Next-Gen SEO:** As SEO is among the key strategy for successful marketing, the next-generation SEO are more powerful as the computer is powered with cutting edge

technologies such as machine learning and artificial intelligence. Less human intervention is required for processing. It may be understanding in this way that programs are developing program, machines are handling machines. It is a sort of automated and smart phase of programming for marketing. SEO will be customized for better results in next-gen SEO ranking.

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

12.6 POINTS TO REMEMBER

- Artificial Intelligence: Ability of computing to help achieving the tasks done by human on automated mode. Robots are an example of artificial intelligence controlled by smart algorithms for solving general problems to specific problems of the world.
- Cognitive Artificial Intelligence: It is form of artificial intelligence that simulates the human behaviour while applying intelligence such as understanding of sense, emotions, etc.
- Big data: It is huge set of data that helps in the convergence process of marketing which provides more personalized accurate and effective results for business.

12.7 GLOSSARY

- CRM- Customer Relationship Management
- AI- Artificial Intelligence
- SEO- Search Engine Optimization
- SEM- Search Engine Marketing

12.8 CHECK YOUR PROGRESS

Descriptive type questions

- a) Define the role of artificial intelligence in digital marketing?
- b) List the emerging trends in digital marketing.
- c) What are the key skills required digital marketing?
- d) What do you understand by artificial intelligence (AI)? Define briefly.

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