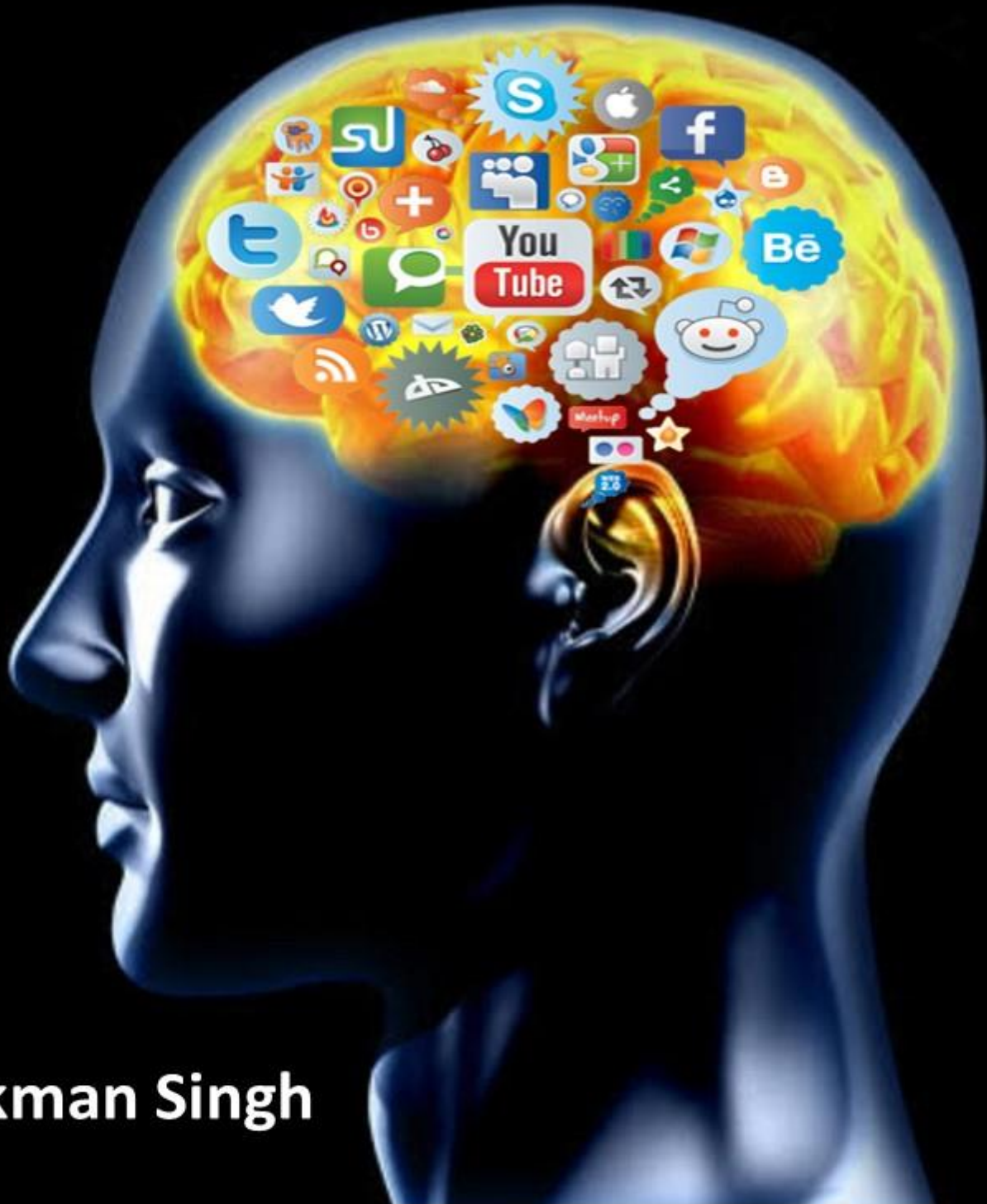


Psychological Digital Marketing



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Psychological Digital Marketing

A Margdarshan for Online Marketing

Title: Psychological Digital Marketing Margdarshan
Online Marketing Basics Course material

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1

Psychological Digital Marketing Introduction



1. Psychological Digital Marketing Margdarshan

An Introduction

Congratulations!

You are going to create a great understanding about Digital Marketing and its psychological usage to get great growth.

The business world is going through a fast development way where every business is fighting a battle for more and more customers. Businesses and entrepreneurs are trying different ways for marketing. The conventional ways of marketing became too costly for new and small-scale entrepreneurs to afford because they demand a lot of time and energy efforts whereas the result doesn't come as per expectations.

In this scenario, a new way of marketing through internet is like a path finding beacon to get the customers' attention. It plays a huge role and big benefits to the small and middle scale businesses specifically. Millions of businesses worldwide have started and getting benefits through and millions are in shift.

Now when Covid-19 has proved that the internet became an efficient way to reach a large audience and to market product or service on different channels and through different perspectives but the concept of Digital Marketing is not quite clear to people yet. Millions of people want to opt it but are not clear how to do this?

This small book will help you do understand what Digital Marketing actually is, and how this modern technique can help you to become an extraordinary and hi-tech entrepreneur.

Let's know what is the Digital Marketing and the Psychology behind this actually?

Digital Marketing, is the promotion of products and services to connect with potential customers through internet. Through this, you put and showcase your products and services online at social media channels where people visit for their networking, social and entertaining reasons. People when visit social media channels frequently for emotional satisfaction, knowledge, entertainment and networking and explore the things of their interest. And exactly same time the internet came to know their interest and serve the same kind of products and services

advertisement before them and people see the products and services of their choice and interest and make buying decision.

Simply, Digital Marketing is a hardcore way to promote a business and make it known to an audience through a bombarding of multiple advertisements every day.

This is the simple science of business marketing digitally. Business People gets benefits of this gathering for business purposes.

Great utility of Time, Money & Energy

Through Digital Marketing, you can connect directly to the subconscious mind of the people bypassing all the obstructing physical layers like TV, Newspaper, Magazine, Pamphlets, Hoardings, Radio, FM, Sound Medias.

Global Reach – A Big Benefit of Digital Marketing

One more benefit of Digital Marketing is the global reach. The physical and traditional marketing has a limited reach wherein the digital marketing has global reach. You can connect n number of people quickly and instantly.

Creativity is the fuel for Digital Marketing

The actual foundation of online marketing lies in finding newer ways to reach customers and markets that would be interested in what a business has to offer. Since traditional mediums like newspaper, prints and TVs have been tried over and over again, a new and creative digital marketing idea seems to be the fresh start that modern businesses so desperately need.

According to statistics, over 70% of the people in India use the internet regularly. Out of these, 50% use it to search for products that they eventually end up buying. Google research reveals that 10.3 billion searches are conducted online result in nine out of 10 product/business follow-ups. With such high rates of internet usage and the possibility of customers getting back to you, wouldn't you want your business grow more and more?

However, many business owners say that they do not have time to keep their online presence updated. With such a bleak outlook of even trying to take advantage of the Internet, these companies often ignore one of the biggest consumer touch points of the 21st century.

Not only does such a business let go of an opportunity to grow and mature with the market, it also sets itself up to lose to the competition. Businesses that compete with you, directly or indirectly, can make tremendous profits and convert potential sales leads into loyal customers by taking advantage of being present on the internet.

Therefore, it is essential for a small business working in the global economy to make use of digital marketing. Even if you do not have the resources to spend on an e-commerce online marketing setup, at least make sure you are listed. When customers conduct a quick search for the product they want, your company name should be displayed.

Types of Online Marketing

There are main 2 ways to market your business on the internet.

1. Free.
2. Paid.

Free Channels like Facebook, WhatsApp, Telegram, LinkedIn, Twitter, Instagram, Quora, Pinterest, Blogging, Content Marketing, Google My Business Page, Signal, Bhagwa App are the popular and leading for digital marketing.

However, marketing on free channels is good but has a limited reach. To boost it and communicate your product and services in bulk people, you should do advertise on Paid Channels also like Facebook, Google, Website, Sales Funnel, Automation, Multi-Channel Marketing etc. channels.

You are recommended to use both the ways to get maximum result from Digital Marketing.

Psychological Aspect in Digital Marketing

Let's know this Psychology of Digital Marketing and the actual concept behind this.

The actual concept behind this is that the subconscious mind is an incredibly valuable tool and the main target for business people, particularly during marketing efforts. Cleverly planting seeds in the minds of customers, enabling them to make buying decisions, is ideal for encouraging your business to get success in your industry.

The real essence of marketing is this Psychology and understanding how your targeted clientele will get influenced through the communications and messages.

Psychology in reference of Marketing is a superpower which helps you to influence your Potential customer's sub-conscious mind to make buying decisions.

The main target is the subconscious mind of the targeted potential clientele. In traditional cum physical marketing we have to cross multiple layers of communication delivery and there is a minor percentage of success to reach targeted clientele's mind.

Understand What Customers Value

Publilius Syru *wrote,*

“Everything is worth what its purchaser will pay for it.”

Every businessman is going business but only handful people get success in it. The one of big difference is this psychology only. How do you define value? can you measure it? How your products and services actually worth to customers? Only few entrepreneurs in business dare to answer those questions. And yet the ability to pinpoint the value of a product or service for one's customer has never been more important.

This is the main requirement of Online Businesses because the customer doesn't see the service or product physically hence trust building doesn't happen easily. Here to convince a laymen person to buy your product bypassing physical purchase and your

competitors is not so easy.

Customers understand their own requirements but many of them do not necessarily know what fulfilling those requirements is worth to them. To businessmen, this lack of understanding is an opportunity to demonstrate persuasively the value of what they provide and to help customers make smarter purchasing decisions.

Apart from Value, other examples of Psychology are:

- Customer Liking
- Price Sensitivity
- Social Proof
- Commitment
- Loss Aversion etc.

Psychological marketing is now the requirement for any digital marketing business. It will indicate your competitive edge in the online market and allow you to get a more holistic picture of your customers.

Online Marketing blending with Psychology is a Necessity for Businesses Today

Now this has become paramount to businesses to build an online presence. However, it should be remembered that the internet is a product of modernization and change. It keeps changing the way as per advancement of technology and marketing need.

To get great result of it, you should innovate constantly, without letting your online presence become outdated. Since millions of businesses have made the move to the virtual world, digital marketing has started to become cluttered, just like traditional marketing. Therefore, if you want your business to lead the competition, you will have to be at the top of your game.

What businesses need to master to make sure their online marketing efforts reap results include:

- Creativity
- Logics
- Out of the box ideas
- Keep changing
- Updated
- Constant research and analysis

Beside marketing on online channels, it is essential to make a reputation for the business and loyalty amongst the customers through serving and caring them quality way.

2

Digital Marketing Strategy



2. Digital Marketing Strategy

Every successful strategy in business starts with planning. Developing a plan on how to achieve your goal is the most important task in the process of improving your business. You need to set up a plan of actions in on order to determine what you want to achieve and where you want to get with your digital marketing campaign.

Digital marketing is a very vast area, and thus it requires quite detailed planning and dedicated effort to conduct the strategy. There are several types of digital marketing, and each of them requires a distinctive approach and different set of tasks to be conducted in order for the goals to be achieved. The ideal case is to use all the opportunities available inside digital marketing as this

maximizes the influence of your business and exposure you get online.

However, using all types of digital marketing can be quite a challenge, as it requires a lot of time, and a lot of assets to be invested into the realization of the goals. You have to evaluate whether you are ready for such challenge before you start planning. In case you believe that it would be impossible for you to take advantage of all types of digital marketing at the same time, choose those that would be the most suitable for your company and focus on those. For example, SEM and SMM marketing could be a starting point. Later on, as you get more experienced, you will be able to concentrate on other types of marketing as well.

Build your Marketing Framework

Developing your marketing framework means developing a plan of action for your digital marketing campaign, which includes goals and the processes necessary for those goals to be achieved. Marketing framework needs to contain everything that will be included as a part of marketing strategy, which means you need to present:

- Marketing goals
- Tools that will be used in the campaign
- Approach that will be used in the campaign
- Campaign costs
- Revenue that can be obtained from the campaign
- Tracking and measuring process

Focus on Your Customers

This is an inseparable part of online marketing, because your goal as a marketer is to attract and engage your audience, and the best way to do so is by focusing on studying their behavior and satisfying their needs. Focusing on customers, you are able to provide personalized feedback and establish loyal relationship, regardless of the medium you use to do this.

Develop Your Own Story

Storytelling is one of the techniques often applied in the process of establishing relationship with the consumers. The goal of storytelling is to develop stories to transmit a message, to share your own promotional campaign inside a well-designed and well-presented story that will attract the attention of the viewers more successfully than traditional ad would. Another benefit of storytelling is the possibility to convey a message inside of a story. The story is easier to remember, and it makes it easier for viewers to identify it with your brand. This way you are working on branding and raising awareness about your company, by introducing the viewers to a memorable story, they will recollect each time they see your product in a shop or on a website.

Website – Your Office Online

Creating a Website and positioning it is very important in order to gain exposure on the online market.

After creating a website, you need to position of your website and ensure that the potential customers find you instead of your competitors. Search Engine Optimization helps you in this way. You need to develop a strategy that uses different techniques of search engine optimization, and enhance this strategy with online advertising.

Search Engine Optimization happens paid and organic way, both so think about using SEM as a tool for promoting your website.

Generate Online Traffic on Your Website

Your website is a place where you convert the visitors, where they choose to buy from you or sign up for your newsletter, you need to direct as much traffic as possible to the website in order to achieve this goal, you will need to bring people to your online store i.e. your website. To do this, you require to develop your digital marketing strategy consists of actions that will help you generate more traffic on your website.

Search Engine Marketing is a starting point, as you want to increase both organic and paid reach, which will allow you to reach customers who are conducting search queries related to your business. These visits are more likely to result in conversions, which is why this type of traffic is very important.

Besides search engines, you should use social media, emails, external links posted on other websites can generate traffic to your website leading to more conversions and increased profit, which is why you must include this task into the process of developing and implementing your digital marketing strategy.

Customer Conversions

Increasing traffic is just like attracting people to your store only and attraction alone cannot give your business. It will require nurturing interested visitors to convert into the customers.

Having a lot of traffic without generating any revenue will not be beneficial for your business and you need to face the challenge of converting the visitors using different methods. It is not possible for everyone to become your customer, because not every visit will result in conversion, but you need to focus on increasing the percentage of those visitors that do convert.

The first thing you should do in order to increase conversions is to improve your landing page. Think about the first page the users will see on your website and analyze whether it is effective enough to attract the attention of the users. Effective description of your services, mobile accessibility, and links to home page are all necessary aspects of a good landing page.

Website analytics can also help with increasing conversions, because you will see the data about current conversion level and you will be able to explore the paths that lead to those conversions. This will show you the pages users visit that lead to the greatest number of conversion, and you should use this to improve other aspects of the website.

Social Relationship Strategy

Being social is a necessary requirement if you want to connect with the online users. It's backbone to connect with people.

Social Strategy is important for developing successful relationship with your customers. It helps to improve the influence and the position of your brand in the eyes of consumers.

Community Building

Community has always been an important part of people's lives. It becomes necessary for entrepreneurs to become a member of a communities and create one for their brand and business. Today almost everyone is using at least one social network, and a lot of people are active on several networks. The community for your brand is imperative to create out of this network only.

Companies use this situation in their own advantage, to establish a relationship with online user, and in order to do so, they usually use several social networks, as this way they maximize social media exposure and target different groups on different social networks.

Building your online community means that you are creating a base of loyal customers, by interacting with them, satisfying their need to be informed about your business, rewarding them, etc. This is very important on the online market, when you aim to stay competitive. You need a good relationship with your customers, as this will also help you with building your influence in the online community.

Analyze and get feedback from the community

Finally, if you want to be better in digital marketing, you need to know what kind of impression you leave, how much of the influence

you have managed to obtain inside the online community. There are numerous ways to get feedback, with social media interaction being one of the easiest. You could also analyze the reviews on social media websites, which feature reviews posted by other users.

Feedback can also be obtained by sending emails and asking for a questionnaire to be filled out, where you would ask email subscribers about their experience with your business. You can also use your own website to post such questionnaire in order to get feedback from the website visitors.

Once you have information about what the community thinks about your business, you can analyze the information in order to find ways to improve the user experience. Analyze positive reviews to see what you are doing good, which aspects of your business have positive effect on the user experience, as this is something you should try to implement into all aspects of your business. Negative reviews are helpful with analyzing what you are doing wrong, and these issues are something you should address as soon as possible.

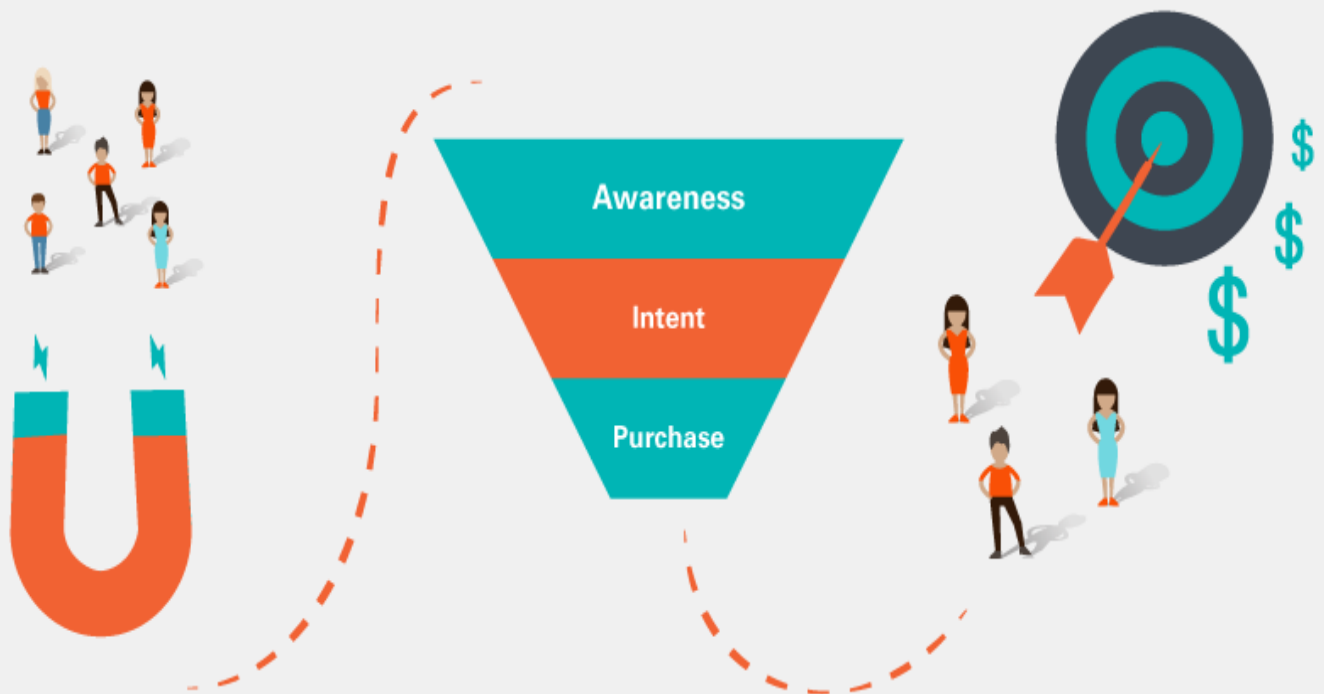
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Lead

Generation

LEAD GENERATION

CUSTOMERS



3. Lead Generation

Lead generation represents the consumers interested in the product or service of a business. The term is used in marketing to signify the group of consumers that can be converted into customers. While the term lead generation usually refers to online advertising, it can be applied to the process of gathering contacts from non-paid sources, which include organic results and referrals.

The main goal of lead generation is to acquire a list of contacts that are most likely to result in desired outcome, which usually represent sale, as sale is set to be a conversion.

What is a Lead?

Lead is a contact that can be used to achieve a conversion. Lead is a contact email of a person that is interested and in need of products or services, you provide. Unlike regular contacts and email subscribers, leads are email contacts of the users who are most likely to become your customer. Therefore, a lead is a contact from your target group, the person you want to reach through digital marketing in order to establish a relationship and eventually convert into your customer. As a result, the best way to increase conversions is by generating leads.

Leads can be gathered in the purpose of building a list for various purposes, such as newsletter list, sale leads, etc. The goal of obtaining leads is specific for your company and the goals you have planned to achieve through digital marketing.

Generating leads

Various activities conducted as a part of digital marketing may result in generating leads such as the following:

- Direct traffic
- Search engine ads
- Social media activity
- Increasing traffic on your blog
- Email marketing
- Offering a gift in exchange for an email
- Generating contacts through social bookmarking websites

Additionally, leads can be generated through telemarketing, or by organizing an offline event for your target group. Based on the studies, which were focused on how marketers generate leads, most marketers claim that they generate leads through email marketing, as well as through direct traffic.

Lead Generation Process

The process of generating leads involves gathering the most relevant emails from your contact list, in order to establish communication with the leads. You basically need to determine which contacts are the most valuable ones, as those are worth the time you need to invest into building a relationship.

Generating leads is an important task for online marketers, and the following activities can help you in that process:

Lead Generation through Survey

Hosting a survey is a great way to generate leads, as the users who are interested in your business will choose to take part. Based on the data acquired from the survey, you will be able to determine if the contact is your lead, your potential client. The survey results will also help you approach the client in a personalized way, which is much more effective type of communication than reaching out to random people, who may not even know how you are.

Refine your approach

Instead of reaching out with a promotional message, use a refined approach where you would try to attract people to be interested in your business. Your goal is to naturally get them interested in your company, your products or services, and how they can benefit from you.

Interaction based on this approach is much more valuable, as you already have a potential website visitor who is actually interested in becoming your client. All you need to do now is build a relationship by communicating with the client.

Share Freebies

One of the best approaches in the process of attracting leads is to share a coupon. This guarantees that you attract the people who are interested in becoming your customers, and thus the contact acquired through a coupon is considered to be a lead. You should require an email address in exchange for a coupon, and you will use this email to reach out to the potential customer and try to establish loyal business to customer relationship.

Content

Content is thought to be valuable and educational information you offer to the website visitors. The form of content may be different from company to company, as you might want to use blog articles, e-books, infographics, videos, etc. However, the goal is the same. You want to build trust and interest. You want to persuade people to become your customers using non-intrusive way of promoting your product and services.

Unlike with sharing coupons, where you know that a contact is a lead, obtaining contacts through content is not as specific. Your content may attract people who are not directly interested in your product and services, which is why those contact cannot be considered leads.

In order to overcome this problem, you might want to ask for more information when giving access to the content. For example, if you allow users to subscribe to your blog, you could ask them about their interest.

If you create content that is available only through claiming the offer by providing an email address, you should add additional fields into the form, in order to find out more about the person claiming the offer. The content in this case may include e-books, templates, access to webinars, etc.

The questions in the form should be adapted to your company needs, and they should be about something you need to learn about the visitors in order to qualify them as potential customers. Here are some of the things you could ask in the form.

For individual users:

- Name
- Email
- Phone number
- Age
- Interests

For companies:

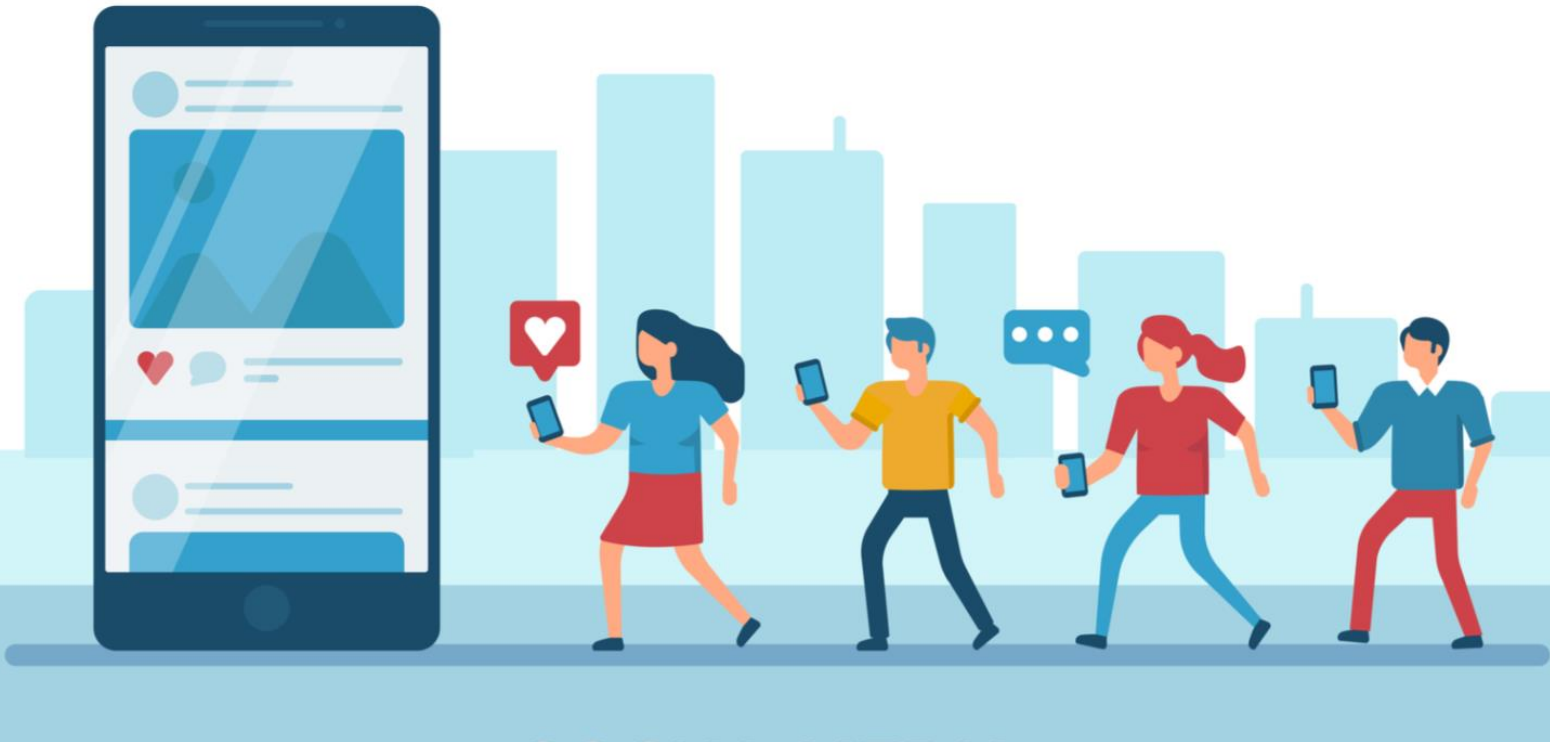
- Website
- Phone number
- Name of the company
- The number of employees
- The type of business

For example, the following forms requires first and last name, email, phone number, website URL, company name and other information about the company. All of the fields are marked mandatory, which means that the potential client will have to provide the information in order to get access to the e-book.

Using the information from this form, the company is then able to determine if the contact is really somebody who would be interested in using their software in business.

4

Social Media Marketing



4. Social Media Marketing

Until just a few years ago, social media was known as a domain for school-going kids. It was looked upon as a set of forums that were used by youngsters to socialize, share personal details, and discuss the topics of their interest. With parents wary and instructors strict about its usage, what we today proudly call our business partners, were previously considered a nuisance.

The sudden rise to power of social media had every business and for that matter, adult, taken aback. With a successful business website, most online companies were happily dealing with customers on a daily basis from a single touch point. However, when social media roared its head high, the possibility of unlimited touch points baffled even the most expert of businessmen.

Today, business without social media is not even an option. The effect this channel has on how information is received, perceived

and shared is profound. So much so, that even if a business wants to stay out of social media, it just cannot bear the risk of losing all those customers who are present on it. This move, however, has not taken the channels themselves by surprise.

Over the years leading up to this change, social media companies made sure they provide everything on their websites that was desired by people. Meeting friends, engaging in conversations, looking for businesses, finding restaurants or even recommendations for the best products, you name it and it is there. Therefore, the pull towards social media increased tremendously when the services they offered started to expand.

One such service that channels like Facebook, Twitter and LinkedIn started to provide was customized and intimate pages to represent a business and connect with its customers. Using this as a springboard, early adopters of social media started promoting their products, engaged customers in lively discussions, built a brand and perception and even scored orders and repeat purchases.

Since social media offer a direct and personal platform to connect with a company, customers are more keen on seeing a business on these forums rather than visiting a website which is why social media has allows so many benefits to modern businesses, regardless the type of the activity and the target audience in question.

It is estimated that over 70% of internet users are present on at least one social network, which means that a majority of users can in fact be reached through social media.

What is Social Media Marketing (SMM)?

Social media marketing (SMM) has become a buzzword in today's world. With the usage of social media at an all-time high, successful businesses have shifted quite a chunk of their promotional load to online platforms that are visited by thousands of users on a daily basis. No marketing and promotional strategy is now complete without a sizeable budget and room for social media marketing. What is SMM?

Social media marketing is a type of online marketing that is geared towards social websites and forums. Such marketing efforts are made to achieve communication and branding goals because each of these is at the heart of a promotional campaign. In other words, when a business has set up a page on social websites with all its details and products, it wants to attract attention and traffic to it. SMM is the method employed to do so.

Social media marketing has many similarities with search marketing. The defining factor about search marketing is the discovery and realization of new stories, ideas and news. With SMM in full swing, the same can be achieved when businesses put up new and interesting stories, catchy images and content that is full of needed information.

Hence, SMM is only another form of search marketing that has been introduced ever since social media appeared. With a refreshing take on the latter, SMM has developed new ways to market the same products, using channels of communication that are visited by the audience more than any search engine website.

Therefore, content creation is at the heart of every SMM campaign. Companies looking to market themselves on social media create interesting content that they hope users will like and share, generating a stream of communication. This results in, what experts call, the electronic word of mouth (eWoM). The eWoM includes any statement, perception, comment or like and dislike generated for the content posted on social forums. This is taken to be a signal of approval and recommendation, or disapproval in case the reaction to the product or service is negative. Social media enabled this comments to be widely accessible to social media users, which is why this can be both an advantage or a disadvantage for a business struggling to create its reputation.

Once the stream of communication has spread far and wide, a result that is imminent when using social media, the marketing efforts of the business are trusted by the audience because they seem to be coming from independent third parties instead of the business itself. Hence, such marketing becomes 'earned' and not 'paid', something that resonates very well with the ever-so-suspicious customer of today.

Social media platforms

Social media is a broad term. Within this broad definition of social websites, we can distinguish social forums that are very different from each other, and so the way businesses are marketed on them is starkly different as well. SMM has two main outlets, one being social media websites and secondly we have smart phone devices.

The number of social media websites on the internet today is surprising. From several that existed some 10 years ago, hundreds have sprung up to attract viewers belonging to different lifestyles, having particular interests. Before a social media marketer targets marketing efforts on online forums, they need to be fully aware of the various platforms that exist in this category.

Some of the most famous ones are:

Facebook

Facebook is one of the oldest and the most popular social networks around. The platform has a very casual and upbeat feel to it, where users interact, look for products and services and recommend the same to the list of friends and family they have added.

Marketing on Facebook has proved to be quite effective. Over the years, many businesses have sprung up solely because they made a Facebook fan page and started to market their products and services. Therefore, SMM on Facebook has led to the growth of online businesses that have become successful even without any brick and mortar presence.

On a particular Facebook fan page, a business can use different techniques to optimize the page in order to appease visitors and create a fan following. Facebook also offers a paid advertising service to businesses that allow them to choose the image and text that goes in the advertisement. Using the pay-per-click strategy, a business is charged whenever the ad is clicked on.

Twitter

This social media marketing platform is all about gaining a solid base of followers. Twitter is a social website that lets users post or 'tweet' small updates related to new product launches, sales, and upcoming events or simply wish followers a good day to ignite a thread of conversation. The 're-tweet' option is the perfect excuse to share a positive review from a customer.

The entire purpose behind social media marketing with Twitter is to initiate dialogue with your fans. Because many businesses become alienated from their market, Twitter is present to counter just that. The more you communicate, the better you will connect with the market. In addition, Twitter helps you provide quick replies, which can help you improve your customer support. Like Facebook, Twitter also allows companies to advertise through this social media platform.

Google+

A strong competitor in the social media market, Google+ has been customized such that it provides many new features for SMM that other websites do not. The possibility to integrate several Google services, such as Google Maps, is perfect for integrating those into the promotion of your business. Google+ also has a fun and casual approach to sharing pictures, videos and links. The website also has a feature called Google+ circles that lets businesses segment their entire market into various groups.

SMM can then be targeted to each group separately. For instance, if you want to offer discounts only to selected fans, who have made the most purchases, Google+ circles will be useful to you.

Similarly, Google+ communities allow groups of people to communicate and interact through a single community focused on particular interest.

Hangout is another versatile feature of this website. With Hangout, a business can host online video conferences and tutorials to keep users interested, to introduce or promote a new product or service, to announce events, etc.

LinkedIn

LinkedIn is a professional social website that attracts business people from various industries. This forum is perfect for initiating a conversation with people from the same industry and post content rich articles that will be understood by like-minded people. There are many features like LinkedIn groups, that help you segment the target market and attract them with different content, and LinkedIn profile, where customers can give testimonials and in effect, recommend your business to others.

YouTube

YouTube needs no introduction. Being the number one channel for video communication, businesses have taken advantage of the various audio and visual features of YouTube to create content rich videos and target them at customers and fans. YouTube videos can also be posted on Facebook and Twitter to double the SMM effect.

‘How-to’ videos are a tried and trusted way to gain following and appear in the top ranks on the website.

Social media marketing strategy

Defining social media strategy is a process that is quite unique for each company, as each company has distinctive goals and the methods that are to be used in the realization of those goals. There are many steps in a social media marketing strategy that need to be followed in order to ensure the success of the strategy. While every social website has a plan of its own when it comes to using its space, the general process followed by online marketers remains the same.

In terms of these steps, traditional marketing and online marketing, both may have a lot of commonalities. However, in no way is one exchangeable for the other because the dynamics of marketing changes as soon as it is taken to the virtual world.

Step 1: Have a plan

You must have an idea by now that social media is an expansive field. No longer does this term refer to only Facebook and Twitter. A lot of other websites have entered the market, making marketing rather challenging. Therefore, it is imperative that an online marketer starts with a plan in mind.

Some basic elements of planning are include answering these questions: Who is my audience? What do I want to promote? How will I promote it? What tools will I use? How long will the campaign be active? What does the market prefer to see in terms of advertising?

When you answer all of these questions, you will have a list of

goals, tasks and resources you are going to use when developing a social media marketing strategy.

Step 2: Develop goals

Without having concrete goals, a social media marketing campaign will be incomplete, indecisive and highly vague. The goals vary depending on the type of business you want to promote, but there are some goals that are commonly defined by online marketers, and those include:

- Increasing conversions
- Raising the levels of brand awareness
- Increasing website traffic
- Initiating dialogue to bridge the communication gap between the company and customers
- Building positive associations with the brand
- Imparting a sense of belonging with excellent customer service
- Improving the return on investment for every dollar spent on SMM

Step 3: Choose a platform

As said, there are numerous social networks, that are available to the online marketers, but it is neither possible nor cost-effective to be present on all of them. You have to choose among the available platforms those that will help you reach your target audience, and thus be most productive and effective when conducting social media marketing strategy. The most popular social platforms

available for SMM have been discussed in detail above. Various others are also present online such as Yelp, Instagram, Reddit, Pinterest, etc.

Each of these platforms has different features to offer, and each of these features fulfill a specific marketing goal. Therefore, the platform you choose for your social media campaign will depend on what your goals are and how much of your target market uses the particular social website. For instance, if all you want to do is alert the target market with regular updates about discounts, sales and events, Twitter is your best bet to do so.

However, if on the other hand, you want to do large scale SMM with images, video clips and content optimization, then Facebook and Google+ will be the best picks.

Step 4: Implement the plan

Once you have picked one or several platforms to which you are going to focus your social media activity, the next step is to implement the plan you have already made. If your strategy is based on paid advertisements, create a short and interesting ad, that will go viral. If you want to do content optimization, get interest by creating quality articles and promoting them on social media.

Also, remember no matter which platform you use, being present and involved in the target audience's life is what makes them remember you. Hence, always stay in touch with regular posts even if there is nothing new happening on your end. Moreover, making use of free, as well as paid marketing techniques, is the best way to make sure word of your campaign reaches far and wide.

Step 5: Monitor and control

When you advertise on Facebook, the website gives you access to monitor the success of the campaign with the help of bar charts, pie graphs and line graphs. You are told how many people viewed your advertisement, how many clicked on it and who shared your status update with others. Such insights make monitoring and controlling the various aspects of SMM quite easy.

Changes to the campaign can also be made if you know how well social media users are receiving it. For instance, if you observe that your page likes were more with your previous ad, it is a clear sign that the new one needs some improvement. Changing small aspects like placement and airtime can significantly alter results.

Besides monitoring paid social media campaigns, you can use web analytics tools to monitor traffic from social media, or you can use tools that record your social media activity, and enable you to evaluate the performance of your strategy.

Some social networks, such as Facebook, provide their own insights, which enable page owners to assess the performance of the activity on the page. Some of the data included in the Facebook insights are page likes, post reach, engagement, etc.

Google+ also offers insights. Although there is less data, it still helps you evaluate the visibility and engagement on your Google+ page.

Benefits of Social Media Marketing

There are many perceptions and schools of thought regarding social media marketing. For some it is a fad that they hope will 'die' down soon, while others feel it is a learning curve, of which you should be taking advantage. Nonetheless, it is unanimously agreed that social media marketing is in the spotlight, and it has become a part of modern business. Hence, it makes sense to benefit from it.

Compared to traditional marketing, SMM yields many benefits that should be cashed in on because marketing is a constant, no matter which industry, field or business you belong to.

Extensive surveys and studies revealed that 92% of asserted that SMM was important for their business. Within this percentage, 80% believed their efforts have led to increased traffic and website/page viewership.

Therefore, social media marketing is an effort that will result in multiple benefits for your business, and some of those benefits include the following:

Brand Building

When marketers pitch their ideas and products on social media websites, they expose their business to an audience that they would have otherwise missed. From the young to the old, every age group is now on social websites and prefers to do product searches on these platforms.

Hence, when this audience sees your services and marketing

efforts, it starts to recognize you. Eventually, by interacting with your social followers, you establish a relationship of recognition and loyalty, and this will have a positive influence on your branding and promotion.

Optimize Power of the Internet

There is no other marketplace as resourceful and expansive as the internet. Moreover, there are hardly any websites, that are more visited than social ones, which is why you will benefit from such exposure.

Increase Conversion

With every post, picture and update, you increase the chance of converting more passive viewers to active customers. In the physical world, getting in touch with your market every few minutes is not only costly, it is literally impossible.

Reach More and More People

Without SMM, the people visiting your website are either those who have repeatedly purchased from you before or those who manage to find your website in the search engine result pages. On social media, however, every new update is liked or shared, which increases the chances of attracting those who had never even heard about your business and who would not be able to find your business on their own.

Low Cost Marketing

SMM is cheaper compared to traditional means of promotion.

Where it takes more than a few hundred dollars to erect a billboard with your products on it, it only takes \$10-\$15 for a small business to create an advertisement on Facebook and no charge at all for creating a business page.

Take Advantage of Different Formats

Social networks allow the usage of different formats of content, which allow you to create different and unique strategies to promote your company. You can share text posts, images, videos, you can organize online promotions, competitions, you can ask questions or get feedback, etc. There are lots of different opportunities to shape your approach to get the most out of your social media activity.

Available to everyone

Social networks are available to every business, regardless the size and the industry. Social networks are also free to use, to create profiles or pages and all you need is time to invest into managing social media accounts and implementing social media marketing strategy you have planned.

5

Conclusion

5. Conclusion

As generations evolve and technology develops, the advancement in the field of marketing and advertisements has been immense. No longer are businesses bound by the limitations of traditional marketing techniques. The old has been heavily replaced by the new. One of the newest and most effective strategies has been of online marketing, which is the topic that this whole e-book was centered on. Online marketing utilizes the internet and its wealth of resources for promotional, profile-raising purposes.

After covering some types of online marketing, which included email marketing and social media marketing, we reviewed some of the common trends and shifts that resulted from this advancement. The main point that was highlighted was how unique modern internet advertising is, as compared to its traditional counterparts. Digital marketing is all about being available whenever and wherever customers may need you, rather than just popping up once in a while for attention.

The e-book then moved on to the topic of web analytics, which is the usage and analysis of website information in order to gain a better understanding of patterns that materialize online. Web analytics helps businesses to get the most out of their websites. They can work out how effective their content is and what their most provocative stimuli are, while getting an idea of their users' online activities and preferences. The two main types of web analytics that we covered were off-site and on-site web analytics. We then looked at some different

tools and resources that aid businesses in this area.

The third chapter moved on to the basics of conversion optimization and online touch points. While the touch point acts as a first impression of businesses for its clientele, the concept of conversion optimization is related to corporate websites. The term “conversion rate optimization” was also discussed, and it was defined as the rate at which browsing visitors converted into customers on a business’s website. Other important terms included call-to-action buttons, conversion funnels, A-B tests, and multi-variant testing. Chapter three closed after the calculation of conversion rate optimization.

The remaining chapters discussed some types of digital marketing in more detail. The chapter on search engine marketing was focused on promoting a business or its website content by using different paid and free-of-cost methods for search engine optimization. The goal of these methods is to increase the ranking of your website in search engines. We all know that people are more likely to click on the first or second-most highly ranked link that their search engines dig up. Social media marketing is one of the most popular techniques that involves using social media to spread and increase businesses’ online platforms. The most common social media tools are Facebook, Twitter, YouTube and LinkedIn, due to the popularity of these networks and the large number of users.

We then reviewed email marketing, which is all about using emails for promotional means. Companies may send out a series of emails to their customers and clients each day, whether it is about deals or data.

Finally, affiliate marketing is the strategy that uses rewards in exchange for bringing in new customers or visitors through affiliations. We saw that this was closely linked to the world of referral-based marketing.

For businesses and entrepreneurs who want to stay on top of the freshest and most attractive deals and sales going on in the world, digital marketing is a necessity, not a choice. This method of marketing has lifted the business domain to new heights. The limitations of digital marketing are few in number, while the advantages are sure to boost any business up towards the most fantastic and profitable opportunities. This e-book details all the basics, details, advantages and disadvantages of the massive digital marketing sphere. As it was highlighted continuously throughout this e-book, online marketing is one of the newest and most effective techniques to employ in the modern world, where great majority of people is online already.

Modern market has transferred to the online world where companies can now reach customers worldwide, using different forms of online marketing. Not only does this increase the potential market and the number of potential customers, but it also provides companies with the chances of establishing the position on global market and thus reaching for greater success and achievement of long-term goals.

Continued..... The author is in progress of writing the eBook series on this topic. ...Other eBooks of this series will be published soon.

For suggestions/ feedback, please reach us at info@peopletrainers.in

Thankyou