

INTRODUCTION

World is changing at a remarkable pace and so does the world of marketing. Marketing is a simple process of creating awareness of products or services through various channels towards identified market. Marketing makes it easier to target certain group wherever and whenever. Earlier it was very difficult for the consumers and producers to buy and sell goods and services but now with the advancement of technology, it has become much easier than before in terms of time, money and efforts involved. Now consumers can purchase any product at any time while sitting at any place or any corner of the world. Consumers can get all details of the product. Digital Marketing has made the efforts of producers easier as they can upload all the details of their product and easily market their product. There is no worry about cost incurred on marketing a product.

Today, businesses operate in a dynamic environment, in which various kinds of competitions determine the rule of the game. Managing a competitive edge in today's business world demands an effective electronic strategy, concentrating on the convenience of electronic buying. Internet has converted traditional marketing into online and digital marketing. These days the world is fully competitive so every business wants to go on for long time. Many new techniques are used by different organizations to advance their brands all over the world. In order to promote, companies advertise their products on various websites. People usually do online shopping from these sites. Say if any consumer wants to buy any product, they can visit the websites of E-Marketers and after making comparison, place the orders.

Digital marketing was first used in 1990s as that was the phase when first search engine got emerged by a company called Hot wired. Then in 1998 another engine company got popped up that is "Google" as it gets more popular search engine in the world. After that the history of Digital marketing had been changed when WEB 2.0 came in the market.

DIGITALMARKETING

The rapid adoption of the Internet as a commercial medium has caused marketers to experiment with the innovative ways of marketing thus changing the pattern of marketing strategies. "Marketing consists of individual and organizational activities that facilitate and expedite satisfying exchange relationships in a dynamic environment through the creation, distribution, promotion and pricing of goods, services and ideas". It is said that Digital Marketing first began in the beginning of 1990 with just text-based sites which provided

product information. In the beginning, the Internet was cool but with the explosion of internet growth, online marketing has started becoming popular. Digital Marketing creates additional customer value by transforming marketing strategies during effective segmentation, targeting, differentiation and positioning strategies.

The basic purpose of marketing is to satisfy the customers profitably by offering the right product to the right customer at the right time, the only thing that has changed is the methods, as Smith and Chaffey (2001) have remarked that “Digital Marketing is Achieving marketing objectives through applying digital technologies”.

Digital Marketing is promotion of goods and services through the use of online mediums like the use of internet, use of mobile phones or any other technology which can be used to advertise a product or services, for example; Email Marketing, Web Marketing, Internet Marketing, Social media marketing, etc. Digital Marketing has made work much easier, earlier physical presence of buyer and seller was of utmost importance in buying or selling, but, in online marketing such kind of drawback has been overcome.

Digital Marketing is the result of information technology applied to traditional marketing. The rapid growth of the internet and the popularity of the computers and electronic devices all over the world have been making the marketers scramble to determine how best they can use the technology for the business profitability. Marketers need to understand the technology, and how they can use the technology in the best possible way for the promotion and profitability of business. Digital Marketing is the application of a broad range of information technologies in the marketing functions to achieve the followings:

- ✓ Development of the products which has value for the customers and is possible to be marketed through online channels.
- ✓ Transformation of marketing strategies and policies to create more customer value through effective segmentation, targeting, differentiation and positioning strategies.
- ✓ Planning and execution of marketing conception, distribution, promotion, and pricing of goods and services, and ideas.
- ✓ Creating customers and satisfying the individuals and business customer's needs and wants.

Digital marketing increases the efficiency in all traditional marketing functions. Digital marketing uses the technology for transforming the marketing strategies in new business models that add customer value and increase company profitability.



For example, Swiggy and Zomato created an App as it helps the shopkeepers to reach to their customers so that they can order easily anything at any place as they want according to their needs. They also have their rating page to enhance their market share with online Marketing Apps.

DIGITAL MARKETING AND ONLINE MARKETING

In reality there is not much difference, both embrace the same methodologies. Primarily Digital Marketing takes the principles of traditional marketing and translates this to the online world. One key benefit being that the nature of „online“ removes the geographic boundaries that limit traditional media marketing. Digital Marketing or Online Marketing can take many forms, and continues to develop with new innovations all the time, the most common methodologies include;



In today's business, Digital Marketing (or online advertising as it is often referred) has become an essential part of most companies' online marketing mix. Year on year companies are allocating increasingly high resources to advertising and marketing online and this is hardly surprising as the shift from offline to online continues to grow. Schemes such as 'laptops for everyone' and increasing end user awareness of the benefits of shopping online have contributed substantially to the rise in business online. This in turn has created a shift from traditional marketing to Digital Marketing.

PRINCIPLES OF DIGITAL MARKETING

Digital Marketing is spreading awareness of products and services with the help of digitalized technologies, specifically online. Growth of digital marketing since 1990's and 2000's has revolutionized the way the companies and brands use technology for advertising. As we know the social media platforms or other digital platforms are increasingly used in the market on daily basis. Now, humans use these technologies in spite of going to physical shops, so these campaigns are more productive, effective and easy. The Basic principles of Digital Marketing are:

- **Build and actively manage a customer database:** In this era of scarce customers, companies need to capture the names of customers and useful information that is possible to collect about potentially valuable prospects and customers. A rich customer database can provide the company with a strong competitive advantage. The company can search and rate different groups and individuals for their probability of responding to a given offer or highly tailored offers. A database permits a company's targeting to be super-efficient.
- **Develop a clear concept on how the company should take advantage of the Internet:** A company can develop presence on the Internet in at least seven ways. The company can use the Internet to do research, provide information, run discussion forums, provide training, carry on-line buying and selling (i.e., e-commerce), provide on-line auctioning or exchanging, and even deliver "bits" to customers.

The company's Web page must be appealing, relevant, and current if it is to attract repeat visits. Companies should consider using state-of-the-art graphics, sound, and video, they should also need to add weekly news or features. The site can be developed to provide valuable help, such as links to a map showing the location of the hotel or restaurant.

- **Be easily accessible and quick in responding to customer calls:** Customers mostly have high and rising expectations about how quickly and adequately they should receive answers to questions and complaints sent in by phone or e-mail. Make sure the Internet user can communicate directly with the company. One advantage of the Internet is that we can communicate automatically. The computer can be programmed to book reservations, select and confirm seat assignments on airlines, and send confirmations of reservations, changes in flight plans and other information to the customer. However, when the user has a question that the computer cannot answer or they have a problem they would like to discuss, they should be given a phone number to call and an automatic e-mail option. Majority of companies' websites have the goal

of having 100 per cent electronic communication, and they do not include telephone contact information.

ORIGIN OF DIGITAL MARKETING

In this modern era, over 175 million patrons make use of digital media on daily basis, everyone is supposed to be known about digital marketing tools. Soon traditional media platforms will be absorbed and get dominated by digital media. Even more digital media is more cost effective than traditional methods as; large customer base can be reached within a short span of time.

The Digital Marketing came into existence in 1990's. It came over with the introduction of internet and with growth of the web 1.0, whereas web 1.0 is the phrase is known to as beginning of digital media marketing on World Wide Web, that did term as "Websites".

In the year, 1993 clickable banner or web banner came into existence. Clickable banner is basically a type of advertising done with the help of ad server on www. Entrenching an advertisement into a web page is known as web banner so that web traffic could be attracted to the web page by connecting to the web site of the marketer. In the year 1994, new digital tools incorporated in digital market place such as Yahoo, it was launched by Jerry Yang. In the very first year, Yahoo, was able to get 1 million thumbs. In year, 1996 various tools such as Alexa, look smart and in year 1998, the most used search engine "Google" came into existence. In year, 2006 customer base was developed up to 6.7 billion in a solitary month.

After then various social sites emerged, Myspace was firstly commenced social networking site, after that Facebook arrived in market followed by Instagram, Snapchat, Twitter etc. which took new opportunities in the market for the businesses, companies and consumers.

ROLE OF INTERNET

The internet is a global network of interconnected networks. This includes millions of governments, corporate, organizational and private networks forming the World Wide Web (www). The computers in these networks hold files such as web pages that can be accessed by all other networked computers. Computer, mobile phone, and other networked devices like laptops etc., can send and receive data in the form of e-mail or files, over the internet. The data move over phone lines, cables and satellites from sender to receiver. The internet therefore consists of computers with data, users who send and receive the data files and a technology infrastructure to move, create and view or listen to the content. Three important types of networks form part of the internet.

- Intranet: A network that runs internally in a company but uses the internet standards

such as HTML and browsers. An intranet is like a mini-internet but only for the internal company use.

- Extranet: An intranet to which value chain partners have admissions for strategic reasons. The access is partial or restricted only.
- Web: The part of internet that supports a graphic user interface for hypertext navigation with a browser such as Netscape or Internet Explorer. The web is what most people think about when they think of the internet.

TYPES OF E-MARKETS

Digital Marketing is normally carried out in the following types:

- **B2B:** This involves business-to-business marketing. The business organizations make online transactions with other business. They sell the products and services using internet. Also other functions like purchasing, supply chain, services, support and payment systems are managed online.
- **B2C:** This involves business-to-consumer marketing. The goods and services are marketed directly to the consumers by the business organizations. This includes activities like sales, customer service and payment systems.
- **C2C:** This involves consumer-to-consumer marketing, where consumers directly sell products or services to other consumers, using the Internet. Firms like OLX, eBay, Quicker provide such facilities.
- **C2B:** This involves consumer-to-business marketing, where the consumers (individuals) create value and businesses consume that value. For example, when a consumer writes reviews or when a consumer gives a useful idea for new product development then that consumer is creating value for the business if the business adopts the input. Excepted concepts are crowd sourcing and co-creation.

BARRIERS FOR DIGITAL MARKETING

The problems which were faced earlier were overcome by Digital Marketing but there are some issues which are being there in Online Marketing, which are being faced by both consumers as well as producers.

- Lack of privacy
- More competition

- Online frauds
- Lack of proper knowledge
- Variety of customers
- Internet problems
- Security problems
- Gap between customers and sellers
- Lack of awareness
- Technical problems
- Difficult to engage customers

ADVANTAGES OF DIGITAL MARKETING

Digital Marketing embraces many of the basic principles of traditional marketing with a few differentiating factors. One key advantage to Digital Marketing is that results can be quantified, allowing the marketers to work more effectively, generate higher ROI and in turn increasing profitability. A well implemented Digital Marketing strategy can achieve a more cost-effective customer acquisition than traditional marketing. The reach of Digital Marketing campaigns means that substantial incremental sales can be achieved online without affecting any other marketing efforts. The Digital Marketing has following advantages over the traditional marketing channels:

- **Digital Marketing can Reach Targeted Customers More Effectively:** Digital Marketing makes it possible to cover the global markets by eliminating the geographical and territorial boundaries. Thus, the location often becomes irrelevant through Digital Marketing. The nature of the internet means a potential customer from anywhere across the globe can make a business transaction and interact with the marketer. Unlike traditional marketing methodologies the power of the web means that prospects and clients can become a part of companies marketing mix 24*7 and 365 days from anywhere in the world.
- **Can Reach Wider or Even International Audience:** Digital Marketing helps in reaching out the customers who can be approached through only online means. Marketing embraces routes to market that simply do not exist with traditional marketing. It's no longer a case of just advertising through search engines and broad caste mail shots. The use of new

DIGITAL MARKETING

E-Mail Marketing

INTRODCTION

The customer is the king of the market. Marketers wish to attract a large number of customers and retain them for a long time. Therefore, they target them by using different types of marketing tools and techniques. Due to the increased use of technology and the number of generation Z customers, use of electronic marketing tools has been rapidly increased. One such electronic tool is E-mail marketing. Most of business houses whether small or Multinational Corporations (MNCs) who deal in products and services are using E-mail marketing as a medium of communication to target customers and to retain them.

for a long time. Through E-mail marketing, people are informed about new and existing products and services available in markets. Most of the time, these products and services comprise books, clothing, shoes, cosmetic products, jewelry, utensils, electronic equipment, digital equipment, home decoration items, food items, insurance services, financial instruments and services, hotel services, etc. Thus, in this chapter, a brief explanation of E-mail marketing is provided to the students.

2.3 E-Mail Marketing

2.3.1 Concept of E-Mail Marketing

E-Mail marketing or electronic marketing is an important tool of marketing by which marketers communicate with the target population. With e-mail marketing, marketers send emails to target segments of the market. In present era, marketers use email marketing to attract customers to their products and services. E-mail marketing is a very economical and flexible method to communicate with customers as compared to other traditional methods of marketing like television advertisements, radio advertisements, advertisements through billboards, banners, etc. Through email, a marketer can easily get information about habits, tastes, preferences, customs, likes and dislikes of their customers and provide them goods and services as per their demands. Marketing through emails can be in different forms which is explained as below:

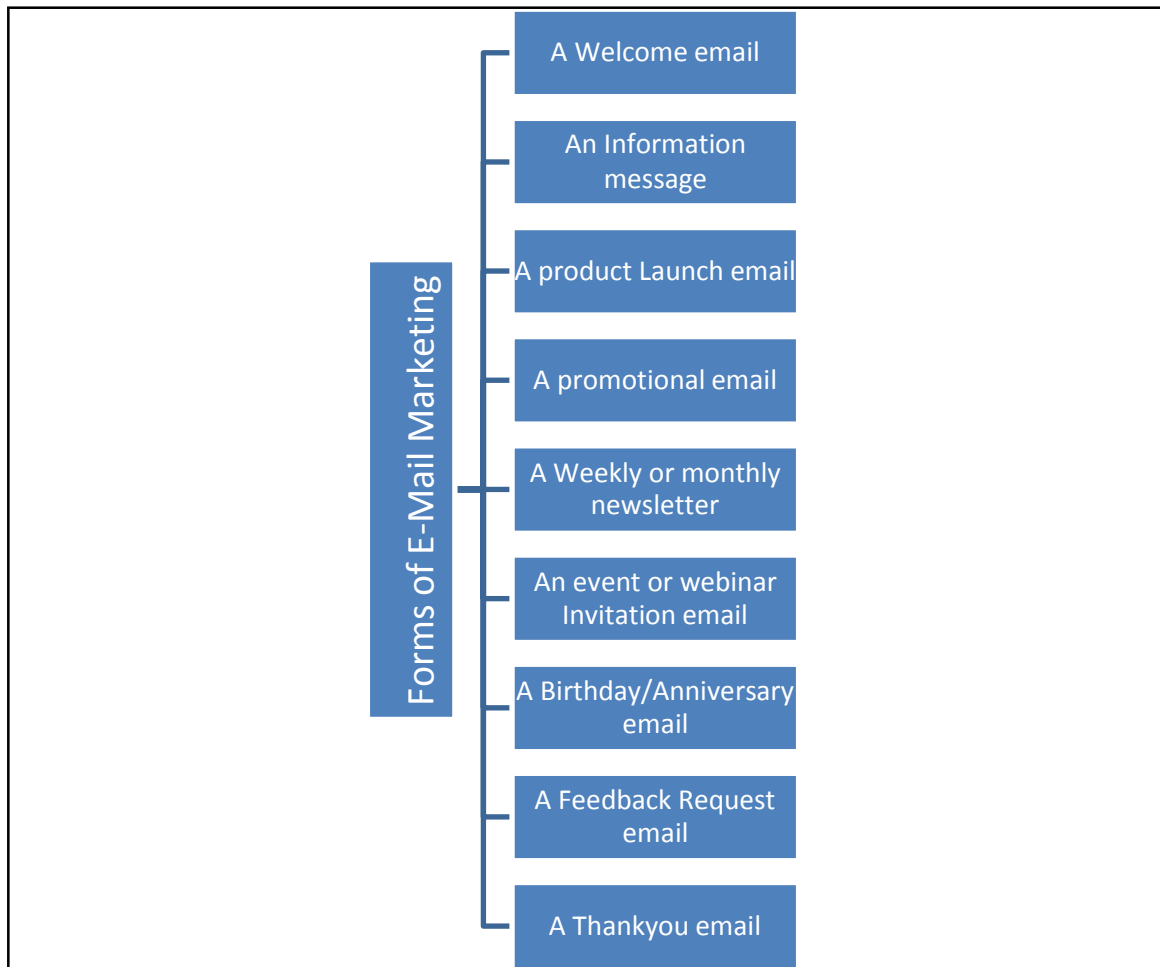


Figure 1: Forms of Email Marketing

2.3.1.1 A Welcome email

Marketers send emails to customers who came into their contact physically or virtually for the first time. For example, in Figure 2, a welcome email is sent by a bank to customers for opening a new savings account with the bank.

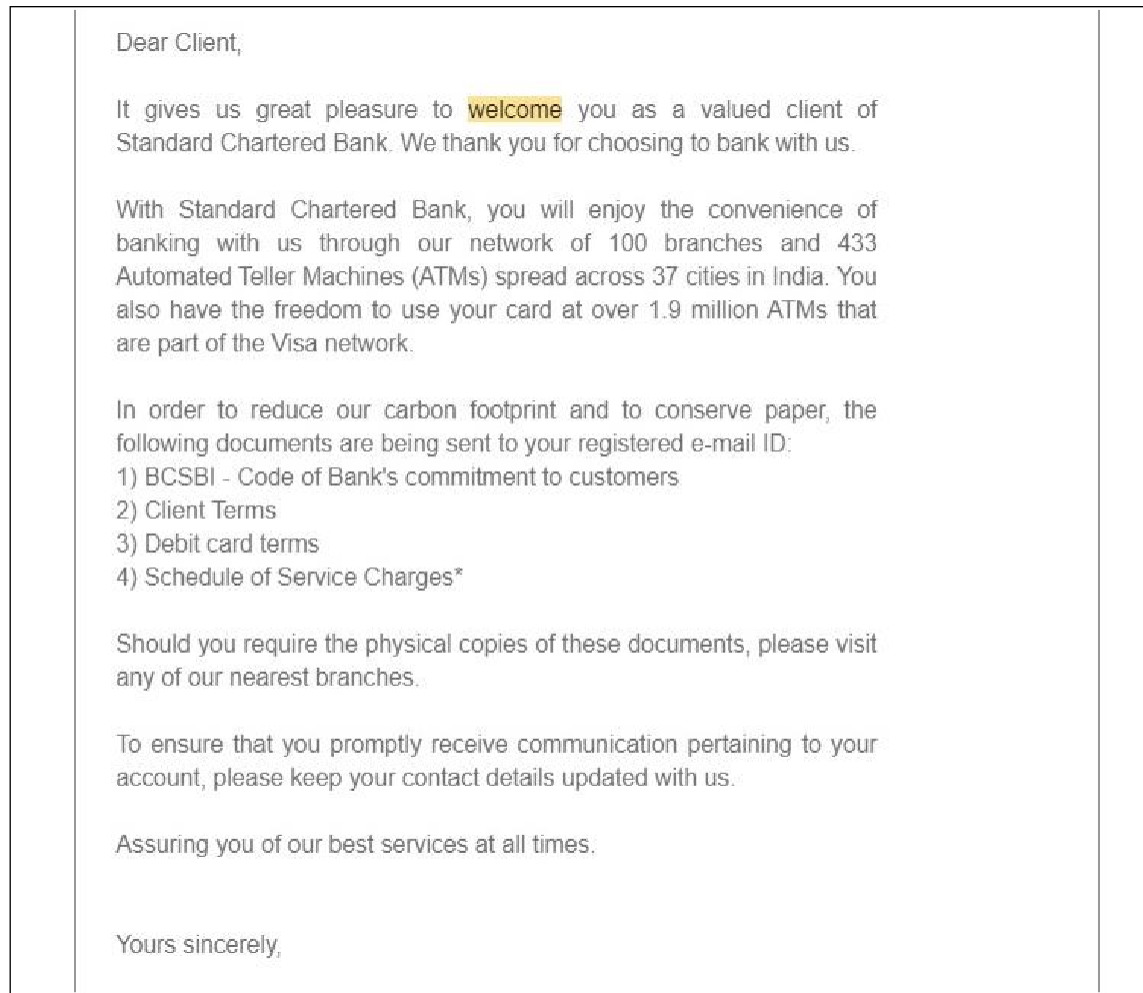


Figure 2: Example of Welcome email

2.3.1.2 An informative message

Through this form of email marketing, customers are informed about existing products available in the market.

2.3.1.3 A product launch email

Marketers send such types of emails to target groups of market in order to tell them about new products launched in market.

2.3.1.4 A promotional email

A promotional email informs customers about sale offers, discounts and other promotional offers provided by businessmen.

2.3.1.5 A weekly or monthly newsletter

Marketers send such newsletters to update their customers about business growth and achievements.

2.3.1.6 An event or webinar invitation emails

Through such emails, an invitation is sent to target customers to attend their events virtually or physically. For example, in Figure 3, it is shown that SAMSUNG company is inviting their customers to join a live meet on January 14 for telling them about new Galaxy devices.



Figure 3: Example of an event/webinar invitation email

2.3.1.7 Birthday and anniversary emails

Marketers send these emails to their subscribers to maintain long-term relationships with them. Most of banks, insurance and finance companies are using such types of methods to retain their customers and to maintain customer loyalty.

2.3.1.8 Feedback requests emails

These emails are used to improve the quality of products and services based on feedbacks given by existing customers. In Figure 4 as shown below, an email is sent by Standard Chartered Bank to a customer for getting their feedback by highlighting

the words **“Your opinion matters”**. Further customers are asked to give answers to 2-3 short questions which would take only 3-4 minutes. In order to create interest of customers, the feedback form should be short and simple.

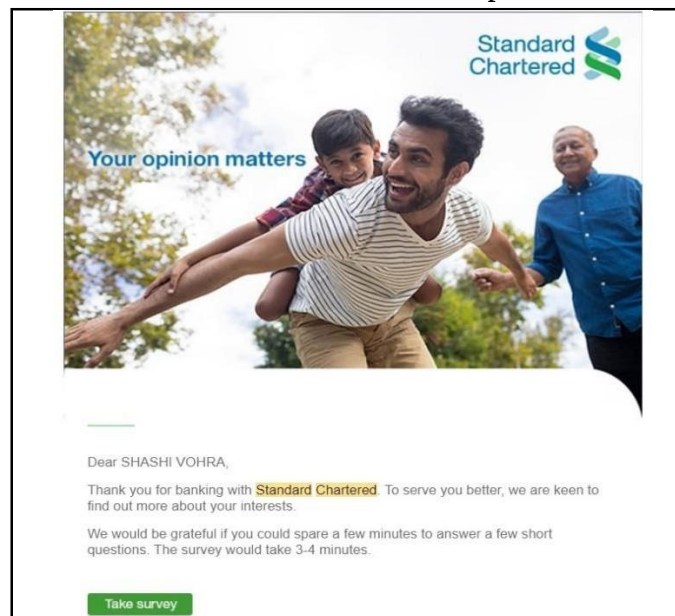
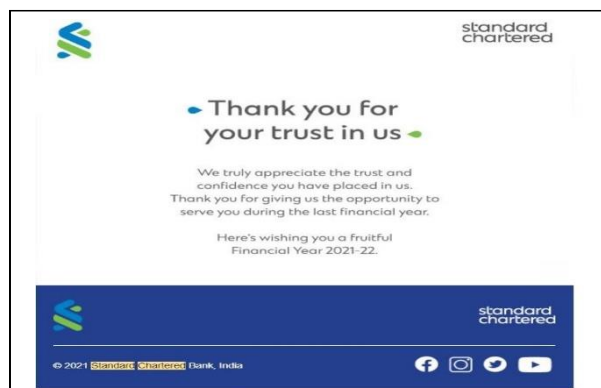


Figure 4: Example of Feedback request email

2.3.1.9 A Thank you email

Through such emails, marketers show a sense of gratitude to customers. Such emails are essential for converting existing customers into loyal customers.

Figure 5: Example of Thank you email



Marketers use above forms of emails to target a particular segment of customers through E-mail Marketing. It is one of the effective techniques of digital marketing.

2.3.2 Implications of E-Mail Marketing

E-mail marketing is the process of communicating with the mass population through emails. The importance of E-Mail marketing is growing rapidly due to the excess use of the Internet. In the present era, businessmen prefer e-mail marketing more than traditional mail marketing. There are several reasons for it. Some important reasons are explained below:

- **Direct Marketing**
E-mail marketing is an effective method of direct marketing as it reaches customers directly. Most of the time, an email is crafted by keeping in mind the demographical, social and cultural elements of target customers. Thus, it makes e-mail marketing an effective tool of communication.
- **Increase Sales Revenues**
E-mail marketing helps a businessman in increasing sales of goods and generate a large amount of sales revenue from them. Businessmen generally post attractive images of products and services in e-mails to entice customers. Besides this, they inform customers about attractive promotional offers on goods and services. All such activities motivate customers to buy those products and services. As a result, sales increases and businessmen earn more revenue. For example, e-commerce companies such as Flipkart, Swiggy, Nyakaa, etc. frequently send emails to existing customers to inform them about sales and other lucrative offers.
- **Brand Awareness**
Sometimes a person is not familiar with different types of brands of a single product available in the market. When information about different brands is provided to them through emails, they become aware of it. They may use such type of information before making any purchase decision.

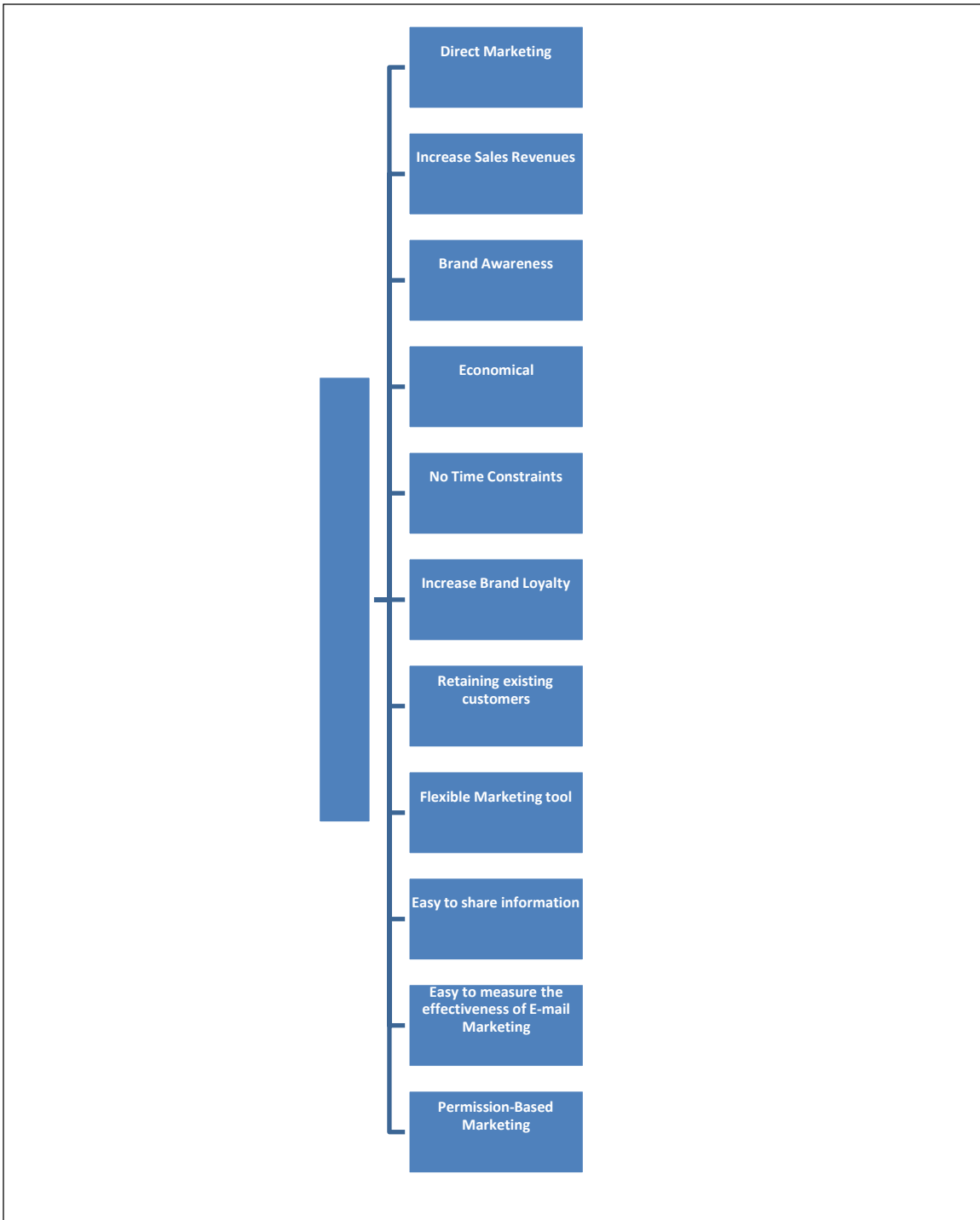


Figure 6: Reasons of using Email Marketing

- Economical

Designing an email to target a particular segment of society is not much expensive. In email marketing, there is no need to spend a heavy amount as compared to spending a huge amount on promotional tools and techniques such as designing television advertisements, banners, billboards, etc. But an email should be designed carefully. The subject matter, as well as the content of email, should be crafted keeping in mind the target audience, their level of income, their occupation and their interest in specific products. The subject matter of the email should be attractive and the content of email must have visual appeals.

- **No Time Constraints**

In e-mail marketing, there are no time constraints. A businessman can send an email anytime and even a customer can also read it anytime as per his convenience.

- **Increase Brand Loyalty**

Brand loyalty means the repeated purchase of same brand by customers. When emails are sent frequently to customers to inform them about new products and to remind them about old/existing products, satisfied customers generally prefer to buy same brand for each product. This also increases brand loyalty of customers.

- **Retaining existing customers**

It is generally said that retaining customers is more difficult than the acquisition of new customers. E-mail marketing also helps in retaining customers. When businessmen send emails to customers frequently, they prefer to buy the same product or different products of same brand. In this way, email marketing helps in retaining existing customers.

- **Flexible Marketing tool**

E-mail marketing is a flexible tool of marketing in comparison to other marketing tools. If a businessman assumes that the email is not crafted properly as it does not attract mass customers, he can make changes in the subject matter and content of E-mail without spending huge amount of money on it. The content of email can also be changed frequently as per situation or occasion. However, it is not possible in case of other marketing tools such as television advertisements, newspaper advertisements, billboards, banners, etc.

- **Easy to share information**

If a brand loyal customer is highly satisfied with products and services promoted in emails or he is attracted to the offers on products and services, he can easily share this information with others by simply forward email to others. This increases goodwill of business by word-of-mouth or viral marketing. Sharing of emails by existing customers to new customers increases the number of customers also.

- **Easy to measure the effectiveness of E-mail Marketing**

In order to measure effectiveness of E-mail marketing, some softwares are also available in market. A businessman can buy and install those softwares to measure effectiveness of email marketing. A huge amount of investment is not required for measuring effectiveness of email marketing.

- **Permission-Based Marketing**

E-mail marketing is permission-based marketing because businessmen generally send emails/newsletters to those customers who have permitted for updating about their products

and services. In this way, a businessman can influence target customers about products and services and maintain long-term relationship with them. Some marketers also provide the feature of –unsubscribe in their emails which means that if a customer does not wish to receive an email in near future, he can use this option. By choosing this option, the customer will not receive emails from marketers further.

Track Your Progress I

1. What do you mean by Email Marketing?

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2. Explain different forms of Email Marketing in detail.

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3. Write implications on Email Marketing in detail.

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4. State whether following statements are True and False

- a. Email marketing is a type of digital marketing.
- b. In Email Marketing, text messages are sent to customers on their mobiles.
- c. There is no requirement of internet connectivity in email marketing.
- d. Email marketing is beneficial for enhancing brand loyalty.
- e. With Email marketing, it is not possible to share information about products and services with customers.
- f. Is Email marketing a permission based marketing?

Answers: a. True b. False c. False d. True e. False f. True

5. Fill in the Blanks

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- a. E-Mail marketing is an important tool of _____ by which marketers communicate with the target population.
 - b. The email which new customers receive when they came into contact with marketer/seller for the first time is called _____ letter.

- c. In order to get responses from customers about quality of existing products and services, _____request emails are sent by marketers to existing customers.
 - d. Marketers send _____to update their customers about business growth and achievements.
 - e. E-mail marketing is a _____tool of marketing in comparison to other marketing tools.
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Answers: a. Marketing b. Welcome c. Feedback d. newsletters e. flexible

2.4 E-Mail Automation

2.4.1 Meaning

E-Mail automation is the process of sending emails to existing customers or prospects automatically when they perform actions like register e-commerce websites/signing up for an email list first time; select products for shopping; finalize an order and make payment. In case of an e-mail automation system, an email is designed one time and then Marketers use it several times to respond to their customers' actions. Thus it saves time and expenditure for marketers and proves to be a useful tool to target new customers and to maintain long-term relationships with them.

2.4.2 Advantages of Email Automation

- **Attract new customers**

In present era, people have become time-poor and money rich. They have money to spend but less time to go to market and explore new products. Through emails, marketers may come into direct contact with customers. Some businessmen also provide live chat facilities on their websites. When a customer clicks on different links available in the email to go to a website and explore it more, they may use the live chat facility and select products of their choice. In this way, new customers will be attracted to products and services.

- **Market Segmentations**

Email automation helps businessmen in segmenting markets. Through email automation, some business houses also ask their customers to fill in demographic information (like age, gender, occupation, level of income, number of family members, etc.). From this demographic information, they can make segments of customers on different basis and sell specific products to specific target group on the basis of their preferences.

- **More Chances of Improvement**

Through email automation, feedback forms are given to customers to get information about their satisfaction level that they feel after using a particular product or service. This helps the businessman in improving the quality of products and services.

- **Sense of belongingness**

To maintain a long-term relationship with customers, a feeling of belongingness must be felt by customers. When customers receive welcome letters, greeting cards on birthday and

anniversary or any other special occasion, it arouses a feeling of belongingness among customers and they become loyal customers for that business.

- **Enhance Brand Loyalty**

Satisfied customers not only make repetitive shopping of those goods but also tell to friends and relatives about quality of brand and online communication services provided by businessmen. Thus, it increases brand loyalty among customers.

- **Maintaining customers' database**

Email automation helps a businessman in preparing data about their customers. Such data is useful for business persons in providing specific products and services to customers; making changes in products and services as suggested by customers; designing the products and services as per customers' choice and preferences and targeting a particular segment of the market.

- **Improving retention rate of customers**

It is generally said that selling a product to existing customers is much easier than making a new customer for the same product. Retaining of customers is a difficult task for any business. To retain existing customers, marketers generally schedule their email automation messages. Through email automation, businessmen remain in the personal touch of their customers every time. In this way, chances of retention of customers increase.

- **Drafting Marketing Strategy**

Through email automation, a businessman collects relevant data about their customers and based on such data (preferences, likes, habits, fashion and demands), marketers may draft an efficient marketing strategy to improve their target share in the market.

Track Your Progress II

2.4.2.1 What do you mean by E-mail Automation?

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2.4.2.2 Write down advantages of E-mail Automation in detail with examples.

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2.4.2.3 State whether following statements are True and False

2.4.2.3.1 E-Mail automation is the process of sending emails to existing customers or prospects automatically when they perform actions.

2.4.2.3.2 Email automation is not helpful for marketers in segmenting

markets.

2.4.2.3.3 Email automation helps a businessman in preparing data about their customers.

2.4.2.3.4 Retaining of customers is not a difficult task for any businessman.

2.4.2.3.5 Telling friends/relatives/other persons about quality of products and services is called Viral Marketing or Word of mouth marketing.

Answers a. True b. False c. True d. False e. True

2.4.2.4 Fill in the Blanks

2.4.2.4.1 E-Mail automation is the process of sending to existing customers or prospects automatically when they perform actions.

2.4.2.4.2 Through E-Mail automation, marketers may draft an efficient _____ to improve their target share in the market.

2.4.2.4.3 Email automation helps in increasing _____ rate of customers.

Answers a. Emails b. Marketing strategy c. Retention

2.5 E-mail Oriented Promotional Programs

E-mail may be defined as one of the effective mediums of communication for businessmen to establish contact with customers. Businessmen do not use emails to communicate with customers but also to promote their products, services, offers, campaigns through various promotional programs. When a customer order some products and services then for confirming that order, an email is sent to customers automatically. Such types of emails are known as transactional emails.

Promotional emails are in form of promotional programs which are used by businessmen to convert subscribers into customers and further customers into brand-loyal customers. These email-oriented promotional programs can be of different types. Some of the important emails oriented promotional programs are given below:



Figure 7: Email Oriented Promotional Programs

- **Sales promotional E-mails**

Sometimes businessmen run a sale to sell their goods (including outdated or old fashioned). In that case, sales promotional emails work better than any other medium of communication. By sending such emails to existing customers, a businessman may sell the products and generate huge revenue. To entice customers through email, subject matter, as well as the content should be very attractive. For example, in Figure 8 shown below, NYKAA creates the interest of their customers in shopping by highlighting exact discount amount –**The BIG 40%!**” and by writing a line –**A Flat 40% discount, of course!**”

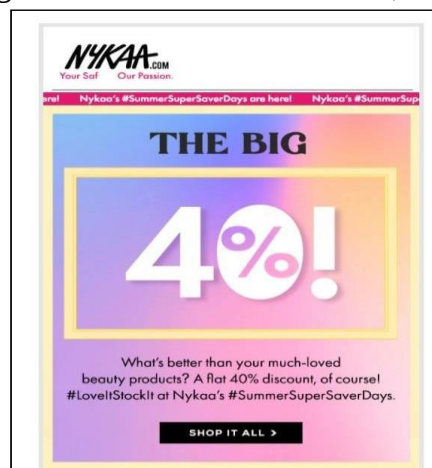
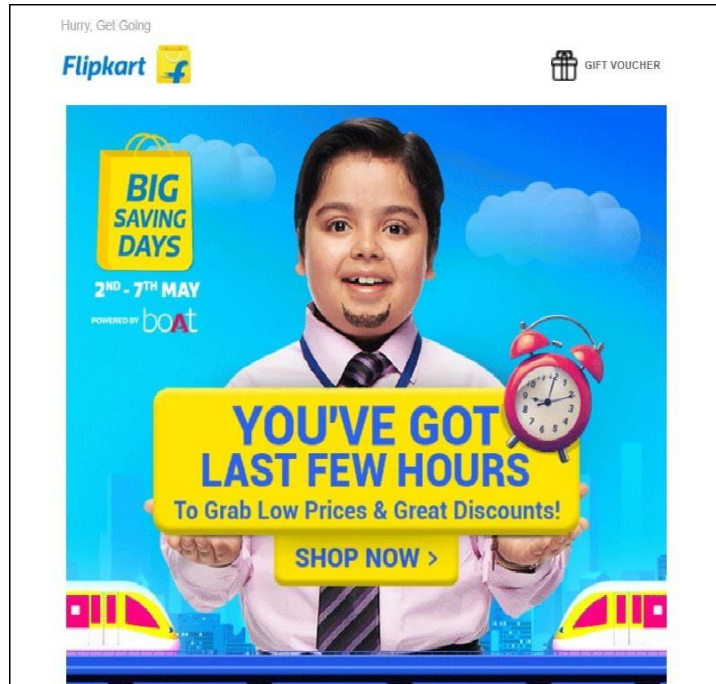


Figure 8: Example of Sales Promotional email

- Limited-Time Offers

Another type of promotional program which is possible through email marketing is to prompt customers for impulsive buying (shopping goods quickly without any planning in advance). When a limited time offer is given to customers for taking shopping decisions and to shop goods, the customers become panic and they start shopping for goods immediately. For example in Figure 9 of Flipkart (as shown below), an attractive slogan “**BIG SAVING DAYS**” is used along with the line “**YOU’VE GOT LAST FEW HOURS To Grab Low**



Prices & Great Discounts”.

Figure 9: Example of Limited Time Offer email

- Introducing new feature/product/service

Through email marketing, a businessman can make their customers aware of the introduction of new features in an existing product/service and the introduction of new product or new service. For enticing customers towards new products, the content of an email should be designed creatively by highlighting important/ unique/ attractive features of new product/service. The message must create curiosity in the mind of customers and induce them to shop and use those new launched products/services. Like in Figure 10 as shown below, Flipkart is showing all products which are launched by them. The slogan is “**Open your wallet for the Just Launched**”.

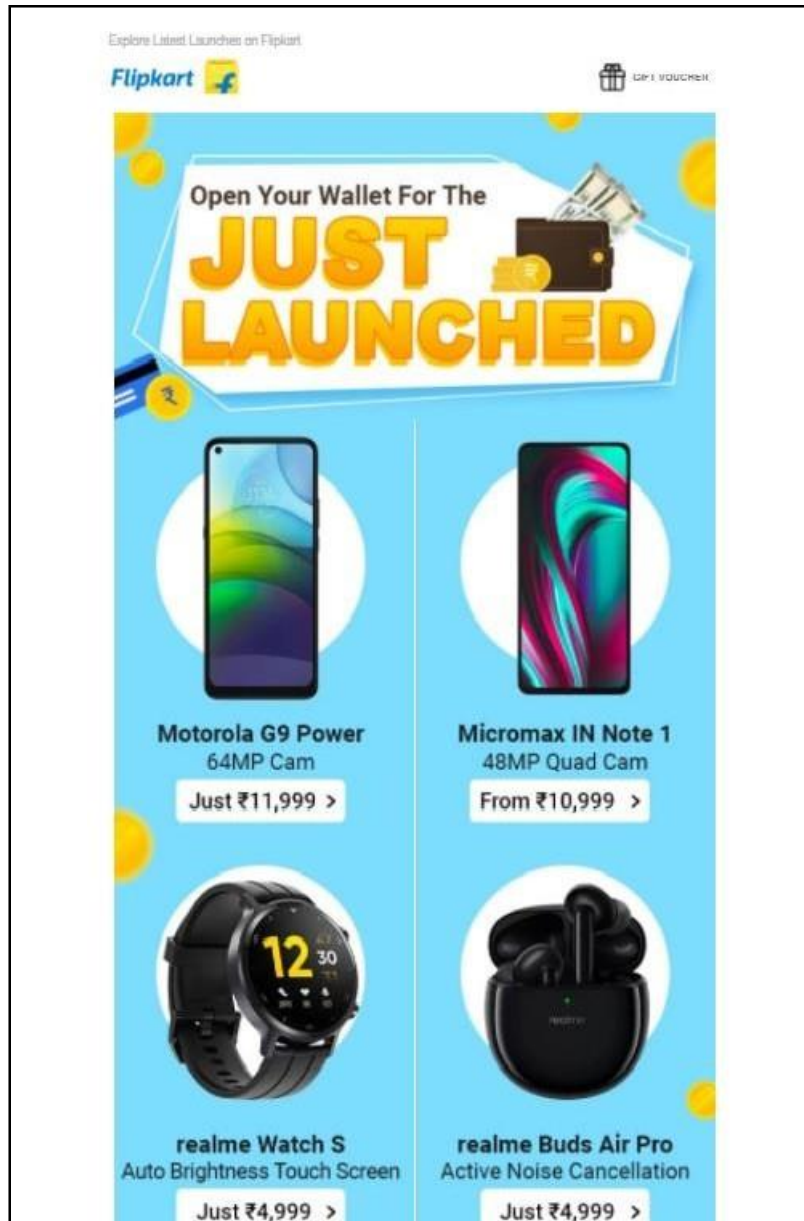


Figure 10: Example of launching new products

Similarly, another example of Grofers (a food provider) is shown in Figure 11. In this image, Grofers informs their customers about launching a new feature in their mobile app. The words which are written in the content of the email comprise –We just launched a feature that allows you to mark **_this order is related to a COVID-19 emergency_**’ option during checkout. They also highlighted it in a rectangular box drawn around this option in the email.

We just launched a feature that allows you to mark **'this order is related to a COVID-19 emergency'** option during checkout.

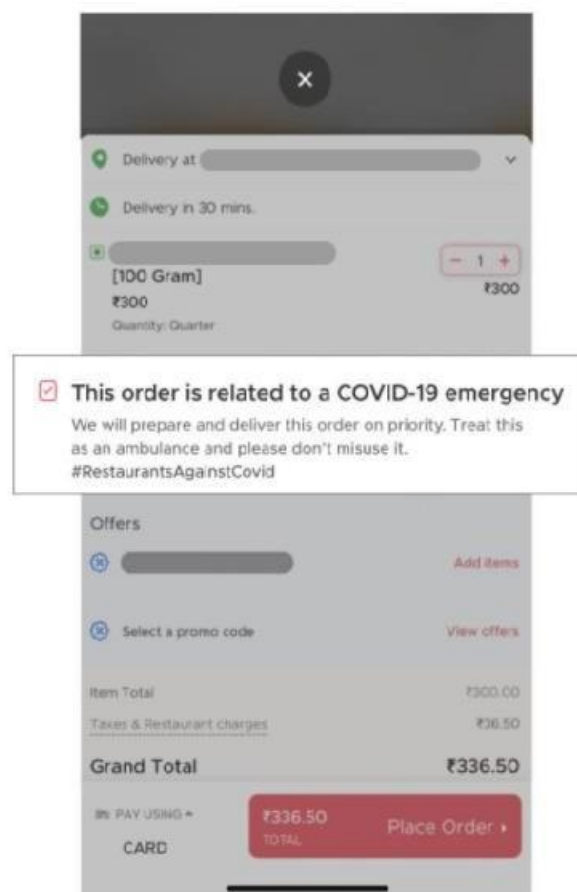


Figure 11: Example of launching new feature in mobile app

- **Subscriber-Special Offers**
Some marketers give special offers to their special/old customers/subscribers to motivate them for shopping frequently/repetitively. Therefore, they send some subscribers-special offers in their emails to special customers only.

- Seasonal Campaigns

India is a land of different festivals, religions, and cultures. Therefore, to target customers, marketers generally use seasonal campaigns/ special offers or communicate with their customers by greetings messages. Like in Figure 12, NYKAA.com is highlighting their 40% off message on Holi festival by highlighting the words **“HOLI Hungama-splash into the sale”**. In Figure 13, Flipkart is just wishing their customers on **Eid festival** to maintain sound relationship with them. They are highlighting the message as **“CELEBRATE Eid – At the Comfort of Your Home”**.



Figure 12: Example of Seasonal Campaign with discount offer



Figure 13: Example of wishing customers on Eid festival

Track Your Progress III

1. Explain the concept of E-mail Oriented Promotional Programs in detail.

.....
.....
.....

-
2. State whether following statements are True and False

- a.** Marketers send sales promotional emails to customers to tell them about their sale offers.
- b.** Email marketing cannot be used for telling customers about introduction of new feature in a product or a new product or a new service in market.
- c.** Subscriber-special offers are only for those subscribers to whom the email is sent.

Answers: a. True b. False c. True

2.6 Summary

There are numerous tools and techniques of e-marketing which are used by marketers to target customers. These tools and techniques comprise social media marketing, mobile marketing, email marketing, search engine marketing, online advertising, video marketing, affiliate marketing, etc. Email marketing is the most effective marketing tool which is used by marketers to target customers. Around 87% of B2B marketers use email as a channel of distribution (<https://kinsta.com/blog/email-marketing-statistics>). It is a less expensive and easy method of communication with customers. However, it has some limitations also. To use email marketing, emails of target customers are required. Without having information of accurate emails of customers, this marketing tool cannot be used efficiently. Some persons hesitate in sharing their personal information as there is always a risk of sharing personal information for illegal purposes. Some people do not take interest in reading emails. They just delete the email

messages sent by marketers. If people do not read emails then the purpose of marketers to target customers will not be fulfilled.

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-

2.9 Answers

Track Your Progress I

1. Refer 3.3.1
2. Refer 3.3.1
3. Refer 3.3.2

Track Your Progress II

1. Refer 3.4.1
2. Refer 3.4.2.

Track Your Progress III

1. Refer 3.5.

Digital Marketing

Search Engine Marketing

Introduction

Search Engine Marketing: Search engine optimization is one of the most important parts of Website Marketing. SEO is about getting organic traffic on website from search engines. In website marketing space, SEO is considered as one of the most effective channels for getting visibility, traffic on website without spending too much. SEM is that type of website marketing that involves promoting websites by Search Engine Results. The target of every organization is to rank their website at the top of every search result and it can be done through paid advertisement and involvement in the online community.

Things to know about SEO

- i. SEO is a long term strategy
- ii. SEO is part of inbound marketing and Search Engine Marketing
- iii. SEO gives you better ROI compared to other channels.
- iv. Search Engine Optimization is difficult, complex and time-consuming. But, delivers better results if implemented properly.

1.Mobile Marketing: Mobiles have gained unprecedented importance in our lives, today. People around the world choose mobile devices as their preferred medium to connect with other people, gather information or even do business. As a result, many businesses are actively devising new mobile marketing strategies to reach out to their audience. Mobile marketing is a multi-channel, website marketing strategy aimed at reaching a target audience on their smart phones, tablets, and/or other mobile devices, via websites,

email, SMS and MMS, social media, and apps. Mobile marketing offers various advantages that make this marketing both profitable and interesting in the modern world. Nowadays everyone has a mobile phone so it can definitely be the way of the future and with you having a growing business, that mobile marketing is a part of future marketing strategy.

2. **Online Advertising:** Online advertising is another marketing strategy where internet is used to deliver marketing messages to the potential customers. It includes e mail ads, search engine page results, mobile advertising, banner ads, and blogging; pop up ads, media ads etc. This type of online advertising is less expensive, cover wider geographical reach and easy result measurement approach.
3. **Online Catalogs:** An ecommerce catalog is commonly defined as any online catalog that showcases the products or services of a company that operates primarily online, or in "e-commerce." This catalog represents part of a general shift in the way the world's consumer base does business. Some of the benefits of online catalogs are:
 - i. Improved updating and reliability
 - ii. Time saver and flexibility
 - iii. Easy distribution worldwide
 - iv. Improved web site performance
 - v. Cost effective as it lowers printing and marketing related costs
 - vi. No need of multiple catalogues storage area in office.

5.2 Advantages of Website-Marketing

1. Internet provides 24/7 service to its users. So we can build and make customer relations worldwide, and the customer can shop or order the product/service anytime.
2. The cost of spreading the message on internet is negligible. Many social media sites like Face book, LinkedIn, and Google plus allow to freely advertise and promote the business
3. We can easily and instantly update our registered customers or subscribers through e mail.
4. Visitors or potential customers of the website can get up to the minute information on each visit.
5. If you are having a sale, your customers can start shopping at the discounted prices literally as soon as they open their e mail.
6. If a company has a sensitive business, like a law firm, newspaper or online magazine, that company can also deliver its product directly to customers without having to use the courier.
7. It also allows flexibility to target market segmentation and focus on the selected

- group of clients by giving them what is required to build their satisfaction.
8. Organizations can get immediate feedback on prices and improvement of features of products.
 9. As websites are user friendly and always ready to serve their customers, so rather than calling to find information, catalogue software can display information in order to provide real time data on products and services provided by the company.
 10. Companies using internet can respond to customer inquire more quickly and effectively, this benefit can organize to improve competitiveness by becoming closer to the customers.
 11. Website marketing also decreases Human Resource costs for companies because the companies can have smaller offices, less parking space, less IT services etc.

5.3 Limitations of Website-Marketing

In spite of various benefits there are certain challenges of website marketing which are discussed below:

1. If you want a strong advertising campaign, you have to spend money. The cost of website design, software, hardware, maintenance of the business site, online distribution cost and invested time, all must be factored into the cost of providing service/product online.
2. Almost over 60% of household nowadays shop online. While that numbers are continuously growing, the company needs to reach the maximum people.
3. Some people prefer the live interaction when they buy any product. And if the company has the small business with well location, this may also deter customers from buying who live on long distances.
4. The company should have updated information on the site. This requires research and skills and thus timings of updates is also critical.
5. Is your company website secure? There are many incorrect stereotypes about the security of the internet. As a result, many visitors of the business website will not want to use their credit card to make a purchase. So there is a fear in the minds of the visitors having their credit card information stolen.
6. There is a lack of security, reliability and security in the internet system because of poor implementation of the communication protocols. Authenticity of website has always remained in question.
7. The technological limitations also restricted large number of people from using this revolutionizing technique.
8. Website marketing also lacks the personal touch. The product can not touched or felt as website marketing does not allow it. This lack of touch or feel prevent people from buying goods through the online mode.
9. Another limitation is that there are certain goods that cannot be purchased online

- for example online ordering ice-cream or perishable things will be a difficult one.
10. In India there is still shortage of computer literate who have website marketing skills and experience of dealing through internet. There is also difficulty in finding web developers and expertise professionals to manage all the website marketing related problems.

5.4 Sum Up

Website marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Website marketing career. The growth in the website marketing trends is making a very substantial impact on marketing and advertisement. The big picture of website Marketing industry in India cannot be complete if short preview of the past online marketing statistics is not made. Nowadays, website marketing industry in India is growing at its peak, and is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. Moreover, Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Also, marketing information's is moving along in the same line with entertainment. People of India needed an exciting spirit always. This targets their interest into the marketing information.

5.5 Exercise

Check your progress:

1) Fill in the blanks-

- a) **A passive technique by which online shoppers take the initiative requesting specific information on the web is known as_____.**
- b) All the activities related to promotion of buying and selling of goods and services are known as_____.
- c) **WWW stands for_____.**
- d) _____websites are most suitable to introduce the business online.
- e) **Promotion of website refers to_____.**
- f) Google, Bing, Yahoo are examples of_____.
- g) _____**Hierarchy of SEO Needs helps us to understand the critical needs of SEO.**

2) State whether given statements are True/False with reasons:

- a) **The cost of advertising or providing services through internet is very high.**
- b) Full form of SEO is Search Engine Option.
- c) **Functionality is one of the necessary feature of a well designed website.**

- d) WWW is known as World Wide Website.

3) Short Answer Type Questions:

- a) Define Marketing according to AMA.
- b) **Describe Website Marketing Briefly.**
- c) What are the different types of website marketing techniques?
- d) **Difference between Push and Pull marketing techniques.**
- e) Name different phases of Website Marketing Strategies.

4) Long Answer Type Questions:

- a) Explain Website Marketing and its techniques in detail.
- b) **Give some ways to promote the website.**
- c) State and explain different ways of Website Development Strategy.
- d) **What are the features of a well designed website?**
- e) Explain any five techniques of advertising through internet/websites.
- f) **State pros and cons of website marketing.**
- g) Difference between traditional marketing and website marketing.
- h) **Make a Comparative study of traditional marketing and website marketing. Which is better?**

SOCIAL NETWORK

7.0 Objectives

After reading this chapter, you will be able to:

7.1.1 Understand how to leverage social media platforms- Facebook, Instagram, Twitter, Youtube and Whatsapp for marketing purposes.

7.1.2 Discover the importance of these emerging platforms

7.1 Introduction

A social networking is an online service, platform or site that focuses on building and reflecting of social network or social relations among people who share interest and activities. Social networking often involves grouping specific individuals or organizations together.

Social networking is a web based communication media, which allows users to have conversations, share information and create contents. There are numerous social media sites like blogs, social networking sites, instant messaging, photo-sharing sites, video-sharing sites and more. Billions and billions of people across the world use social networking sites to share and make connections on a personal level. Social Networking sites facilitate people use social media to communicate with friends, family and to learn new things which interests them and which is entertaining. Business houses use social media to have conversion with their target audience, get feedback from customers, promote, and elevate their brand.

The social networking sites include Facebook, Whatsaap, MySpace, LinkedIn, Friendster, hi5, YouTube, Wikipedia, Flickr, Blog, Slideshare etc.



Figure 9.1: Social Networking

Source: Google Images

7.2 Social Media Outlets / Platforms

Social Networking websites allows individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. Social networking sites like Twitter, Facebook, Google Plus, Youtube and Blogs allow individual followers to _retweet‘ or _repost‘ comments made by the product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people. Social network sites act as word of mouth.



Figure 9.2: Different social media platforms

7.3 Facebook Marketing

Facebook has 1.28 billion active users and is currently the largest social network – that adds up to a lot of potential brand exposure.

Facebook is a social networking service provider. It lets you invite and connect with friends, send messages and pictures, like and comment or share them. Facebook has seen outstanding growth since its inception and is poised to maintain its dominance in social networking.

History of Facebook

Facebook was founded by Harvard student Mark Zuckerberg on February 4, 2004. In May 2007, Facebook opened up its developer platform to allow third-party developers to build applications and widgets that, once approved, could be distributed through the Facebook community. In May 2008, Facebook engineers announced **Facebook connect**, a cross-site initiative that allows users to publish on third-party sites in their Facebook newsfeed. The site

was redesigned in late 2008, intended to streamline the website and make it easier to see what friends were doing.

What is Facebook Marketing?

Facebook is undoubtedly the most popular social media platform available with many advantages associated with it. It is primarily a social networking site, however it can be used as a handy tool for promoting and advertising a business. We can use Facebook to promote a brand, market a company, or create awareness about a service or a product.

7.4 Steps to start Facebook marketing

Step 1: Set Goals

Any strategy begins with goals. What do you want out of your Facebook Page? Sales is the obvious choice, but there can also be secondary goals that lead to sales.

Consider some of these Facebook marketing goals as you craft your plan:

- ☐ Increase overall exposure and awareness.
- ☐ Create a loyal and engaged community.
- ☐ Establish authority and showcase your knowledge.

Step 2: Research

Your Facebook research will include these areas:

- ☐ Identify your audience and where they spend their time.
- ☐ Research your competition and watch what is working for them.
- ☐ Understand the latest techniques. Make sure you know the latest techniques on Facebook that are effective. Keep up with the trends so you know what is working for others.

Step 3: Design the Facebook Experience

Now that you have your goals set up, work backwards from those goals to determine how you will achieve them.

- Set up an editorial calendar. Plan your content that you want to share. You can schedule your daily activity, weekly activity and monthly activity by using a simple Excel spreadsheet.

- Set up an activity calendar. Map out your long-term activity and marketing plan, along with an estimate of your outcomes. Also decide when and how often to engage with your key influencers.

Step 4: Measure Your Progress

Take time to look back at your progress on Facebook so you know if your marketing is working. Become familiar with how Facebook Insights work so you know which posts are working for you.

7.5 Grow Your Business with Facebook

Facebook is fast becoming a powerhouse of marketing activity due to the sheer number of engaging users on the site and the simplicity of connecting with them directly.

Facebook can provide your business with a branding outpost on the web where customers, employees, and even the media can find information about your company, products, and services. Facebook connects you and your staff directly to your customers and fans.

Facebook can generate new leads for your business by drawing users' attention towards what you are offering. Facebook helps in sharing links, images, and posts on a customizable page to project a better sense of your business. Facebook runs tactics like contests, sweepstakes, etc., that can increase fans and brand awareness of your business.



Figure 9.3: Facebook Marketing

Source: Google Images

7.6 Twitter Marketing

Twitter is another social networking platform that allows registered users to read and write 140-character messages called 'tweets'. It is available across all devices such as cell phones, desktops, laptops, and tablets.

With hundreds of millions of users and over 500 million tweets being sent each day, there is a great opportunity for businesses to reach a global audience of new and existing customers through Twitter. Twitter is a social communication tool where people broadcast short messages. These messages, called tweets, are limited to 140 characters in length. As a Twitter user, you select which other people you wish to follow; when you follow someone, their tweets show up in a list known as your Twitter stream. Anyone who chooses to follow you will see your tweets

in their stream. It is not necessary to follow everyone who follows you, and not everyone you choose to follow will follow you back

History of Twitter

Jack Dorsey, an undergraduate student at New York University, introduced the idea of an individual using a message service to communicate with a small group. Twitter was launched as an SMS-based communication platform. Initially it was known as "twtr".

On March 21, 2006, Jack Dorsey sent the first ever tweet – "just setting up my twtr".

What is Twitter Marketing?

Twitter marketing is a powerful tool for companies of every size and structure to reach out to new customers, promote their brand, and connect with the rest of the companies. Users can find out if customers are talking about them, and the business can accordingly respond. Tweets create another instance for the business that shows up in the search engine results. Twitter serves as a solid foundation for your business to branch out into other social sites.

Twitter is a great platform for projecting what your company is doing and accessing a large audience, where your Tweets can promote products and events.

Create a Twitter Account for Your Business

Before creating a profile, make sure every element of your profile reflects your business identity and personality. Follow the steps given below to create an account for your business –

- **Sign up for Twitter or go to twitter.com** – Supply all the required information in the lower box on the right side of your screen including your username, email address, and password.
- **Confirm your account** – Twitter will send you an email to the email address you provided that will include a link that verifies your account. All you need to do is to click on the link to activate the account.

- **Make your first connections** – When you are done with creating your account, the network will suggest people to follow. Twitter will recommend some popular accounts of celebrities to follow. Skip this step if you don't want to follow an account.
- **Add profile details** – Click "edit profile" on the right side of your screen. Upload two different appropriate and suitable photos to your profile and update the basic information that appears in your bio. Try to convey what your business or brand is all about.
- **Send your first tweet** – Everything is ready, now you are set to start tweeting! Hit the "Tweet" button and you are off and running with Twitter.

7.7 How to Increase Followers on Twitter?

- Grow your community by adding a follow button in your website and promote your username.
- Get noticed with hash tags like #smallbiz etc.
- Engage with your followers by collecting feedback to build a better business.
- Sync your email contacts with Twitter.
- Keep your bio updated with the events or the business campaign you are running.
- Embed your best tweets and tweet to people every day.
- You can promote your twitter account on any printed material, e.g., business cards.
- Follow people who follow you.
- Make sure you are engaging with your customers on twitter and not to your product.

What is Hash Tag?

The symbol hash tag (#) is used to mark keywords in a tweet. It was originally created by Twitter users. This symbol helps them to categorize the tweets and show them easily when people search for them. Hash tags can occur anywhere in a tweet – middle, end, or at the beginning. If you tweet with a hash tag on a public account, anyone who does a search for that

hash tag will find you. A hash tag is a way for people to search for tweets having a common topic.

If you want real success and want to build your brand on Twitter, then you should always keep the following points in mind:

- ☐ Use your brand name as your Twitter name. It may seem obvious, but it needs to be said!
- ☐ If branding a company is your number one priority, use your logo as your Twitter picture.
- ☐ 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! Really, 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 –tweeps,|| retweet, and favorite relevant content.
- ☐ One of the biggest mistake people make on Twitter is not using relevant hashtags. You may want to create your own personal hashtag to archive your tweets but use hashtags that are trending when posting, so that your content gets seen.
- ☐ Tweet questions or a call-to-action when you post. People are more likely to respond when they’re asked something. There’s an option to create polls too.

7.8 Instagram

Follow after the well-known social media network such as Facebook and Twitter, Instagram has joined in the trend in 2010 and provided another favourable marketing platform for marketers to interact with their customers. Instagram is a worldwide used social media network, which has been used as a marketing tool by many global business companies. It is a significant marketing tool that allows business communication to take place. Instagram enables marketers to interact with their customers‘ by sharing photos and videos and leaving comments as a way of sharing information; receiving comments and likes as a way of gaining feedback from customers.

There are many businesses that started to integrate their business with the Instagram experience. According to an article published on BBC News (2012), study has said that a large number of top brands around the world are using Instagram as one of the marketing strategy.

Instagram can help a company to promote their products and services. Instagram marketing is an effective way to advertise a product as it is said that a picture speaks a thousand words.

To identify clear objectives, marketer should ask questions:

- (i) Why is the brand on Instagram?
- (ii) What is the role of Instagram in helping the brand achieve their marketing objectives?
- (iii) How is the brand utilizing it differently from other platforms?

Moreover marketers have the following objectives:

- ☐ Creating awareness about the brand
- ☐ Showcasing their product or services
- ☐ Building a community
- ☐ Showcasing the company's culture and values
- ☐ Increasing brand loyalty



Figure 9.4: Instagram as social media marketing tool

Source: Google Images

Content Strategy

The heart of content strategy is creating that is unique to the brand, that personally energizes them and that resonates with their target audience. Creating good quality content that adds value to the users is the only way of successfully leveraging the platform.

Whether a small or a big business, each has some stories worth telling its audience. A simple framework marketers can use for content strategy is –(i) Product is the hero, or (ii) User is the hero.

If one believes that the product is the hero then, the content strategy can focus on product uses, demonstration, and product is at the centre of the story.

On the other hand, brands can have their uses as the hero in which case they show how the aspirations, desires of the target audience is met by the product or show the lifestyle or characteristics of the target audience making them aspiration.

Some of the content themes can be:

- ☐ User generated content
- ☐ Product showcase/ demonstration
- ☐ Behind the scenes
- ☐ Company culture
- ☐ Customer testimonials
- ☐ Life hacks
- ☐ Contests

Users want good content; it is therefore important to post regularly, at least once a day. A research revealed that an average Instagram account posts once a day. Instagram also has a feature called stories in which the post disappear like Snapchat.

Benefits of Instagram

Instagram is a priority for all small and large corporations. The following are the benefits of Instagram.

- ☐ **Boosting brand visibility-** There are around 700 million users who share 1 million photos daily. Your brand can get benefitted from this exposure. However, if it is unknown to your targeted audience, you are not doing enough. By posting creative content, you can make more people noticed about your brand.
- ☐ **Better engagement-** The power of any marketing tool lies in the ability to engage the audience. Your expensive marketing campaign can't meet the objectives of your business if it fails to attract the audience. Instagram is titled as the king of social engagement as it delivers 58 and 150 times more engagement per follower than Facebook and Twitter respectively.
- ☐ **Visual marketing-** Hope you remember, a picture is more than the thousands of words. This fact made Instagram a popular marketing tool. It is a popular platform through which you can share your images and videos with the world.
- ☐ **SEO-** If you are not ranking highly on the search engine result page, then your targeted audience will be unable to search you. It is recommended, don't ignore the SEO angle if you are serious about search engine result pages (SERPs).

- **Easy marketing-** Generating new followers is a tough job. However, Instagram makes it fun trying. If you want your followers to share your content, don't forget to make it attractive and eye-catching.

It is essential to formulate an Instagram strategy to identify the techniques to use, the objective you want to achieve and the theme of your post. Nevertheless, consistency is the key aspect of a successful Instagram marketing campaign. So, prepare a consistent schedule for posting and stick to it.

7.9 You tube

YouTube is no longer a new platform; it's over ten years old! However, it is seeing tremendous growth. If it isn't already a part of your online marketing strategy, it needs to be. But what types of YouTube videos should you be making? The key is to find the place where, what your brand stands for and what your audience cares about intersect.



Figure 9.5: Youtube as Marketing tool

Source: Google Images

Youtube Advertising

YouTube is the second largest search engine in the world behind Google search. According to the official statistics by YouTube, it has over one billion users. With such immense audience presence, it is a great platform your company. Marketers on YouTube have two broad areas of participation:

- (iv) YouTube Channels
- (v) YouTube Ads

YouTube Channels

Companies can promote their brands and products by creating quality video content and curating it into a YouTube channel or profile. This will aid discovery and engagement whenever someone searches for relevant content on Youtube.

YouTube Ads

YouTube allows you to capitalize on the millions of partners videos already present on YouTube, by targeting your display ads to relevant videos. These ads are available in two different formats. The most widely used formats are as follows.

- Display Ads

These ads appear next to your video while you are using YouTube on a laptop or a desktop. This ad format is not available on the mobile device and can be purchased in both CPC (Cost per Click) and CPM (Cost per Milli) formats.

- Overlay Ads

An overlay ad appears in a rectangular format in the bottom 20 percent of the video. It is available only on a laptop or a desktop and not on mobile devices, TVs, game consoles, etc. Viewers can dismiss the ad anytime and can be purchased only in the CPC model.

- Skippable Video Ads

Skippable video ad is the most popular advertising format on YouTube. Viewers can skip the ad after watching it for five seconds. It can be inserted before, during or after the video and is available on desktop, TVs, gaming consoles and mobile devices.

- Non Skippable Video Ads

Non Skippable Video Ads are 15-20 second long video ads which can be inserted before, during or after the YouTube Video. For these ads, the publisher gets paid only when a user fully watches the ad.

- Mid-roll Ads

Available only for videos over 15 minute, mid-roll ads are spaced between the video similar to TV commercials. For better viewing experience, publishers can choose to place their ads at natural pauses between the scenes. They are available only on desktop and mobile versions and not on game consoles, TVs, etc.

- Bumper Ads

Bumper Ads are lightweight, non-skippable video ads up to 6 seconds long. They are especially optimized for mobile devices. Similar to non- skippable ads, the publisher is paid only when the user fully watches the ad.

- Native Mobile Ads

Native mobile ads are display ads that appear in the same context as organic content. As the name suggests, these ads are only available on the mobile device and can be bought on a CPC or CPM basis.

- Discovery Ad

The billing pattern in case TrueView Discovery ad is relatively simple. You are charged whenever a user clicks on a video ad thumbnail or title and begins watching your and video.

7.10 Whatsaap

WhatsApp marketing is a new-fashioned way of marketing to reach, engage and convert potential prospects using WhatsApp platform. All we need have is a mobile internet in our device to get or send call and messages. If you are planning to launch a new product or you want to inform your customers about your new service, WhatsApp marketing is an easy way to make it possible.



Figure 9.6: Whatsaap as marketing tool

Source: Google Images

Benefits of WhatsApp Marketing

The main important thing why business people want to use WhatsApp marketing is that it is already being used by more than 1.5 billion users globally. Over 80% of smartphones users use this application. As well as, nearly 65 billion messages are sent through WhatsApp daily.

- Availability of Users on Platform
- Most of WhatsApp users check it at least 43 times daily
- Quick response time on WhatsApp
- Ability to reach users in Groups
- Subscription based updates

How does business for WhatsApp work?

To register on WhatsApp for business, businesses will need a number that is not connected to their personal WhatsApp account. It is mandatory to have a separate business number if it is not there then the businesses have to transfer their number with WhatsApp into the business account. Once the verification of the number is done, then the business profile can be created & the businesses can start communicating with their customers.

What are the features for WhatsApp business App?

Though the WhatsApp for business looks identical to the WhatsApp, however various tools & features make them different

The features for WhatsApp business are:

Business Profile

Business Profile needs to be created and the business profile contains important information such as the owner's business's email, contact number & address. Information also needs to be filled for the location feature that allows a business to locate its store on the map. To safeguard the interest of the consumers, WhatsApp is trying to link the WhatsApp Business profile with the Facebook profile so that the customers do not get fooled by the fake business profiles.

Messaging Tools

Even if the customer base increases, the WhatsApp for business makes it easy for the business to engage with its customers. The feature helps in creating message templates that can be automatically sent to the customers. Some of the important function of the tool is

- ❑ Quick Replies – quick response to the frequently asked queries by the customers.
- ❑ Thank you messages – it is messaged whenever the consumer orders product or ask for some product details
- ❑ Greetings message – can be sent when the businesses are first interacting with the customer
- ❑ Away messages – when the businesses are unable to respond to the customer queries

However, the intent of Business WhatsApp is not to serve the bulk promotional messages but to maintain touch with the existing customers or leads and help customers to reach brands and vice-versa.

Message Statistic Tools

This tool helps the businesses to understand the performances of their businesses. The efficacy of the message strategies can be easily understood by the basic statistics such as several messages delivered and opened. It will help them to target customers that are engaging and resonate well with the customer. There is a plan of involving more statistical tools for deeper insights.

WhatsApp Web

Businesses have another option of sending and receiving messages to & from a customer just like the App. To have access to this service, the smartphone needs to be connected to the internet

What are the benefits of WhatsApp for business?

- ❑ The customer will join a verified list of businesses on WhatsApp, which creates credibility
- ❑ Unlocks business-specific features that the normal WhatsApp user does not have access to.
- ❑ Businesses will have access to messaging tools & comprehensive reports and analytics.
- ❑ Businesses can receive or send rich-text messages, images, videos & PDFs.
- ❑ Authorized Business Solution Provider services will provide all the assistance, infrastructure and tech support for WhatsApp.
- ❑ Additionally, a WhatsApp Partner will assist with the application process as the specific business use case needs to be defined.

What kind of business can be done on WhatsApp business?

All types of business (small & large), or even freelancers are free to use WhatsApp for business. For example, there are certain businesses such as Home Décor, Crafts & Arts, Jewellery & Accessories, Clothing, etc. that get almost sold out within minutes.

What is the pricing for WhatsApp business?

There are two types of business account:

- ❑ WhatsApp Business App for small businesses
- ❑ WhatsApp Business API for medium & large businesses

For small businesses, the WhatsApp Business app is free of cost. For large businesses, the pricing for WhatsApp is as follows:

- ❑ WhatsApp API pricing is charged per message.
- ❑ WhatsApp API accounts are only available through WhatsApp Partners.
- ❑ Currently, the businesses need to pay two fees for messaging
 - Total price per message = A WhatsApp fee + A fee to WhatsApp Partner. Both the fees are collected by the WhatsApp Partner.

What is the risk of using WhatsApp for Business?

The potential risk of using WhatsApp for business is:

- ❑ **Does not provide Enterprise Data Protection** – WhatsApp stores address books of employees which contains corporate & customer data. It currently does not provide enterprise-grade encryption.
- ❑ **Mixes private & business communication** – considered to be unprofessional as people value both the communication separately.
- ❑ **Lack of Enterprise Administration** – Things like easy roll-out, transparent monitoring, company-wide communication policies, simple user management, pre-configured devices, managed groups, quick support, etc. are not possible with WhatsApp and it has to depend upon a professional enterprise messaging app.
- ❑ **Does not protect against data loss** – does not have mobile security layer to protect the business data if the mobile gets stolen
- ❑ **Offers weak companion PC** – the desktop needs to be constantly connected to the phone with the internet connectivity to function properly resulting in certain security risks.

- **Enterprise File Sharing Solutions not supported** – Businesses often use enterprise-grade file sharing solutions like Microsoft SharePoint, Business Connector, Acronis, which are not supported by Whatsapp
- **Workflow mismanagement** – does not accelerate processes and do not improve operational execution
- **Lacks Enterprise Support** – unable to provide 24*7 monitoring & support with the dedicated personnel.

7.11 Test your Knowledge

1. What are Facebook groups? How can they be used by businesses?
2. What are the advantages of Twitter over other social networking sites?
3. Why should you have Instagram in your social media plan?
4. What are the advantages of whatsapp marketing?

7.12 References

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