


# Chapter 5

## A Systematic Study of Integrated Marketing Communication and Content Management System for Millennial Consumers

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### **ABSTRACT**

*This chapter attempts to highlight various types of content management system and targets giving the fundamental original concepts to SEM and SEO. The learning outcome will be getting an all-encompassing thought of SEO idea alongside content management system along with becoming accustomed to the content management framework which will help in getting a good page ranking for the web page. Digital marketing is a platform that helps to share feelings, information, and attitude. It makes great impact on our lives. Digital technologies changed everyone's lives and marketers get the chance to know about customer's habit, technologies, and preferences that are not possible in other conventional marketing channels. It improves integrated marketing communication and to get in touch with customers in small budget or cost. Selection of the right marketing communication channel is the strategy of the business to compete in the communication field.*

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## **INTRODUCTION**

The content management system (CMS) is a software that helps in content creation, editing, organizing & publishing them in different platforms. looks for different types of editing that helps in encourages making, altering, sorting out and distributing content. WordPress is a Content Management System, that enables you to make and promote contents on the digitalized mediums.

Web content management is a tool that furnishes an association with an approach to oversee digitalized data on web site through making and keeping up content without any previous knowledge of website development or hypertext markup language (HTML). Management of web content can have helpful efficient business applications in creating bits of knowledge for decision making and delivering value-based outputs.

### **Phase I**

In this phase, websites are developed by simple text editor & manually edited HTML. Developed will upload files to the server as static web pages. For modification of anything, developer will edit the files & then repeat the whole process of uploading repeatedly. Since, websites are having more dynamic content slowly and slowly as they are passed through time, it become a prudent requirement to have a progressive user-friendly software. So, here the main languages for web development slowly let their presence felt for dynamic content and developers started using PHP, Perl & likewise software languages for website developments.

### **Phase II**

When Mambo, Joomla, Drupal, and likewise frameworks entered the market, website creation accelerated drastically. You would introduce CMS on your server, select the format and have a website can be completed in 60 minutes.

However, and, after its all said and done, we were all the while discussing very well-informed clients utilizing those tools. You don't require an in-your-face specialist to set up a website for you, yet despite everything, you couldn't do it all alone. WordPress was normally utilized by either code using website developers or do-it-yourself trained developers.

Another upheaval revolution started with advent of high-speed internet connections to all. More organizations needed website all of sudden very quickly to reach out to customers online. This rapid demand brings out various differentially designed content management systems directed at amateur bloggers, specialists and any individual who needed to have a virtual online presence through own websites .

Here, it is very important to know that WordPress which has begun as a tool for blogging & maintaining small websites, is now offering a WordPress VIP package which can help to develop powerful websites. So, here large structures & business framework CMS are slowly lagging behind in web development market to open source software & frameworks.

Since the creation of the World Wide Web by the Sir Tim Berners Lee around three billion people in the world are using online services for search and purchasing products, entertainment and friends. (Dave Chaffey and Fiona Ellis Chandwick) The key to get success of all digital marketing is well informed and acknowledged customers (Dodson Ian, 2016). (Dodson Ian, 2016). With this modern digital technology customers are able to share their experiences about the products and services which give feedback to the marketers. Customers have a freedom to share their reason of like or dislike particular products. Now, it is easy to enter in the market through internet. It is not tough time for the small business to reach customers. Internet marketing communication channel is the easiest and fastest communication channel. Let's first discuss about the meaning of marketing communication channel.

## Meaning of Marketing Communication Channel

To move any place we need vehicle. Similarly, to deliver message from customer to business or business to business or customer to customer is called marketing communication channel (Singh et al., 2020). It is the component of the marketing campaign. 'Media channels can work and can fail' statement clarified that it is not necessary that every time business get success through the media channels. Success depends on how to integrate and deliver the message (Nadanyiova & Das, 2020; Mulhern, 2009).

According to Sydney Jones, Head of Marketing communications at IXIASOFT; the content management system is a product that helps in creating, organizing, maintaining digitalized content. Generally, CMSs bolster multiple clients & give adequate advantages to large companies by cost saving and increase cooperation between technically expertized teams. This is very helpful in taking the total control of the content.

So, understanding of different content management systems is the key factor in selecting the best available alternatives for the business. There are five mainstream CMS explained below

## Component Content Management System (CCMS)

Component Content Management System (CCMS) varies from a standard CMS on the basis of identifying and differentiating content at fundamental level. Rather than

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managing content page by page, it takes words, expressions, passages, or photographs (otherwise called “segments”) and stores them in an archival repository. Intended for maximum content reuse, parts are just stored once. The CCMS goes about as a reliable confided in content management that distributes content over different platforms like mobile view, PDF, and print.

### ***Advantages of CCMS***

- **Reusability:** Content reuse inside a CCMS saves time during the composition, altering, and publishing stage, and essentially diminishes interpretation or translation costs.
- **Traceability:** A CCMS empowers you to track content in detail. You can see who did what, when, and where.
- **Single-Sourcing:** With a CCMS you can push content to numerous channels, including print, mobile view, web view, chatbots etc.
- **Enhanced Team Collaboration:** Improve the work process for your content development team working remotely.

### **Document Management System (DMS)**

Paper is practically wiped out. Following business records on paper is a relic of times gone by. So here DMS offers a paperless answer for managing store & track archives on cloud platform. It gives a digitalized answer for transferring, managing & sharing business data without any issues of duplication, printing or scanning.

### ***Advantages of DMS***

- **Eco-Friendly:** Digitalizing management of business data saves a lot of paper that is highly eco-friendly.
- **Security:** DMS provides differential level of incremental privacy to all the data and content.
- **Mobile-Friendly:** With this DMS, one can access the documents on mobile and even can edit them.

### **Enterprise Content Management System (ECM)**

It gathers, arranges & conveys an enterprise’s documentation, guaranteeing that the basic data is conveyed to the right stakeholders of the organization (workers, clients, business partners, etc.). It also provides access of content to all individuals of the

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enterprise. It also erases records after a specific maintenance period, ensuring that no pointless contact will take up the space on website.

### ***Advantages of ECM***

- **Flexible:** It helps in getting any file in any form, process & store it conveniently.
- **Increases Efficiency:** As documentation storage and management is handled well, it makes the system robust & efficient.
- **Decrease is Cost of Storage:** It helps in storing the important documents erasing the unnecessary data.

### **Web Content Management System (WCMS)**

It helps the client in managing the digitalized segments of website without having any prior knowledge of coding or programming. It manages the content by providing help in coherent collaboration, writing & managing tools. It only handles the web content unlike other styles of content management who manages both web & print.

### ***Advantages of WCMS***

- **Personalization:** It provides customized design & content to modify website page.
- **Automaton:** It saves time & helps in qualitative productivity with automated content publication.
- **Scalable:** It enables organizations to develop exponentially without thinking over usage of website data limits.

### **Digital Asset Management System (DAM)**

It helps clients to store, arrange & share developed content easily. It offers a basic centralized library where all stakeholders can get develop content. These advantages incorporate sound, innovative records, video, archives, and introductions. A DAM is cloud-based, so clients can access content from anyplace.

### ***Advantages of DAM***

- **Centralized Repository:** Content is protected and secure in one repository.
- **Effective Brand Management:** A DAM enables you to deal with a marked online interface for clients to get significant files.

- **Digital Publishing:** With a DAM, you can push digitalized content to outside managers who have no direct link along with online channels & portals.

## **WEBSITE MARKETING**

Website advertising is the method of marketing the contents & promoting so that more traffic can come to the page, consequently promote the product, increment the perceivability among the visitors & brand advancement, lastly result in a SALE.

### **Need of Website Marketing**

1. It's advantageous - Website promotion of product helps in empowering open dynamic business without any time constraint of opening and closing of physical establishment. Consumers can reach out to the website at their convenience.
2. Mass Reach – With mass appeal and reach to diverse consumer segments, promotion on website, marketer can win over physical obstacles and extending to every nook and corner of market.
3. Cost – Promotion is very cost effective as compared to physical promotion in on site physical stores. It reduces cost by minimizing stock keeping and physical display of items in store. Just in time and Kaizen principles help in minimizing the overhead cost.
4. Personalized selling/strategically pitching – Internet promotions help in giving customized service to the clients by knowing their purchase intentions and behavior. Marketers better place to deal with consumers history and inclinations. Judging the traffic, website marketer can focus on the offers that ignite the purchase intention. Websites can analyze better for the data collected from interest consumers clicks and how they look for their convenience along with pattern of purchase. These give a better insight for all the actions of website advertising.
5. Trends and knowledge – As huge traffic comes to website, there would be a tremendous measure of information streaming into the framework. Breaking down for patterns and experiences would be simple. Example: When to change from Selling summer accumulations to winter gathering.

### **The Eventual Fate of Web Promoting**

1. Google's AMP Initiative
2. Latent Semantic Indexing Keywords
3. CRM Applications

4. Interactive Content and Voice Search
5. Mobile Marketing
6. Schema Mark-ups
7. Influencer Marketing

## **DIGITAL BRANDING AND MARKETING**

Internet branding or digitalized marketing is an approach to get more promotion for your product image on all platforms of web-based propagation, particularly on search engines and social media. Building specialist takes web-based branding to the following level by making each online existence for a brand definitive image. It goes past pretty much making a blog or internet-based account on various social media. Since overall, in excess of 500,000,000 individuals like, share at least one brand via web-based networking media.

1. Website browsing along with use of internet are developing leaps and bounds such that today it becomes an integral part of our daily chores.
2. More than half of web dependent consumers fall for over at least one brand on the web as they want to
  - a. Be updated with all recent news,
  - b. Be attracted to opportunity to win a lucky draw or to have some emotive benefits,
  - c. Be unable to avoid uncommon offers.

Online client brand communications become progressively prevalent among (potential) clients. For organizations one objective gathering is most significant: brand fans! Since after clients moved toward becoming fantastic appreciators of the brands, they do the following actions like

- Frequent visits to the brand shops.
- Spread positive electronic word of mouth (e-WOM) traits of the brand.
- Spend a lot of money on brands as brand loyal in opposed to clients who did not progress toward becoming brand fans.

Via web-based networking media fans of the brand end up being excited, faithful and brand-situated. In any case, these tremendous quantities of online posts are not really quantifiable and controllable for organizations despite the fact that they do impact your image and related notoriety! Main concern is by what means can

organizations measure or potentially facilitate essential client brand cooperation (to the extent this is conceivable and attractive)?

## **MOST Framework to Address the Web Advertisement**

The frame work which is very commonly used for Web Advertisement that solves the marketer's needs is called as **MOST**

**M-** Why do clients associated **MOST** with brands via Web based networking and social media?

**O-** To **OBJECTIVELY** quantify valuable data from online client brand cooperation

**S** – What is the **STRATEGY** to create impact on client brand associations on firm execution?

**T-** How can web site administrators use **TOOLS** on internet-based life brand pages?

Client brand connections via web-based networking media emerge from clients' and organizations' thought processes:

1. Customer-brand connections that emerge without an organization's help, for instance online audits, web journals and gathering discourses.
2. Customer-brand connections that emerge from firm activities, for example, the internet-based life brand page. Clients associate with the firm by tapping on 'like' or posting a remark.

### Insights of Perceived Brand Image and Brand Loyalty for Web Based Advertising

1. Analytics of web crawlers for very big huge quantities of online item surveys give insight for ever engaging brand experiences for creating a favourable brand image.
2. It helps in analysing the brand image according to brand affiliations regarding the changes with positioning & repositioning of the brand.
3. Managers can impact client communications with their image pages via web-based networking media by:
  - a. Asking questions
  - b. Organising challenges
  - c. Adding recordings
  - d. And place them at the highest point of your page.

## Digital Media

This is commonly levelled as online media that collaborates and includes photos, videos & music, which are either having intellectual property rights protected or not protected.

## Types of Digital Advertising

Digital advertising has come a long way in terms of appearance, resonance and reach from the initial beginning of a static pop up image to dynamic moving ones. Currently there are seven types of advertising happened to be found in all digital platforms.

### Display Advertising

The first type of web-based promotion, these are visual advertisements that show up on outsider sites normally identified with either substance or administration. These advertisements have developed from the essential type of pennant promotions. These days, these advertisements come as:

1. Images – These are static fundamental flag advertisements. They show up in and around the product and features.
2. Content of Text – Content promotions only promote the in-depth advertisements significant to signify the product's content.
3. Float Promotions – These are the moving over the screen or float over the website's content about the product.
4. Promotion by Wallpaper – These are the display advertisements and change the basic view of a website and cover the complete page.
5. Promotion by Pop-Up – These are altogether new windows that pop-up before the opening of the main website. They show complete promotion for guests who browse the webpage.
6. Promotion by Flash – These are dynamic diverse ads which comes for minimum time and maximum impact on giving an idea to consumer.
7. Promotion by Video – These are automatic auto played tools of promotion where the content is in video. Marketers assume that due to trust and loyalty the consumer will prudently play later.

These advertisements show moderate effect on outsider website and its legitimacy. Websites charge for the traffic and having a minimum basic rate for the advertisement. Outsider destinations, similar to the Google Display Network, take into consideration

statistic, geographic, relevant or potentially social focusing on – all of which help you focus on the crowd that would be well on the way to be keen on your product.

## **Meaning of Digital Marketing**

Digital marketing connects marketers to customers with the use of online technology. Digital marketing means the use of the Internet, social media, search engines, and mobile devices and various other channels to attract, persuade and make available products and services to the existing as well as new customers (Singh, Mondal & Das, 2020).

Digital marketers who are using strategies and tactics have a well-known idea of how to achieve goals with the aid of digital marketing (Sharma & Das, 2020). Digital marketers are providing information links about online certification courses, educational courses, and various other products and services (Das, 2020). The trend of online educational services increased after the outbreak of COVID 19 2020.

Digital marketing focused to a specific segment of the customers and it is interactive. It is rising day by day and includes various email ads, tweets and anything that is giving opportunity to take feedbacks of the customers (Mondal, 2020).

## **Difference Between Internet Marketing and Digital Marketing**

Internet marketing is providing adverting services on the internet whereas, digital marketing can do through mobile phones, smartphone app, or in a video game (Patlin, 2019), for example, banks are asking their customers to download bank app to take its various services.

## **Conventional vs Digital Media Channels**

*Conventional media channels* are various tools of the traditional media channels which are paid advertising, direct marketing, word of mouth, events, public relations, partnership and joint ventures (Mondal & Sahoo, 2020) . *Various digital media* tools are inbound marketing, content marketing, email marketing, search engine optimization, local search, social media, paid advertising, and mobile marketing and affiliate marketing (Talafose, 2014). Now the question is which media channel should used to brand the business? The answer is business can take advantage from using a mix of conventional and digital media (Das & Nayyar, 2020). It is not the issue which media individual or business persons are using, the purpose behind it matters a lot (Das, Nayyar & Singh, 2019). There are various options available as traditional media, digital media and new media. There are benefits of all types of media channels but the thing is what the kind of business is and what are their goals?

Selection of the channel depends on the objective of using it (Das & Nayyar, 2019). The best way is to plan the strategies for using channels and to solve the purpose of message delivery. The ultimate success is on the hands of the target customers (Singh et al., 2019). So, it's the plan and strategies of using media channels to attract and persuade customers. The actual difference between the traditional and digital media is where the message is going to appear (Mohanty et al., 2019). However, the message is same, but the way of presenting it is different. Various new media are using nowadays are digital banners, google ads, social media and blogs. When the business are using combined use of conventional as well as digital channels they are called are multi-channel marketing (Singh, Nayyar & Das, 2019).

## **Use of Digital Marketing Channels**

In the recent trends companies are using digital marketing channels to achieve various goals. Some of the goals are mentioned below.

1. **To create brand awareness:** To create brand awareness digital marketing channels are the best technique. The reason is that it gives greater product name recall and creates familiarity with the business (Gupta et al., 2019). There are some specifications with the digital media channels. Various social media channels are facebook, twitter, google, etc. promotes products and service easily with low cost. Channels like instagram and pinterest are easily promoting visual elements and the channels that promote videos are youtube and vimeo (Singh & Das, 2018).
2. **Generates sales:** Various business market their products and service to create sales. E-commerce becomes the part of everyone's life. It gives exposure to many people at one time. It is easy method of purchasing thus generate sales (Jain, Jain & Das, 2018). Various online channels are; Amazon, Flipcart, Zabong, Snapdeal, Google display network, Facebook etc.
3. **Generates lead:** Digital Marketing used to generate leads. It attracts prospective customers and generates leads. Communication is direct and easy to do follow-up. Various ways are search engine optimization (SEO), Pay-Per-Click Advertising, Display Advertising, google search network, Blogging, E-mail-marketing and others (Das et al., 2018).
4. **Educate customers:** Business inform and educate new as well as existing customers. Digital marketers convey the message to customers about benefits of products and services. They also help to resolve their problems. Blogging, content marketing, press releases are useful for this reason (Mondal et al., 2017).

5. **Generate traffic:** Various websites are publishers of online ads, content writing, display advertising, for generating revenue. Digital marketing is best for content marketing and search engine optimization (Mondal et al., 2017).

## **MARKETING COMMUNICATION STRATEGIES**

Strategies give direction to accomplish a goal. In the marketing communication there are various tools to deliver message to the target audience. The best strategy is to use the appropriate channel through which message deliver successfully and effectively (Das & Mondal, 2016).

### **Principles of the Successful Marketing Strategy**

There are three I principles of successful marketing strategy are Initiate, Iterate, and integrate. (Dodson Ian 2016).

- *First 'I' Principle is Initiate:* Organizations have to be ready to take feedback from customers. Customers have all the information's but the thing is how an organization reveals information's like resources, channels, budget and strategy.
- *Second 'I' Principle is Iterate:* Second principle iterates represents alteration in response to the user interaction.
- *Third 'I' Principle is Integrate:* The third I principle is integrate, which means the efforts for integrating customers is the strategy of the business organization across digital channels.

### **Digital Marketing Channels**

(Michaella Aguila, 2019) suggested digital marketing channels that are effectively working. Each digital channel is exclusive in their features, objectives and structure. Now the question is which channel gives the finest return on investment. Effective digital marketing channels are websites, email, social media, organic search, paid search, mobile, display ads. Lucy Alexander suggested about in what way digital marketing happens. Internet users are increasing and marketing focusing to connect with audience at the right place and at right time.

Marketing efforts that uses an electronic device or internet is known as digital marketing. Various digital channels are search engines, social media, websites, emails etc to connect with customers. Digital marketing is important for the business and business awareness. There are many options in the digital marketing that can use tools

for example dashboards to monitor, analytics for the success and ROI of campaigns. There are various marketers who uses channels to convey message to the customers. Due to various numbers of channels available, it is vital to select best channel. The best way is to plan the campaigns in advance and discuss the various key points.

There are various digital marketing channels. To identify the right digital marketing tools it is necessary to understand the various marketing channels. Various types of marketing channels are organic, email-traffic, paid-search traffic, content marketing traffic, social media traffic, affiliate traffic, referral strategic, direct traffic, display advertising, and online public relations (Ryan, D., 2014).

1. *Organic*: It includes all websites traffic that are available through search engines for example, google, bing, yahoo etc. Whenever people search any information about product or topic then they discover the websites. For more traffic, it is better to invest in search engine optimization (SEO). All people are familiar with the internet. They used search engine to search out information's about the products and services.
2. *E-mail Traffic*: Email traffic includes the traffic during email-messages. These email messages can be promotional e-mail campaigns, triggered email campaigns and transactional email campaigns. Email-Marketing information's are collected from the potential customers to maintain the business for example, phone numbers and email address. Potential customers are getting updates and other information through the email. E-mail is effective means of digital marketing channels. Various in-house businesses are using email as marketing channel.
3. *Paid Search Traffic*: This creates traffic during paid ads on the search engines. It is also called to as search engine marketing (SEM) or pay-per-click (PPC). Pay-Per-Click (PPC) advertising is a paid advertising. In this advertising budget is within the control of business. It makes how to set budget to spend for one day, a week or a month.
4. *Content Marketing Traffic*: This includes the website traffic from the blog, digital downloads, videos. It is also called as inbound marketing. Content marketing is one of the vigorous marketing campaigns in the digital field. It remains same during various changes in the marketplace. In the B2B business are increasing the content marketing. It includes graphics, videos, text and others.
5. *Social Media Traffic*: Social media is the most popular media in the present scene. It includes traffic that receive form the social media networks, for example, facebook, twitter, instagram, snapchat etc. traffic comes may be free or paid. Social Media Marketing (SMM). Facebook, Twitter, Linkedin, Google, are the social media sites. Digital marketers create brand awareness for their products

and services through the social media marketing. The numbers of users are increasing day by day Shamsudeen Ibrahim, S. A. &, and P. Ganeshbabu. (2018).

- a. *Face book*: Facebook helps to reach any type of general consumer
  - b. *Twitter*: Twitter helps to generate speedily brand awareness.
  - c. *Linkedin*: Linkedin is for professionals, business owners and other B2B
  - d. *Google*: It is for new business as well as B2B and general social media user.
  - e. *Pininterest*: It is the social network that is promoting brands and if the mostly users are women so if the target market is women then it will be good option.
6. *Affiliates traffic*: Affiliate digital marketing channels receive traffic from the affiliate partners in exchange for a commission and popular networks for it are CJ.com. ShareASale.com, Rakuten, Linkshare. For wider reach and global activity there is no need to hire persons at different locations. Affiliate marketers can work on the basis of commissions. example, pay-per-performance is the online business model.
7. *Referrals Traffic*:It includes all the traffic that receives from the everything on the internet. It also includes apps. Various websites that running sponsored blog post or digital newspaper, display ads are included in the referrals traffic.
  8. *Direct Traffic*: This includes all websites that directly comes to the other websites. Direct traffic helps to compute some of the offline marketing efforts for example, TV, radio or events. For example, on tv advertisement people watch about the website and they access the website by using the smart phone. The most important thing to create a digital marketing strategy is the objectives and performance metrics. It is necessary to measure and monitor the performance.
  9. *Display Advertising*: Blogs, forums and other websites are useful for various people. Display advertising helps to reach potential customers by placing advertisement on the third party sites. It includes banners, boxes, interactive ads, video, and other ads. It generates highly targeted traffic that converts into sales of products and services. Cost is based on CPI (Cost per Impression). It is cost effective than PPC.
  10. *Online Public Relations*: Online public relations are a part of the content marketing and generally create promotional content. It is used to generate branding and creating traffic through Public relation network. Some channels require joining subscription and some are freely available.

## **PREPARE AND ALLOCATE BUDGET FOR DIGITAL MARKETING**

Cost and features of all the digital marketing channels are unique and its selections reveal the best marketing strategy of Lilach Bullock (2019). Thinking alone about print, electronic and outdoor marketing without using digital marketing shows out of the box in the present market. Marketing budget is the first thing that marketer jump to select the marketing communication channel. Selection of channel is not dependent on your interest only but also on your budget. Online marketing made easy and reasonable budget for many marketers. To make business visibility to the target audience multi-channel marketing strategy is the best strategy. Inbound marketing is to build awareness and convert customers into paying customers. Small business prefer inbound marketing that includes search, social and content marketing. PPC adds click by the various people on facebook, google or other social media in the search result. Poorly designed campaign can cost lot of money. Youtube is the online platform to educate audience, providing product information, sharing knowledge, and to engage audience. Videos are easy mode of communication for the audience. They can watch it any time and at any place. It can build a quality channel to connect people as an expert in the field. Email Marketing is to make this strategy effective it is necessary to manage and segment the list and create a compelling email. Event Marketing: Webinars and virtual events are possible at the cost of web conferencing for all businesses. The recent example of various virtual events and webinars occurred due to COVID 19. Develop a referral strategy that has customer's reviews on Google and others. Direct marketing through postcards, letter, email, telephone make the message reaches to the customer. Successful campaigns use strategies of multiple channels so that message reaches the customer. However, all channels do not carry same weights.

Selection depends on the goal that marketing personnel want to achieve. Thus, business needs to understand following things to develop quality marketing communication plans which are:

- Goals of campaign (awareness, sale)
- Target audience
- Value of the product or services
- Messages want to communicate
- Select best communication media

If the marketer uses inbound technique like SEO, social media and content creation for the website then there is no need to invest much budget on it. Money investment is less in these types of digital marketing. The real investment in these types of digital types of marketing is time investment. Outbound methods like online

advertising have some expenses. Its cost depends on visibility that marketers want to see. Identify the budget. Budget allocation includes fees for digital manager, advertising budgets, payment for content creation services, fee for graphics etc.

## **Social Media Advertisements**

Online social networking Ads & their promotion preview isn't just proficient however powerful. Fundamentally the same as advertisements on display & promotions on various social media platforms may be either a simple flag, image or an automatic playable video. Web based life publicizing is incredible in light of the fact that you can focus on your group of spectators splendidly. For instance, Facebook is focusing on choices incorporate age, district, interests, instructive foundation and this is only like an atom of whole plethora of web advertising platforms. Social media advertisements (SMAs) are of two types such as;

1. **Organic SMAs:** They make trust and gives input from the interested group like e-WOM (electronic word-of-mouth advertisements).
2. **Paid SMAs:** They influence developed content of product by payment & contact explicit individuals

The best platforms to target are:

1. Facebook for promotion and top of channel showcasing; *Please follow progressively about Facebook's Ad Guidelines and find the algorithm of predicting the profits of advertisements & campaigns.*
2. LinkedIn for B2B deals
3. Twitter

Different platforms to hit up if clients' have the limits of expenditure are Google+, Pinterest, Instagram, Tumblr, Reddit. So, one can set up its own social media adverts by oneself to show the organization's content. In the next section, conjugal aspect of SEO is described known as search engine marketing (SEM).

## **SEARCH ENGINE MARKETING (SEM)**

It is the most trustworthy reliable widely used digital paid form of promotion. It works with help of catchphrases – which keywords of one's organization and similar ones attract traffic with the main objective of getting the website higher on the Search Engine Results Page (SERP). These promotions show up in different search

engines and their content. These are of two types such as Pay Per Click (PPC) or Cost Per Thousand (CPM).

1. **PPC (Pay Per Click):** These offer keywords & their outcomes which show highest point for SERP in search engines. It is a bundle of benefits to the client as with payment you can set the individual keywords on the adverts. This is relatively easy in set up.
2. **CPM (Click Per Minute):** These are also known as CPI (click per impressions). Client will be charged with a level rate of 1000 impressions. It simply makes on the spending limits & to set up a budget which ensured the impressions on the clicks on the SERP. If no clicks then it becomes a problem for the outcomes. One cannot evaluate the performance until the setup is finished.

One can use SEM in unpaid way by managing the keywords which is known as search engine optimization (SEO). Here the web crawlers keep an eye on unpaid results for improving the SEO and subsequently get more clicks. Best platforms of SEM like AdWords of Google help to make profoundly focused on good ranking. There are 13 Ways to Increase Your Google Ad Click through Rate (CTR) that Don't Cost a Cent and sweep The Ultimate Guide to Google Tag Manager to benefit as much as possible from AdWords ventures. SEM for Bing is less challenging than AdWords.

## **Native Promotions or Advertising on Social Media**

Localized promotion is supported by sponsorship toward arranging & showing up on Facebook channels & presented on other digital social platforms. They are incorporated & covered to the stage where they can set up. This can be done by native advertising through TOI, ET, SAKAAL etc. Various types of native promotions are found in general like in-feed advertising, search advertising, recommendation gadgets & affiliated adverts.

## **Remarketing/Retargeting**

It is the most potential method of marketing towards individuals who for some reasons are loyal & affiliated towards products & management of all sorts. Retargeting is very commonly used for popular products too. It relies on who are conversing with the website. When consumers visit the website, if some eye-catching trivial offer is given to them as a sweepstake like free air tickets or free gifts, then they will be pretty happy about it. And while browsing your website for gifts or some attracting features / information, the advertisement will run repeatedly for the items and

products. This is very cost effective and follow the principle of AIDA (Attention, Interest, Desire & Action). If these types of promotion are done properly, then they are more rewarding than PPC. It helps in building changes in attention, creating interest, making the items more desirable for consumers and obviously bringing the purchase intention into act. Facebook, Google remarketing is only a few methods but far from them there are lots of things which the marketer can use as an outside way to set up the remarketing activities.

## **Advertisement by Videos**

Apart from YouTube which is the most potent prevalent & surely understood of all video adverts, there are a lot of other video platforms where promotions can gather a terrific momentum. You can go the course of instructive/educational. Or on the other hand perhaps you need to present a how-on. One can try to pull up enthusiastic story by creating innovative adverts. Perfect for building a superlative branding, particularly in the event that you have a product that is mostly shown in best interest. Video Ads are picking up in prevalence since they maintain a strategic distance from unmitigated promotion while additionally pulling in the restricted capacity to focus of numerous creative content developers who create and post the content to YouTube, Facebook, Twitter, Vimeo, Bright roll, YuMe, Hulu, AOL etc. Small Pre-roll adverts are also helpful in creating awareness which run before the actual video content commences.

## **Marketing by Electronic-Mail (E-mail Marketing)**

From the advent of internet promotion, E-mail promotion is the least expensive, quick and dynamic method of promotion one can have. It is the most sophisticated client attraction and helps in lifting the deals by effective use of E-mail campaign managers such as MailChimp, ConvertKit, Campaign Monitor, Active Campaign, AWeber, Constant Contact & Get Response. This way the message of promotion can efficiently spread and have a good return on investment (ROI). For the setup of campaign, first a summary of e-mail is prepared by various tests or by attaching a newsletter on website. Then, email is sent on headways, cutoff points, features or content introduced in blog. Messages need to be short, simple and precise so that it can reach and hit the augmentation pattern of consumer thinking. So, both SEO & SEM act in conjugation to have synergistic effect on web display of advertisement.

## **CONCLUSION**

Talent need for the successful marketing. Identify the personnel required with a certain level of knowledge and skills on various aspects of channels. It is also identify that is there sufficient manpower resources available or need to outsource. Various skills comprise development skills, creative skills, search skills and social skills. Don't follow single formula to generate the result marketer want. All digital marketing channels have strength and weakness both. Thus, use of integrated channels is best way to reach end goals. Digital marketing is the effective technique for any business in any industry. Company identifies their audience online and started targeting them. Company identify their needs, and create value for them. But it may not be effective to use same technique digital marketing strategy in all the business whether it is B2B or B2C. The buyer & seller tradeoff is also valuable.

Before creating content for the digital marketing first answer the above questions To create the content for the digital marketing first step is to identify the need of the audience. By creating free templates or makemypersona.com marketers identify the audiences need in relation to the business. Identifying the need at various stages of the buyer's journey helps the marketers to reach their goals. This is known as content mapping (Yesbeck Jennifer). Digital marketing is the need of professionals. Marketers should have to plan in advance their marketing strategies and implement it by using digital media channels.

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