

# SYLLABUS- UNIT-II Branding on Digital Media 1. Audience Research and Engagement in Glocal environment.

- 2. Building Brand on Digital Media
- 3. Storytelling and User Generated Content on Digital Media Network
- 4. SEO, SEM, Keywords, Viral Marketing, E-mail Marketing and ZMO

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# Audience Research and Engagement in Glocal Environment

### #1: Identify Your Ideal Customer

One of the first questions I ask is, "Who is your ideal customer?"

Some of the answers I've received include women, people who have to eat to survive, bosses, employees and people looking for work. While these answers may be true for you, too, they won't help you find your audience because they don't help you prioritize where to spend your time.

### #2: Determine Your Audience Size

Once you have a good sense of what your audience looks like, you can use Facebook Ads Manager to estimate the size of your audience.

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# Audience Research and Engagement in Glocal Environment

### #3: Survey Your Customers

If you've been in business for any length of time, you have customers you can survey. For the purposes of optimizing your social media campaigns, wisely spending your ad dollars and targeting guest blogging opportunities, you need to know where your audience hangs out online.

### #4: Research Online Behavior

What do you do if you're just starting out, your customer base is too small for meaningful results or you're expanding into a new category? In cases like these, or simply to supplement your surveys, you can research online behavior.

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# Audience Research and Engagement in Glocal Environment

### #5: Find and Connect With Your Customer

Once you get the results from your survey and have reviewed the demographics of the available research, it's time to put that knowledge to work across different social media and digital marketing platforms.

# **Building Brand on Digital Media**

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- More than 28% of marketers have reduced their traditional advertising budget to fund more digital marketing efforts. That's because if you own a business in the present day, you need an online presence. But, with so many digital options to choose from, you first need a plan. This is where an effective digital marketing strategy can help.
- From your website to your email campaigns, creating a digital strategy keeps you from throwing ideas on the wall and crossing your fingers that they stick.

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# **Building Brand on Digital Media**

# 1. Define Your Goals

Before you get started with any plans, first define your goals.

While every company's goal is to be profitable, you will need to dig deeper to define your digital marketing goals. It could be that you want to increase online sales by 25%. Maybe you would like to aim for 100 social media shares or increase your email subscription list by 500.

# 2. Know Your Key Channels

Omnichannel marketing is good for all businesses. However, the reality is that there are few businesses that actually need to use every digital marketing channel. In this step, you'll weed out what's not needed for your company and focus on your audience and the channels they use.

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# Building Brand on Digital Media

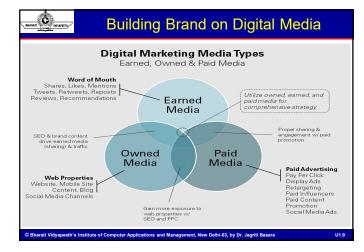
### 3. Develop a Content Strategy

According to Business2Community, brands now spend 25-43% of their marketing budget on content marketing. Whether it's emails, social media posts, blogs or visual content, content is what the internet is built from. Therefore, your content should be the driving force of your digital strategy in order for it to be effective.

#### 4. Create a Calendar

Once you know the type of content that will work for your business, build out a calendar or a timeline to stay consistent.

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# Building Brand on Digital Media

### 5. Put Everything in Motion

Now that the planning is done, it's time to put everything in motion. Step back and take a look at the strategy you've created with a realistic mindset. Make sure you have enough resources, money and time to properly execute the items in your digital strategy.

#### 6. Monitor and Measure

After all systems are a go, the last step is monitoring and measuring the results of your digital strategy. Since practically every major platform has its own form of analytics, accessing this info is easy.

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# Storytelling and User Generated Content on Digital Media Network

These are all brands whose names are so synonymous with the products they sell, they've become generic terms used in daily conversation.

#### Create a cohesive brand narrative

In order to convey the value of your brand, and the benefits you can bring to potential customers, you need to be able to succinctly summarize it all in a brand narrative.

Nike is an example of an organization who have solidified their appeal with a strong brand narrative. In the 90s, when Michael Jordan was their spokesperson, they ran a television ad during which the basketball star outlined how his repetitive failures have helped him to succeed.

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# Storytelling and User Generated Content on Digital Media Network

# Identify your target audience

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Once you've defined your brand positioning with a cohesive narrative, you should look to define your target audience, and segment them into fully-fleshed personas.

You can use tools such as Google Analytics to find out more about visitors to your website – where they're located, the devices they use, the landing pages they prefer.

## Leverage the virality of video

85% of brands who employ a comprehensive video marketing strategy experience success. This isn't surprising when you consider that one video is worth 1.8million words.

# Storytelling and User Generated Content on Digital Media Network

### **Consider User-Generated Content**

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The key advantage of User-Generated Content isn't too dissimilar to that of using customer testimonials – it can foster a very personal, emotional investment in your brand. Giving your customers the opportunity to play a vital role in your brand building efforts can make them feel like a valued component of your business.

With UGC, your brand can demonstrate in interest in your customers' opinions and gain their trust.

### Create a Cross-Channel Marketing Campaign

The only step more important than creating a compelling brand story is ensuring that it's properly distributed for maximum impact. The best way to guarantee that your brand voice is heard by your target audience is to create and implement a cross-channel brand marketing campaign.

# What is SEO?

Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

Quality of traffic. You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic.

Quantity of traffic. Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.

Organic results. Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

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# What is SEO?

#### **On-site topics**

You've already learned a lot about on-site topics by delving into content and related markup. Now it's time to get technical with information about robots.txt.

#### Link-related topics

Dig deep into everything you ever needed to know about links from anchor text to redirection. Read this series of pages to understand how and when to use no follow and whether guest blogging is actually dead.

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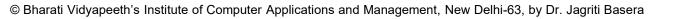
	SEM	
include	engine marketing (SEM) is a kind of Internet Marketin is the promotion of websites via increasing their visibilit engine results pages (SERPs) through optimization sing.	y in
rewrite	earch engine optimization (SEO), SEM can adjusts s website content for achieving a higher position in sea results pages.	
	Engine Marketing four types of methods and metrics optimizing websites. These are as follows:	are
<ul> <li>Keywork</li> </ul>	rd Research and Analysis	
This meth	nod includes following three Steps:	
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BRANAT COMPERS	SEM
Step-I: engir	To make sure that the site can be indexed in the search nes.
Step-II: the s	To find the most appropriate and well-liked keywords for ite.
	: To use these chosen keywords on the site so that traffic enerate and convert.
mear	turation and Popularity of Website: Saturation of website ns the presence of the website on search engines. A sites saturation can be analyzed through the number of s of the site which are indexed on search engines.

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SEM	
(3) Back End Tools These includes web analytical tools and HTML validators. tools and validators gives data on a website.	These
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BRANATI CONTRACTOR	Keywords	
first thing th	y of people look for products and services online and ey do is to type in a keyword phrase into the search t ea of digital marketing is to target audience through spe nd terms.	box.
wider space online. Peop before they	pment of effective internet marketing tools has create for business marketers to sell their products and servi ole depend on keywords and search engine result pa make a purchase online and they don't go beyond the search engine to look for options.	ices iges
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# Zero Moment Of Truth

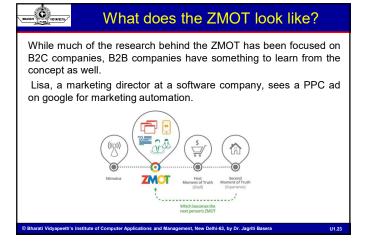
The marketing world is plagued with buzzwords. We see them in blog posts, hear them in day-to-day conversations, and read them in industry articles so often that we had to create a guide to keep them all straight.

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But there's one up-and-coming buzzword that may have more substance to it than most: the "Zero Moment of Truth." Coined by Google in their 2011 eBook "ZMOT", the term refers to the moment in the purchase cycle between the stimulus (what alerts you of a product, like an ad) and first moment of truth(a term used by Proctor & Gamble to refer to the decision to purchase).

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# How can B2B marketers prepare for the ZMOT?

"If you're available at the Zero Moment of Truth, your customers will find you at the very moment they're thinking about buying, and also when they're thinking about thinking about buying." (ZMOT, 2011).

Make sure information about your product is readily available. Consumers will be looking for the following types of content to help them make a decision: customer testimonials, buyers guides, and case studies. They want reviews that are coming from your customers and clients, not directly from you.

Focus on optimization of both the desktop and mobile versions of your site. Most product research starts with an online search on a computer or phone, so it's important that your site is optimized for SEO.

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How can B2B marketers prepare for the ZMOT?
Think video. It's not a coincidence that YouTube is the second most popular search bar on the internet (ZMOT, 2011). Consumers are looking for visuals to help them decide. For B2B, this means incorporating product demonstrations and webinars into your strategy.
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