



**Digital Media Marketing**  
**(BA(JMC)-307)**  
**Unit – II**  
**Branding on Digital Media**  
 by  
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 2023

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**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.

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## Building Brand on Digital Media

- 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**

**Digital Marketing Media Types**  
Earned, Owned & Paid Media

**Earned Media**  
Word of Mouth  
Shares, Likes, Mentions  
Tweets, Retweets, Reposts  
Reviews, Recommendations

**Owned Media**  
Web Properties  
Website, Mobile Site  
Content, Blog  
Social Media Channels

SEO & brand content  
drive earned media (sharing) & traffic

**Paid Media**  
Paid Advertising  
Pay Per Click  
Display Ads  
Retargeting  
Paid Influencers  
Paid Content  
Promotion  
Social Media Ads

Propel sharing & engagement w/ paid promotion

Utilize owned, earned, and paid media for comprehensive strategy

Gain more exposure to web properties w/ SEO and PPC

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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**

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.

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## Storytelling and User Generated Content on Digital Media Network

**Consider User-Generated Content**  
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 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.

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## 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?

**Learning SEO**  
This section of our site is here to help you learn anything you want about SEO. If you're completely new to the topic, start at the very beginning and read the Beginner's Guide to SEO.

**Building an SEO-friendly site**  
Once you're ready to start walking that SEO walk, it's time to apply those SEO techniques to a site, whether it's brand new or an old one you're improving.

**Content and related markup**  
A site isn't really a site until you have content. But SEO for content has enough specific variables that we've given it its own section.

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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

- Search engine marketing (SEM) is a kind of Internet Marketing. It includes the promotion of websites via increasing their visibility in search engine results pages (SERPs) through optimization and advertising.
- With search engine optimization (SEO), SEM can adjust or rewrites website content for achieving a higher position in search engine results pages.

**In search Engine Marketing four types of methods and metrics are used for optimizing websites. These are as follows:**

- Keyword Research and Analysis

This method includes following three Steps:

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SEM

**Step-I:** To make sure that the site can be indexed in the search engines.

**Step-II:** To find the most appropriate and well-liked keywords for the site.

**Step-III:** To use these chosen keywords on the site so that traffic will generate and convert.

**(2) Saturation and Popularity of Website:** Saturation of website means the presence of the website on search engines. A websites saturation can be analyzed through the number of pages 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. These tools and validators gives data on a website.

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Keywords

The majority of people look for products and services online and the first thing they do is to type in a keyword phrase into the search box. The core idea of digital marketing is to target audience through specific keywords and terms.

The development of effective internet marketing tools has created a wider space for business marketers to sell their products and services online. People depend on keywords and search engine result pages before they make a purchase online and they don't go beyond the first page of the search engine to look for options.

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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.

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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**What does the ZMOT look like?**

While much of the research behind the ZMOT has been focused on B2C companies, B2B companies have something to learn from the concept as well.

Lisa, a marketing director at a software company, sees a PPC ad on google for marketing automation.

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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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 **Thank you!**



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