



Digital Media Marketing

(BA(JMC)-307)


Unit – III

[Branding on Digital Media]

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2023

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SYLLABUS- UNIT-III

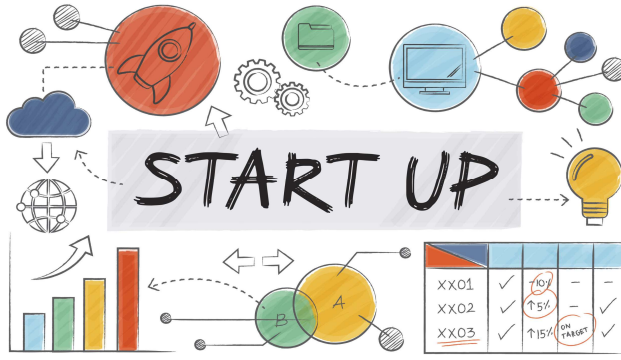
Online Entrepreneurship

1. E-Commerce & Start-ups: Ideation, Plan and Management
2. Lead Generation and Personal Branding
2. Building a Multi-platform Social Media Marketing Strategy
4. Mobile Apps: M-Commerce and App Monetization

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Start Up??



XX.01	✓	10%	-	✓
XX.02	✓	5%	-	✓
XX.03	✓	15%	ON TARGET	✓

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E-Commerce & Start-ups: Ideation, Plan and Management

Registering Your Business

With a business plan in hand, now is a good time to consider your options for registering your business.

Setting Up Your Business

Naming Your Business

Aside from finding an actual product to sell online, another difficult decision is determining your business name and choosing an appropriate and available domain name. These blog posts will help you tackle these important tasks.

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E-Commerce & Start-ups: Ideation, Plan and Management

Creating A Logo

Once you have solidified your name and registered your domain, it's time to craft a logo. In these posts, we will show you several options for creating a great logo for your new business.

Understanding Search Engine Optimization (SEO)

You're almost ready to begin building your online store. However, before you jump into it, you should understand the basics of search engine optimization so that you can optimize your site for Google and other search engines.

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E-Commerce & Start-ups: Ideation, Plan and Management

Building Your Store

With a better understanding of search engine optimization (SEO), it's time to build out your store. There are many critical elements. Below we have included a list of our best blog posts to help you write captivating product descriptions, shoot beautiful product photography, and a list of some of the best tools to help you optimize those photos

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Lead Generation and Personal Branding

Personal branding refers to the practice of people marketing themselves and their careers as brands. It's the building of your personality in an online format. **According to "Brand Yourself"**, a personal brand should reflect your actual personality and should not be an idealized version of who you are. Since the relationship between brands and consumers needs to be made and remade consistently. You need to know that there is a constant desire for a reinforcement of the self-brand.

Identify your target audience:
Spending huge amounts of money on marketing campaigns won't help if the marketing message that we want to spread does not reach our target audience. Therefore, it is very important to establish a personality, a human identity, for our brands.

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Lead Generation and Personal Branding

Ensure content quality:
Content plays a crucial role in marketing techniques and hence the branding of any business or brand. You need to ensure that your content is top- notch quality. Quality content means that it states exactly what you wish your target audience to know. Moreover, it provides them with unique, fresh, and useful knowledge consistently.

Leverage the power of followers and subscribers:
This is an era of social media where you need to take your followers and subscribers seriously. These days, everybody including hiring managers, business prospects, and even your friends search you on social media platforms. This helps get valuable insights about you and your business.

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Lead Generation and Personal Branding

Consider your marketing message as an asset:
You need to treat your marketing message as an asset. The reason? Well, that's because it might help you open up new profit channels, or create additional demand in a different market.

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Building a Multi-platform Social Media Marketing Strategy

Social media marketing can help you build engaged audiences where they already spend their time, create multiple sources of traffic that continually bring in customers, and grow your business through the power of online networks.

The difference is creating a social media marketing strategy that keeps your actions focused, along with a process that enables you to execute without taking too much attention away from running your business.

That's why we've put together this guide to walk you through how to approach your own social media strategy, along with tools and tips to help you pull it off.

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How to create a social media strategy

Before you post anything, it helps to have a big picture view of what you want to get out of your social media efforts and how you can best achieve those outcomes.

Your business (i.e. your website) is the center of your social media strategy. And your strategy is how you tie all of your social media efforts back to its various goals.

Social media marketing can serve all kinds of functions for your business, **from driving traffic and sales, building brand awareness, amassing an engaged audience, connecting with customers and prospects, providing support, and so much more.**

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What is a social media marketing strategy?

1. **Goals:** Define the outcomes of your efforts and how you'll measure them.
2. **Target Audiences:** Research and profile your ideal customer.
3. **Content Mix:** Create social media programming based on recurring content archetypes.
4. **Channels:** Choose the best of the available social networks you want to dedicate your time to and what you'll use them for.
5. **Process:** Set up the infrastructure and tools to execute your strategy efficiently.

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Setting Goals for your Social Media Marketing Plan

Social media marketing requires a lot of testing and trying things out; you can't improve any particular aspect of it without knowing what signals to pay attention to. You can even use these signals (which will vary from channel to channel) to define targets for your social media efforts to help you stay motivated and on track.

Drive brand awareness: Reach more people to increase the likelihood of your brand getting seen by the right people. You can measure this using impressions/reach, likes, shares, mentions, or any other signal that shows a real person has seen your post(s).

Create demand for your products: Get people interested in your products with relevant inspiration or education, which you can gauge by clicks to your site, products added to a shopping cart, or comments/messages from interested customers.

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Setting Goals for your Social Media Marketing Plan

Acquire leads: Get your audience to convert into email subscribers, which you can then nurture into sales off of social media for free. This can also mean building an audience of interested shoppers you can retarget with ads.

Get sales: These are paying customers that come from your social media efforts and can be measured by number of orders or revenue.

Drive offline traffic: If you're a retail business or are hosting events, one of your goals might be drive people to a specific location in real life.

Network to form partnerships: Engage with influencers or like-minded brands for influencer marketing or co-marketing campaigns

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Setting Goals for your Social Media Marketing Plan

Build a loyal following: Grow an engaged audience that wants to hear from you; don't inflate your follower count with fake or bought followers. You want to build an authentic community of people who are interested in your products, and who will promote your content or products to others.

Establish social proof: Source positive testimonials or content generated by customers/influencers that casts your brand in a positive light and can potentially be used in other marketing efforts.

Provide customer service: A social media presence opens you up to customer questions, complaints, and inquiries. So one of your goals will be to provide this support to customers or direct it to another preferred, private channel.


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Setting Goals for your Social Media Marketing Plan

Become a thought leader in your target market: Social media gives you a voice that you can use to not only participate in conversations, but shift them in the direction you think they should go in and build credibility around your products or services.

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Identifying your Target Audiences

Marketing, on and off social media, starts with understanding your ideal customer. Building a rich context about your target audience takes time, but there are steps you can take immediately that will put you in a better position at the start.

If your business naturally focuses on a specific niche (like cat owners, for example), **your job will be easier than if you're trying to appeal to a more general audience (like a telecommunications or airline brands).** I recommend lurking in the places your intended customers often hang out, in subreddits or blog comments for example, to see what they're interested in.

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Managing a social media channel is a bit like running your own TV network.

On each channel, you can produce a content series with new "weekly episodes" (just like our series, Ask Shopify). You can syndicate your content to other channels (e.g. cross-posting from Snapchat to Instagram). You can have reruns of fan favorites to fill in for empty time-slots (#ThrowBackThursday), and commercial breaks to sell your product.

For example, you might feature a customer testimonial every Tuesday and share a quote graphic every Wednesday and Friday. These pieces that are relatively easy to turn around can keep your social media calendar full while you build out more elaborate assets, such as a promotional video or a blog post.

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Prioritizing Channels for your Social Media Strategy


Facebook, Instagram, Twitter, LinkedIn, Pinterest—there's no shortage of places for you to build a presence for your brand.

But there are two mistakes that are easy to make when you're just starting out on social media:

1. Building your presence on more channels than you can maintain.
2. Treating every channel the same and not playing to the strengths of each.

For the sake of this post, we'll cover some of the most popular social channels. There are dozens of social sites. This is by no means an exhaustive list.

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Facebook: Pay-to-promote and your own Business Page

Few social channels are built for businesses quite like Facebook. On top of a Facebook Shop, the ability to add customer reviews, and a popular Messaging feature that can be used to provide customer service, Facebook is also one of most widely used social media apps by a broad range of consumers.

But it's biggest downside is that unless you pay to promote your posts, you won't be able to reach many people, even if they've opted in by "liking" your page.

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Instagram: Engaged Followers and Influencers

As a marketing channel, Instagram lets you focus on building a following through a variety of visual mediums.

Unlike Facebook, it's possible to get pretty good results without necessarily paying to promote yourself, although there's also the option of pursuing Instagram advertising and influencer marketing.

Instagram lets you post images and videos, which are discoverable through hashtags. But there's also Instagram Stories and Instagram Live, which lets you put out photos and videos with a 24-hour lifespan or share moments in real-time.


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Twitter: Networking and News

Twitter's greatest strength is that it lets you listen to and engage with other voices in the world. It might not be as strong as a sales channel for many brands, but can be used to showcase your brand's personality (see [Wendys](#) or [Moonpie's](#) accounts for examples).

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Pinterest: High Buying Intent For Certain Verticals

While Pinterest isn't exactly a "social media site", and is more comparable to a search engine, it often finds itself in a company's social media marketing mix, especially among ecommerce brands. That's because users actually come to Pinterest with more intent to actually buy something than any other social platform.

Unlike the channels above, Pinterest has a clearly defined user base consisting mostly (70%) of women with disposable income. It's not for every brand, but it's a product-friendly platform for those are a good fit. If you're in the fashion, handcrafts, or home decor space, you'd be missing out an opportunity to get traffic and sales here through both organic and paid tactics.

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What Is an App Monetization Strategy?


Simply put, it's a plan for driving revenue via your mobile app, using one or a combination of different app monetization models. It's best to consider and plan for monetization during the Strategy phase, so you don't have to force-fit something later.

Pay-to-download (or "Paid"): Pretty straightforward. These are apps that you pay \$X to download.

Subscription: Users pay a monthly fee via the app stores.

Free ("Freemium") with in-app purchases: The app is free to download but the publisher makes money on in-app purchases that provide an enhanced, "premium" experience

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What Is an App Monetization Strategy?

Limited Freemium: The app is free to download but is limited in one of two ways—either the user can access full functionality for a short time only OR the free version only offers basic functionality, such as a few game levels.

Free to download, with advertising: In-app advertising is an increasingly common way to monetize all types of apps. Users will welcome ads if they are well-targeted, relevant, interesting and non-disruptive to the user experience.


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Developing a Sound Monetization Strategy

- **Your app experience:** User experience (UX) should be your most important consideration. Any monetization strategy you choose should align with the overall experience and preferably enhance it.
- **Your audience:** Across various demographic categories, people feel differently about paying for an app or making in-app purchases, and their behavior varies accordingly.
- **Your business goals:** Monetization should always complement your overarching business goals, not take away from them.
- **What the competition's doing:** Check out other apps in the same category. How are they monetizing? Does their approach complement or detract from their UX?

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