Digital Media Marketing

(BA(JMC)-307)

Unit – IV

Social Media Measurement and Metrics

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SYLLABUS- UNIT-IV

Social Media Measurement and Metrics

1. Data Mining for Digital Media: Google Analytics, Website Audience Measurement (WAM) .

2. Monetizing Social Media: ROI.

3. Role of Social Media in Marketing Research.

4. Case Studies on Digital Media Marketing: Digital India, Make in India, Skill India, Start up India, Stand up India.

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Definition of 'Data Mining'

- In simple words, data mining is defined as a process used to extract usable data from a larger set of any raw data. It implies analyzing data patterns in large batches of data using one or more software. Data mining has applications in multiple fields, like science and research.

- Data mining involves effective data collection and warehousing as well as computer processing. For segmenting the data and evaluating the probability of future events, data mining uses sophisticated mathematical algorithms. Data mining is also known as Knowledge Discovery in Data (KDD).

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Key Features of Data Mining

• Automatic pattern predictions based on trend and behaviour analysis.

• Prediction based on likely outcomes.

• Creation of decision-oriented information.

• Focus on large data sets and databases for analysis.

• Clustering based on finding and visually documented groups of facts not previously known.

Data Mining Process

Technological Infrastructure Required:

1. Database Size: For creating a more powerful system more data is required to processed and maintained.

2. Query complexity: For querying or processing more complex queries and the greater the number of queries, the more powerful system is required

Uses of Data Mining

1. Data mining techniques are useful in many research projects, including mathematics, cybernetics, genetics and marketing.

2. With data mining, a retailer could manage and use point-of-sale records of customer purchases to send targeted promotions based on an individual's purchase history. The retailer could also develop products and promotions to appeal to specific customer segments based on mining demographic data from comment or warranty cards.

Google Analytics

With the business of the holidays looming just around the corner, it's important to start putting plans in place to set your business up for success in 2018. One way to do that is to make sure you're using Google Analytics.

Google Analytics is a vital tool for digital marketers, SEO analysts and webmasters alike. For the ability to really understand how effective a digital website campaign has been, to review SEO performance, or to find out how well users are interacting with your new website, Google Analytics (GA) is the go-to tool.

Google Analytics

What Matters Most

You need to know how to choose the best marketing metrics right from the start. Below I'll be reviewing some core components of Google Analytics, such as Traffic Channels, Site Content, User Behavior and Audience Demographics.

Traffic Channels

One of the most insightful aspects of digital marketing is the ability to understand exactly how customers are finding you.

Google Analytics

Google Analytics

Direct: These are visits in which users have navigated directly to the URL by:

1. Typing in the domain directly to the URL bar.

2. Clicking on a bookmark.

3. Clicking on a link in an email which isn't tagged using tracking parameters.

4. Clicking on a link in a mobile messaging app.

Organic Search: These are visits from organic (unpaid) search results. Month on month and year on year increases to organic traffic represents a strong SEO strategy. The results of this report are determined by the medium of organic traffic such as Google, Bing, or Yahoo.

Google Analytics

Social: Visits from social platforms (Facebook, Twitter, Instagram etc.)

Email: Traffic from tagged links clicked in email messages, whether mass email marketing or individual messages. You can add a tracking link to the URLs in your emails by using Google's URL Builder tool. You can further segment this traffic by 'campaign' if you have tagged your links. This way you can see which email campaign(s) were the most successful over a period of time.

Referral: Traffic coming from users clicking a link from another site, excluding major search engines.

Google Analytics

Paid Search: Traffic from PPC (pay-per-click) campaigns such as Google AdWords. You can also link your AdWords campaign to Analytics for more efficient reporting within Analytics, under Acquisition.

Other Traffic: Google defines "other traffic" as traffic coming from online advertising outside of search and display, such as cost-per-view video advertising. Occasionally you will have undefined traffic in this report which GA will eventually filter out to the appropriate channel.

Display: Indicates traffic from display advertising, such as Google AdWords remarketing campaigns.

Website Audience Measurement (WAM)

IMRB International, in a joint effort with Internet and Mobile Association of India (IAMAI), recently (2010) launched the Web Audience Measurement (WAM). On the lines of their other measurement products – TAM for television and RAM for radio, IMRB has embarked on a panel based measurement tool for the internet audience in India.

The panel based system has adopted a unique built metering system for its panelists that will allow them to capture internet usage data from multiple machines for the same user. WAM will not just measure how many people access the web, but also their demographics – age, sex, the regions they come from and also their usage habits.

Website Audience Measurement (WAM)

Several other internet measurement tools like comScore and Komli Media's Vizisense are already in use even in the Indian market. Highlighting the measurement tool's key differentiator, Shrivastava, explained, "The biggest thing for WAM is that it can give data at a day part level.

According to Shrivastava, "WAM will capture all information where a user will be going to. The idea is to make the internet all-inclusive, in the sense, get even the traditional media buyers and advertisers like FMCG to come and start advertising on the internet. So, the tool is definitely going to increase the market for internet advertising and make it more accessible to all advertisers. In turn, this is definitely going to benefit the Internet industry."

Role of Social Media in Marketing Research

As marketers are always interested to grab the attention of the consumer. People have embraced new media and technologies to such an extent like smart phone etc. has given marketers the opportunity to reach consumers in a 24/7 capacity through a variety of mediums.

The problem lies with the change in the consumer's mindset. Social media has led to a culture of active engagement, immediate access to anyone and for anything and constant communication. This is of course something that the traditional advertisement and other marketing methods could not ever achieve. Whereas social media like Face book page, Twitter and YouTube etc. can directly address the new increasing demand expectations of consumers.

Role of Social Media in Marketing Research

1. **Nokia has launched an aggressive viral campaign,** comparing its Lumia with rivals such as Samsung Galaxy, on You Tube, to revive its fortune in the Indian Smartphone market currently dominated by phones running on Google Android platform. The You Tube campaign shows short clips of Lumia representatives challenging consumers with rival Smartphone, mostly that of Samsung, at malls and pubs in terms of internet and social networking speed and experience. **When Lumia wins, the other consumer holds high a banner saying, „My phone just got blown away by the Nokia Lumia".**

2. Social media offer a platform for direct interaction between the brand and users. Resulted in changing role of marketers from positioning of their products or services to customer advisors. Once considered the domain of PR agency, is now infiltrated by marketers

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Role of Social Media in Marketing Research

Measurement Scale → Social Media Marketing Effort → Measurement Outcome

- Interaction
- Trendiness
- Word of Mouth
- Customization
- Entertainment

Social Media Marketing Effort

- H3 → Brand Association
- H4 → Brand Attachment
- H2 → Brand Preference
- H1 → Brand Loyalty
- H5 → Buying Commitment

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Role of Social Media in Marketing Research

Impact of social media on public relation can be tracked by looking at how social media has affected the costs of marketing efforts.

Following is the list of metrics which can be used to evaluate public relation to show a cross-channel view of where social media is delivering.

1. Cost per Impression
2. Cost per engagement
3. Cost per site visitor
4. Cost per click
5. Cost per inbound link
6. Cost per subscriber

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Role of Social Media in Marketing Research
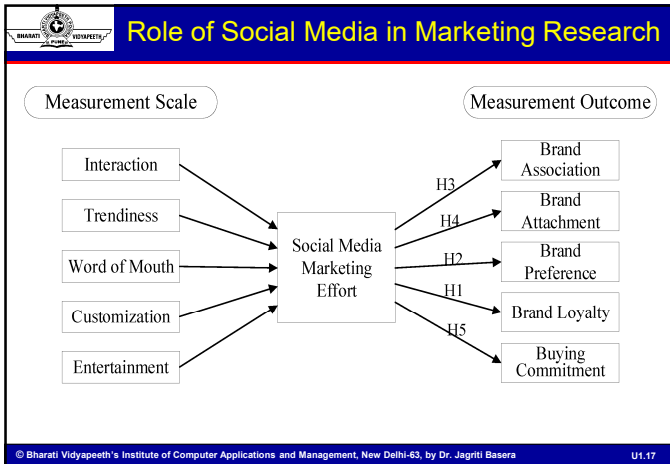
8 insights you can glean from social media market research

1. Audience intent
2. How customers use your products and services
3. What existing customers like and dislike about you
4. Competitor intelligence
5. What customers expect from you in the future
6. Trends your audience is interested in
7. What content resonates with your audience
8. Who to partner with

sproutsocial.com/insights

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Case Studies

'Digital India' Campaign by Govt. of India

About Digital India Campaign

A- Digital Infrastructure as a Utility to every individual, High-speed broadband service as a utility for every citizen, Cradle-to-grave digital identity to every citizen, Shared online space on a public cloud network, Secure & sound cyberspace for everyone.

B- Governance & Services on Demand, Availability of basic & fundamental services to every citizen through online medium & a mobile-friendly platform,cutting down the burden of paper-based financial transactions by making it cashless & electronic based.

C- Digital Empowerment of Citizens.Making people more digitally aware & connected with each other, All the govt issued certificates & documents to be made available digitally on shared public cloud,

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'Digital India' Campaign by Govt. of India

Since, Prime minister Narendra Modi himself is very tech-savvy person, it is no surprise that 'Digital India program' could be said as is his dream project, On the event of flagging off of 'Digital India' program in New Delhi on July,2015, Prime Minister Narendra Modi himself said that,

"I dream of a Digital India where 1.2 billion connected Indians drive innovation, A Digital India where the world looks to India for the next innovation, where ICT enabled citizen-government interface is incorruptible , where high speed digital highways unite the nation, where government is open and governance is transparent."

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'Digital India' Campaign by Govt. of India

Objective of Digital India Campaign

Some of the objectives that have been declared by the govt. are:

- 'National Optical Fibre Network' (NOFN) program which aims to improve the Optic-Fibre infrastructure nationwide.
- 'e-Sign framework' which allows citizens to digitally sign their documents online using Aadhaar card.
- 'Digital Locker Platform' which will drastically cut down the usage of physical documents and to enable their e-sharing via govt. registered portals.
- 'Bharat Net programme' as a high-speed digital platform which will connect more than 250,000 Gram Panchayats of country & to bring them under a common platform to provide them basic & fundamental govt. services with ease.

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'Digital India' Campaign by Govt. of India

Reframing the 'outsourcing policy' to create centres in small towns across the country. Along with some other major programs this whole project is projected at 113,000 crores, which will prepare the nation towards a Knowledge-based transformation.

Approach/Strategy adopted for Digital India Campaign

As a startup measure it has been decided that all the Financial dealings by Central Government Ministries/Departments and their organizations will be made in cashless mode via electronic transfer by Dec 2016, to eventually eliminate the paper-based transactions in govt. dealings permanently.

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Digital India

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Approach/Strategy adopted for Digital India Campaign

Digital literacy training is also being provided in small towns & villages across the country as a part of this process via NDLM training centres & for this purpose alone more than 1750 training partners including registered civil societies, NGO's, limited companies & institutes are partnering with NDLM through Public-Private Partnership (PPP), till date more than 6 lakhs beneficiaries have been certified following their online assessments.

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Results of Digital-India-Campaign.in

Lots of people have changed their profile pictures on Facebook & Twitter in support of this 'Digital India' campaign by the govt.

Several industry leaders such as Mark Zuckerberg, Sundar Pichai & Satya Nadella have lend their support to this initiative by Narendra Modi.
Satya Nadella, CEO Microsoft has said that his company will invest in this program by setting up affordable low cost broadband technology which could cater to the service of more than 3 lakhs villages across the country.

Indian Heavyweights such as RIL's Mukesh Ambani, Cyrus Mistry of TATA group, Sunil Bharti Mittal of BHARTI Enterprises, Kumar Mangalam Birla of BIRLA group,Azim Premji of Wipro & Anil Ambani of Reliance group.

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Made in India

The Make in India initiative was launched by Prime Minister in September 2014 as part of a wider set of nation-building initiatives. Devised to transform India into a global design and manufacturing hub, Make in India was a timely response to a critical situation. By 2013, the much-hyped emerging markets bubble had burst, and India's growth rate had fallen to its lowest level in a decade.

The promise of the BRICS Nations (Brazil, Russia, India, China and South Africa) had faded, and India was tagged as one of the so-called 'Fragile Five'. Global investors debated whether the world's largest democracy was a risk or an opportunity.

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Process

Make in India was launched by Prime Minister against the backdrop of this crisis and quickly became a rallying cry for India's innumerable stakeholders and partners. It was a powerful, galvanising call to action to India's citizens and business leaders, and an invitation to potential partners and investors around the world. But Make in India is much more than an inspiring slogan.

Plan

To start a movement, you need a strategy that inspires, empowers and enables in equal measure. Make in India needed a different kind of campaign: instead of the typical statistics-laden newspaper advertisements, this exercise required messaging that was informative, well-packaged and most importantly, credible. It had to
(a) Inspire confidence in India's capabilities amongst potential partners abroad, the Indian business community and citizens at large;
(b) Provide a framework for a vast amount of technical information on 25 industry sectors; and
(c) Reach out to a vast local and global audience via social media and constantly keep them updated about opportunities, reforms, etc.

Activities

"What are the key objectives and initiatives of the Startup India campaign launched by the Indian government, and how has it contributed to the growth and support of startups in the country?"

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