



ONLINE MARKETING

GET ONLINE BUSINESS

tutorialspoint
SIMPLY EASY LEARNING

www.tutorialspoint.com



<https://www.facebook.com/tutorialspointindia>



<https://twitter.com/tutorialspoint>

About the Tutorial

This is a brief tutorial that provides an overview of how to market your products and services using various online platforms. It describes various online marketing techniques such as Online Advertising, Mobile Advertising, Building SEO-Friendly Websites, Content Marketing, E-Mail marketing, as well as Web Analytics for Online Marketing.

Moving forward, it also describes the impact of online marketing on the business and the pros and cons of online marketing.

Audience

This tutorial will be extremely useful for all those readers who aspire to learn the ropes of online marketing. It is especially targeted at readers who want to make their career in online marketing and advertising.

Prerequisites

It is expected that the readers of this tutorial have a basic understanding of the general diction used in the domain of internet and online marketing. It will be an added advantage if the readers have an inclination towards marketing, creativity, and learning marketing techniques.

Disclaimer & Copyright

© Copyright 2018 by Tutorials Point (I) Pvt. Ltd.

All the content and graphics published in this e-book are the property of Tutorials Point (I) Pvt. Ltd. The user of this e-book is prohibited to reuse, retain, copy, distribute or republish any contents or a part of contents of this e-book in any manner without written consent of the publisher. We strive to update the contents of our website and tutorials as timely and as precisely as possible, however, the contents may contain inaccuracies or errors. Tutorials Point (I) Pvt. Ltd. provides no guarantee regarding the accuracy, timeliness or completeness of our website or its contents including this tutorial. If you discover any errors on our website or in this tutorial, please notify us at contact@tutorialspoint.com.

Table of Contents

About the Tutorial	i
Audience	i
Prerequisites	i
Disclaimer & Copyright.....	i
Table of Contents	ii
1. INTRODUCTION	1
What is Marketing?	1
What is Online Marketing?	1
Difference between Traditional and Online Marketing	2
Components of Online Marketing	3
2. OLM TERMINOLOGY.....	6
3. SEO FRIENDLY WEBSITE.....	9
Why do I Need an SEO Friendly Website?.....	9
Crawlers	10
Developing an SEO Friendly Website	10
4. ONLINE ADVERTISING.....	14
What is Online Advertising?	14
Publishing an Online Advertise.....	14
Online Advertising Performance Measurement.....	16
Advantages of Online Advertising	16
5. MOBILE ADVERTISING	18
What is Mobile Advertising?	18

Advantages of Mobile Advertising.....	19
Mobile Advertising Units	19
Sensor-Enabled Mobile Advertising.....	21
6. SEARCH ENGINE MARKETING	23
Search Engines	23
Search Marketing Approaches.....	23
How to Get Organic Results.....	24
How to Get Inorganic Results	24
Organic versus Inorganic Search – Which is Better?.....	25
Steps Involved in Search Engine Marketing	25
7. E-MAIL MARKETING.....	28
Types of E-Mails	28
Setting Up an E-Mail Marketing Campaign	29
Tracking an E-Mail Marketing Campaign	29
8. AFFILIATE MARKETING	31
How Affiliate Marketing Works	31
Getting Best out of Affiliate Marketing.....	32
Referral Marketing	32
9. SOCIAL MEDIA MARKETING.....	33
Importance of Social Media.....	33
Using Different Social Media Platforms	33
Social Media Marketing Tips	35
10. ONLINE REPUTATION MARKETING	36
Managing Reputation	36

History of Business Failures Due to Negative Feedbacks	37
When You Should Worry About Reputation?	37
What Should You Aim for about Reputation?	37
How to Manage Online Reputation	38
11. CONTENT MARKETING	39
What is Content Marketing?.....	39
Goals of Content Marketing	39
Types of Content	40
12. BLOGS, BANNERS, AND FORUMS.....	42
Blogs.....	42
Banners	43
Internet Forums	44
13. WEB ANALYTICS.....	46
What is Web Analytics?	46
Types of Web Analytics	47
Metrics of Web Analytics.....	47
Micro and Macro Level Data Insights.....	48
Web Analytics – What to Measure?.....	48
14. OLM EFFORTS.....	50
Total visits	50
New Sessions.....	50
Bounce Rate	50
Channel-Specific traffic.....	50
Conversions.....	50

- Cost Per Conversion (CPC) 51**
- Return on Investment (ROI)..... 51**
- 15. OLM IMPACT, PROS AND CONS 52**
 - OLM Impact..... 52**
 - Pros of Online Marketing 52**
 - Cons of Online Marketing 53**
- 16. CELEBRITY ONLINE MARKETERS 54**

1. INTRODUCTION

Internet marketing is like digging a gold mine. 97% people focus on 99% dirt and keep complaining. 3% people focus on 1% gold and keep it collecting.

– Sanja Budin, Owner, smartbizprofits.com

Marketing is carried out with the intent of reaching out to a maximum number of people in exchange of minimum cost. When Internet was still in its formative years, marketing people used to depend on traditional media such as television, radio, handbills, billboards, newspapers, and magazines.

Today, the Internet is premium source for promoting your business. There has been a rapid rise in the number of internet users since last few years. Thus Internet is the lucrative place to promote the business.

What is Marketing?

As defined by the American Marketing Association, "*marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large*".

Marketing changes the perspective of a person. There are two approaches of marketing:

- Traditional marketing
- Online marketing

What is Online Marketing?

Online marketing is *advertising and marketing the products or services of a business over Internet*.

Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps.

Online marketing is also termed as **Internet marketing, Web marketing**, or simply, **OLM**.

Difference between Traditional and Online Marketing

The goal of traditional marketing and online marketing are same: To attract and drive visitors of advertise to buy the product thereby increasing the business profit. Let us see the difference between two approaches now:

Traditional Marketing	Online Marketing
-----------------------	------------------

Online Marketing

It is difficult to measure. You cannot know how many people read your advertise and how many took favorable action upon viewing it.	It is measurable. You can know the number of people who viewed the online advertise, and the number of ones who purchased the product.
It is not cost-effective.	It is more cost-effective.
It is not so good for brand building.	It is fast and efficient for brand building.
In some way, it interrupts regular activities of users such as television advertises interrupt the program you are watching, billboards divert focus of the driver, etc.	It is not interrupting. The user can attend online advertises as per his/her convenience and preferences.
It may leave users' queries unanswered as printing or narrating complete information about the product or service may not be always feasible.	It can provide maximum information about the product or service, offers, and transactions.

Online marketing is widely practiced strategy of advertising or promoting sales and name of the business. Wise use of the online marketing strategies can take the business to unprecedented levels of success.

Components of Online Marketing

Online marketing has various components as shown in the illustration below:



Here in this tutorial, we will provide an insight into each of these components one by one in detail.

Market Research

Business organizations need to set clear objectives and strong market understanding. To research the market, you can:

- Review your website traffic.
- Review the Ad conversion rates.
- Review the queries asked by your existing customers.
- Identify the customers' **pain points** that they post on various platforms such as yahoo answers, blogs, social media, and other sites.
- Anticipate and compile a list of Frequently Asked Questions (FAQs) with their clear answers and align them to customers' pain points.
- Include the fact sheet about product if required.

Keyword Research

Choosing a correct and relevant set of keywords can help design a crisp and persuasive advertise for online marketing. Before accessing any keyword research tool, ask yourself:

- What is the purpose of this web page?
- How clearly can I state the conversion event?
- Have I clearly answered all the pain points that users might look for on this page?
- Which phrases the users might enter while looking for a solution?
- Are my keywords relevant to the users' intent?

SEO Friendly Website

Mapping the right keywords around the users' pain points in a hierarchical manner makes an effective website. You need to categorize the keywords in a thematic order and then link the respective articles to the keywords. This makes the website easy maintain.

Web Analytics

The ultimate goal of analytics is to identify actionable insights on monthly basis which can help to make favorable changes to the website gradually. This in turn ultimately leads to strong profits in long term.

Online Advertising

It is placing crisp, simple, and tempting Ads on the websites to attract the viewers' attention and developing viewers' interest in the product or service.

Mobile Advertising

It is creating awareness about the business and promoting it on smart phones that people carry with them inseparably.

Search Engine Optimization (SEO)

It is the activity of optimizing web pages or complete website in order to make them search engine friendly, thus getting higher position in the search results. It contributes to overall rankings of the keywords through influencing factors such as appropriate titles, meta descriptions, website speed, links, etc.

Social Media Marketing

It includes creating profiles of your brand on social media platforms such as Google Plus, LinkedIn, Pinterest, Twitter, Facebook, etc. It assures that you remain connected to the existing or potential customers, build awareness about the products and services, create interest in and desire to buy your product, and interact with the customers on their own terms and convenience.

Email Marketing

You can interact with the customers to answer their queries using **automatic responders** and enhance the customer experience with your website.

You can offer the options such as signing-in to subscribe to your newsletter. You can make the emails catchy and crisp, so that they don't make recipients annoyed. Also, you can use selected best words in the subject line to boost the open rate.

Content Marketing

It includes creation and sharing of media and publishing the **content** in order to acquire and retain customers.

Blogs

Blogs are web pages created by an individual or a group of individuals. They are updated on a regular basis. You can write blogs for business promotion.

Banners

Banners are long strips of cloth with a slogan or design. They are carried for demonstration, procession, or hung in a public place. There are internet banners in parallel to tangible banners for advertising.

Internet Forums

They are nothing but message boards of online discussion websites, where people posts messages and engage into conversation.

2. OLM TERMINOLOGY

Here is a list of the standard terms used in the domain of online marketing:

Advertiser

It is a person or an organization that places advertisements to drive sale or lead through it.

Banner

It is an online advertisement in the form of a graphic image that appears on a web page.

Bid

It is the maximum amount an advertiser is ready to pay for a click.

Black Hat and White Hat Tactics

They both are the tactics of online marketing. There is no color significance about being good or bad.

- **Black Hat Tactics** are less pure and farther from search engine's terms of service.
- **White Hat Tactics** of online marketing are closely bound to a search engine's terms of service.

Breadcrumbs Navigation

It is a navigation scheme that reveals user's location on the website or application. It offers a way to trace the path back to the user's original landing point.

Campaign

It is a series of operations performed to achieve a desired goal in a particular area.

Click Through Rate (CTR)

Click Through Rate = Clicks / Impressions %

Conversion

A visitor when completes a target action.

Cost Per Acquisition (CPA)

It is the cost the advertiser pays only when a desired action is achieved.

Cost Per Click (CPC)

It refers to the amount the advertiser pays when his Ad is clicked on, giving him a visitor to his website – typically from a search engine in PPC marketing.

Cost per Mille (CPM)

It is the amount paid for every 1000 impressions of an advertisement.

Customer Pain Points

They are annoying, frustrating, and difficult to solve things or situations for the customer, which the customers may not have anticipated or cannot verbalize. They need urgent addressing.

If This Then That (IFTTT)

It is a web-based service with which the users can create chain of primitive conditional statements, called recipes. The recipes are triggered based on changes to other web services such as Gmail, Facebook, Instagram, etc.

Inbound Link

It is a hyperlink on a third-party web page that points to a web page on your website.

Key Performance Indicator (KPI)

It is a metric that shows whether an objective of the business is achieved.

Market Reach

It is the total number of people or households exposed at least once to a medium of Advertising in given span of time.

Paid Search Advertising

It refers to paid advertising on search engines, sometimes called PPC advertising. The advertiser pays only for each click on the Ad.

Publisher

It provides the advertisers a required amount of space on its website to publish the advertisement.

Quality Score

- It is a variable that influences ranking of a website.

Search Engine Optimization

It is process of elevating website ranking in the unpaid results of search engine.

Tracking

It is measuring the effectiveness of an online advertise by collecting and evaluating statistics.

Web Indexing

It is the method of indexing the contents of the website or the internet as a whole.

3. SEO FRIENDLY WEBSITE

"Good SEO work only gets better over time. It is only search engine tricks that need to keep changing when the ranking algorithms change."

- Jill Whalen, SEO Practitioner for last 20 years.

In today's age of information and marketing, the website of the business is the key to the entire business. It is crucial for a business to make its website listed at higher position. A high-position website increases the **visibility** of the website to as many people as possible.

Why do I Need an SEO Friendly Website?

You can make your business website catchy and engaging, by maintaining a simple and aesthetically pleasant design. You can add relevant texts and images at appropriate places, use pleasant color schemes, etc. But while competing with the other parallel online businesses, making a pleasant and well-organized website is not sufficient to acquire higher rank. You need to make it search-engine friendly too.

Wendy Piersall, the Blogger and Speaker, says, **Google only loves you when everyone else loves you first**. A search engine should notice your website and enlist it at high rank.



To make it effective in terms of Search Engine Optimization, you need to add description about the content used on the web pages and use appropriate keywords.

Crawlers

The search engine such as Google sends **crawlers** (also called **spiders** or **bots**) to harvest the content on your website. Crawlers are nothing but programs which systematically browse the Internet for the purpose of **web indexing**. They cannot comprehend images or animations but can read their tags.

The crawler adds your web pages into the search engine's database. You need people to find your website for the content they search for. To materialize this, you need to serve the content to the crawler in such format that it can interpret, analyze, and identify its relevance with users' search query.

The crawler compares the information on the web page with the information it finds by itself. It executes various algorithms to check if the page is indeed relevant and ensure that you are not trying to fool the system using **Black Hat SEO tactics** to make your page rank higher.

Developing an SEO Friendly Website

In order to acquire high rank and make your website search-engine-friendly, you need to follow the given guidelines:

- Build a website that search engine can read and understand. Use the technology such as CSS.
- Create a sitemap to make search engine help discover every page of the website.
- Get links from trusted sources.
- Use Accurate keywords to get your page captured.
- Add Meta tags and text to your images.
- Make sure that your HTML code is error-free.
- Check and act upon for broken links. For example, 404 errors.
- Remove any hidden text.
- Do not plagiarize content from other websites. Keep original content.
- Keep the content up-to-date.

Basic Preparations

- Discuss website specifications with the web design and development team. Get a clear idea on content, organization of information, etc.
- Group and organize the content by relevance. Use menu items to help users find the information easily.

Page Design Aspects

- Place logo, taglines, and primary descriptions on the page to create the best possible first impression of the user.
- Avoid providing horizontal scroll bar.
- Use text links in footer. They support navigation and are very useful for both users and search engines.
- Use breadcrumb navigation to facilitate users to track their location within your website. It helps search engines to understand the structure of your website.
- Consider each page as a landing page providing all the information to the user. Guide the user for next appropriate actions.
- Keep eyes on **page loading time**. A longer page loading time increases bounce rate and leads to lower ranking.
- Use appealing and relevant images in gif, jpg, or png formats that allow alt text support.
- Avoid pop-ups. They are annoying.
- Create an unavoidable, catchy, and informative landing page.

AN AWESOME HEADLINE YOU CANNOT IGNORE

INFORMATION VIDEO OR



EYE CANDY IMAGE

What the offer is, in a nutshell, and why you have to have it.

- Buleet points about your awesome offer
- And the amazing features it has
- Or the valuable tips and tricks it contains
- it will change your life forever

CALL TO ACTION BUTTON

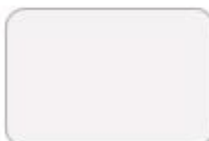


**BIG
BRAND
NAME**



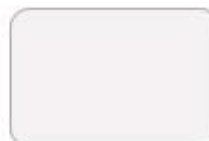
BEST

Remarkable Testimonial 1



"This awesome ebook I downloaded changed my life. Now my cat and I visit a new country every month!"
-Mr. Cat Man

Remarkable Testimonial 2



"Before I bought thi product, life had no meaning. Now I have more meaning than I know what to do with!"
-Meaningful Lady

Content Optimizing Aspects

- Use html heading elements (H1 to H6) to include descriptive headlines and take advantage of their importance for the search engines.
- Use the Keyword Analyzer tool. Using long text and/or excessive keywords is not a good practice.
- If you want the text to be indexed, do not add it in images or animations.

Web Design and Marketing Aspects

- Use clear Call to Action to ask users to proceed for conversion.
- Keep the process of conversion as clear, simple, and unambiguous as possible so that user understands and converts.
- Use user interaction where required such as asking to comment or share.
- Incorporate social media buttons suit.
- For multilingual websites, the menu may require more space than it does for English.
- Reserve some space for advertise banners. You can use the standard sizes for banner Ads.

An attractive and user friendly design of website is more likely to attract the links, better ranking, reducing bounce rate, and increasing the average time on site.

Technical Aspects

- Avoid building complete websites in flash. Use JavaScript and jQuery plugins to bring out the same effects when possible. Do not excessively use it as some mobile devices cannot handle them correctly.
- Do not use flash for navigation.
- Ensure your website design fits to the standard screen resolution, typically 1024×768 pixels. Take the help of Google Analytics to know widely used screen resolutions.
-
- Test the website on various browsers to ensure it renders properly.
- Deactivate flash and other plugins to see the content as a search spider does. Alternatively you can use the Spider View feature of the Web SEO Analysis tool.

4. ONLINE ADVERTISING

"Think like a publisher, not like a marketer."

- David Meerman Scott, *Online marketing strategist.*

In the era of Internet, people can get a lot of information online, which increases their awareness about lifestyles, products, and services. For them, the Internet serves as a channel for not only communication but also for transaction and distribution. People can visit the website and can pay online for what they purchase.

You can increase the business profit in multifold by online advertises of your products and services.

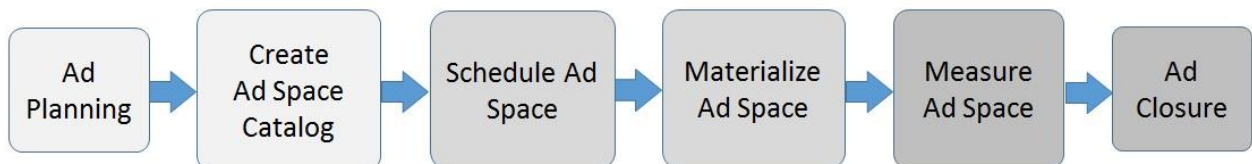
What is Online Advertising?

Online advertising is a type of business promotion which uses Internet to deliver marketing messages to attract customers.

With the rapid growth of Internet users and Internet technology, a number of businesses started to advertise their products and services online.

Publishing an Online Advertise

Publishing an online Ad is a sequential process. The following diagram shows the basic steps an Ad publisher takes to create and post the Ad online:



Ad Planning

The marketing team conducts analysis of various domains.

- Marketing analysis
- Product targeting analysis
- Audience analysis
- Customer targeting analysis

Based on the analysis results, the advertiser decides on:

- Selecting a publisher
- Ad presentation approach
- Approach of posting the Ad
- Ad posting schedules

Creating Ad Space Catalog

Ad space list is created to record Ad space availability status, space profile, location, presentation, scheduling method, frequency, etc.

Trading Ad Space

Advertisers and Publishers interact to determine online Ad space. There are three types of Ad space trading:

1. **Buy and Sell:** Publishers sell the Ad space schedule to Advertisers on first-come-first-serve basis.
- 2.
3. **Space Auction:** Ad space bidding is conducted to settle the trade.
- 4.
5. **Space Exchange:** Multiple publishers interact with each other to sell the space schedules available with them, which have not been sold.

Scheduling the Ad Space

The online publishers create and maintain advertising schedules for the online Ad space. They help the advertisers for booking, purchasing, and confirming various schedules for online advertisements.

Materializing the Ad Space

The online publishers collect advertisement from the advertiser and materialize the specified ad spaces by displaying the advertisement as per the specified schedules.

Measuring an Ad Space

All active Ad spaces in the publishing websites are monitored and measured. After the Ad is actually visible and accessible online, it is evaluated regularly for performance. The analyzers collect data and evaluate the effectiveness on the viewers, its popularity, Ad space management, etc.

Ad Closure

The advertisers pay the publishers by pre-decided terms of payment for the published online Ad.

Online Advertising Performance Measurement

The performance of an online Ad is measured to enable the marketing team to analyze the readings of measurement.

What Does the Performance Measures Tell?

The performance measurement can uncover the following facts:

- Effectiveness of the Ad on views.
- Problems related to the Ad such as inappropriate content, incorrect targeting of people, Ad place, and timing for publishing.
-
- Estimation and prediction of sales in short and long terms.

Online Advertising - What to Measure?

The performance metrics of Online Ad are as follows:

Clicks: It is the number of times viewer clicks the Ad. It can be taken as viewer's acknowledgement to your Ad. It suggests that the viewer has seen the Ad and wants further information.

Impressions: It is the number of times your Ad is displayed on the web page.

Click Through Rate (CTR): It is the ratio of Ad clicks to Ad impressions. The higher the CTR, the more relevant your Ad is.

Cost Per Click (CPC): It is the amount advertiser pays for each click on the Ad. The number of clicks determines the amount of payment. The lower CPC is better.

Cost Per Thousand Impressions or Cost Per Mille (CPM): It is the amount the advertiser pays for thousand clicks.

Return On Investment (ROI): It is $(\text{Return} - \text{Investment}) \times 100$. The higher ROI is better.

Advantages of Online Advertising

Online advertising is beneficial over conventional advertising in many ways.

- Internet access is easy and affordable. Today, the number of global internet users is almost 3 billion. No other conventional advertising medium can bring such huge audience for your products or services.
- Internet is capable of serving multimedia substance such as audio and video content apart from text and graphics. Multimedia advertisements are highly persuasive.
- Internet by nature is interactive. It can provide a reliable platform for smooth shopping experience for people. The conversion rate is high for compelling advertises.
- No time or demographic constraints on delivering the online advertise.
- Online advertising is promotional as well as informational.
- It brings speedy outcomes.

It provides effective performance tracking.

End of ebook preview

If you liked what you saw...

Buy it from our store @ <https://store.tutorialspoint.com>