UG CA S6-05 (DSC/DSE)

Four Year Bachelor's Degree Programme

(CBCS in Accordance with NEP 2020)

SEMESTER - VI

DIGITAL MARKETING

Computer Science

Hiranya Chandra Bhuyan School of Science and Technology
Krishna Kanta Handiqui State Open University

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Print: June, 2026

Printed and published by the Registrar on behalf of Krishna Kanta Handiqui State Open University

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DIGITAL MARKETING

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COURSE INTRODUCTION: DIGITAL MARKETING

The digital revolution has transformed the way businesses communicate, promote products and services, and interact with customers. Digital Marketing has therefore become an essential skill for learners, professionals, entrepreneurs, and organizations seeking to establish a strong online presence and reach wider audiences.

This course introduces learners to the fundamental concepts, tools, and techniques of Digital Marketing. It covers important topics such as keyword research, website planning, search engine optimization, social media marketing, Google Analytics, local business promotion, e-commerce marketing, social media automation, and online advertising through Google AdSense and Google Ads.

Designed with a practical orientation, the course enables learners to understand how digital platforms can be used effectively for marketing, customer engagement, performance analysis, and business growth. By the end of the course, learners will be equipped with the knowledge and skills required to plan and implement basic digital marketing strategies in real-world scenarios.

The Self Learning Material (SLM) is written in a simple and learner-friendly manner. Each unit includes explanations, examples, illustrations, exercises, and self-assessment questions to help learners understand the concepts easily and study independently. After completing this course, learners will be able to understand the basic principles of computer graphics and apply various graphical techniques and algorithms in real-world applications.

UNIT 1: BASICS OF DIGITAL MARKETING

UNIT STRUCTURE

1.1 Learning Objectives
1.2 Introduction
1.3 Meaning and Definition of Digital Marketing
    1.3.1 Evolution of Digital Marketing in India
    1.3.2 Definition of Digital Marketing
1.4 Importance of Digital Marketing
1.5 Working of Digital Marketing
1.6 Advantages of Digital Marketing over Traditional Marketing;
1.7 Types of Digital Marketing
1.8 Let Us Sum Up
1.9 Answers to Check Your Progress
1.10 Further Readings
1.11 Model Questions

1.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define the meaning of the term digital marketing
- identify the importance of digital marketing
- describe the working of digital marketing
- describe the advantages of digital marketing over traditional marketing
- describe the types of digital marketing

1.2 INTRODUCTION

This is the first unit of the course. In this unit, we are going to discuss about the basic concepts of digital marketing. Though digital marketing is very popular now a day, the journey of digital marketing began with the rise of the internet, hardly a few decades ago. In the early days, email marketing became a popular tool, allowing businesses to communicate directly with customers. The advent of search engines in the mid-1990s provided companies with opportunities to use keywords and tags for visibility. Soon after, social media platforms like Facebook and Twitter revolutionized marketing by allowing highly targeted and interactive consumer engagement. The spread of smartphones further accelerated the acceptance of digital marketing. Today, mobile-friendly websites, apps, and instant communication tools allow marketers to reach consumers anytime and anywhere. This digital platform has made digital marketing an essential part of every organization's overall marketing strategy. In this unit, we will discuss all these in detail.

1.3 MEANING AND DEFINITION OF DIGITAL MARKETING

In simple terms, digital marketing is the marketing activities performed digitally. In marketing, there should be buyer and seller who exchanges goods and services for money. Marketing is delivering products and services that have value for customers. It includes a wide range of functions like market research, advertising, promotion and sales, all aimed at attracting and retaining customers by understanding and satisfying their needs. When we perform these activities digitally, we called it as digital marketing. Digital marketing has emerged as one of the most transformative aspects of modern business practice. It refers to the use of websites, mobile devices, social media platforms, search engines, email, and other digital means to promote and sell products or services. Unlike traditional marketing, which relies heavily on print, television, and radio, digital marketing leverages the internet and new technologies to provide targeted, measurable, and interactive methods of engaging with consumers. Since the 1990s, when the internet became mainstream, digital marketing has grown into a dominant force, reshaping how businesses connect with their audiences.

Before going to the definition of digital marketing, first let us discuss the evolution of digital marketing.

1.3.1 Evolution of Digital Marketing in India

Digital marketing in India began in 1995 with the launch of internet services by **Videsh Sanchar Nigam Limited (VSNL)**. The following year, **IndiaMart**, the country's first **B2B (Business-to-Business)** online marketplace, was launched, marking the true beginning of India's digital marketing journey. While the early years witnessed slow progress due to low internet penetration, the industry gained momentum after 2005 and experienced exponential growth with the rise of e-commerce, social media, and mobile internet. Today, digital marketing in India is one of the most dynamic and rapidly expanding sectors, integrating technologies such as AI, data analytics, and influencer engagement.

Despite this slow start at the beginning of this century, the groundwork was laid for the coming transformation as businesses began to explore online presence and email-based promotions. The Indian internet landscape experienced a boom after 2005, driving rapid adoption of digital marketing practices. The Government of India launched the **"Digital India"** programme, which significantly enhanced digital infrastructure and boosted internet penetration across urban and rural areas. This period established digital marketing as a mainstream business function and led to the rise of SEO (Search Engine Optimization), Google Ads, and online display advertising.

Let us Know
Search Engine Optimization is the process of improving a website's technical configuration, content relevance, and link popularity to make it easier to find, more relevant, and popular for user search queries, ultimately increasing organic traffic

After 2015, there were lots of developments in digital marketing in the form of mobile marketing, social media marketing, content and influencer marketing, AI driven personalised marketing etc. Digital marketing has now evolved into a data-driven ecosystem. Artificial Intelligence (AI) enables personalized content delivery, predictive analytics, and automated ad targeting—enhancing customer engagement and conversion rates.

1.3.2 Definition of Digital Marketing

Digital marketing works as a data-driven, customer-centric system that connects businesses with audiences through multiple digital touchpoints. It combines creativity, analytics, and technology to deliver measurable results. The continuous feedback loop of analysing, optimizing, and re-targeting ensures that digital marketing remains dynamic, efficient, and result oriented.

At its core, marketing involves techniques and strategies to promote products and increase market share. Digital marketing retains this goal but adds new tools for more precise targeting, personalized communication, and in-depth consumer behaviour analysis.

Digital marketing is defined by authors like Neil Patel as "any form of marketing products or services that involves electronic devices," while Philip Kotler and Dan Armstrong define it as using digital channels like social media and websites to "promote products or services to target customers".

The main strategy of the digital marketer is to include a mix of advertising, content creation, analytics, and consumer engagement across multiple platforms. While traditional media such as TV and print remain relevant in today's marketing world, the digital marketing adds a layer of efficiency and scalability to it.

1.4 IMPORTANCE OF DIGITAL MARKETING

Digital marketing plays a vital role in today's business world as it enables organizations to reach and engage with a global audience in a cost-effective, measurable, and targeted manner. It bridges the gap between businesses and consumers by using online platforms such as search engines, social media, email, and websites to promote products and services. Unlike traditional marketing, digital marketing allows real-time communication, personalized messaging, and data-driven decision-making, which help improve customer satisfaction and business performance. With the rapid growth of internet users, smartphones, and social media in India, digital marketing has become essential for building brand awareness, generating leads, and sustaining competitiveness in an increasingly digital economy.

Challenges in Digital Marketing

Despite its benefits, digital marketing faces several challenges:

- **Rapid Channel Proliferation*:*** New platforms emerge quickly, requiring constant adaptation of new technology and newness to the product and services, otherwise the product will become obsolete.
- **Data Utilization:** While vast amounts of consumer data are available, effectively analysing and applying it can be a complex task. Proper utilisation of data is needed for optimum results.
- **Consumer Attention:** The digital space is crowded with ads, making it difficult to stand out. Sometimes, consumer missed out the information because of the pop-up advertising etc.
- **Privacy Concerns:** Regulations like GDPR require careful handling of consumer data.

Let us Know
GDPR stands for General Data Protection Regulation. It is a comprehensive European Union (EU) law, effective since May 25, 2018, that governs data protection and privacy for individuals within the EU and the European Economic Area (EEA), applying to any organization worldwide that processes their personal data.

1.5 WORKING OF DIGITAL MARKETING

Digital marketing works through the use of online platforms, technologies, and data-driven strategies to promote products, services, or brands to a target audience. It relies on the internet, digital communication channels, and analytics tools to create awareness, attract potential customers, and drive sales or engagement.

The process of digital marketing can be understood through several interconnected stages or components, which are discussed as follows:

1. Understanding the Target Audience
Every digital marketing campaign begins with identifying and analysing the target audience.

Marketers study customer demographics, preferences, and online behaviour.

2. Setting Marketing Objectives
Before executing campaigns, clear and measurable goals are set by the marketers. Objectives are often defined using the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound).

3. Creating Digital Content and Campaigns
Content is the backbone of digital marketing. Marketers need to develop blogs, videos, infographics, podcasts, and social media posts tailored to audience interests.

4. Selecting Digital Marketing Channels
Different channels are chosen based on the target audience and objectives, some of these are mentioned below:

i. **Search Engine Optimization (SEO):** Improves website visibility in search results.
ii. **Search Engine Marketing (SEM):** Uses paid ads (e.g., Google Ads) to drive instant traffic.
iii. **Social Media Marketing:** Promotes brands through Facebook, Instagram, Twitter, LinkedIn, etc.
iv. **Email Marketing:** Sends personalized messages or newsletters to potential customers.
v. **Content Marketing**: Shares valuable and informative content to build brand loyalty.
vi. **Affiliate and Influencer Marketing:** Uses external promoters or social media personalities to reach new audiences.

We will explain these in detail in later part of the unit.

5. Driving Traffic and Engagement
Once the digital marketing campaign is live, marketers use strategies to attract visitors to their websites or digital platforms. Organic traffic comes from unpaid methods like SEO.Paid traffic results from advertising through PPC or sponsored posts.

LET US KNOW

PPC most commonly stands for Pay-Per-Click, a digital advertising model where advertisers pay a fee each time one of their ads is clicked, primarily used to drive website traffic. It is a key component of search engine marketing (e.g., Google Ads).

6. Lead Conversion and Sales
The next step involves turning website visitors or followers into leads and customers.

Marketing automation systems track leads through the sales funnel — from awareness to consideration to purchase.

7. Performance Measurement and Analytics
One of the biggest advantages of digital marketing is that everything is measurable.

Tools like Google Analytics, Facebook Insights, and Hub Spot track metrics such as click-through rate (CTR), conversion rate, engagement rate, and Return On Investment. These insights help marketers identify what works and what needs improvement.

8. Continuous Optimization
Digital marketing is a continuous cycle of testing and improvement.

Based on analytics, marketers adjust keywords, budgets, content, or ad designs.

These eight steps are used to complete the digital marketing process andto ensure better performance over time.

1.6 ADVANTAGES OF DIGITAL MARKETING OVER TRADITIONAL MARKETING

Digital marketing has transformed how businesses promote their products and services, offering numerous advantages over traditional marketing methods such as print, television, and radio advertising. The key benefits include cost efficiency, real-time communication, precise targeting, and measurable outcomes.

1. Cost-Effectiveness

Digital marketing is significantly more economical than traditional marketing. Online campaigns require lower budgets compared to print or TV ads. Small and medium-sized businesses can reach wide audiences without heavy investment. Platforms like Google Ads or social media allow flexible budgeting and pay-per-click (PPC) models.

2. Global Reach

Unlike traditional marketing, which is often limited by geography, digital marketing allows businesses to reach global audiences instantly. Websites and social media enable global brand visibility. Products and services can be promoted worldwide with minimal effort.

3. Targeted Audience Engagement

Digital marketing enables precise targeting based on demographics, interests, location, and behaviour. Tools like Facebook Ads and Google Analytics allow marketers to tailor content for specific customer segments. Traditional marketing, in contrast, often relies on broad, non-specific audience exposure.

4. Measurable and Traceable Results

Digital marketing provides real-time performance tracking. Marketers can measure impressions, clicks, conversions, and ROI using analytics tools. Traditional methods like newspaper or TV ads cannot accurately measure audience response or effectiveness.

5. Interactivity and Customer Engagement

Digital marketing allows two-way communication between brands and customers. Customers can comment, share feedback, or message brands directly on social media. Traditional marketing is one-directional, with limited customer interaction.

6. Flexibility and Quick Implementation

Online campaigns can be launched, edited, or stopped instantly. Marketers can respond to trends or customer feedback in real time. Traditional campaigns (print or TV) require longer lead times and higher modification costs.

7. Higher Conversion Rates

With targeted content, remarketing, and data-driven insights, digital marketing often achieves better conversion rates. Email marketing, search engine optimization (SEO), and paid ads guide customers through well-designed conversion funnels.

8. Content Diversity
Digital marketing supports multiple content formats—blogs, videos, infographics, podcasts, and interactive posts. This variety attracts diverse audiences and keeps them engaged longer. Traditional marketing is limited mainly to text and static visuals.

9. Personalization
Through data analytics and AI tools, digital marketers can deliver personalized experiences to each user. Personalized emails, product recommendations, and targeted ads increase engagement. Traditional marketing rarely allows such one-to-one customization.

10. Environmentally Friendly
Digital marketing minimizes paper waste and printing costs, supporting sustainability. Online campaigns rely on digital media rather than physical materials used in posters, brochures, and newspapers.

1.7 TYPES OF DIGITAL MARKETING

Digital marketing is a broad field that encompasses various strategies and techniques used to promote products or services through digital channels. Each type of digital marketing serves a unique purpose and targets customers at different stages of their buying journey.



Source: *https://www.digipims.com/types-of-digital-marketing*

The above figure shows different types of digital marketing concepts applicable in the market. The major types of digital marketing are discussed below:

1. Search Engine Optimization (SEO)
As we have discussed, SEO is the process of optimizing a website to improve its visibility in search engine results pages (SERPs) for relevant keywords. SEO refers to

Techniques that improve a website's ranking in search engine results. Higher rankings increase visibility and attract more visitors. SEO includes keyword optimization, technical improvements, backlink building, and ensuring mobile compatibility. Since most users rarely look beyond the first page of results, SEO is critical to digital success.

2. Search Engine Marketing (SEM)

SEM involves promoting websites by increasing their visibility in search engine results through paid advertising. It commonly uses Pay-Per-Click (PPC) ads (e.g., Google Ads) etc. It helps to generate quick traffic and measurable conversions.

3. Social Media Marketing (SMM)

SMM involves using social media platforms to promote brands, engage customers, and drive website traffic. Social platforms such as Facebook, Instagram and LinkedIn allow companies to build communities, generate leads, and directly engage with customers. Social media marketing includes both organic strategies (posts, stories) and paid campaigns (sponsored ads).Platforms such as Facebook, Twitter, Instagram, and YouTube became central to business-customer interactions, creating direct engagement channels and personalized brand experiences. The platforms encourage two-way communication with customers.

4. Content Marketing

Content marketing focuses on creating and sharing valuable, relevant, and consistent content to attract and retain a target audience. This strategy focuses on creating valuable, relevant, and engaging content to attract and retain an audience. Blogs, videos, infographics, articles, e-books and podcasts are common formats. Content marketing aims to build trust and indirectly promote products and services. It builds brand authority and trust over time.

5. Email Marketing

Email marketing involves sending targeted messages or newsletters directly to customers' inboxes to promote products or nurture relationships. Despite being one of the oldest forms of digital marketing, email remains powerful. Companies use it to nurture leads, share updates, and encourage repeat purchases. Effective email campaigns are personalized, segmented, and value driven. It is highly personalized and cost-effective. It is mainly used for product updates, offers, and customer retention.

6. Affiliate Marketing

Affiliate marketing is a performance-based strategy where businesses reward third-party partners (affiliates) for bringing in customers through their marketing efforts. This performance-based approach involves influencers or publishers promoting products in exchange for a commission on sales or leads. It extends brand reach by leveraging third-party credibility and networks. Affiliates earn commissions for each sale or lead generated.

7. Influencer Marketing

Influencer marketing leverages social media personalities, or online content creators, who may have a strong following to endorse products or services. The rise of blogs,

videos, podcasts, and social media influencers have led to content-driven marketing campaigns. Brands began collaborating with popular online personalities to build trust and authenticity among target audiences. It targets niche audiences effectively. It is common on Instagram, YouTube, and TikTok etc.

8. Mobile Marketing

Mobile marketing reaches audiences on their smartphones or tablets through various channels. The surge in smartphone usage transformed marketing strategies. Platforms like Facebook optimized their ad formats for mobile, enabling brands to reach consumers directly through their handheld devices. It includes SMS campaigns, app-based ads, mobile-friendly websites, and push notifications. It is essential due to the high number of smartphone users. It enables location-based and personalized marketing.

9. Video Marketing

Video marketing uses videos to promote products, educate customers, or entertain audiences. Videos play a vital role in consumer decision-making. Platforms like YouTube host product demos, tutorials, and testimonials, influencing purchase behaviour. Video content is often integrated with SEO and social media strategies. It is highly engaging format for digital audiences. Platforms include YouTube, Instagram Reelsand Facebook Watch etc.

10. Online Public Relations (Digital PR)

Digital PR involves using online platforms to manage a brand's reputation and build relationships with the digital audience. It includes press releases, guest articles, and influencer collaborations. It enhances brand credibility and online visibility.

11. Pay-Per-Click Advertising (PPC)

PPC is a paid model of internet marketing where advertisers pay a fee each time their ad is clicked.PPC allows businesses to place ads on search engines and social media platforms. Advertisers pay only when a user clicks on their ad. Platforms such as Google Ads and Facebook Ads enable demographic and interest-based targeting, making PPC cost-effective and measurable. It offers measurable results and budget control. Common platformsare Google Ads, Bing Ads, and social media advertising.

CHECK YOUR PROGRESS

Q1. Define Digital Marketing.

Q2. State two challenges of Digital Marketing.

Q3. State two advantages of Digital Marketing.

Q4. State three types of Digital Marketing.

1.8 LET US SUM UP

- This unit explained the basic concepts of digital marketing and its major types.
- Digital marketing is essential for modern businesses because it helps them survive, compete, and grow in the digital economy.
- Businesses use websites, social media, search engines, email, and mobile platforms to reach customers and build stronger relationships.
- Digital marketing supports wider market reach, measurable results, personalized communication, and better customer engagement.
- Successful digital marketing requires technical knowledge, creativity, adaptability, and continuous learning.
- Important types of digital marketing include SEO, content marketing, social media marketing, email marketing, mobile marketing, and paid advertising.
- An effective strategy often combines different digital marketing methods to attract, engage, and convert customers.
- Compared with traditional marketing, digital marketing is more cost-effective, measurable, interactive, flexible, and suitable for achieving global visibility.

1.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q1: Digital marketing is defined by authors like Neil Patel as "any form of marketing products or services that involves electronic devices," while Philip Kotler and Dan Armstrong define it as using digital channels like social media and websites to "promote products or services to target customers".

Ans to Q2: Two challenges of Digital Marketing are Rapid Channel Proliferation and Data Utilization.

Ans to Q3: Two advantages of Digital Marketing arecost efficiency and real-time communication.

Ans to Q4: Three types of Digital Marketing are:

a. Search Engine Optimization (SEO)
b. Search Engine Marketing (SEM)
c. Social Media Marketing (SMM)

1.10 FURTHER READINGS

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1.11 MODEL QUESTIONS

1. Discuss the concept of digital marketing.Write short notes on the evolution of digital marketing.
2. Discuss the importance of digital marketing.
3. Discuss briefly the challenges of digital marketing.
4. Discuss briefly the advantages of digital marketing.
5. Discuss different types of digital marketing platforms available in India.

*** ***** ***

UNIT 2: KEYWORD RESEARCH

UNIT STRUCTURE

2.1 Learning Objectives
2.2 Introduction
2.3 Understanding keyword and its Types
2.4 Tools for keyword research
2.5 Localized keyword research
2.6 Analysis of competitor website keyword
2.7 Finalizing keyword for a project
2.8 Let Us Sum Up
2.9 Answers to Check Your Progress
2.10 Further Readings
2.11 Model Questions
2.12 References

2.1 LEARNING OBJECTIVES

By the end of this module, you will be able to:

- understand the concept of keywords in digital marketing.
- explore tools and techniques to find the right keywords.
- perform localized keyword research to target specific geographic regions and audiences.
- analyse competitor websites to extract and evaluate their keyword strategies.
- select and finalize appropriate keywords for an SEO project

2.2 INTRODUCTION

Keyword research is the first and most important stage in digital marketing to get your website or content seen online. In short, keywords are the words or phrases that people use to find information, goods, or services on search engines like Google. Knowing these keywords can help getting the intended people to your website and get more traffic. For example, a person looking for institutions for studying BCA may search: “best institutions to study” or “Best Institutions to study BCA in 2025” or “Best Institutions in Assam to study BCA in 2025”. Using the proper keywords on your website or in your content can make it more likely to show up in search results, bring in traffic, and get you leads.

Another example is if you own an online bookshop, people may look for "buy classic novels online" or "best books on operating systems". These phrases are the keywords of the online bookshop, and using them tactically in the website increases the chances of the website to appear in the search results.

Therefore, keyword research can be said as the process of identifying the list of words that are being searched for by the target audience, that will list the specific website under consideration in the search result and analysing the relevance and popularity of those words that can contribute to the listing of the website in the search result. The list of tools available for keyword research are many, some of which are Google Keyword Planner, SEMrush and Uber suggest etc. These tools give details on how often a keyword is searched, how hard it is to rank for, and suggestions for related keywords.

Keywords in digital marketing can be sorted by search intent, length, and specificity. Search intent reveals the reason behind a search; it can be informational like “how to bake a cake” or navigational like “Facebook login” or transactional like “buy iPhone 17” or commercial investigation like “best DSLR cameras 2025”. Length refers to short-tail keywords which are 1–2 words, broad, e.g., “laptop” or long-tail keywords which are 3+ words, specific, e.g., “best gaming laptop under Rs.50,000 in India”. Specificity separates branded keywords which include brand names, e.g., “Asus” from non-branded keywords i.e. generic, e.g., “walking shoes for men”. Using the right mix helps attract targeted traffic and improves search engine visibility.

Doing keyword research isn’t just about choosing popular words; it’s about understanding user intent. Are people seeking information, ready to buy, or comparing options? Aligning your content with this intent boost’s consumer engagement and success of digital marketing efforts. By mastering rankings and research, you can create content that resonates with your audience, raises your search rankings, and ultimately drives traffic and sales. In this Unit, we shall discuss all these aspects.

2.3 UNDERSTANDING KEYWORD AND ITS TYPES

As we have discussed, a keyword is a word or phrase that people types in a search engine when looking for information, products, or services etc. Consider the example, where a person wants to buy a pair of sports shoes priced under □5,000, then the search phrase can be for “best sports shoes under 5,000.” This phrase is a keyword that helps search engines understand the query and connect it to relevant search results. Using the right keywords on the website raises the chances of showing up in search results and thus attracting the users/customers and boosting sales or services.

There are various types of keywords, each serving a different purpose.

Short-Tail Keywords are known as head keywords. The length of such keywords is usually one or two words and has wide meanings. Some examples are “Mobile Phones” or “Yoga Mats”. These keywords have high search numbers as many people search for them. However, they may not always draw the most targeted audience.

Long-Tail Keywords are more specific phrases. The length of such keywords is usually three or more words. For instance, “best places to visit in Assam in winter”. Long-tail keywords generally have lower search numbers, however they attract people who have higher probability of making a purchase, so the chances of conversion are higher.

Latent Semantic Indexing (LSI) keywords are terms related to main keyword that help search engines understand your content's context. For example, LSI keywords for “apple" could be “fruit” or “pie” while LSI keywords for “iPhone” could be “iPad” or “App Store”. Including LSI keywords improves content clarity and rankings.

Geo-Targeted Keywords use location-specific words to attract local peoples. Examples include “coffee shops in Guwahati” or “best restaurants in Guwahati”. These keywords are very helpful for businesses that operate in local areas.

Branded Keywords comprise brand names, such as “Casio Watches” or “Apple Phones”. People searching with branded keywords are more likely to buy the item as they already know the brand.

Intent-Based Keywords reflect the purpose of the user’s search which may be indicated as follows.

- Informational: Users looks for knowledge, e.g., “What is Digital Marketing?”
- Navigational: Users looks for a specific website, e.g., “SBI login.”
- Transactional: Users are ready to purchase, e.g., “Buy 50-inch Smart TV”

2.4 TOOLS FOR KEYWORD RESEARCH

As we have understood about keyword and their types in the previous section, now let us look into the tools for keyword research that will help in creating content that connects with the right audience when looking for information, products, or services online. This will also divert the web traffic to the target audience for the specific website. Using the right tools for keyword research speeds up the process and improves search accuracy.

Following are some of the commonly available tools for keyword research:

i. Google Keyword Planner
ii. SEMrush
iii. Ahrefs
iv. Ubersuggest

Let us have a brief discussion on these tools.

i. **Google Keyword Planner** is one of the most commonly used free tools for keyword research. This tool is available through Google Ads and helps business owners to find keywords relevant to their business. It displays data on the amount of searches, the degree of competition, and the cost per click for advertisements. Google Keyword Planner helps marketers create a list of possible target consumers by allowing marketers to enter seed keywords and provide further keyword suggestions. Understanding the search behaviour patterns of users and creating successful paid advertising campaigns are two areas in which this tool is useful. For example, an organization with Fitness App will have a Seed Keyword as “home workout” and the Keyword Planner Suggestions can be listed in Table 2.1.

Table 2.1: Demonstration of Google Keyword Planner Results

Suggested Keyword	Avg. Monthly Searches	Competition	CPC (□)
home workout for beginners	19,000	Medium	13.45
10-minute home workout	7,200	Low	7.19
workout without equipment	5,900	Medium	15.99
daily fitness routine	5,200	Low	5.68

This will help the organization to discover trending search intents and design content or ad campaigns as per the requirement.

ii. **SEMrush is** a digital marketing platform that offers Keyword research, Search Engine Optimization, Competitor analysis, Backlink tracking, Pay-Per-Click campaign management. With SEMrush, users may find keywords for both their own website and the competitors' as well. SEMrush displays parameters such as projected traffic, keyword difficulty, and search volume. It also provides recommendations for long-tail keywords. Marketers can identify opportunities and holes in their content by analysing competition strategies. Let us take an example. A company selling organic skincare products wants to improve reach on search by users.Suppose the Seed Keyword is "organic face cream". A demonstration of SEMrush Result is shown in Table 2.2.

Table 2.2: A demonstration of SEMrush Result

Keyword	Avg. Monthly Searches	Keyword Difficulty	CPC (□)	Competition	Trend
organic face cream	14,500	68% (Hard)	43.80	0.81	↗
natural skin moisturizer	9,800	54% (Medium)	39.77	0.66	↗
chemical-free face cream	5,600	41% (Easy)	26.15	0.54	↔
best organic face cream in India	2,900	58% (Medium)	34.00	0.72	↗

So, the company will focus on "chemical-free face cream" as it has lower difficulty and moderate volume, making it easier to rank organically.

iii. **Ahrefs,** is a popular resource for competition analysis and keyword research. Its characteristics include Click metrics, search traffic data, and keyword difficulty analysis. Ahrefs provides valuable insights that can help the marketer to develop strategies by examining the keywords that generate traffic to rivals' websites. Its "Content Explorer"

function aids in locating popular subjects and keywords, which can direct content production and improve search engine results.

iv. Uber suggest is an easy-to-use application that offers search volumes, SEO difficulty scores, and keyword recommendations for individual searching. It is offered in both free and paid mode. It supports marketers in finding both long-tail and short-tail keywords. Furthermore, Uber suggest provides content suggestions based on popular searches, thereby assisting marketers in determining the type of content that is in demand to their target audience.

2.5 LOCALIZED KEYWORD RESEARCH

While global keyword research focuses on broad, global search trends, localized keyword research focuses on a specific geographic area, ensuring that digital marketing strategies effectively target potential customers in a particular city, region, or country. The main objective of localized keyword research is to ensure that the businesses connect with audiences who are searching for products or nearby services, thereby enhancing relevance and conversion rates. Localized keyword research begins by understanding the target audience and their location-specific search behaviour. List of examples pertaining to various industries for local and global keywords are shown in Table 2.3.

Table 2.3: Examples of Global and Local Keywords

Industry	Global Keywords	Local Keywords
Restaurant	Italian restaurant	Italian restaurant in Guwahati
Real Estate	apartments for rent	apartments for rent in Guwahati
Education	UGC-NET coaching	UGC-NET coaching in Guwahati
Healthcare	dental clinic	dental clinic near me or dentist in Khanapara
E-commerce	buy shoes online	buy shoes in Guwahati
Tourism	best tourist destinations	best tourist destinations in Assam

Marketers have to identify location-based keywords such as city names, local landmarks, or regional language variations to optimize content effectively.

Including local language and culture plays a crucial part in customized keywords. Many users type informal words or phrases for searching in their local language. This provides search results that are relevant to a broader group of audiences. Localized keywords are also essential for local SEO, map searches, and Google My Business (GMB) listings, as these have a direct impact on the traffic footfall.

Lastly, location-based local keywords may enhance the advertisement relevance and lower spending in paid advertising like Google Ads and social media promotions. By using localized keywords businesses may improve their reach and return on investment.

2.6 ANALYSIS OF COMPETITOR WEBSITE KEYWORD

Looking at the current scenario of digital marketing, there is enormous competition. A user who is looking to buy a product or get some information or service, the phrases or words used by him/her for searching will show hundreds of websites in the search result. That is for each product or information or service there is a huge completion among the businesses and is each of them is looking to get their websites listed among the top search results. So, the online business must be aware of the competitor's tactics so that the business can improve its own online presence in the field of digital marketing. One way of doing so, is by analysing the keywords on competitors' websites and get an idea about the use of the keywords in their websites. This way the business can identify gaps in their own content and optimize usage of keywords that will improve the rank of their websites in the search results. The main tasks are as follows:

i. The first task in the analysis starts with identifying the list of competitors' websites dealing with the similar product, information or service as the business itself.
ii. Then the second task is to identify the websites which score well in different search engine results and how they are ranked.
iii. Next is to make a list of all visible and hidden keywords for each of the competitors' websites. Visible keywords are found in headers, titles, menu, image caption etc. whereas hidden keywords are those that may be found in alt text, meta descriptions etc.

A number of tools like Google keyword Planner, SEMrush, Ahrefs and Uber suggest are available which makes keyword analysis easier. The tools have been already discussed in section 2.4. Once the keywords are identified, now the same can be analysed to find the most suitable ones that can be used to draw the user traffic to your website. It is also useful to check out the competitors' website on the use of long-tail keywords, which are more targeted and simpler to rank and the short-tail keywords, which are extensive and viciously contested.

The next task is to identify and make a list of effective keywords that best suits your business goals. Look for the areas where the business can have better or pertinent content compared to the competitors. Also, dive into the areas where competitors are not concentrating, as these could be the opportunity to obtain an edge over them.

Competition keyword research is not a onetime process. It is an ongoing effort. As the behaviour of the customer, search trends, and competitor strategies change over time, it's important to regularly assess competitor websites and update your keyword approach.

2.7 FINALIZING KEYWORD FOR A PROJECT

As we have learned from the previous sections about keywords research, tools used for keyword research and analysis of competitors' website keywords, now we can look into the steps for finalizing keywords for a project. For any project, the foremost task is to understand the project's objective that will help in selecting the most appropriate

keywords so that the project content is discoverable by people who are genuinely interested in the project.

Let us understand this with the help of an example, if your project is about launching an online store for handmade candles. The objective of the project is to attract visitors searching for candles or gifts online. Start with basic, obvious words related to your product or service like handmade candles, scented candles, soy candles, gift candles, aroma candles etc. These are the seed keywords of the project or the starting point.

Next, conduct keyword research using free and paid tools such as Google Keyword Planner, SEMrush, Ahrefs, or Uber suggest. These tools provide information about search volume or average monthly searches, competition (Low / Medium / High) and Cost per click (CPC). A sample output is shown in the Table 2.4.

Table 2.4: A sample output of keyword research results using tools

Keyword	Avg. Monthly Searches	Competition	CPC
handmade candles	25,000	Medium	□27
scented candles	50,000	High	□35
soy candles	15,000	Low	□22
gift candles	9,000	Medium	□19
aroma candles	6,000	Low	□17

Next step is to analyse keyword intent i.e. to understand why users search for each keyword. For an e-commerce site, focus on transactional and commercial intent keywords. Table 2.5 shows a sample output of the intent type for each keyword.

Table 2.5: A sample output showing the intent type for each keyword

Keyword	Intent Type	Meaning
handmade candles	Transactional	Users want to buy
how to make scented candles	Informational	Users want to learn
best soy candles	Commercial	Users comparing products

Next step is to check competition and relevance of the keywords. Eliminate keywords that are having too high competition (hard to rank) or are not directly relevant to your products. For example, the decision for the handmade candles project will be

- “how to make candles” → not relevant if you sell candles
- “buy handmade candles online” → highly relevant

Lastly, group and finalize your keywords by theme and pick the best-performing ones. As an example, the final keyword list for the handmade candles project is presented in Table 2.6.

Table 2.6: Final Keyword List for the Handmade Candles Project

Keyword Group	Final Keywords
Product Type	handmade candles, soy candles
Buying Intent	buy scented candles online, shop aroma candles
Gift Segment	gift candles for birthdays, romantic candle gifts

These finalized keywords are used in Website titles and meta tags, Product descriptions, Blog content, Google Ads campaigns etc. Also one can create keyword strategy as shown in the Table 2.7.

Table 2.7: Keyword strategy for the Handmade Candles Project

Keyword	Type	Placement	Goal
handmade candles	SEO Keyword	Homepage title, URL	Rank organically
buy scented candles online	Paid Keyword	Google Ads	Generate sales
best soy candles for gifts	Blog Keyword	Blog post	Drive organic traffic

CHECK YOUR PROGRESS

Q1. Consider the website "www.apple.com", list 5 short-tail and 5 long-tail keywords related to its content.

Q2. Consider a local business "GreenLeaf Cafe" in Guwahati and write 3 geo-targeted keywords that could help it attract customers.

Q3. For an e-commerce website "www.amazon.in", classify 5 keywords into informational, navigational, and transactional types.

Q4. Identify one long-tail keyword for "digital marketing course" using a keyword research tool.

Q5. Choose a product or service in your city (e.g., coffee shop in Guwahati) and identify three localized keywords that potential customers might search for.

Q6. Identify one keyword your competitor website "A popular online digital marketing institute" is ranking high for that you could target with your project content.

Q7. Based on your research and competitor analysis, finalize one primary keyword and three secondary keywords for the project "Online Digital Marketing Course".

2.8 LET US SUM UP

- Keywords are the words or phrases that people use to find information, goods, or services on search engines like Google.
- The list of tools available for keyword research are many, some of which are Google Keyword Planner, SEMrush, Ubersuggest and Ahrefs.
- Keywords in digital marketing can be sorted by search intent, length, and specificity.
- Short-Tail Keywords are also known as head keywords. The length of such keywords are usually one or two words and have wide meanings.
- Long-Tail Keywords are more specific phrases. The length of such keywords are usually three or more words.
- Latent Semantic Indexing (LSI) keywords are terms related to your main keyword that help search engines understand your content's context.
- Geo-Targeted Keywords use location-specific words to attract local peoples.
- Intent-Based Keywords reflect the purpose of the user's search: Informational: Users looks for knowledge, navigational: Users looks for a specific website, Transactional: Users are ready to purchase.
- Google Keyword Planner is one of the most commonly used free tool for keyword research. It is available through Google Ads and helps business owners to find keywords relevant to their business.
- SEMrush is a digital marketing platform that offers Keyword research, Search Engine Optimization, Competitor analysis, Backlink tracking, Pay-Per-Click campaign management.
- Ahrefs is a popular resource for competition analysis and keyword research. Its characteristics include Click metrics, search traffic data, and keyword difficulty analysis.
- Uber suggest is an easy-to-use application that offers search volumes, SEO difficulty scores, and keyword recommendations for individuals searching.
- Global keyword research focuses on broad, global search trends.
- Localized keyword research focuses on a specific geographic area, ensuring that digital marketing strategies effectively target potential customers in a particular city, region, or country.
- For any project, the foremost task is to understand the project's objective that will help in selecting the most appropriate keywords so that the project content is discoverable by people who are genuinely interested in the project.

2.9ANSWERS TO CHECK YOUR PROGRESS

Ans to Q1: Short-Tail Keywords:

i. iPhone
ii. MacBook
iii. iPad
iv. Watch
v. AirPods

Long-Tail Keywords:

i. Buy iPhone 15 online
ii. Best MacBook for students 2025
iii. iPad Pro 12.9 inch features
iv. Apple Watch Series 9 price in India
v. AirPods Pro 2 wireless charging case

Ans to Q2: Geo-Targeted Keywords:

i. Best café in Guwahati
ii. Healthy breakfast café near MG Road, Guwahati
iii. GreenLeaf Café Guwahati menu

Ans to Q3: Keywords:

i. "Buy iPhone 15 online" → Transactional
ii. "Amazon login" → Navigational
iii. "Best deals on laptops" → Informational
iv. "Amazon Prime subscription" → Transactional
v. "How to track Amazon order" → Informational

Ans to Q4: "Affordable online digital marketing course for beginners"

Ans to Q5: Localized Keywords: "Best coffee near Paltan Bazar", "Affordable coffee shop in North Guwahati", "Coffee delivery in Guwahati"

Ans to Q6: Keyword: "Digital marketing certification online"

Ans to Q7: Primary Keyword: "Digital marketing certification online"
Secondary Keywords: "Affordable online digital marketing course for beginners", "Learn digital marketing at home", "Best online marketing course 2025"

2.10 FURTHER READINGS

1. Jones, R. (2011). *Keyword intelligence: Keyword research for search, social, and beyond*. Sybex.
2. George, N. (2015). *Keyword research: How to find and profit from low competition long tail keywords + 33 profitable niches analysed*. CreateSpace Independent Publishing Platform.

3. Deiss, R., & Henneberry, R. (2020). *Digital marketing for dummies*. John Wiley & Sons.

2.11 MODEL QUESTIONS

1. Explain the different types of keywords with suitable examples.
2. Describe the process of keyword research in detail. Mention the steps involved from brainstorming to keyword selection.
3. Discuss the role of keyword research tools in SEO. Compare free and paid tools
4. What is localized keyword research? Explain its importance for businesses targeting regional audiences. Provide an example for a local bakery shop.
5. Describe the importance of analysing competitor websites before finalizing keywords. What insights can be gained from competitor keyword analysis?
6. You are working on SEO for a “Bookstore in Guwahati.” Describe how you would conduct localized keyword research to improve its visibility on Google. List possible keywords you might target and the tools you would use.
7. A client owns an online fashion store. The client wants to improve organic traffic for “handmade handbags”. Explain how you would identify long-tail keywords and analyse keyword competition to build a keyword strategy.
8. You are asked to optimize a tech blog. Explain the steps and tools you would use to find out what keywords competitors are ranking for and how you would use that information.
9. As part of an SEO project for a fitness training institute, you are asked to prepare a keyword strategy. Explain how you would carry out keyword research, competitor analysis, and final keyword selection. Provide examples of primary, secondary, and supporting keywords.

2.12 REFERENCES

1. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education.
2. Ryan, D. (2016). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (4th ed.). Kogan Page.
3. Kingsnorth, S. (2022). *Digital marketing strategy: An integrated approach to online marketing* (3rd ed.). Kogan Page.
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UNIT 3: WEBSITE PLANNING

UNIT STRUCTURE

3.1 Learning Objectives
3.2 Introduction
3.3 Importance of Domain Name and Domain Extension
3.4 Types of Websites: Based on Functionality and Purpose
3.5 Planning of Website Design: Content, Plugin, Engagement Options
3.6 Landing Page and Optimization
3.7 Let Us Sum Up
3.8 Answers to Check Your Progress
3.9 Further Readings
3.10 Model Questions
3.11 References

3.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- understand the importance of domain names and extensions.
- identify types of websites based on functionality and purpose.
- plan website design elements.
- explain landing page purpose and optimization techniques.
- prepare a basic website plan integrating design and optimization.

3.2 INTRODUCTION

In this age of digital world, where an individual or an organization or a business wants to show their digital presence, a website is the one that creates the first impression for their audience. Whether it be an individual blog, an online shop, or a learning portal, a website represents your identity on the internet and serves as a key channel for communication. Therefore, it is very important to plan a website before the actual development starts. Think of constructing a house, the first step involves getting the design or plan of the house prepared by an architect being approved before the actual construction starts. The same way a website also needs careful planning before actually developing it. It needs to be simple, user-friendly and should be able to serve its purpose.

The first step in website planning starts with selecting the right domain name -that is the address of a website on the internet like www.guwahati.com and the right domain extension such as .com, .org, .edu, etc. or it may be country-specific extensions like .in for India. As an example .edu is mainly used by educational institutes like schools, colleges or universities, whereas .com is used by business or commercial organization.

Once the domain and the extension are finalized, it is important to understand the categories of websites based on their functionality and purpose. For example, Wikipedia is an informational website that provides information on any topic, while websites such as Amazon or Flipkart is focused on selling products online.

The next step in planning a website design involves decisions making about layout, content, plugins, and engagement options. The text, images, videos, etc. are the content of the website. Contact forms, chat support, or payment gateways are the Plugins that add functionality in the website. And the comment sections, feedback, social media links represent the engagement. One more essential feature of modern website planning is the landing page. When a user clicks on a link or an advertisement, he or she is directed to a new page known as a landing page. Generally, the purpose of a landing page is to prompt the user to subscribe, buy or download. This unit will guide the entire process of website planning step by step with emphasis on domain names, website types, design planning, and landing page optimization.

3.3 IMPORTANCE OF DOMAIN NAME AND DOMAIN EXTENSION

In today's digital era, we do not use a long string of numbers called Internet Protocol address to access a website which is difficult to remember rather we use names as web address of the website. This name which is also called the domain name is the online identity of that organization or business. When we type the name of the website as for example www.amazon.com, it represents the domain name. Thus, domain name acts as a digital address of the website.

So, selecting a domain name for a business or organization is important as it reflects the product or service and the purpose of the website. Selection of a good domain name should be such that it is relevant to the content or service being provided in addition to being short, simple and easy to spell. For example, if a store is selling organic fruits online, a domain name like OrganicFruitStore.com is easier to remember than something random like abc123.com. It is also meaningful as it adds clarity and credibility and trust among the users who visit the website. A good domain name is also helpful in ranking the website among the top search results as it is partly based on the relevance of the keywords.

The domain extension that appears after the domain name as in the website "google.com", where google is the domain name and .com is the domain extension is equally important. The table 3.1 shows the list of domain extension with their meaning and purpose.

Table 3.1: List of domain extension

Domain Name	Domain Extension	Type / Purpose	Website Example
.com	Commercial / Business	For businesses, e-commerce, or general public sites	amazon.com
.org	Organization (non-profit)	Used by NGOs, charities, and open communities	unicef.org
.edu	Education	Used by schools, colleges, and universities	mit.edu
.gov	Government	For official government sites	india.gov.in
.net	Network / Technology	For tech, IT, and infrastructure-related sites	sourceforge.net
.in	Country-specific (India)	For Indian businesses or local identity	timesofindia.com
.co	Company / Corporation	Used by startups and businesses	apple.co
.info	Informational	Used for information-sharing websites	healthinfo.info
.biz	Business	For business and professional sites	shops.biz
.tv	Television / Media	For streaming, video, and entertainment sites	espn.tv
.store	Online Store	Used for e-commerce websites	Applestore

The domain extensions help in categorizing the purpose or origin of a website. For example, as we have discussed, one of the most widely used domain extension .com is associated with commercial organization websites. The extension .org used for non-profit organizations and .edu is reserved for educational websites.

Therefore, selecting a domain extension is crucial for a business, as it can focus on geographical area like .in meaning the business only serves customers in India or .com if the business aims for global customers. Thus, the domain extension helps in guiding users and building trust for the website.

3.4 TYPES OF WEBSITES: BASED ON FUNCTIONALITY AND PURPOSE

Consider the following examples of websites flipkart.com, ndtv.com, khanacademy.org, tcs.com, medium.com, nationalgeographic.com, youtube.com-each one is a different type of website with a different functionality and purpose. Flipkart is an Indian e-commerce site, NDTV is an Indian news covering national and international events, Khan Academy is a free online education, TCS is a Global IT services company, Medium is a platform for writers to publish blogs on various topics, National Geography is an educational content about nature and geography, YouTube is an audio-video sharing and streaming platform. Each of the websites mentioned above has their own purpose, design, structure, and content depending on the objectives they target to achieve. To understand the websites based on their functionality and purpose,they are

classified into the following types which helps businesses to identify the kind of website that best fits their needs.

i. Informational Websites: The primary objective of informational websites is to provide the online users facts, figures, statistics, knowledge or updates about a particular subject. These websites serve as digital encyclopaedias, guidebooks, or information banks. For example, an educational institute website provides particulars about courses, admissions, placement and faculty, while a government website may provide information on schemes, policies and services. Informational websites are generally static in nature, meaning the website content do not change frequently.
ii. Business or Corporate Websites: These types of websites are for the companies or businesses who want to showcase their brand, product are service. These websites act as a digital identity of the business or organization, providing information about the company's mission, vision, history, contact details, and services. For example, the website of Tata Motors, a global auto manufacturer, will show their vehicle models and dealer locations etc. This category of websites may also include additional features to build trust like blogs, press releases, and customer support sections.
iii. E-commerce Websites: These websites are designed for buying and selling products or services online. They comprise features such as product collections, shopping carts, secure payment gateways, and order and return tracking. Amazon, Flipkart, Myntra, eBay are examples. Here customers can browse thousands of products and compare their prices and buy any product securely from the comfort of their homes. The primary objective of such websites is transactional, with importance on convenience, speed, and security.
iv. Social media and Networking Websites: Social media and Networking websites such as Facebook, Instagram, and LinkedIn serve both as personal and professional networking. The main purposes of such platforms is to enable users to create their profiles, share content, and interact with other users. These websites are designed specifically with the objective to connect people using posts, images, videos, and discussions and form communities. These websites are dynamic in nature i.e. user contents are continuously updated. They are vital in today's digital communication.
v. Blogs and Personal Websites: Blogs also called weblog, generally written in an informal or conversational style, is a type of website where people or organizations regularly post written content, known as blog posts, on specific topics. Blogs are updated frequently to share ideas, publish articles, opinions, or experiences on particular topics. For example, a food blogger, may share recipes, cooking tips, and restaurant reviews, food photographs, nutrition information etc. from different food outlets. Blogs and personal websites may also allow other readers/users to comment, thereby sharing.
vi. Educational Websites: Educational websites are designed to promote learning and skill development at the learner's own pace through resources related to learning such as tutorials, videos, eBooks and other training materials. Educational websites such as Khan Academy, Coursera or edXoffer online courses, quizzes, and videos

for learners worldwide. Many universities also host their educational portals where students can access lectures, assignments, and results.

vii. News and Media Websites: News and Media websites are the online platforms that provide information on the current happenings in and around the world generally in real-time and provide updates, and analysis on those events. The topics covered are on politics, sports, entertainment, and world events etc. Examples include NDTV, BBC News or The Times of India. These websites are dynamic in nature i.e. their contents are updated several times a day, so as to keep the readers informed. The content of News and Media Websites include videos, images, and live updates and real-time information.

3.5 PLANNING OF WEBSITE DESIGN: CONTENT, PLUGIN, ENGAGEMENT OPTIONS

A website design is much more than the multimedia elements such as text, images and video. To ensure that the visitor of the website had an excellent and engaging experience navigating the website and also visits the website in future, it is important to have these three key aspects in planning a website, firstly content, secondly plugins, and lastly the engagement options.

- Content Planning: Content of a website include text, images, videos. Content Planning primarily involves the purpose for which the website is built for. It is not the design of the website, but the content that matters most. A good content in the website will keep the visitor glued to the website even if the design is not that appealing. When planning content for a website, it is important to identify the purpose whether it is to inform, sell, or entertain. As for example, a university website must plan for programmes to be offered, course structure, the list of departments, faculty details, admission guidelines, placement statistics etc. Each webpage must be clear in its content and organized under logical headings. For example, a link to the department page of a university website must include the list of programmes offered by the department, the course structure of each programme, list of alumni, placement record of the department etc.
- Plugin Planning: Website plugins are tools or add-ons that increase a website's functionality. One must carefully consider which plugins are required when making plans. While the right plugins increase a site's usefulness and performance, too many slow it down. Plugins also help with behind-the-scenes functions such as search engine optimization (SEO), backups, or security. As for an example a Tour and Travel website requires plugins to make it functional and user-friendly. To start with, a plugin for tour booking, a plugin for managing appointments, reservations, and availability, also a payment gateway plugin for secure online payments for bookings. Plugins for hotel or accommodation listings could be map plugins for displaying travel routes visually. Additionally, there could be email marketing plugins or a contact or inquiry form plugin for visitors.
- Engagement Options: Engagement section enables the users to interact with the website instead of just passive viewing. The interaction can be in the form of posting comments or sharing feedbacks, like buttons, share buttons or live chat. A

website browsing becomes pleasant with good engagement. For example, a tour and travel website can have a comment section for the users to share their experience. This adds value and information to other new users. The social media sharing button is yet another effective engagement tool, which allows user to share the content with other users in Facebook, WhatsApp networks, thereby increasing reach and visibility. Another example is the learning platforms, here the engagement tools are quizzes, polls, discussion forums, or feedback forms. The tools can keep the learners active and motivated.

3.6 LANDING PAGE AND OPTIMIZATION

A landing page, also sometimes called lead capture page, is a single standalone or dedicated web page designed with a specific purpose that is to encourage users who visit the webpage to take a specific action. The action includes purchasing a product, subscribing to receiving email promotions, registering or signing up as a member of the group, downloading e-resources etc.

The usefulness of a landing page is measured not by its look and feel but by the conversion ratio - that is number of users visiting the landing page and the number of users who actually purchase or subscribe or download. Landing page optimization improves this conversion ratio. Landing page optimization is about making necessary improvements so that more and more visitors take the intended action.

A good landing page has a few important elements:

- Headline: This should be clear and eye-catching. It lets the users a clear understanding of what can they achieve. As for example, instead of writing “Learn Digital Marketing”, a better headline would be “Master Digital Marketing in 30 Days”.
- Sub headline and Description: This provides users supporting information clarifying the content in simpler terms.
- Call-to-Action (CTA): A CTA generally is a button or link that tells the visitor of the landing page what to do next, such as “Sign Up” or “Subscribe” or “Buy”.
- Visuals: Images or videos that make the page eye-catching and understand the content or offer. For example, displaying the cover image of a book can make it look real and valuable.
- Trust Signals: These include recommendations, appraisals, badges of well-known associates to make the offer look genuine.

Optimization of a landing page aims to improve its performance by increasing the likelihood that users will take the intended action. Optimizing the landing page is about modifying and testing the parts of the landing page so that the conversion is good. For example, moving from a blue colour button to a green colour button, or rewriting headline, might improve the number of people clicking the button or link. A common way of landing page optimization is A/B testing where two versions of the same page is shown to different users. For example, in the first the button may read “Download Now”

while the second version button may read “Get Your Free Guide”. The version that gets more clicks is considered superior and can be used.

Imagine a university wants to get more admission. Instead of sending candidates to the university homepage, a simple landing page can be created to focus only on one objective: “Admissions with Free Laptop” or “Admission with Scholarship”. The page may highlight scholarship based on entrance score. If the response is not good, necessary changes can be made and the improvements in the number of clicks can be observed.

CHECK YOUR PROGRESS

Q1. You are setting up a travel blog for “Explore Northeast India.” Suggest three domain name options and suitable extensions.

Q2. A local bakery wants to expand online. What type of website (based on functionality and purpose) should they choose?

Q3. A company runs Google Ads for its new fitness app, but the conversion rate from the landing page is low. List five possible causes.

3.7 LET US SUM UP

- Domain name is the online identity of =an organization or business. When we type the name of the website as for example www.amazon.com, it represents the domain name.
- Selection of a domain name for a business or organization is important as it reflects the product or service and the purpose of the website.
- The domain extension that appears after the domain name as in the website “google.com”, where google is the domain name and .com is the domain extension is equally important.
- The domain extensions help in categorizing the purpose or origin of a website.
- Websites are classified based on their functionality and purpose.
- The primary objective of informational websites is to provide the online users facts, figures, statistics, knowledge or updates about a particular subject.
- Business or Corporate Websites are for the companies or businesses who want to showcase their brand, product are service.
- E-commerce Websites are designed for buying and selling products or services online.
- Social media and Networking websites such as Facebook, Instagram, and LinkedIn serve both as personal and professional networking.

- Blogs also called weblog, generally written in an informal or conversational style is a type of website or where people or organizations regularly post written content, known as blog posts, on specific topics.
- Educational websites are designed to promote learning and skill development at the learner's own pace through resources related to learning such as tutorials, videos, eBooks and other training materials.
- News and Media websites are the online platforms that provide information on the current happenings in and around the world generally in real-time and provide updates, and analysis on those events.
- Content Planning is about = the purpose for which the website is built for.
- Website plugins are tools or add-ons that increase a website's functionality.
- Engagement section enables the users to interact with the website instead of just passive viewing. The interaction can be in the form of posting comments or sharing feedbacks, like buttons, share buttons or live chat.
- A landing page, also sometimes called lead capture page, is a single standalone or dedicated web page designed with a specific purpose that is to encourage users who visit the webpage to take a specific action.
- Call-to-Action (CTA) generally is a button or link that tells the visitor of the landing page what to do next, such as "Sign Up" or "Subscribe" or "Buy".
- Trust Signals include recommendations, appraisals, badges of well-known associates to make the offer look genuine.

3.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q1: xplorenortheastindia.com, northeasttravel.in, discoverneindia.org

Ans to Q2: E-commerce Website (based on functionality), Business/Commercial Website(based on purpose)

Ans to Q3: Possible Causes: Weak or unclear Call-to-Action (CTA), Slow page loading speed, Poor mobile responsiveness, Irrelevant or mismatched content between ad and landing page, Complicated sign-up process.

3.9 FURTHER READINGS

1. King, D. (n.d.). *The complete website planning guide*. Ireckon Publishing.
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4. Atlantic Books Editorial Team. (n.d.). *Website design*. Atlantic Books.

3.10 MODEL QUESTIONS

1. Explain the importance of a domain name in website planning. What factors should be considered while choosing a good domain name for a business?
2. Differentiate between domain extensions such as .com, .org, .in, .edu, and .gov. How do domain extensions affect website credibility and SEO?
3. Classify websites based on functionality and purpose. Provide suitable examples for each type (e.g., e-commerce, portfolio, blog, corporate, educational).
4. Describe the key elements involved in website design planning. Discuss the role of content, layout, colour scheme, navigation, and plugins in creating an effective website.
5. What is a landing page? Explain its purpose and outline best practices for landing page optimization to increase user engagement and conversions.
6. You are helping a start-up café in Guwahati to build its online presence. Suggest a suitable domain name and extension.
7. A client wants to launch a website to sell handmade crafts and also post tutorials. Identify what type of website they should create and what functionalities are necessary to support both e-commerce and content sharing.

3.11 REFERENCES

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UNIT 4: SEARCH ENGINE OPTIMIZATION

UNIT STRUCTURE

4.1. Learning Objectives
4.2. Introduction
4.3. Introduction to search engine and how it works
4.4. Concept of search engine optimization
4.5. Understanding the Search Engine Results Page
4.6. Crawling
4.7. Indexing
4.8. Let Us Sum Up
4.9. Answers to Check Your Progress
4.10. Further Readings
4.11. Model Questions
4.12. References

4.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- explain how a search engine works through crawling, indexing, and ranking.
- define the concept and importance of SEO in website visibility.
- identify the main components of the search engine results page (serp).
- describe the functions of web crawlers and the indexing process.
- understand key factors that influence search engine ranking.

4.2 INTRODUCTION

In today's time, whenever a user is looking for a product, service or information online, the only way the user can get so is by tying the necessary keywords in the search engine such as Google, Yahoo or Bing. The search engine will provide a list of websites matching the keyword, ranking in order of the most relevant result in the first page followed by less relevant in next pages. The search engines work as information collecting systems. It scans among billions of websites and displays the results of the search in order of their relevance within a fraction of a second. The page with the search results is the search engine results page (SERP), which includes organic search results or natural listings that are not paid for or paid advertisements, images, and at times videos.

To ensure that the websites appears in the first page among the top search results, optimization is required. This is called as Search Engine Optimization (SEO) of the website, making a website show up higher in the search engine results. Higher visibility means more users visit the website who may also be likely customers leading to overall digital growth.

In this context it is important to know how a search engine works with respect to crawling and indexing. Crawling refers to the process of collecting or discovering web pages as per the search keywords using automated programs called we crawlers or web robots. Indexing is the next process, where the information that has been collected or discovered by the web crawlers are stored and organized in a massive database. It's similar to an index page in a book, where all the keywords are listed along with the page number to the description. Finally, the search engine uses complex algorithms to rank the indexed pages in order of their relevance. In this Unit, we shall discuss all these aspects.

4.3 INTRODUCTION TO SEARCH ENGINE AND HOW IT WORKS

Think of a huge library having millions of books, journals and magazines. If the librarian has to search for a specific book among these million records, it will be impossible to do so without proper labelling and structured organization. The librarian organizes the book by categories like department, subject, authors etc. A search engine is similar to searching a specific website among millions of websites. For this the search engine organizes and indexes the website in such a way that searching take a few seconds to look for a specific information or website.

A search engine is a software program that is used to look up information online. Real-time internet searches are not performed by search engines. Rather, the search engine keeps a huge database known as a "index" which stores the associated links for billions of webpages. This is similar to a library catalogue, storing the rack number of millions of books. Instead searching the entire internet in real time, it searches the index for the user's input as query. That is why the search result show up instantly.

The most popular search engine is Google, but there are other general and specialized search engines each having its own technology like:

- Bing: Developed by Microsoft.
- Yahoo!: American search engine, still widely used.
- DuckDuckGo: Search engine that focuses on user privacy.
- Yandex: Russian search engine.
- Baidu: Chinese search engine.
- Academic: BASE (Bielefeld Academic Search Engine) and Google Scholar are good for academic and scientific research.
- E-commerce: Amazon is a popular search engine for products and shopping.
- Job-related: Indeed, LinkedIn, and Glassdoor specialize in job listings and professional networking.
- Image and video: YouTube for video search.
- Question and answer: Ask.com based on question-and-answer format.

Now let us look at how does a Search Engine Work?

The working of a search engine can be explained using three main steps: crawling, indexing, and ranking.

Crawling – Also known as “crawlers” or “spiders” are the specialized program or software agent in the search engines, which search the internet. These crawlers move from one webpage to another webpage by following hyperlinks, collecting data about webpages.

Indexing – After the crawling phase, the data like keywords, images, headings, and links collected from webpages are organized and stored in huge database of the search engine’s called index. For example, if a page repeatedlyuses the terms like “courses” or “faculty” the index will categorize it under the section academics.

Ranking – The query typed by the user is searched in the index page and the most relevant results based on the factors like content quality & relevance, title tag, meta description, header tags etc. are used to rank the pages. The ranked results are displayed on the Search Engine Results Page (SERP).

4.4 CONCEPT OF SEARCH ENGINE OPTIMIZATION

If a business or an organization wants to improve the visibility of their website, whether being paid or organic, the process of doing so is by search engine optimization (SEO).Speaking in simpler words, SEO is to make changes in the website so that search engines recognize it better and list in the first page of the search result based on the query typed by the user. Search engine optimization is mainly focused on natural ranking and not like the paid advertisements making it both cost-effective and supportable in the long run. It is also to be noted that most of the users rarely visit the second page, third page of the search results, so if the page is not listed in the first page of the search result it is possible that the website gets unnoticed. SEO will bridge the gap so that not only the website gets noticed or listed in the first page but also the right users are actually directed to the website.

For example, suppose a bookshop in Guwahati wants its website to appear on the first page of search results when someone searches for “bookshops near me.” This can be achieved through effective Search Engine Optimization (SEO) strategies. The store can optimize its page title with phrases such as “Best Bookshop in Guwahati,”. The store may write a clear and location-focused meta description like “Visit our bookstore in PanBazar, Guwahati. Open daily,” and use relevant headings and content that mention nearby landmarks. Additionally, embedding a Google Map of the store’s location and creating a dedicated page such as “/bookshop-in-Guwahati” can further improve its visibility in local search results. Also as 70–80% of “near me” searches display Google Business profiles first, not websites, so adding business name, address, phone, and category, store hours, Website link, Photos will help improve the listing in the first page of the search results.

Now let us look at the key elements of search engine optimization:

- Keywords – Keywords are the words and phrases that the users type in the search engine. Therefore, use of right keywords in the website will help the search engines match the user queries with the websites.

- Page Optimization – The changes made directly in the website, such as page titles, meta descriptions, headings and content etc.
- Off-Page Optimization – The trustworthiness of a website increases if it has backlinks from other reputed websites. Backlinks are also called inbound link; these are the link from another website to your website. Backlinks act signals of trust, authority, and relevance, making the chances for the website to appear in the search result higher.
- Technical SEO – The focus is on other aspects of the website, like speed, mobile-friendliness, and secure connections (HTTPS). A technically sound website guarantees that both users and search engines can access content easily.

4.5 UNDERSTANDING THE SEARCH ENGINE RESULTS PAGE

The search engine results page (SERP) is the result page displayed by the search engine on a user query on product, service, information etc. The SERP is the connection between a user's query and the relevant information available on the internet. SERP is not just a random list of web links. It is actually a prudently structured page designed for listing the most suitable answers to the user query in the fastest possible way. In the field of digital marketing and Search Engine Optimization, understanding the SERP is a critical step toward improving online presence and getting the right viewers.

Traditionally, SERP used to be list of web links and short descriptions. However, today's modern search engines have grown so much that they not only show the link and description but also images, videos, maps, shopping results and direct answers.

A typical SERP is divided into two broad categories:

- Paid Results – These are the websites that appear in the top of the SERP marked with tags like "Ad" or "Sponsored", because the businesses have paid the search engine to list them at the top for certain keywords.
- Organic Results – These are the websites that have not paid for listing them. They appear as because the search engines algorithm finds them most relevant to the search query. Their position is determined by the search engine's ranking algorithm.

Other than the basic paid and organic results, SERPs also have several advanced features:

- Featured Snippets: This information appears at the very top of the SERP and directly answer a question. For example, searching "What is the capital of India?"

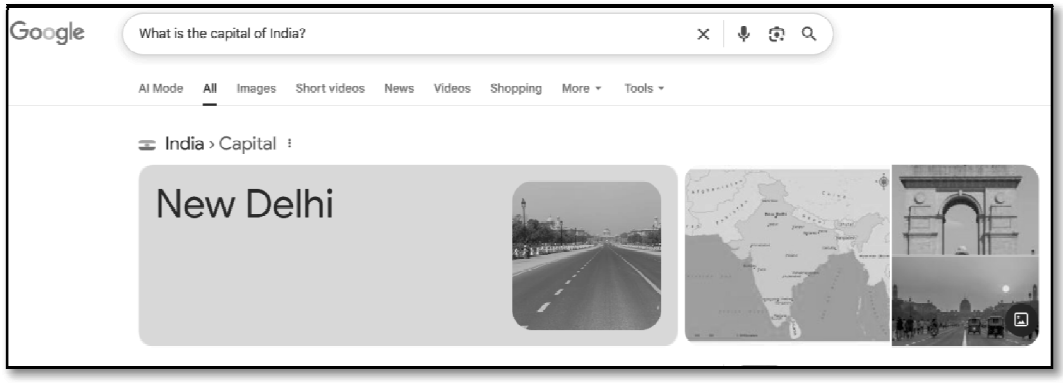


Figure 4.1: SERP Feature Snippets.

- Knowledge Panel: This panel show up in the right hand side, it provides quick facts about a person, place, or organization, often with images. For example, searching “Mahatma Gandhi” may display as in Fig 4.2.

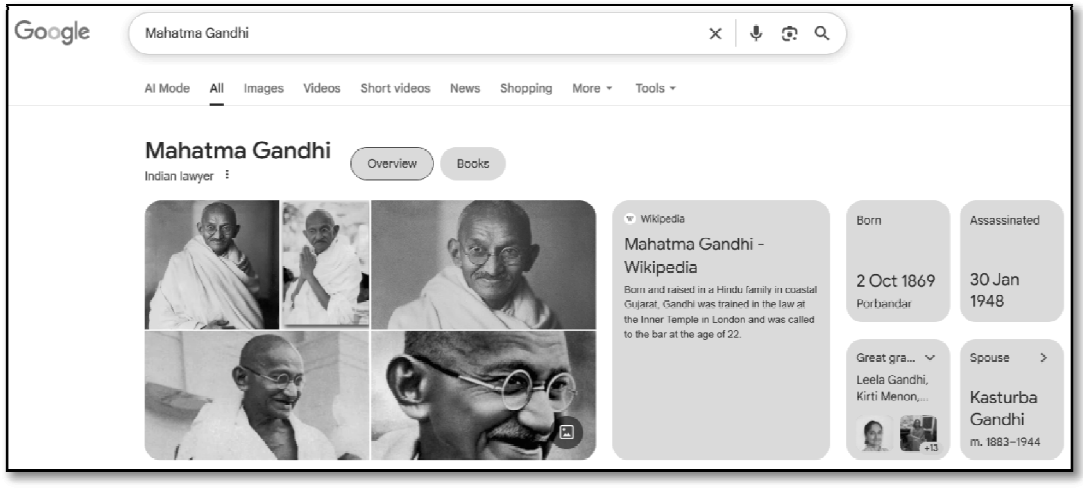


Figure 4.2: SERP Knowledge Panel.

- People Also Ask (PAA) Box: This box shows list of related questions that other users have searched. Clicking on one expands an answer. For example, on searching “solar energy,” the PAA box shows the questions as in Fig 4.4.

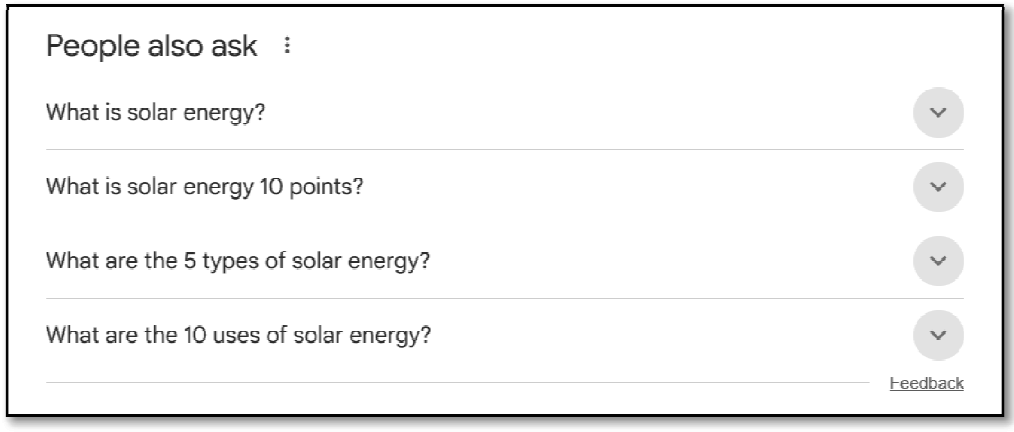


Fig 4.3: SERP PAA Box.

- Local Pack (Map Results): A query which is location based, like “fuel station near me,” the SERP displays a map with nearby fuel station as in Fig 4.4.

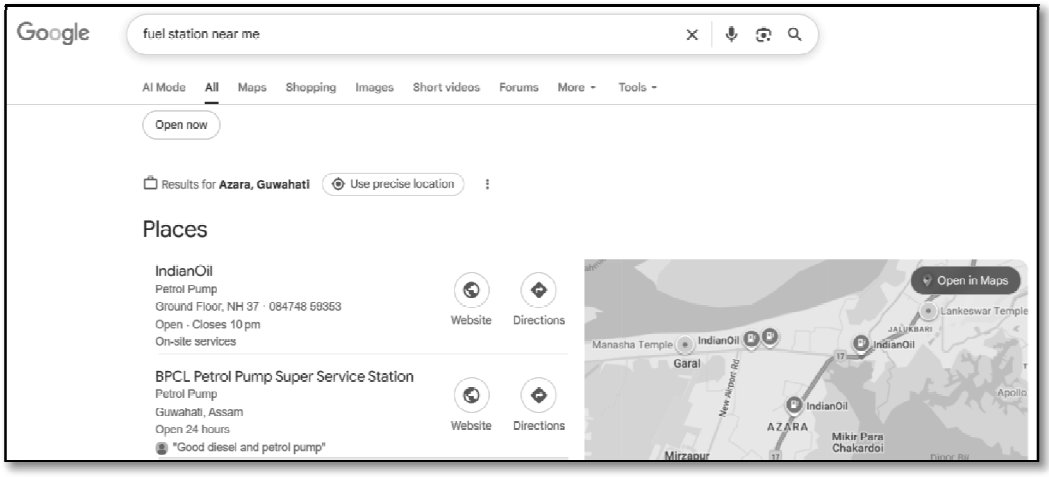


Fig 4.4: SERP Local Pack (Map Results).

- Image and Video Results: If the search engine find that the results are more relevant to images or videos than a web link with written text. Searching “how to bake a cake” will show the SERP as in Fig 4.5.

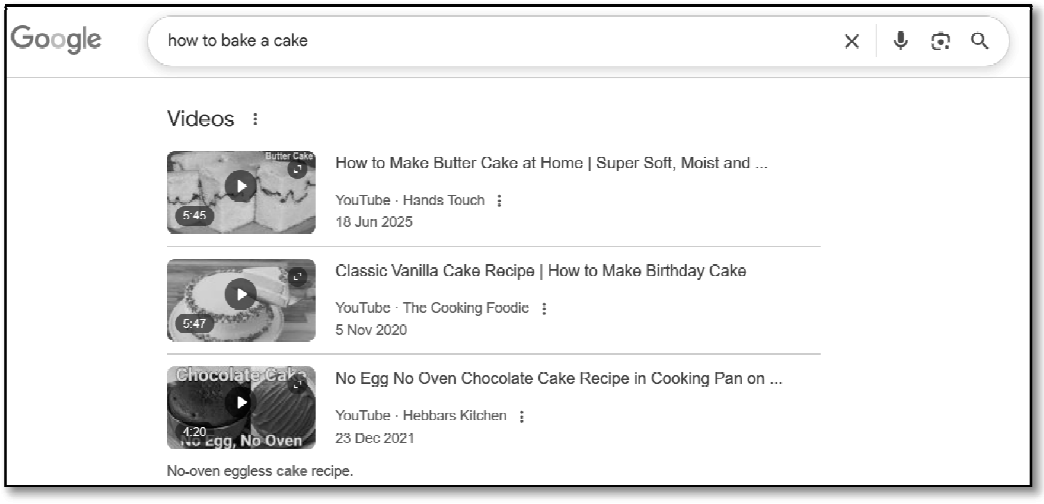


Fig 4.5: SERP Image and Video Results.

- Shopping Results: For product-related searches, the SERP may show product listings with prices and sellers, making online shopping easier. Fig. 4.6 shows one such result on searching “haldi soap”.

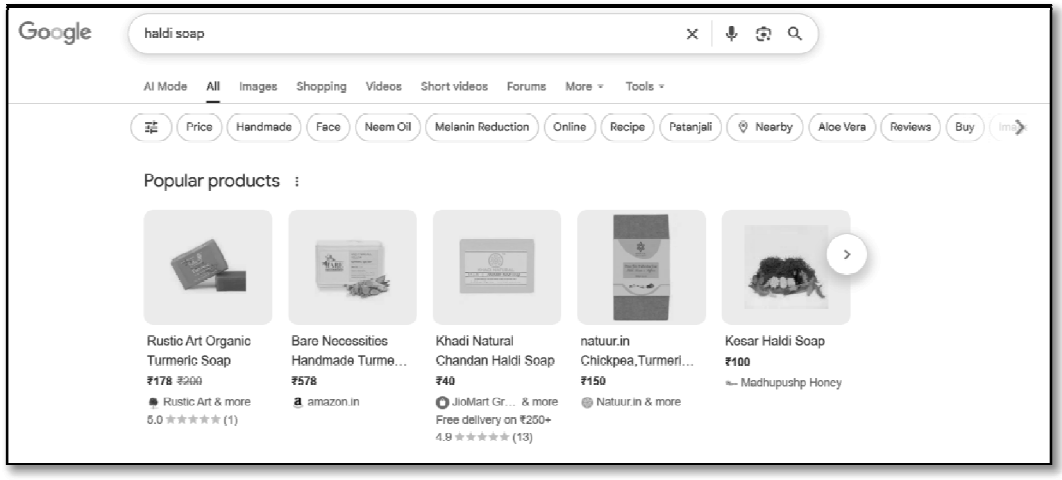


Fig 4.6: SERP Shopping Results.

4.6 CRAWLING

The process by which the search engine systematically explores the world wide web, collects new or updated information is called crawling. The outcome of crawling may be new or existing web pages, images, videos, PDFs, or any other type of file that is linked to the world wide web. The task of crawling is achieved through a search engine programs called crawlers, spiders or bots. These spiders move from one web page to another web page following the hyperlinks.

The crawling process can be summarized as:

- Starting point – Crawlers begins with a seed list of known URLs or web addresses.
- Visiting pages – On the vesting web page send HTTP request and download the content of visiting pages.
- Parsing – Extract links, keywords, metadata, and content.
- Following links – The crawler extracts the hyperlinks from each visiting page and add them to the list of pages to visit.
- Iterating the cycle – The crawling process continues up until a large part of the world wide web has been explored.
- Indexing – The data collected by the crawler is sent to the search engine's index for ranking.

There are several challenges associated with crawling these are:

- The world wide web has billions of pages, so the crawler must prioritize the pages that will be visited first because it is impossible to crawl everything at one time.
- There are many websites whose content are similar in nature, therefore processing them repeatedly will waste resources and crawling time.
- Many websites do not want their pages to be crawled.

- Many of the websites have their contents change frequently and dynamically, making it difficult for the crawlers to collect information. For example, an e-commerce website may change the price of the products frequently or the product page itself updated frequently. Therefore, the crawlers must decide on how often to revisit the site so that the index remains fresh.

A crawl-friendly website is fundamental to search engine optimization task. Therefore, to ensure good crawling:

- To ensure that the crawler discover contents from all pages of the website, it must be logically structured with clear internal links.
- An XML file listing, also called sitemap, may be presented to guide crawlers.
- Crawling efficiency improves if broken links and duplicate content are avoided.
- Use of descriptive titles, headings, and metadata helps crawlers understand the content of each page.
- Use of a file called **robots.txt** instructs search engine crawlers on which pages of the website they may visit and which pages they should avoid.

4.7 INDEXING

As we have discussed in the previous section about crawling, the next phase of the search engine is indexing. The data collected by the crawler from the websites are organized in a structured manner called indexing. This ensures that the retrieval of the information based on the user query is achieved within seconds. Indexing can be thought of as a massive digital catalogue or directory. Instead of searching the entire World Wide Web every time a user enters a query—which would be practically impossible and extremely time-consuming—the search engine refers to its massive digital catalogue or directory, known as an index, to retrieve relevant results instantly.

We see the index page at the end of a book, where all the topics/keywords are arranged in alphabetical order along with page numbers. A reader looking for a specific topic does not need to traverse the entire book page by page, instead the task is made simpler by going through the index page and retrieve description from the page number corresponding to it. Search engine indexing works in a similar way, where web pages related to a particular subject are organized and stored under the same index. A search on user query will look into the index page and list all the web links associated with it otherwise it would be slow and inefficient.

The indexing process begins after the crawler program collects information of each page. The collected contents are analysed and stored in a structured manner so that the retrieval is easy. The index important details of a web page such as:

- The title of the page
- Keywords and phrases found on the page
- Metadata (like descriptions and tags)
- Freshness of the content (when it was last updated)
- Links pointing to and from the page

- Multimedia elements such as images, videos, or documents

There are several factors that determine whether a page gets indexed or not and how well it appears in search results:

- Crawlability – The search engine is able to access contents of the page. Some website blocks crawlers using settings like “robots.txt”, in such cases the pages may not be indexed.
- Content Quality – Pages which are original in nature, valuable, and well-structured are more likely to be indexed.
- Page Structure – If the website headings, keywords, and metadata are proper, it is more likely to be indexed by the search engines.
- Links – The Web links or hyperlinks guides crawlers and improve indexing efficiency.
- Updates – Many websites are dynamic in nature that is, their contents are updated or changed frequently, such as, blogs or news sites. The more frequently the websites are crawled and the information isupdated,they are more likely to be getting indexed.

CHECK YOUR PROGRESS

Q1. Which of the following best describes a search engine?

a. A website that sells online products

b. A software system that searches for information on the web

c. A tool used for creating websites

d. A social media platform

Q2. Which of the following is the correct sequence of how a search engine works?

a. Ranking → Crawling → Indexing

b. Indexing → Crawling → Ranking

c. Crawling → Indexing → Ranking

d. Searching → Crawling → Displaying

Q3. SEO stands for:

a. Search Engine Operation

b. Search Engine Optimization

c. System Engine Optimization

d. Software Engine Output

Q4. What is the main goal of SEO?

a. To design attractive websites
b. To increase website visibility in search engine results
c. To reduce the number of web pages
d. To block search engines from indexing pages

Q5. Which of the following best defines ‘crawling’?
a. Process of ranking websites
b. Process where search engines discover new and updated web pages
c. Process of removing old websites
d. Process of optimizing images

Q6. What is indexing in search engines?
a. Removing duplicate content
b. Storing and organizing crawled data for quick retrieval
c. Ranking web pages
d. Creating a sitemap

Q7. Which of the following appears on a Search Engine Results Page (SERP)?
a. Paid ads only
b. Organic results, paid ads, and featured snippets
c. Website code
d. Keywords only

Q8. Which of these is an example of on-page SEO?
a. Building backlinks
b. Social media promotion
c. Optimizing title tags and meta descriptions
d. Guest posting

Q9. What does ‘organic result’ mean in a SERP?
a. Paid search listings
b. Results based on SEO and relevance, not payment
c. Social media posts
d. Banner advertisements

Q10. Which of the following factors affects website ranking on search engines?
a. Keyword usage and content quality
b. Font style used in web pages
c. Number of pages on the site
d. Website colour theme

4.8 LET US SUM UP

- A search engine is similar to searching a specific website among millions of websites. For this the search engine organizes and indexes the website in such a way that searching take a few seconds to look for a specific information or website.
- A search engine has three main steps: crawling, indexing, and ranking.
- Crawlers are the specialized program in the search engines, which search the internet. These crawlers move from one webpage to another webpage by following hyperlinks, collecting data about webpages.
- Indexing the data like keywords, images, headings, and links collected from webpages are organized and stored in huge database of the search engine's called index.
- Ranking – The query typed by the user is searched in the index page and the most relevant results based on the factors like content quality & relevance, title tag, meta description, header tags etc. are used to rank the pages.
- If a business or an organization wants to improve the visibility of their website, whether being paid or organic, the process of doing so is by search engine optimization (SEO).
- SEO is to make changes in the website so that search engines recognizes it better and list in the first page of the search result based on the query typed by the user.
- The search engine results page (SERP) is the result page displayed by the search engine on a user query on product, service, information etc.
- Featured Snippets: This information appears at the very top of the SERP and directly answer a question.
- Knowledge Panel: This panel show up in the right hand side, it provides quick facts about a person, place, or organization, often with images.
- People Also Ask (PAA) Box: This box shows list of related questions that other users have searched. Clicking on one expands an answer.
- Local Pack (Map Results): A query which is location based.
- Image and Video Results: If the search engine find that the results are more relevant to images or videos than a web link with written text.
- Shopping Results: For product-related searches, the SERP may show product listings with prices and sellers, making online shopping easier.

4.9 ANSWERS TO CHECK YOUR PROGRESS

Q1.b	**Q2.**c	**Q3.**b	**Q4.**b	**Q5.**b	**Q6.**b	**Q7.**b	**Q8.**c	**Q9.**b	**Q10.**a

4.10 FURTHER READINGS

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4.11 MODEL QUESTIONS

1. What is a search engine? Explain how a search engine retrieves and ranks information from the web.
2. Describe the main stages of search engine functioning — crawling, indexing, and ranking.
3. What is Search Engine Optimization (SEO)? Explain its importance for websites.
4. Differentiate between organic and paid search results on a Search Engine Results Page (SERP).
5. What is web crawling? Describe the role of crawlers or spiders in SEO.
6. Explain the process of indexing and how it helps in improving search engine performance.
7. List and explain any four key factors that affect a website's ranking on a search engine.
8. What is a Search Engine Results Page (SERP)? Discuss its components with some digital marketing examples.
9. How does SEO help in increasing website visibility and traffic? Provide suitable examples.

4.12 REFERENCES

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UNIT 5: SOCIAL MEDIA MARKETING

UNIT STRUCTURE

5.1 Learning Objectives
5.2 Introduction
5.3 Understanding social media and its marketing tools:
  5.3.1 Social Media Marketing Strategy
  5.3.2 Zones of Social Media Marketing
  5.3.3 Importance of Social Media Marketing,
5.4 Paid Marketing
5,5 Organic Marketing
5.6 Social Media Optimization
5.7 Understanding marketing through Facebook, Instagram, YouTube, Google
5.8 Let Us Sum Up
5.9 Answers to Check Your Progress
5.10 Further Readings
5.11 Model Questions

5.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define the meaning of social media marketing
- identify the social media marketing tools:
- explain paid marketing, organic marketing, and Social Media optimization,
- describe marketing through Facebook, Instagram, YouTube, and Google

5.2 INTRODUCTION

In this unit, we are going to discuss social media marketing. Generally, we can think of social media as the way digital natives live a social life. Social media enables active participation in the form of communicating, creating, joining, collaborating, working, sharing, socialising, playing, buying and selling, and learning within interactive and interdependent networks. Social media marketing (SMM) has become one of the most influential tools in the digital marketing landscape. It involves the use of platforms like Facebook, Twitter (X), Instagram, LinkedIn, YouTube, Snapchat, and Pinterest to connect with audiences, build brand presence, drive website traffic, and generate sales. Unlike traditional marketing, which relies on one-way communication through print and broadcast media, social media marketing emphasizes two-way engagement and relationship-building with customers.

Today, nearly half of the global population (about 3.8 billion people) are active on social media, creating unprecedented opportunities for businesses, organizations, and individuals to share, communicate, and influence across borders. This unit synthesizes both academic insights and practical approaches to social media marketing, drawing from recent conceptual frameworksand structured strategies.

5.3 UNDERSTANDING SOCIAL MEDIA AND ITS MARKETING TOOLS

5.3.1 Social Media Marketing Strategy

A **social media marketing strategy** is a structured plan that outlines everything an organization intends to achieve through social media. It serves as a roadmap to guide actions, evaluate outcomes, and align social engagement with broader business goals. The marketers should add the social media marketing as a part of the organisation's marketing plan. Like integrated marketing communication plan, organisations may also develop standalone plans offering greater social media marketing.

According to Li, Larimo, and Leonidou (2021), SMMS can be defined as *"an organization's integrated pattern of activities that, based on deliberate engagement initiatives, transform social media connectedness and interactions into valuable strategic means to achieve desirable marketing outcomes."*

5.3.2 Zones of Social Media Marketing

Social media marketing begins with understanding how people interact online and how brands can meaningfully participate in those interactions. To structure this understanding, social media scholars often classify the digital landscape into four major zones. These zones help marketers plan strategies, choose platforms, and design content suited to each type of user behaviour. The four zones work together to create a complete social media marketing environment.

1. Social Community Zone

This zone includes platforms where people build relationships, share interests, and communicate with each other—such as Facebook, Instagram, Twitter (X), and LinkedIn. In social media marketing, this zone is used to:

i. Build brand presence and trust
ii. Engage in two-way conversations
iii. Grow a community of loyal followers

2. Social Publishing Zone

This zone focuses on creating and sharing content. Platforms include blogs, YouTube, Medium, podcasts, and news-sharing sites. In marketing, this zone is used to:

i. Share valuable, educational, or entertaining content
ii. Establish thought leadership
iii. Improve reach and visibility
iv. Drive traffic to websites or landing pages

3. Social Entertainment Zone

This zone includes platforms and activities where users mainly seek fun, enjoyment, and relaxation—such as online games, memes, and entertainment apps.In marketing, this zone helps brands:

i. Create engaging and entertaining content
ii. Use interactive campaigns, challenges, or short videos
iii. Connect with younger or entertainment-seeking audiences

4. Social Commerce Zone

This zone includes platforms and features that support buying and selling—such as Instagram Shops, Facebook Marketplace, Pinterest Buyable Pins, and Amazon reviews. Marketers use this zone to:

i. Drive direct sales through social platforms
ii. Use influencers or user-generated content for product promotion
iii. Provide product information, reviews, and Q&A
iv. Integrate payment options and shop features

When introducing social media marketing, understanding these four zones—Community, Publishing, Entertainment, and Commerce—helps explain how different platforms serve different marketing purposes. Together, they form a comprehensive framework for planning social media strategies, creating content, engaging audiences, and ultimately driving brand growth.

5.3.3 IMPORTANCE OF SOCIAL MEDIA MARKETING

Compared to traditional marketing, social media marketing provides several unique advantages, which are listed as follows:

i. **Brand Visibility and Recognition:** Social media offers quick and broad exposure, as users spend hours daily engaging with content.
ii. **Cost-Effectiveness:** Unlike traditional ads, social media allows pay-per-click (PPC) models and free promotional opportunities.
iii. **Targeting Precision:** Platforms provide advanced targeting tools based on demographics, interests, and behaviours.
iv. **Retargeting Opportunities:** Businesses can reconnect with users who previously interacted with their websites or content.
v. **Two-Way Engagement:** Customers can like, share, comment, and interact, creating deeper connections.
vi. **Traffic and Lead Generation:** Social media drives users to websites through calls-to-action (CTAs).
vii. **Customer Insights:** Social platforms provide real-time feedback, preferences, and behavioural data.

5.4 PAID MARKETING

Paid marketing refers to all forms of promotional activities where a business pays to display its message, products or services to a targeted audience through various digital or traditional platforms. In the digital space, it mainly includes search engine ads, social media ads, display banners, video ads and sponsored content. Unlike organic marketing, which depends on unpaid reach and gradual growth, paid marketing helps organisations quickly increase visibility, drive traffic and generate leads or sales within a short period. It also allows precise targeting based on factors such as age, location, interests and behaviour, ensuring that the message reaches the most relevant audience. Since performance can be measured through metrics like impressions, clicks, conversions and return on ad spend, paid marketing enables businesses to evaluate effectiveness and optimise their campaigns for better results.

Major Types of Paid Marketing: The following are the major types of paid marketing:

1. Search Ads (PPC – Pay Per Click)
    - Ads on search engines like Google.
    - Your ad appears when someone searches for specific keywords.
    - You pay only when someone clicks the ad.

2. Social Media Ads
    - Ads on Facebook, Instagram, YouTube, LinkedIn, X, etc.
    - Can promote posts, pages, videos, websites, or apps.
    - You can target by age, location, interests, profession, etc.

3. Display Ads
    - Banner/image ads on websites and apps.
    - Mostly used for brand awareness.
    - Can be text, image, rich media, or video.

4. Video Ads
    - Ads on YouTube, OTT platforms, reels, shorts, etc.
    - Very powerful for storytelling and brand recall.

5. Shopping / Product Listing Ads
    - Especially for e-commerce.
    - Show product image, price, and website on search or marketplaces.

6. Influencer / Sponsored Content
    - Paying influencers or content creators to talk about your brand.
    - Can be posts, reels, reviews, or unboxing videos.

5.5 ORGANIC MARKETING

Organic marketing refers to all unpaid efforts a business makes to attract, engage and retain customers naturally over time. It focuses on building genuine relationships and trust through valuable content and consistent presence rather than paying for ads. Common organic marketing activities include search engine optimisation (SEO), social media posts, blogs, email newsletters, YouTube videos, community engagement and word-of-mouth recommendations. The main aim is to create useful, relevant and engaging content that encourages people to follow, share and interact with the brand voluntarily. Although organic marketing usually takes more time to show results compared to paid marketing, its impact is long-term and sustainable, as it helps in building brand credibility, loyal followers and strong online visibility without continuous advertising expenses.

5.6 SOCIAL MEDIA OPTIMISATIONS

Social Media Optimisation (SMO) is the process of strategically using social media platforms to increase a brand's visibility, engagement and reach in an organic way. It involves optimising profiles, writing clear and consistent bios, using relevant keywords and hashtags, posting high-quality and timely content, and encouraging interactions through likes, comments, shares and messages. SMO also includes choosing the right content formats such as images, short videos, reels, stories and live sessions based on the preferences of the audience on each platform. By analysing insights like reach, engagement rate and follower growth, organisations can refine their social media strategies and post at the most effective times. Overall, social media optimisation helps in building a strong online presence, improving brand image and driving traffic to websites or other digital assets without depending solely on paid advertisements.

Social Media Platforms for Marketing

Different platforms cater to different audiences and purposes. The following figure shows different platforms for social media marketing. Some of these platforms are is discussed below.



Source: google image

- **Facebook & Instagram:** Over 2.7 billion monthly active users; useful for brand awareness, targeted ads, and community building.
- **Twitter (X):** Focuses on short, real-time updates and trending conversations.
- **LinkedIn:** Professional networking platform ideal for B2B marketing, lead generation, and brand positioning.
- **YouTube:** A video-based platform with over 2 billion users, effective for tutorials, ads, and brand storytelling.
- **Pinterest:** Image-driven platform, popular among female audiences, suitable for retail and lifestyle brands.
- **Snapchat:** Popular among younger demographics, emphasizing short-lived, interactive content.

Each of these platforms offers unique opportunities. The choice of platform should align with the organization's target audience and objectives. When content, whether a simple opinion, video or trend spreads through social networks rapidly, we can say that it went viral. Viral content may or may not be branded, but it will be content that a large number of people in one or more social communities may share.

5.7 Understanding marketing through Facebook, Instagram, YouTube, Google

Understanding marketing through platforms like Facebook, Instagram, YouTube and Google is essential in today's digital world because these platforms dominate how people spend their time online. Each one has its own features, audience behaviour and marketing tools, but they are all connected by one common idea: helping businesses reach the right people at the right time with the right message. Together, they offer a powerful combination of paid and organic marketing opportunities that can be used by small startups, large companies, NGOs, educational institutions and personal brands.

1. Facebook Marketing

Facebook is one of the oldest and most widely used social media platforms, and it offers a mix of personal networking and business promotion. Marketing on Facebook can be done in two main ways: organic (unpaid) and paid.

In organic marketing, businesses create a Facebook Page where they share posts, photos, videos, events and updates. By regularly posting useful and engaging content, they try to build a community of followers who like, comment and share. Facebook Groups can also be used to create communities around specific interests, such as education, entrepreneurship, health or hobbies. Participating in groups allows brands or individuals to build trust by answering questions and sharing knowledge rather than directly selling.

On the paid side, Facebook Ads Manager allows very detailed targeting. Advertisers can select the audience based on age, gender, location, interests, language, education level and even behaviour (such as frequent online shoppers). Ads can appear in the

news feed, stories, reels and side columns. Businesses can choose different objectives such as brand awareness, traffic to website, leads (form fills), app installs or sales. Facebook also allows remarketing, where ads are shown to people who have already visited a website or interacted with earlier posts, making marketing more effective.The strength of Facebook marketing lies in its ability to create conversations and communities, and to maintain a long-term relationship with customers through comments, messages and groups.

2. Instagram Marketing

Instagram, owned by Meta (Facebook's parent company), is a visual-first platform focused mainly on photos, short videos and creative storytelling. It is highly popular among younger users, influencers, creators and lifestyle brands.Marketing on Instagram depends heavily on visual appeal and consistency. Brands create an Instagram profile that reflects their identity through profile picture, bio and a consistent style of posts. Content formats include feed posts, stories, reels, carousels (multiple images or slides) and live sessions. Reels and stories are particularly powerful for short, engaging content such as tips, behind-the-scenes clips, product demos and quick educational messages.

Instagram works very well for influencer marketing. Businesses often collaborate with popular creators who have a loyal follower base. These influencers create posts or reels that feature the brand's product or service. Such promotions look more natural and personal than traditional ads, which can increase trust.

Hashtags are an important tool on Instagram. Using relevant and trending hashtags helps content become discoverable by users who don't yet follow the brand. For example, a startup promoting eco-friendly products might use hashtags like #sustainableliving, #ecofriendly or #greenstartup. At the same time, Instagram offers paid advertising similar to Facebook, where ads can be shown as sponsored posts or reels to very specific target groups.

Overall, Instagram marketing focuses on aesthetics, storytelling, lifestyle and emotional connection. It is especially effective for fashion, food, travel, beauty, education content, personal branding and creative fields.

3. YouTube Marketing

YouTube is the world's largest video-sharing platform and also the second-largest search engine after Google. Understanding marketing through YouTube is largely about understanding video as a medium. People come to YouTube not only for entertainment but also to learn – tutorials, reviews, lectures, interviews, documentaries and how-to videos are extremely popular. Businesses, educators and individuals can create a YouTube channel to share long-form and short-form video content. Regularly uploading helpful, informative or entertaining videos can build a strong subscriber base over time. For example, an ed-tech company can upload free lessons, exam tips or career guidance videos. A small business can share product demos, customer testimonials and behind-the-scenes videos.

YouTube SEO (Search Engine Optimisation) is important. This includes writing clear titles, using relevant keywords in descriptions, choosing attractive thumbnails and adding tags. When done well, videos appear in YouTube search results and suggested videos, bringing continuous organic traffic for months or even years.

On the paid side, YouTube offers several ad formats, such as skippable in-stream ads, non-skippable ads, bumper ads (very short ads) and overlay ads. These ads generally appear before, during or after videos. Advertisers can target by interests, demographics, keywords, topics or specific channels. For example, a brand selling graphic tablets may show ads on channels related to digital art and design. The advantage of YouTube marketing is that video content can explain complex ideas, demonstrate products and convey emotions more effectively than text or images alone. It helps in building authority and trust, especially when content is high-quality and consistent.

4. Google Marketing

Google is the most widely used search engine in the world, and it offers several tools for marketing, both organic and paid. The two key approaches are Search Engine Optimisation (SEO) and Search Engine Marketing (SEM).SEO focuses on improving a website so that it appears higher in organic search results when users search for relevant keywords. For example, a university may want its site to appear on top when someone searches “distance education in India” or “online MBA courses”. SEO involves optimising website content, using relevant keywords, improving page loading speed, making the site mobile-friendly and building quality backlinks from other reputable websites. Good SEO does not produce instant results, but it builds long-term visibility on Google without paying for each click.

SEM, on the other hand, uses Google Ads (formerly Google AdWords) to run paid campaigns. Advertisers bid on keywords. When users search using those keywords, ads appear at the top or bottom of the search results page, marked as “Sponsored” or “Ad”. This is called pay-per-click (PPC) advertising, because the advertiser pays only when someone clicks the ad. Google Ads also includes display ads (banners) on partner websites, shopping ads for e-commerce products and video ads on YouTube.

Google also offers Google My Business (now part of Google Business Profile) for local businesses and institutions. When properly set up and optimised, this helps organisations appear in local search results and on Google Maps, showing address, contact details, photos, reviews and timings. This is very useful for nearby customers looking for services like clinics, coaching centres, restaurants or colleges.

The strength of Google marketing lies in intent-based reach. People who search on Google already have a need or interest. If a brand appears at the right moment with the right solution, the chances of conversion are very high.

All four platforms provide analytics tools. Facebook and Instagram give insights like reach, impressions, engagement, follower growth and ad performance. YouTube

provides data on views, watch time, audience retention and traffic sources. Google offers Google Analytics for websites and detailed reports within Google Ads.

By regularly analysing these metrics, marketers can understand what type of content is working, which audience is responding, what time is best for posting, and which ads are delivering the best return on investment. Based on this data, they can adjust their strategy, budget and content to continuously improve results.

CHECK YOUR PROGRESS

Q1. Define Social Media Marketing.

Q2. What is Organic Marketing?

Q3. What is Facebook Marketing?

Q4. What is Social Media Optimisation (SMO)?

5.8 LET US SUM UP

- Social media marketing has become essential for businesses and organisations in the modern digital environment.
- Strategic use of social media platforms helps brands understand customer motivations and connect with audiences effectively.
- Social media supports stronger customer relationships, brand loyalty and sustainable business growth.
- Different social media marketing strategies, such as social commerce and social CRM, can be selected according to organisational maturity and objectives.
- Successful social media marketing requires creativity, data-based analysis and continuous adaptation to changes in the digital environment.
- Facebook, Instagram, YouTube and Google each offer unique ways to reach and engage target audiences.
- Understanding user behaviour on each platform helps marketers deliver the right message to the right people.
- These platforms can be used for selling products, educating audiences, building communities and strengthening long-term customer relationships.
- Ethical and thoughtful use of social media platforms improves brand trust and customer engagement.

5.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q1: According to Li, Larimo, and Leonidou (2021), SMMS can be defined as "an organization's integrated pattern of activities that, based on deliberate engagement initiatives, transform social media connectedness and interactions into valuable strategic means to achieve desirable marketing outcomes."

Ans to Q2: Organic marketing refers to all unpaid efforts a business makes to attract, engage and retain customers naturally over time. It focuses on building genuine relationships and trust through valuable content and consistent presence rather than paying for ads. Common organic marketing activities include search engine optimisation (SEO), social media posts, blogs, email newsletters, YouTube videos, community engagement and word-of-mouth recommendations.

Ans to Q3: Facebook is one of the oldest and most widely used social media platforms, and it offers a mix of personal networking and business promotion. Marketing on Facebook can be done in two main ways: organic (unpaid) and paid.

Ans to Q4: Social Media Optimisation (SMO) is the process of strategically using social media platforms to increase a brand's visibility, engagement and reach in an organic way. It involves optimising profiles, writing clear and consistent bios, using relevant keywords and hashtags, posting high-quality and timely content, and encouraging interactions through likes, comments, shares and messages.

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5.11 MODEL QUESTIONS

1. Discuss the concept of social media marketing.
2. Write a short note on the importance of social media marketing
3. Discuss briefly paid marketing, organic marketing; and Social Media optimization.
4. Discuss different social media platforms for marketing.

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UNIT 6: GOOGLE MAPPING AND LOCAL BUSINESS

UNIT STRUCTURE

6.1. Learning Objectives
6.2. Introduction
6.3. Local Listings in Search Engines
  6.3.1. Key Search Engines for Local Listings
  6.3.2. Understanding Google Places
  6.3.3. Steps to Create and Verify a Local Business Listing in Google
  6.3.4. Best Practices for Optimizing Local Listings
  6.3.5. Common Challenges and Troubleshooting in Local Listings
6.4. Setting Up Images, Videos, and Maps in Google Places
  6.4.1. Adding and Optimizing Videos for Enhanced Engagement
  6.4.2. Integrating Maps and Location Services
  6.4.3. Compliance with Google's Media Policies and Best Practices
  6.4.4. Tools and Tips for Media Management in Google Places
6.5. Visibility Reports in Search Engines and Managing Google Reviews
  6.5.1. Generating and Interpreting Visibility Reports
  6.5.2. Role of Google Reviews in Local SEO
  6.5.3. Strategies for Encouraging Positive Reviews
  6.5.4. Responding to and Managing Reviews Effectively
  6.5.5. Analyzing Review Data for Business Insights
  6.5.6. Tools for Monitoring Visibility and Reviews
6.6. Let us Sum up
6.7. Further Readings
6.8. Answers to check your progress
6.9. Model Questions

6.1 LEARNING OBJECTIVES

- Understand the concept of local business listings and the role of NAP in search engine visibility.
- Create and verify a Google Business Profile using standard methods and best practices.
- Optimize profiles with accurate categories, high-quality media, and regular updates for better local SEO.
- Integrate maps, photos, and short videos (20–30 sec) in compliance with Google’s media policies.
- Monitor visibility metrics and manage Google reviews to enhance reputation and customer engagement.

6.2 INTRODUCTION

In today’s digital era, being visible on search engines is very important for every business, particularly those targeting local customers. Many customers turn to search engines to locate, search, and review any business or product. This unit mainly focuses

on search engine listing and how it benefits businesses. The unit introduces Google Places and the process of setting up images, videos, and maps in Google Places. It also discusses how to monitor and manage Google reviews for the improvement of customer engagement.

6.3 LOCAL LISTINGS IN SEARCH ENGINES

Local listings are online profiles of businesses that store the basic information of a business, such as name, address, phone number (NAP), operating hours, map location, and website on a search engine. Google, Bing, or Yahoo are common search engines that support local listings. When a user searches for a service or product in a specific geographic area, the search engines provide key information about the businesses available related to the search query. The integration of Google map enhances the visibility of a business in search and map results, helping customers near the business find and contact it more easily. Search engines like Google tend to have their own dedicated platform, for example, Google Business Profile (known previously as Google My Business),where businesses can register to manage their local presence. Once a business sets up and verifies a business profile, they can upload photos, videos, and location maps to increase engagement and credibility. Consistency, accuracy, and use of NAP across the various platforms is important as inconsistencies can challenge one's search engine ranking and trust from the customer. Local listings help with local search engine optimization (local SEO) by indicating to the search engine for "near me" searches.

6.3.1 Key Search Engines for Local Listings

As we have discussed there are multiple search engines that support local listings. Businesses can create local listings on Google called Google Business Profile (formerly Google Places). Google profiles allow businesses to display NAP, map location, working hours, images/videos, and reviews.

Bing Places for Business provides comparable features to Google My Business but for Microsoft's search network. Moreover, local platforms like Yelp, Justdial, or Yellow Pages can also be instrumental in increasing local visibility, especially in certain regions and sectors.

6.3.2 Understanding Google Places

Google Places is a web platform that helps businesses control their appearance on Google Search and Google Maps. It enables companies to set up, validate, and modify their business profile, thus customers readily get all the info they need, such as where the business is, how to contact it, the hours, and even reviews. Google Places also enables a business profile to become more attractive through the addition of visuals such as photos, logos, and videos. The platform also discloses changes in consumer behaviour to the business, the way users find the company, and what they do next.

6.3.3 Steps to Create and Verify a Local Business Listing in Google

Setting up a listing is quite simple. The owner starts by signing in to the Google Business Profile website and entering the business details. To ensure legitimacy, Google added a verification step, usually done by sending a code through methods like a postcard, phone call, or sometimes email. After verification, the profile becomes searchable on both Google Search and Google Maps. From there, the business can really shape how it appears online by adding photos, videos, posts, and a detailed description.

6.3.4 Best Practices for Optimizing Local Listings

Businesses can opt for various strategies to ensure higher and better rankings in search results. One of the best practices is keeping NAP across all search engines, websites, and directories to maintain consistency. Another best practice is to select the most relevant categories and keywords to describe their services and products. For example, a restaurant offering only a dine-in experience should use the term fine-dining.

Another best practice that a business can follow is uploading high-quality photos and videos in their profile to showcase their product, ambience, services or interior. This increases the attention of the intended customers. Additionally, businesses should encourage authentic reviews and respond promptly to them to enhance trust.

6.3.5 Common Challenges and Troubleshooting in Local Listings

Managing local listings comes with its own set of challenges related to technology, management, and reputation. Businesses need to address those challenges to enhance customer engagement and improve their reach. The key challenges are listed as follows:

i. **Technical Challenges**

The major technical challenges include NAP inconsistency, duplicate listings, verification difficulties, incorrect map or location data, and frequent updates. For any business, it is important to maintain the same NAP across different platforms; a minor variation causes confusion among customers and can affect search engine ranking. Duplicate listing also creates confusion and affects its ranking. In practice, no business can provide the same level of satisfaction to all customers. Thus, we see different ratings and reviews by different customers. If a business has more than one listing, then its reviews are likely to be distributed among different listings, affecting the overall ranking. It is important for a business to keep data updated. An incorrect or outdated Map or location can mislead customers and decrease trust in the business.

ii. **Management Challenges**

Businesses with multiple branches or franchises need to maintain consistent and accurate updates for each. For example, a clothing brand like Levi's has multiple

outlets across a city. However, some information, like working hours, size, and contact details, will be different; so, it is important to keep precise details for a specific branch to avoid confusion and distrust. As mentioned earlier in our restaurant example, choosing the right category and keyword is crucial for visibility, but it becomes challenging for a hybrid business. For example, a hybrid business like a cafe selling coffee packages online while maintaining an offline full-fledged cafe struggles to find an appropriate keyword or category.

iii. **Reputation-Related Challenges**

Keeping a good reputation among customers is one of the most important and challenging factors of any business. Negative and fake reviews and ratings often damage the reputation of any business. Maintaining regular updates and responding to customer queries are needed to build trust and a niche among customers. Failure to monitor and respond to customer feedback may give a wrong perception.

6.4 SETTING UP IMAGES, VIDEOS, AND MAPS IN GOOGLE PLACES

As we discussed in section 6.3.4, visual content and map integration are important for local business listings to enhance their visibility. The following section presents how to set up images, videos, and maps in Google Places.

6.4.1 Adding and Optimizing Videos for Enhanced Engagement

Video is an influential medium that can greatly raise interaction and confidence in a company's profile. Google Places provides an opportunity for a business to present a short video featuring the promotion or information of the business, its products, services, or even the business's place itself.

If users want to add a video, they should access their Google Business Profile, go to the "Photos" section, and select the "Video" tab for uploading. The videos should be of good quality, provide relevant information, and be brief, the optimal time being from 20 to 30 seconds. The viewer's understanding can be facilitated by providing the video with some words, branding elements, and giving a short introduction of the services.

Optimization is also about using the correct descriptive names for the files, having clear visuals, and inserting the related keywords in the video description. Frequently changing videos will not only make the profile look fresh but will also increase the chances of getting more views in search and map results.

6.4.2 Integrating Maps and Location Services

By linking Google Maps to a business profile, the business is making it very easy for potential clients to find and, thus, get directions to the business place. The main effect of this integration is that the business address verified will be automatically connected to Google Maps, so users can see the route, get the contact details, and the nearest landmarks.

Companies need to confirm their map pin location to be sure that it is correct, especially when they are situated in crowded areas or newly built places. Inserting a Google Map on a business website is a great way of making the location more visible and is also supportive of local SEO. Besides that, turning on such features as "Get Directions" and "Call Now" will be very convenient for customers and, therefore, the business will experience an upturn in conversion rates. Properly combined map arrangements lead to easier access, higher local rankings, and a greater level of trust from potential clients.

6.4.3 Compliance with Google's Media Policies and Best Practices

While placing a file for Google Places, a business firm needs to conform to media policy norms in order to ensure not just the quality of the content but also its accuracy and appropriateness.

Photos must be clear, bright, and free of watermarks or overly-textured sections. The video should be in line with community standards - it should not be offensive, copyrighted, or irrelevant. By following Google's suggested file formats, resolution, and size, the content can be accessed from any device without interruptions. There should be regular checks on the media to ensure that they are still following the set rules.

6.4.4 TOOLS AND TIPS FOR MEDIA MANAGEMENT IN GOOGLE PLACES

Good media management is the main factor in having an attractive and updated business profile. Google offers some tools within the Business Profile dashboard that helps you upload, organize, and track the media performance.

At the same time, creators can use external tools like Canva, Adobe Express, or Pixlr to make high-quality visuals while Google Photos or Drive can be their assistant for safe storage and proper arrangement. The addition of geo-tagged pictures can take the local SEO rankings a step further. Also, having a consistent visual style that is in line with the brand will not only make the customers easily recognize the business but also, it will be harder for them to forget the business. When businesses combine these tools and strategies, they can maintain a strong visual presence on Google Places and attract more local customers.

6.5 VISIBILITY REPORTS IN SEARCH ENGINES AND MANAGING GOOGLE REVIEWS

Visibility reports, along with customer reviews, are the two main components of digital marketing analytics for local businesses. Visibility reports basically work as an assessment tool showing the prominent degrees of a business in search engine results, maps, and local listings, while Google reviews are an indication of customer satisfaction and business credibility. Combined, they are a powerful toolset that provides invaluable insights into a business's online reputation and performance. Let us discuss more on this aspect.

6.5.1 Generating and Interpreting Visibility Reports

Metrics of search engine visibility are indicators that display how frequently and how prominently a business firm is presented in the search results of the most relevant queries. The metrics can be impressions, click-through rates (CTR), keyword rankings, map views, and user actions such as website visits or direction requests. Good visibility means that a business is well-optimized for local search. Poor visibility might indicate that there are weak SEO practices or listing data inconsistencies. Tracking metrics help in pinpointing changing customer behaviour and evaluating the result of optimization tactics.

6.5.2 Role of Google Reviews in Local Seo

One can produce visibility reports with the help of instruments such as Google Business Profile Insights, Google Search Console, and third-party analytics platforms like Moz Local or Bright Local. The reports depict the data on how users find the business – whether through direct searches, discovery searches, or branded queries and what steps they take after that.

To interpret these reports, one needs to look into the patterns of search frequency, engagement rates, and geographic reach. For instance, a large number of direction requests signal strong local intent, while a small number of clicks may indicate that there is a need for better listing optimization or the usage of more attractive visuals. Consistent examination of visibility reports allows businesses to hone their SEO tactics, change keywords, and effectively strengthen their presence on the local level.

6.5.3 Strategies for Encouraging Positive Reviews

Good customer reviews indicate that the business firm is hard-working and strictly follows moral principles. Firms can send the feedback invitation via the follow-up mail, providing the receipt or reminding in the store after the customer had a good buying or service experience. Great customer care and issuing of quality products are the reasons that positive reviews will be left naturally. A review link should be in an easily accessible place One should not resort to offering rewards for reviews as it is against Google rules. The consumer needs to be encouraged to share his/her buying experience.

6.5.4 Responding to and Managing Reviews Effectively

Proper handling of Google reviews means that responses should be made without delay, in a professional and polite manner, and to all comments, good or bad. Reacting to good reviews can deepen customer satisfaction and loyalty, whereas, by answering negative reviews in a positive manner, a business firm can demonstrate its commitment. Business owners may here express their gratitude to customers for their ideas, trying to explain the errors in a friendly way, and - if it's the case - giving the solutions. Avoiding defensive language, and being honest, are the two elements that help maintain a reputation. Frequent checking of feedback allows one also to discover spam or fake comments which then may be reported to Google in order to be removed.

6.5.5 Analyzing Review Data for Business Insights

Beyond the role of reviews as a tool for business reputation, they offer valuable business intelligence capabilities. Study of reviews enables the detection of various topics that keep recurring in customers' voices particularly in contexts of quality of service, pricing, and need satisfaction. Companies can employ text analysis and sentiment analysis technologies to spot frequently occurring words both in positive and negative statements. The leading behind-the-scenes in this kind of data are improving operations, training staff, and planning marketing campaigns. To illustrate, if there are a lot of mentions of "fast delivery," it can be fore fronted in advertising text, while the issues brought up can be solved internally. Establishing a regular review routine will allow a company to take a lot of consumer-friendly and local-performance-boosting decisions that are based on solid facts.

6.5.6 Tools for Monitoring Visibility and Reviews

There are a number of digital solutions that facilitate tracking of the visibility metrics as well as handling of the reviews in an efficient manner. Google Business Profile Insights enables one to get data on the views, searches, and user interactions, whereas Google Search Console is the tool for monitoring keyword performance and clicks-to-results ratio. Services such as BrightLocal, Yext, and SEMrush provide a comprehensive set of visibility monitoring and sentiment analysis features across various platforms. In the quest for review management, tools like Reputation.com or Trust pilot allow one to centralize the feedback and produce performance reports.

CHECK YOUR PROGRESS

Q1. What does NAP stand for in the context of local business listings?

a. Name, Address, Photos
b. Name, Address, Phone Number
c. Network, Access, Profile
d. Name, Area, Product

Q2. Which platform was formerly known as Google My Business and is now called?

a. Google Places
b. Google Business Profile
c. Google Local Search
d. Google Maps Connect

Q3. Which of the following is NOT a common method used to verify a local business listing on Google or Bing?

a. Postcard sent to the business address
b. Phone call or SMS verification
c. Email verification
d. Social media profile link submission

Q4. What is the primary platform used to manage local business listings on Google Search and Google Maps?

a. Google Ads
b. Google Business Profile
c. Google Search Console
d. Google Analytics

Q5. Which of the following is NOT a common verification method used by Google for a new Business Profile?

a. Postcard with verification code
b. Phone call or SMS
c. Email verification
d. Video upload of the storefront

Q6. To improve local search ranking, a fine-dining restaurant should prioritize selecting which of the following in its Google Business Profile?
a. "Fast Food Restaurant" category
b. "Fine Dining Restaurant" category with relevant keywords
c. "Coffee Shop" as a secondary category
d. No category selection to avoid restrictions

Q7. Where should a business owner navigate within the Google Business Profile to upload a promotional video?
a. Posts → Create Post
b. Photos → Video tab
c. Info → Media section
d. Insights → Performance

Q8. What is the recommended duration for a video uploaded to Google Business Profile to maximize engagement?
a. 5–10 seconds
b. 20–30 seconds
c. 1–2 minutes
d. Over 3 minutes

Q9. Which action is essential to ensure accurate map integration and prevent customer confusion in crowded or new areas?
a. Adding multiple business categories
b. Confirming and adjusting the map pin location
c. Enabling only "Call Now" button
d. Uploading a 360° virtual tour

Q10. Which of the following is NOT a standard visibility metric provided in Google Business Profile Insights?
a. Impressions b. Click-through rate (CTR)
c. Direction requests d. Revenue generated

Q11. A high number of direction requests in visibility reports typically indicates:
a. Strong local purchase intent b. Users only browsing photos
c. Mostly branded searches d. Low engagement with reviews

6.8 ANSWERS TO CHECK YOUR PROGRESS

Q1.b	**Q2.**b	**Q3.**d	**Q4.**b	**Q5.** d	**Q6.**b
Q7.b	**Q8.** b	**Q9.** b	**Q10.**d	**Q11.**a	

6.7 FURTHER READINGS

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6.9 MODEL QUESTIONS

1. Explain the step-by-step process of creating and verifying a Google Business Profile. Why is the verification step critical, and what are the common verification methods available?
2. Discuss the importance of NAP consistency in local SEO. With an example of a multi-location restaurant chain, illustrate how NAP inconsistency can harm visibility and customer trust, and suggest corrective measures.
3. Describe the role of high-quality photos and videos in enhancing a Google Business Profile. Explain best practices for uploading and optimizing a 20–30 second video, including technical and content guidelines.
4. Elaborate on the significance of Google Reviews in local search rankings. Outline a complete strategy for encouraging authentic reviews and responding effectively to both positive and negative feedback.
5. Interpret the key visibility metrics in Google Business Profile Insights (e.g., impressions, direction requests, clicks). Using a real-world example of a local bakery, explain how analyzing these metrics can guide marketing decisions.

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UNIT 7: GOOGLE ANALYTICS

UNIT STRUCTURE

7.1. Learning Objectives
7.2. Introduction
7.3. Understanding Google Analytics
  7.3.1 What is Google Analytics?
  7.3.2 Key Components and Terminology
  7.3.3 Google Analytics Architecture
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7.5. Navigating the Google Analytics Interface
  7.5.1 Dashboard Overview
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  7.6.1 Understanding Traffic Sources
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7.7. Integration and Advanced Features
  7.7.1 Integration with Google Tools
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  7.7.3 Data Privacy and GDPR Compliance
7.8. Let us Sum up
7.9. Further Readings
7.10. Answers to Check Your Progress
7.11. Model Questions

7.1 LEARNING OBJECTIVES

- Explain the concept and purpose of Google Analytics.
- Understand how data is collected, processed, and reported in Google Analytics.
- Set up a Google Analytics account and connect it to a website.
- Interpret key performance metrics and dimensions.
- Analyze website traffic sources, audience behaviour, and conversions.
- Use insights from Google Analytics to improve website performance.

7.2 INTRODUCTION

In Unit 6, we had a discussion on local listing using the Google Platform. In that Unit, we have seen how businesses can benefit from local listings. **Google Analytics** is a powerful web analytics platform that helps organizations measure their online presence. The unit begins with an introduction of key concepts such as data collection,

user behavior tracking, and performance analysis needed for data-driven decisions in digital marketing. After this, we shall discuss how to set up, interpret, and utilize Google Analytics insights for optimizing digital strategies.

7.3 UNDERSTANDING GOOGLE ANALYTICS

Google Analytics (GA) is the main source of information for users who want to get insights into how visitors use websites and mobile apps. It enables businesses, educators, and digital marketers to measure user behaviors. For example, an educational institute is running five different programs, and the programs have dedicated pages on their website.

7.3.1 What is Google Analytics?

GA is a free web analytics service offered by Google that tracks and reports website and application traffic. The journey of GA began in 2005 with the acquisition of Urchin Software Corporation (GA1). Soon, it was upgraded to classic analytics (GA2). However, GA2's capabilities were limited to tracking basic pageviews using browser cookies only. During 2012-2013, Google took a revolutionary step by launching Universal Analytics(UA), also known as GA3. It was a user-centric tracking technique with custom dimensions, cross-device support, and enhanced e-commerce features. UA was a session-based model, where user activity was maintained using a single session. The model served well for desktop web, but as mobile apps exploded, a better version was needed to handle the privacy issues. This led to the creation of today's GA4. Unlike UA, G4 is not session-driven; rather, it is event-driven. The session still exists as a metric, but the main focus is given to a continuous stream of events. The default session timeout in GA4 is also 30 minutes.

As GA4 is the latest version, the restour discussion will be GA4-centric.

7.3.2 Key Components And Terminology

The key components and terminologies of GA4 include Event, Users, Sessions, and Conversions. Details of these components are discussed below:

A. Events

Anything a user does on a website or app is an event.GA4 automatically tracks these events. Events can be of four types:

- **Automatically Collected Events:** There are some events that GA4 tracks by default when the basic code is installed (e.g., session_start, first_visit).
- **Enhanced Measurement Events:** These are events that can be enabled or disabled with a toggle switch (eg., scroll, file_download).
- **Recommended Events:** Google-provided events for specific industries (e.g., e-commerce: add_to_cart, purchase) that require configuration but unlock specialized reports.

- **Custom Events:** Google allows custom events that can be defined and named by the hosts to track unique interactions specific to their business.

B. Users

A unique individual who interacts with a website or app is a useridentified using User-ID, Google Signal, Device ID. GA4 focuses on four user metrics defined as follows:

- **Active users**: It is the **primary user metric** in GA4. It counts the number of unique users who had an "engaged session" or logged the first-visit/first-open event within a specific period.
- **Total Users:** The total number of users is the count of a unique set of users who have logged an event.
- **New Users:** It counts the new unique users who visited the app for the first time.
- **Returning Users:** It counts the unique users who had at least one previous session before the current time period.

C. Sessions

A session is defined as a collection of events that a user triggers during a single visit. A session that lasts more than 10 seconds, or has 2 or more page/screen views, or has a conversion event, is considered an **engaged session**. The percentage of engaged sessions is considered the **engagement rate**.

D. Conversions

Any event you mark as important to your business success (e.g., a purchase or generate-lead) is defined as a conversion. Any event can be toggled on as a **Key Event** to track as a conversion.

7.3.3 Google Analytics Architecture

GA4 architecture has a hierarchical structure as illustrated in Figure 7.1. There are four major levels: Organization, Account, Property, and Data Streams. Each of these is briefly explained below:

A. Organization (Optional)

It is the top-level component of the hierarchy. The role of the organization is to manage users and permissions across various Google products, such as Analytics, Tag Manager.

B. Account

It can represent a company or an individual. It can hold up to 100 properties. In the absence of an explicit organization, this acts as the top-level hierarchy. If a company creates an organization, then multiple accounts can be created under it. It is used to manage user access, billing, and global settings.

C. Property

In the next level, we have GA4 property, which represents the analytics data for a single application or a set of related applications.

D. Data Streams

It represents the data flow from a customer touch point to the GA4 property. Each GA4 property can have up to 50 data streams. The web data stream uses gtag.js library or Google Tag Manager for tracking, and the app data stream uses the Google Analytics for Firebase SDK.

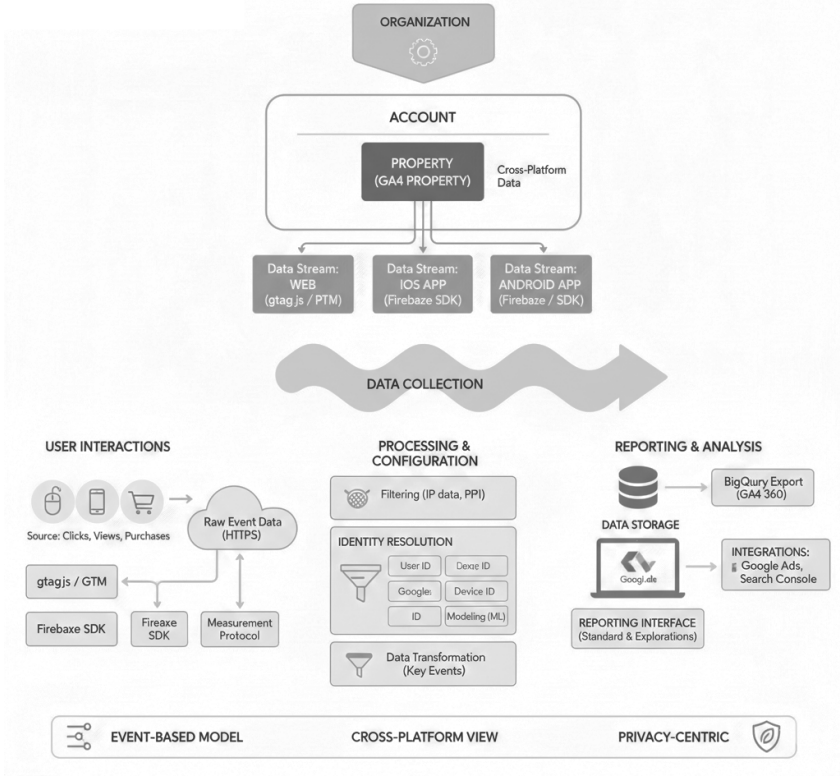


Figure 7.1: Event-Based Data Model Architecture of GA4 model

The GA4 architecture processes data through several distinct stages:

1. Data Collection

It saves user interactions (clicks, views, etc.) on websites or apps. It uses gtag.js file or Google Tag Manager for web data monitoring and firebase SDK for mobile app data.

2. Processing & Configuration

First, it filters the data by removing the unwanted information. Then it uses multiple user identification methods to trace the user behaviors. After this, it transforms raw data into a human understandable form in terms of texts and figures, applying the necessary configurations and rules.

3. Reporting & Analysis

The next step is to prepare the report on the collected data and its analysis. The common GA4 reports include Real Time report, acquisition report, engagement report and conversion which are discussed later in this Unit. GA also supports AI-based models like Big Query for automatic analysis.

7.4 Setting Up Google Analytics

Setting up Google Analytics involves creating a GA account, installing the tracking code, and setting up goals and conversions. Details of each are discussed in the following subsections.

7.4.1 Creating a Google Analytics Account

The user needs to sign in at analytics.google.com to create a new Analytics account by providing basic details like the account name, website URL, industry category, and time zone, along with the necessary properties. For example, an open university, OU, has a website, an e-learning platform, and a discussion forum for students and alumni. The university can create an account for the University, and then they may maintain separate properties for its main website, e-learning portal, and discussion forum. This enables GA4 to track data from the specified platform through a unique Measurement ID assigned to the data stream.

7.4.2 Installing the Tracking Code

The next step of setting up is the installation of the tracking code on the website. GA provides a snippet of JavaScript code called as the global site tag (gtag.js). This snippet must be added to every webpage at the end of the HTML header to enable tracking of events.

7.4.3 Setting Up Goals and Conversions

Goals are utilized to measure the effectiveness of the company website or mobile app to fulfill the intended objectives. The major goal categories are:

- Destination Goals - these are goals that are triggered when a user lands on a particular page, e.g., a “Thank You” or “Confirmation” page after a form submission.
- Duration Goals – these goals measure users who spend a certain amount of time on the site.
- Event Goals – watch the occurrence of events such as video plays, or clicks on a button.
- Engagement Goals – count the number of pages viewed during a single session.

In Google Analytics 4 (GA4) Goals are substituted with conversion events, providing more options in terms of tracking user interactions on different devices and platforms. The establishment of unambiguous goals ensures that the data gathered is turned into significant insights that can be used to enhance marketing strategy, content creation, and user experience.

7.5 NAVIGATING THE GOOGLE ANALYTICS INTERFACE

After installing and tracking data via Google Analytics, we need to understand the ways of its interface navigation. The following subsections provide how GA4 performs interface navigation.

7.5.1 Dashboard Overview

GA provides a Dashboard to control all tracking and reporting and activities. It has four main sections, which include Home, Reports, Explore, and Admin.

- Home section: it presents an overview of essential metrics like total users, sessions, average engagement time, and active users.
- Reports section: it contains structured data categorized into Realtime, Audience, Acquisition, Engagement, and Monetization reports as per the configuration.
- Explore section: it allows users to create custom explorations—interactive visualizations and advanced analyses based on specific dimensions or metrics.
- Admin section: it handles account management, property settings, access permissions, and data retention preferences.

7.5.2 Key Reports and Their Use

Google Analytics provides a range of predefined reports that help users examine various aspects of website and app performance. Each report serves a unique analytical purpose:

- Audience Report: This report presents the characteristics of website visitors, including demographics, geography, device type, and user interests.
- Acquisition Report: It tells where the traffic comes from. It can be a Google ad, search, or social media.
- Engagement (or Behavior) Report: Shows what users do and how users interact.
- Conversions Report: It measures sign-ups or sales, or downloads.
- Custom Reports: Provides personalized reports for organizations. For instance, a user can create a report that displays "User Engagement by Device Type" or "Top Landing Pages by Country."

7.6 ANALYSING DATA AND DERIVING INSIGHTS

Analyzing data and deriving insights is the main objective of using GA for any organization. After setting up GA, the data flow is recorded immediately. GA provides integrated methods that transform the raw data into a meaningful form. The following subsections will describe how this analysis is done.

7.6.1 Understanding Traffic Sources

GA can automatically track the traffic source, which can be search engine results, Google Ad, social media ad, or direct visit. This origin is referred to as the traffic source. Based on this, GA categorizes traffic into:

- Direct Traffic: Users directly typing the URL or through saved bookmarks or cookies.
- Organic Search Traffic: This is the most common form, which comes from search engine results.
- Referral Traffic: Via another website.
- Social Traffic: From social media ads.
- Paid Traffic: From paid campaigns, such as Google Ads or sponsored posts.

Understanding traffic sources helps organizations understand which marketing channels are most effective in driving users to their sites. For instance, an educational institution can run UTM links on its social media promotions to understand which of the two platforms, Facebook or LinkedIn, brings more inquiries about admissions.

7.6.2 Audience Behaviour and Engagement

Audience behavior analysis focuses on the way users interact once they come to the website. Key behavioral metrics include average engagement time, bounce rate, pages per session, and user flow.

- High engagement time tells that users are interested in content and exploring more pages.
- High bounce rate may indicate issues with relevance, loading speed, or design of the page.
- The User Flow Report visually represents how users move from one page to another and where they drop off.

These indications of behavioral patterns can be interpreted by an organization to refine the layout of content for better site navigation and user experience. For example, if the analytics show that visitors consistently exit during the registration page, that could indicate the form should be simplified or the instructions clarified. As we have already discussed, in GA4, engagement is measured through event-based tracking, which enables deeper insight into specific actions taken, such as video plays, downloads, or scroll depth.

7.6.3 Measuring Conversions and ROI

Conversions are the desired actions that a target audience is supposed to complete on the website, such as making a purchase, subscribing, or submitting a form. The study of conversions involves related metrics such as conversion rate, cost per acquisition, and return on investment. In each case, these metrics allow the decision-

maker to assess the financial impact of digital activities. For example, an e-commerce site can contrast conversion rates amongst sources of paid and organic traffic to determine which channel offers superior ROI.

Additionally, the funnel analysis in Google Analytics visualizes each stage of a user journey-from initial visit to final conversion-showing where potential customers drop off. By observing these choke points, such as abandoned carts or incomplete sign-ups, an organization can make effective improvements.

7.7 INTEGRATION OF ADVANCED FEATURES

Integration of advanced GA features is important for an organization when its digital presence grows. GA offers various advanced features, such as Google Ads, Big Query, auto insights, predictive analytics, etc., to help in improving marketing skills. In this section, we will explore different Google tools that can be integrated with GA in order to gain a deeper insight.

7.7.1 Integration with other Google Tools

Google Analytics can be made to function at a higher level if it is linked to other tools in the Google ecosystem. A few of the integrations that are both most commonly used and most beneficial are:

- **Google Ads:** Connecting GA with Google Ads allows marketers to follow the lead of a campaign, comprehend what type of behavior users exhibit after they have clicked on an ad, and evaluate the return on investment more accurately.
- **Google Search Console:** Through this integration, data about how people find a site by means of their search queries, impressions, and click-through rates are made available.
- **Google Tag Manager (GTM)**: If you are utilizing GTM, there is no need for you to change website code directly every time you have to manage different tracking codes, as it will do that for you.
- **Google Data Studio (now Looker Studio):** This instrument changes the data of GA into the form of interactive dashboards and visual reports, which help to present the data effectively and in a storytelling manner.

7.7.2 Real-Time and Predictive Analytics in GA4

Real-time and predictive analytics in GA4 empower data-driven. It monitors user activities in a live manner, enabling marketers to monitor campaign performance, detect spikes in traffic, or react to changes in user behavior during live events directly from the interface of the Real-Time report.

To supplement this, the predictive analytics feature of GA4 uses machine learning models trained on historical data to make probabilistic predictions about what may happen in the future within the GA4 interface. Some of the key metrics include the likelihood a user will convert within a 7-day window; the likelihood of a user becoming

inactive; and the predicted revenue coming from active users in the next 7 days. However, it requires a minimum threshold of 1000 over 28 days. It can also be integrated into the User Acquisition and Monetization report for proactive optimization of ad spend, and increase customer retention.

7.7.3 Privacy, Data Protection, and Compliance

Given the increased attention to data privacy, the need for organizations to use analytics in a responsible manner is more than apparent. GA comes with different tools and options that secure obedience to data protection laws like the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).

Before anyone is allowed to track individual data, users must be granted permission to do so, and they should also make sure that no data that can directly identify a person is collected.

CHECK YOUR PROGRESS

Q1. What is the primary difference between UA and GA4?
- a. GA4 is session-based while UA is event-based
- b. GA4 is event-driven while UA is session-based
- c. GA4 only tracks web traffic while UA tracks both web and app
- d. GA4 does not support cross-device tracking unlike UA.

Q2. Which of the following is NOT one of the four types of events in GA4?
- a. Automatically Collected Events
- b. Enhanced Measurement Events
- c. Recommended Events
- d. Mandatory Events

Q3. In GA4, what qualifies a session as an “engaged session”?
- a. It lasts exactly 30 minutes
- b. ≥1 page view and >5 seconds duration
- c. >10 seconds, ≥2 views, or a conversion
- d. Only automatic events occur

Q4. What is the very first requirement to create a GA account?
- a. A paid Google Ads account
- b. A valid Google account
- c. A verified business email address
- d. An existing Google Tag Manager container

Q5. When setting up a GA4 property, what unique identifier is generated that needs to be used in the tracking code?
- a. Measurement ID
- b. Tracking ID (e.g., UA-XXXXX-Y)
- c. Property Number
- d. d.Data Stream ID

Q6. Where should the gtag.js snippet ideally be placed in the HTML code of every webpage?

a. Immediately after the opening <body>
b. Just before the closing </body>
c. At the end of the <head> section
d. In an external JavaScript file only

Q7. Which of the following is NOT one of the four main sections of the GA4 dashboard?

a. Home b. Reports c. Library d. Explore

Q8. Where can you view live visitor activity happening right now on your website or app?

a. Home → Insights
b. Reports → Realtime
c. Explore → Funnel analysis
d. Admin → Data Streams

Q9. Which report in GA4 primarily helps you understand the age, gender, location, and interests of your visitors?

a. Acquisition Report
b. Engagement Report
c. Audience Report
d. Monetization Report

Q10. Which of the following is classified as Direct Traffic in GA?

a. Users arriving from a Google search result
b. social media link
c. through URL directly
d. though Google Ads campaign

Q11. In GA4, a very high bounce rate on a landing page most likely indicates:

a. Users are highly engaged and spending a lot of time
b. The page content may not be relevant, loads slowly, or has poor design
c. The majority of traffic is from paid campaigns
d. Users are immediately converting after landing

Q12. Which report or feature in Google Analytics visually shows the path users take through the site and highlights where they drop off?

a. A. Acquisition Report
b. User Flow Report
b. C. Top Pages Report
c. Source/Medium Report

Q13. Which integration shows the Google search queries that led users to your website, with impressions and clicks?

a. Google Ads
b. Google Search Console
c. Google Tag Manager
d. Looker Studio

Q14. What is the main benefit of linking GA4 with Google Ads?
   a. Automatically create ad campaigns
   b. Track post-click user behaviour and measure campaign ROI
   c. Get real-time bidding suggestions
   d. Import organic keyword data into Ads

Q15. In GA4, when does the predictive metric "Purchase Probability" become available?
   a. 500 users purchased in the last 7 days
   b. 1,000 purchasers and 1,000 non-purchasers in the last 28 days
   c. 10,000 events in the last 30 days
   d. 100 conversions in the last week

7.8 LET US SUM UP

- Google Analytics is a powerful tool for understanding and improving website performance.
- The unit explained the purpose, structure, and core components of Google Analytics, including how data is collected, processed, and reported.
- Google Analytics helps measure user engagement, traffic sources, and conversions to support data-driven decision-making.
- The unit covered how to create a Google Analytics account, install tracking code, and set up goals or conversion events.
- Reports such as real-time, audience, acquisition, engagement/behavior, and conversion reports help analyze key performance indicators.
- Insights from Google Analytics help identify effective traffic channels, understand user interactions, and improve conversion rates.
- Integration with Google Ads, Tag Manager, Search Console, and Data Studio/Looker Studio strengthens digital marketing strategy and reporting.

7.9 ANSWERS TO CHECK YOUR PROGRESS

Q1. B	**Q2.**D	**Q3.**C	**Q4.** B	**Q5.**A	**Q6.**C	**Q7.**C
Q8.B	**Q9.**C	**Q10.**C	**Q11.**B	**Q12.**B	**Q13.**B	**Q14.**B
Q15.B						

7.10 FURTHER READINGS

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7.11 MODEL QUESTIONS

1. Trace the evolution of Google Analytics from its inception in 2005 to GA4. Highlight the key limitations of GA3 that led to the development of GA4, and explain why GA4 is considered more future-ready.
2. Compare and contrast the four types of events in GA4: Automatically Collected, Enhanced Measurement, Recommended, and Custom Events. Provide one real-world example for each and explain how they contribute to a unified customer journey analysis.
3. Describe the purpose and key contents of the four main sections of the GA4 dashboard. Explain how a digital marketer would use the Explore section to create a custom funnel analysis for an e-commerce checkout process.
4. Define the five major traffic sources in GA. Using a case study of an online coaching institute, explain how analyzing traffic sources, user flow, bounce rate, and conversion funnel can help improve admission rates and marketing ROI.
5. Explain the benefits of integrating GA4 with the following tools: Google Ads, Google Search Console, Google Tag Manager, and Looker Studio. Illustrate with a practical scenario of a fashion e-commerce brand optimizing its paid and organic campaigns.

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UNIT 8: WHATSAPP MARKETING

UNIT STRUCTURE

8.1 Learning Objectives
8.2 Introduction
8.3 Understanding WhatsApp Marketing
    8.3.1 Meaning of WhatsApp Marketing
    8.3.2 Importance of WhatsApp Marketing
    8.3.3 Evolution of WhatsApp as a Marketing Platform
8.4 WhatsApp Marketing Tools and Features
    8.4.1 WhatsApp Business App
    8.4.2 Business Profile
    8.4.3 Product Catalogue
    8.4.4 Labels and Customer Management
    8.4.5 Broadcast Lists
    8.4.6 WhatsApp Channels
    8.4.7 WhatsApp Communities
    8.4.8 WhatsApp Business API
8.5 Let Us Sum Up
8.6 Answers to Check Your Progress
8.7 Further Readings
8.8 Model Questions

8.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define WhatsApp Marketing.
- explain the importance of WhatsApp in digital marketing.
- describe WhatsApp Business tools and features.
- discuss customer engagement, lead generation and customer support.
- apply ethical practices in WhatsApp marketing.
- evaluate campaign effectiveness using suitable indicators.

8.2 INTRODUCTION

WhatsApp has emerged as one of the most influential communication platforms in the world. Its simplicity, accessibility and popularity have made it a valuable channel for digital marketing. Unlike traditional advertising, WhatsApp enables direct interaction between organizations and their audiences. Businesses, educational institutions and

government organizations use WhatsApp to share information, provide support and build relationships.

For educational institutions such as KKHSOU, WhatsApp can support admission campaigns, learner engagement, assignment reminders, examination notifications and academic support. As messages are delivered instantly and usually read quickly, WhatsApp often achieves greater engagement than many other communication channels. We shall discuss various aspects of WhatsApp Marketing in this Unit. You may see an outline of WhatsApp Marketing Ecosystem in the following figure.



Figure 8.1: WhatsApp Marketing Ecosystem

8.3 UNDERSTANDING WHATSAPP MARKETING

8.3.1 Meaning of WhatsApp Marketing

WhatsApp Marketing refers to the strategic use of WhatsApp as a communication and marketing platform to connect with customers, learners, stakeholders, and other target audiences. It involves using WhatsApp to share information, promote products or services, provide customer support, generate leads, and build long-term relationships with users.

Unlike traditional advertising, which primarily focuses on delivering promotional messages to a large audience, WhatsApp Marketing emphasizes personalized and interactive communication. It allows organizations to engage directly with users through text messages, images, videos, documents, voice notes, and other multimedia content. This two-way communication enables organizations to respond to queries, collect feedback, and develop stronger relationships with their audiences.

One of the key strengths of WhatsApp Marketing is its ability to deliver messages instantly and facilitate real-time interaction. As a result, organizations can communicate important information quickly and efficiently while maintaining a personal touch.

Example:
Krishna Kanta Handiqui State Open University (KKHSOU) can use WhatsApp Marketing to communicate with prospective and existing learners. The University may send admission notifications, assignment reminders, examination schedules, counselling session updates, and information about newly launched academic programmes through WhatsApp. Such communication helps learners receive timely information and strengthens their connection with the University.

For successful WhatsApp Marketing, organizations should focus on providing relevant and useful information rather than excessive promotional content. Proper planning, regular monitoring, and continuous evaluation of communication activities help improve user engagement, build trust, and foster long-term relationships with the target audience.

8.3.2 Importance of WhatsApp Marketing

WhatsApp Marketing has become an important component of digital marketing because it enables organizations to communicate directly and effectively with their target audiences. The platform offers several advantages that make it a preferred communication channel for businesses, educational institutions, and service providers.

One of the major strengths of WhatsApp is its high reach. With millions of active users, organizations can connect with a large number of people through a platform they already use regularly. Messages sent through WhatsApp are delivered instantly, ensuring timely communication and quick dissemination of information.

Another significant advantage is personalized communication. Organizations can tailor messages according to the interests, needs, and preferences of individual users or specific groups. Such personalized interaction helps improve user engagement and strengthens relationships with customers and stakeholders.

WhatsApp also facilitates two-way communication, allowing users to respond immediately, ask questions, provide feedback, and seek clarification. This interactive nature distinguishes WhatsApp from many traditional marketing channels, where communication is often one-sided.

In addition, WhatsApp Marketing is relatively cost-effective compared to many conventional advertising methods. Organizations can communicate with their audiences using text, images, videos, documents, and voice messages without incurring significant marketing expenses.

8.3.3 Evolution of WhatsApp as a Marketing Platform

WhatsApp was launched in 2009 as a simple mobile messaging application that allowed users to exchange text messages over the internet. Initially, the platform was designed primarily for personal communication and offered basic features such as text messaging, photo sharing, and group chats. Due to its user-friendly interface and reliability, WhatsApp quickly gained popularity across the world.

As the number of users increased, businesses began to recognize WhatsApp's potential as a communication tool. Many organizations started using the platform informally to interact with customers, respond to enquiries, send order confirmations, and provide customer support. This marked the beginning of WhatsApp's transition from a personal messaging application to a business communication platform.

A significant milestone in this evolution was the introduction of the WhatsApp Business App in 2018. The application was specifically designed to help small and medium-sized businesses communicate more effectively with customers. Features such as Business Profiles, Quick Replies, Automated Messages, and Product Catalogues enabled organizations to manage customer interactions professionally.

Subsequently, WhatsApp introduced advanced features such as WhatsApp Business API, which allows medium and large organizations to integrate WhatsApp with customer relationship management (CRM) systems, chatbots, and automated communication tools. More recently, the introduction of WhatsApp Channels and WhatsApp Communities has further expanded the platform's capabilities for large-scale communication and audience engagement.

Today, WhatsApp has evolved into a powerful digital marketing platform that supports customer engagement, lead generation, promotional campaigns, customer support, and relationship management. Organizations across various sectors, including education, healthcare, retail, and banking, use WhatsApp as an important component of their digital marketing strategy.

8.4 WHATSAPP MARKETING TOOLS AND FEATURES

8.4.1 WhatsApp Business App

The WhatsApp Business App is a specialized version of WhatsApp developed for small and medium-sized businesses and organizations. It provides several business-oriented features that help organizations communicate more effectively with their customers, clients, learners, and other stakeholders. Unlike the regular WhatsApp application, the Business App is designed to support professional communication and customer relationship management.

The application enables organizations to create a professional presence on WhatsApp through features such as Business Profiles, Automated Greeting Messages, Away Messages, Quick Replies, Labels, andProduct Catalogues. These tools help

organizations respond to queries efficiently, provide important information quickly, and manage customer interactions in a systematic manner.

One of the most useful features of the WhatsApp Business App is the Business Profile, which allows organizations to display important information such as their name, address, website, email address, business description, and operating hours. This helps users verify the authenticity of the organization and obtain relevant information without making additional enquiries.

The app also includes Automated Greeting Messages, which are sent automatically when a user contacts the organization for the first time or after a period of inactivity. Similarly, Away Messages can be configured to inform users when the organization is unavailable. These features ensure continuous communication and improve user experience.

Another valuable feature is Quick Replies, which allow organizations to save and reuse frequently sent messages. This helps reduce response time and improves communication efficiency. For example, in KKHSOU responses to common questions regarding admission procedures, fee payment, or examination schedules can be stored and sent instantly whenever required.

The Catalogue feature enables organizations to showcase their products or services directly within WhatsApp. Users can browse the catalogue, view descriptions, and access relevant information without leaving the application. This feature is particularly useful for businesses that wish to display their offerings in a convenient and visually appealing manner.

Benefits of WhatsApp Business App

The WhatsApp Business App offers several advantages:

- Provides a professional communication platform.
- Improves response time through automation.
- Enhances customer engagement and satisfaction.
- Facilitates organized management of customer interactions.
- Supports the sharing of multimedia content such as images, videos, documents, and links.
- Helps build trust and credibility among users.

Example: Use of WhatsApp Business App by KKHSOU

Krishna Kanta Handiqui State Open University (KKHSOU) can use the WhatsApp Business App to strengthen communication with learners and prospective students. The University may create a Business Profile containing contact details, office hours, website links, and information about academic programmes. Automated greeting messages can welcome new enquiries, while quick replies can be used to answer

frequently asked questions related to admissions, examinations, assignments, and learner support services.

For instance, when a prospective learner sends a message seeking information about a postgraduate programme, the University can instantly provide details regarding eligibility criteria, programme duration, fee structure, and admission procedures through predefined quick replies. Similarly, important updates regarding assignment submission deadlines, examination schedules, counselling sessions, and admission notifications can be shared efficiently with learners through WhatsApp.

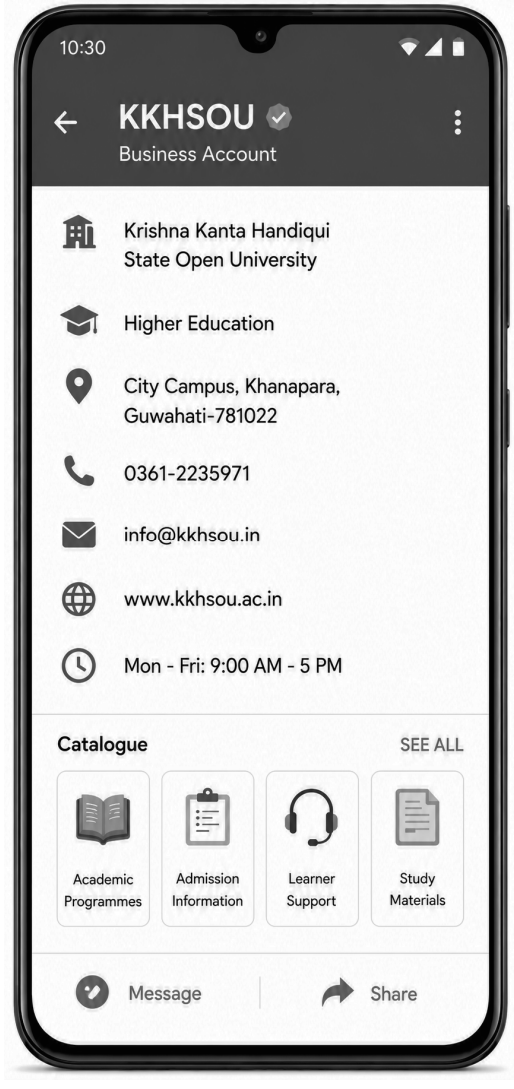


Fig 8.2: A Sample WhatsApp Business App

By using the WhatsApp Business App effectively, organizations, including educational institutions such as KKHSOU, can improve communication efficiency, enhance user engagement, and provide timely support services, thereby contributing to a betterexperience.

8.4.2 Business Profile

A Business Profile is a digital identity that helps an organization present important information to its customers or users on WhatsApp. It allows users to quickly understand the nature of the organization and access essential contact details.

A business profile typically includes information such as the organization's name, description, address, website, email address, and operating hours. By providing these details in one place, organizations can improve accessibility and build trust among users.

8.4.3 Product Catalogue

A Product Catalogue is a feature of WhatsApp Business that allows organizations to showcase their products or services directly within the application. It acts as a digital brochure where users can view relevant information without leaving WhatsApp.

Each catalogue item may include details such as the product or service name, description, image, price, and a link for additional information. This feature helps organizations present their offerings in a structured and user-friendly manner.

For educational institutions, a catalogue can be used to display academic programmes, training courses, or learner support services. By providing information in an organized format, catalogues make it easier for users to explore available options and make informed decisions.

8.4.4 Labels and Customer Management

Labels are a useful feature of WhatsApp Business that help organizations organize and manage their contacts and conversations efficiently. Labels can be assigned to different customers or users based on their status, interests, or stage of interaction.

For example, an organization may create labels such as New Enquiry, Prospective Learner, Registered Learner, Payment Pending, or Alumni. These labels make it easier to identify specific groups of users and provide appropriate follow-up communication.

Effective customer management helps organizations maintain organized records, track interactions, and deliver timely information to the right audience. It also reduces the chances of overlooking important enquiries or communication needs.

Example:
KKHSOU can use labels to categorize its learners into groups such as Prospective Learners, Admitted Learners, Examination Candidates, and Alumni. This enables the University to send relevant information to each group, such as admission updates, examination notifications, assignment reminders, or alumni engagement activities.

8.4.5 Broadcast Lists

A Broadcast List is a feature of WhatsApp Business that allows an organization to send the same message to multiple recipients simultaneously without creating a group. Each recipient receives the message as an individual chat, ensuring privacy and personalized communication.

Broadcast Lists are particularly useful for sharing announcements, updates, promotional messages, reminders, and important notifications with a large number of users. Since recipients do not see each other's contact information, this feature helps maintain confidentiality while enabling efficient communication.

The use of Broadcast Lists saves time and effort, as organizations can reach many users through a single message instead of sending messages individually. However, messages are delivered only to recipients who have saved the sender's contact number in their phone.

Benefits of Broadcast Lists

- Enable communication with multiple users at the same time.
- Maintain privacy of recipients.
- Improve efficiency in message distribution.
- Support personalized and direct communication.
- Reduce the time required for sending repetitive messages.

8.4.6 WhatsApp Channels

WhatsApp Channels are a feature that enables organizations to share updates and announcements with a large audience through one-way communication. Unlike WhatsApp groups, followers cannot send messages to the channel administrator. Instead, they can receive updates, react to posts, and stay informed about important developments.

Channels are useful for sharing news, notifications, event updates, promotional content, and other important information. They allow organizations to communicate with thousands of followers simultaneously while maintaining the privacy of subscribers.

Benefits of WhatsApp Channels

- Facilitate communication with a large audience.
- Enable quick dissemination of information.
- Maintain privacy of followers.
- Improve audience engagement and awareness.
- Support regular updates and announcements.

Steps to Create a WhatsApp Channel

Creating a WhatsApp Channel is a simple process. The following steps may be followed:

Step 1: Open WhatsApp and go to the **Updates** tab.

Step 2: Click on the **"+" (Plus)** icon located beside the Channels section.

Step 3: Select **"Create Channel"** from the available options.

Step 4: Tap **"Continue"** and provide the channel details.

Step 5: Enter a suitable **Channel Name**.

Step 6: Add a **Channel Description** explaining the purpose of the channel.

Step 7: Upload a **Profile Picture or Logo** to help followers identify the channel.

Step 8: Review the details and click **"Create Channel"**.

Step 9: Share the channel link through websites, social media platforms, email, and other communication channels to attract followers.

Step 10: Start posting updates, announcements, images, videos, documents, and links regularly.

Example: KKHSOU WhatsApp Channel

Krishna Kanta Handiqui State Open University (KKHSOU) maintains an official WhatsApp Channel named **"KKHSOU"**, which has more than **52,000 followers** in June 2026. The University regularly uses this channel to communicate important information to learners and other stakeholders.

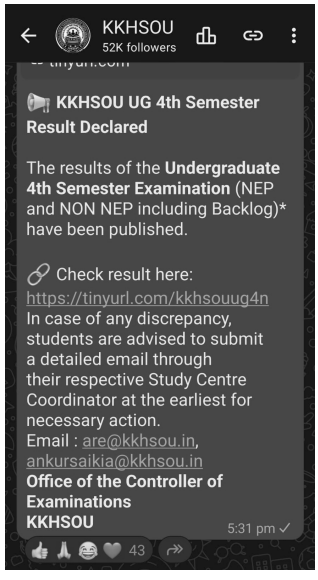


Fig 8.3: WhatsApp Channel of KKHSOU

The channel is used for sharing:

- Examination notifications and schedules
- Home assignment announcements
- Result-related updates
- Admission notifications and deadlines
- Academic and administrative notices
- University events and activities
- Other learner support information

The KKHSOU WhatsApp Channel serves as an effective communication platform, enabling the University to reach a large number of learners quickly and efficiently. Regular updates through the channel help ensure that learners remain informed about important academic and administrative developments.Likewise business organizations can make use of WhatsApp Channel to promote their products and services.

8.4.7 WhatsApp Communities

WhatsApp Communities are designed to organize and manage multiple related WhatsApp groups under a single umbrella. This feature helps organizations coordinate communication among different groups while maintaining a structured and organized environment.

A community can contain several groups that share a common purpose. Administrators can send important announcements to all community members through the community announcement group, while individual groups can continue their own discussions and activities. This makes Communities particularly useful for educational institutions, businesses, and organizations that need to communicate with different categories of users.

Communities improve communication efficiency by reducing the need to manage numerous independent groups separately. They also help ensure that important information reaches all relevant members in a timely manner.

Benefits of WhatsApp Communities

- Organize multiple groups under a single structure.
- Simplify communication and administration.
- Facilitate sharing of announcements across groups.
- Improve coordination among different user groups.
- Enhance engagement and information dissemination.

Steps to Create a WhatsApp Community

Creating a WhatsApp Community involves the following steps:

Step 1: Open WhatsApp and go to the **Communities** tab.

Step 2: Click on **"New Community"**.

Step 3: Enter a **Community Name** and add a brief description.

Step 4: Upload a suitable community profile picture.

Step 5: Create new groups or add existing groups to the community.

Step 6: Configure community settings and assign administrators if required.

Step 7: Share the community invitation link with intended members.

Step 8: Begin sharing announcements and coordinating activities across groups.

8.4.8 WhatsApp Business API

The WhatsApp Business API is an advanced communication solution designed for medium and large organizations that need to manage a high volume of customer interactions. Unlike the WhatsApp Business App, the API allows organizations to integrate WhatsApp with other software systems such as Customer Relationship Management (CRM) platforms, chatbots, and marketing automation tools.

The API enables organizations to automate routine communication, provide instant responses to frequently asked questions, and manage large-scale messaging efficiently. It can also be used to send notifications, reminders, confirmations, and customer support messages in a structured manner.

One of the key advantages of the WhatsApp Business API is its ability to support 24/7 communication through AI-powered chatbots. This helps organizations improve customer service while reducing the workload on support staff.

Benefits of WhatsApp Business API

- Supports large-scale communication.
- Enables automated messaging and notifications.
- Integrates with CRM and other business applications.
- Facilitates AI-powered chatbot services.
- Improves customer support and response time.
- Enhances communication efficiency.

Example: Use of WhatsApp Business API in KKHSOU

Krishna Kanta Handiqui State Open University (KKHSOU) can use the WhatsApp Business API to provide automated learner support services. For example, a chatbot integrated with WhatsApp can answer frequently asked questions related to admissions, programme eligibility, fee payment, assignment submission, examination schedules, and result declarations. The API can also be integrated with the University's learner management system to send automated reminders regarding assignment deadlines, counselling sessions, examination dates, and admission-related activities. Such automation can help the University communicate with a large number of learners

efficiently while ensuring timely dissemination of important information. Likewise business organisations can explore improving the effectiveness of WhatsApp marketing in respect of their products and sevices.

CHECK YOUR PROGRESS

Q1. What is the primary purpose of WhatsApp Marketing?
a) Software development
b) Direct and personalized communication
c) Financial management
d) Website designing

Q2. Which application is specifically designed for businesses and organizations?
a) WhatsApp Messenger
b) WhatsApp Web
c) WhatsApp Business App
d) WhatsApp Lite

Q3. Which WhatsApp feature allows the same message to be sent to multiple recipients without creating a group?
a) Communities
b) Channels
c) Broadcast Lists
d) Status Updates

Q4. What is the main function of a Product Catalogue in WhatsApp Business?
a) To create discussion groups
b) To showcase products or services
c) To make video calls
d) To manage contacts

Q5. The WhatsApp Business API is mainly intended for:
a) Personal chatting
b) Large-scale automated communication
c) Photo sharing
d) Social networking

8.5 LET US SUM UP

- WhatsApp Marketing enables direct and personalized communication with users.
- It is an effective and cost-efficient tool for promotion and customer engagement.
- WhatsApp Business App offers features like Business Profiles and Quick Replies.

- Product Catalogues and Labels help organize services and manage users efficiently.
- Broadcast Lists, Channels, and Communities support large-scale communication.
- WhatsApp Business API enables automation and AI-powered customer support.

8.6 ANSWERS TO CHECK YOUR PROGRESS

Q1. b	**Q2.** c	**Q3.** c	**Q4.** b	**Q5.** b

8.7 FURTHER READINGS

- Chaffey, D., & Ellis-Chadwick, F. (n.d.). *Digital marketing*.
- Ryan, D. (n.d.). *Understanding digital marketing*.
- Meta. (n.d.). *Meta Business Learning Centre*. https://www.facebook.com/business/learn
- WhatsApp. (n.d.). *WhatsApp Business Help Center*. https://business.whatsapp.com

8.8 MODEL QUESTIONS

1. Explain WhatsApp Marketing with suitable examples.

2. State the benefits of the following:

    a. WhatsApp Business App

    b. Business Profile

    c. Product Catalogue

    d. Labels and Customer Management

    e. Broadcast Lists

    f. WhatsApp Channels

    g. WhatsApp Communities

    h. WhatsApp Business API

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UNIT 9: FACEBOOK MARKETING

UNIT STRUCTURE

9.1 Learning Objectives
9.2 Introduction
9.3 Introduction to Facebook Marketing
9.4 Facebook as a Marketing Platform
9.5 Facebook Insights
9.6 Facebook Algorithm
9.7 Facebook Ads: Organic and Paid
9.8 Targeting Options in Facebook Marketing
9.9 Facebook Page Management
9.10 Let Us Sum Up
9.11 Answers to Check Your Progress
9.12 Further Readings
9.13 Model Questions

9.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define Facebook marketing and explain its role in digital marketing.
- understand how Facebook functions as a business and marketing platform.
- explain the concept and importance of Facebook Insights.
- describe the working of the Facebook algorithm and its impact on content visibility.
- differentiate between organic and paid Facebook marketing.
- apply basic targeting options for Facebook advertisements.
- understand the principles of effective Facebook page management for businesses.

9.2 INTRODUCTION

Social media has become one of the most powerful tools for communication and marketing in the digital age. Among all social media platforms, Facebook occupies a unique position due to its massive global user base and diverse features. Businesses of all sizes, from small local shops to multinational corporations, actively use Facebook to connect with customers, promote products and services, and build brand awareness.

Facebook marketing refers to the use of Facebook's tools, features, and advertising options to reach and engage a target audience. It allows marketers to communicate directly with users, understand their behaviour, and deliver customized content. Unlike traditional marketing methods, Facebook marketing enables two-way interaction, where users can like, comment, share, and respond to content.

This unit introduces learners to the fundamentals of Facebook marketing. It explains how Facebook works as a marketing platform, the role of insights and algorithms, and

the difference between organic and paid promotions. The unit also covers targeting options and basic Facebook page management, which are essential skills for anyone entering the field of digital marketing.

9.3 INTRODUCTION TO FACEBOOK MARKETING

Facebook marketing is the process of promoting products, services, brands, or ideas using the Facebook platform. It involves creating business pages, sharing content, interacting with users, and running advertisements to reach specific audiences. The primary goal of Facebook marketing is to build relationships with users while achieving business objectives such as brand visibility, lead generation, and sales.

Facebook marketing works on the principle of social interaction. Users voluntarily share personal information such as age, location, interests, education, and online behaviour. This data helps marketers design highly targeted campaigns. For example, a business selling fitness products can target users interested in health, exercise, and wellness within a specific age group and location.

Facebook marketing can be broadly classified into two categories:

- Organic Facebook Marketing
- Paid Facebook Marketing

Organic marketing focuses on free methods such as posting content, engaging with followers, and growing a community naturally. Paid marketing involves using Facebook Ads to promote content or products to a selected audience by paying the platform.

Facebook marketing is especially useful because it allows real-time interaction, performance measurement, and continuous improvement based on data. These features make it an essential component of modern digital marketing strategies.

9.4 FACEBOOK AS A MARKETING PLATFORM



Facebook is not just a social networking site; it is a complete digital marketing ecosystem. It provides a wide range of tools that help businesses connect with customers at different stages of the marketing, from awareness to conversion.

Some key features that make Facebook an effective marketing platform are:

Large User Base

Facebook has billions of active users worldwide. This large user base allows businesses to reach diverse audiences across different age groups, professions, and regions. For marketers, this means access to potential customers at a global as well as local level.

Business Pages

Facebook allows businesses to create dedicated pages separate from personal profiles. These pages act as the official online presence of a business. A Facebook page can include business details, images, videos, contact information, and customer reviews.

Content Sharing Options

Facebook supports multiple content formats such as text posts, images, videos, live videos, stories, and links. This flexibility enables marketers to experiment with different content types and engage users effectively.

Interaction and Engagement

Users can like, comment, share, and react to posts. This interaction helps businesses understand customer preferences and build relationships. Engagement also plays a crucial role in increasing content visibility.

Advertising Tools

Facebook provides a powerful advertising system that allows businesses to run targeted ad campaigns. Advertisers can set budgets, choose audiences, select ad formats, and track performance through detailed analytics.

Due to these features, Facebook has become a preferred platform for digital marketers looking for measurable and cost-effective marketing solutions.

9.5 FACEBOOK INSIGHTS

Facebook Insights is an analytical tool provided by Facebook to help page administrators understand how their content is performing. It offers detailed information about page activity, audience behaviour, and engagement levels. Insights help marketers evaluate the effectiveness of their marketing efforts and make data-driven decisions.

Facebook Insights provides information in the following areas:

i. **Page Overview**
This section gives a summary of page performance, including likes, reach, engagement, and follower growth. It helps marketers quickly assess how well the page is doing.

ii. **Audience Insights**
Audience data includes information about followers such as age, gender, location, and language. Understanding audience demographics helps marketers create content that matches user preferences.

iii. **Post Performance**
Facebook Insights shows how individual posts perform in terms of reach, likes, comments, shares, and clicks. This helps identify which type of content is most effective.

iv. **Engagement Metrics**
Engagement metrics measure how users interact with content. High engagement usually indicates relevant and interesting content.

Using Facebook Insights, marketers can improve content strategy, decide posting time, and optimize future campaigns. Without proper analysis, Facebook marketing efforts may not deliver desired results.

9.6 FACEBOOK ALGORITHM

The Facebook algorithm is a set of rules and processes used by Facebook to decide which content appears in a user's News Feed and in what order. Since Facebook users are connected to many friends, pages, and groups, it is not possible to display all available content. The algorithm helps Facebook filter and prioritize content so that users see posts that are most relevant and engaging to them.
In simple terms, the Facebook algorithm predicts what a user is most likely to interact with and displays that content first. This makes the News Feed more personalized for each user. For digital marketers, understanding the Facebook algorithm is essential because it directly affects the visibility and reach of posts. Let us try to understand these aspects.

1. How the Facebook Algorithm Works

The Facebook algorithm works in multiple steps:

i. **Inventory**
First, Facebook collects all possible content that could appear in a user's feed. This includes posts from friends, pages followed, groups joined, and advertisements.

ii. **Signals**
Next, Facebook evaluates each post using various signals. Signals are indicators that help Facebook determine how relevant a post is to a user.

iii. **Predictions**
Based on these signals, Facebook predicts how likely a user is to like, comment, share, or spend time viewing a post.

iv. **Relevance Score**
Each post is given a relevance score. Posts with higher scores are shown higher in the News Feed.

2. Key Factors Influencing the Facebook Algorithm

Now, let us discuss the factors that play an important role in determining how content is ranked:

i. **User Interaction History**
Facebook gives higher priority to content from pages or profiles with which a user frequently interacts. If a user regularly likes, comments on, or shares posts from a page, future posts from that page are more likely to appear in the user's feed.

ii. **Type of Content**
Different users prefer different types of content. Some users interact more with videos, while others prefer images or text. The algorithm learns these preferences and shows similar content accordingly. Video content, especially live videos, generally receives higher visibility.

iii. **Engagement Level**
Posts that receive more likes, comments, and shares in a short period are considered valuable and are shown to a wider audience. Meaningful interactions, such as comments and shares, are given more importance than simple likes.

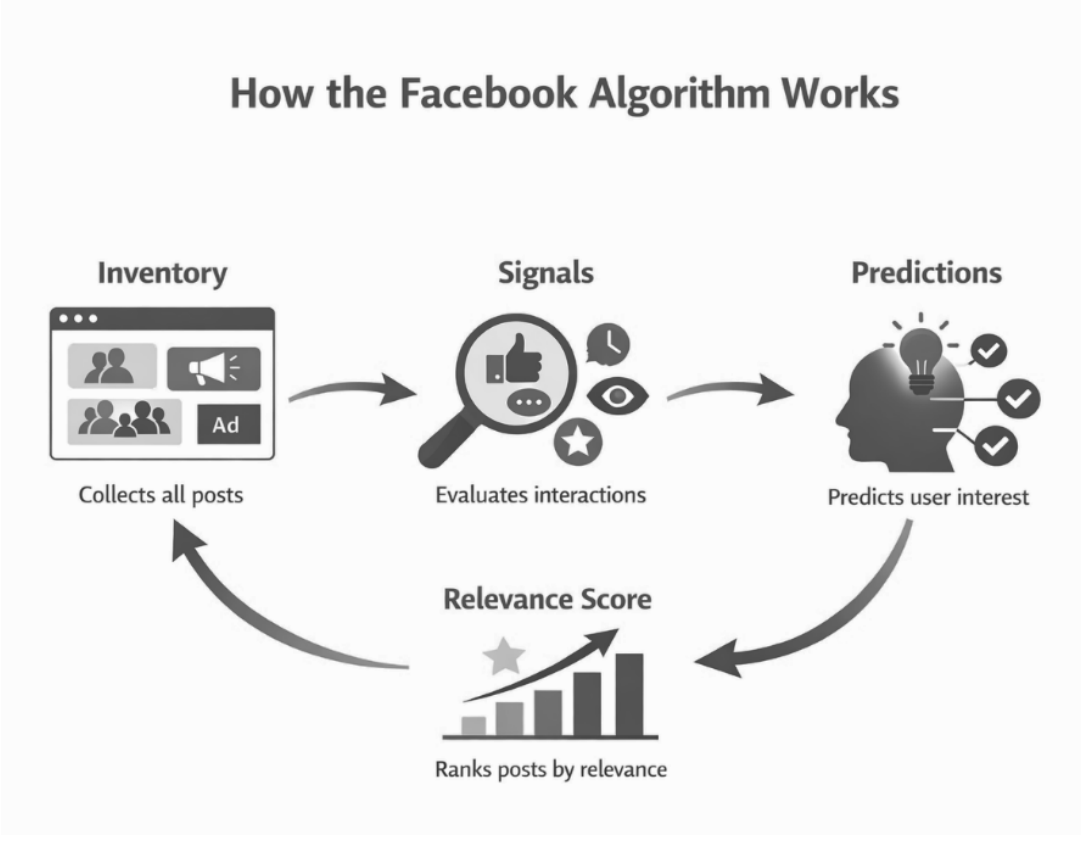
iv. **Recency of Post**
Newer posts are usually prioritized over older ones. Timely and consistent posting helps improve visibility.

v. **Content Quality**
Facebook discourages misleading, clickbait, or low-quality content. Posts that provide useful information and encourage genuine interaction perform better.

3. Impact of the Facebook Algorithm on Organic Reach

Over time, Facebook has reduced the organic reach of business pages to prioritize personal content from friends and family. As a result, many business posts reach only a small percentage of followers unless they generate strong engagement or are promoted using paid ads.

This change encourages businesses to focus on creating high-quality, relevant content rather than posting frequently without strategy.



4. Aligning Strategies with Facebook Algorithm

To improve visibility and engagement, marketers should:

- Create informative and engaging content rather than purely promotional posts.
- Encourage meaningful interactions such as comments and shares.
- Use videos, images, and live content to increase engagement.
- Post consistently at times when the audience is most active.
- Avoid misleading headlines and spam-like content.

Understanding and applying these practices helps marketers align their strategies with the Facebook algorithm and achieve better organic performance.

9.7 FACEBOOK ADS: ORGANIC AND PAID

Facebook provides businesses with two major approaches to promote their products and services: **organic Facebook marketing** and **paid Facebook advertising**. Understanding both approaches is essential because they serve different purposes and are often used together for effective digital marketing.

9.7.1 Organic Facebook Marketing

Organic Facebook marketing refers to all promotional activities carried out **without paying** Facebook for advertisements. It mainly depends on content creation, audience engagement, and relationship building. In this method, businesses use their Facebook pages to share posts and interact with followers naturally.

Common organic Facebook marketing activities include:

- Posting text updates, images, videos, and links
- Sharing informative, educational, or entertaining content
- Responding to comments and messages
- Using Facebook Stories and live videos
- Encouraging users to like, comment, and share posts

The primary goal of organic marketing is to **build brand awareness and trust over time**. When users regularly see valuable and relevant content from a page, they are more likely to develop a positive perception of the brand.
However, organic Facebook marketing has certain limitations. Due to changes in the Facebook algorithm, organic reach for business pages has reduced significantly. This means that a post may be shown only to a small percentage of followers unless it generates strong engagement. Therefore, organic marketing requires consistency, creativity, and patience to deliver results.

Advantages of Organic Facebook Marketing

i. No direct advertising cost
ii. Builds long-term relationships with users
iii. Encourages genuine engagement and community building

Limitations of Organic Facebook Marketing

i. Limited reach
ii. Slow results
iii. High dependence on algorithm changes

9.7.2 Paid Facebook Marketing

Paid Facebook marketing involves promoting content or products by **paying Facebook** to show advertisements to selected audiences. These ads appear in users' News Feeds, Stories, videos, and other placements on Facebook and its partner platforms.
Paid Facebook ads are created using Facebook's advertising tools, where advertisers select campaign objectives, define the target audience, set budgets, and choose ad formats.

Common objectives of paid Facebook marketing include:

i. Increasing brand awareness
ii. Driving traffic to a website
iii. Generating leads
iv. Promoting products and services
v. Increasing app downloads or video views
vi. Paid marketing allows businesses to reach users beyond their existing followers. It is especially useful for new businesses or product launches where immediate visibility is required.
vii. Facebook ads offer flexibility in terms of budget. Advertisers can run ads with small budgets and scale them based on performance. Performance metrics

such as impressions, clicks, conversions, and engagement can be tracked easily.

Advantages of Paid Facebook Marketing

i. Wider and faster reach
ii. Precise audience targeting
iii. Measurable and controllable results
iv. Suitable for short-term campaigns and promotions

Limitations of Paid Facebook Marketing

i. Requires financial investment
ii. Results stop when ads are paused
iii. Needs proper planning and monitoring
iv. Some of the main differences between Organic and Paid Facebook Marketing are indicated in the following Figure.



Organic Facebook marketing focuses on long-term growth, brand loyalty, and engagement, while paid Facebook marketing focuses on immediate reach and conversions. Organic marketing is cost-effective but slow, whereas paid marketing delivers faster results but requires budget allocation.

Most successful digital marketing strategies use a **combination of organic and paid Facebook marketing**. Organic content builds trust and credibility, while paid ads amplify reach and achieve specific business objectives.

9.7.3 Types of Facebook Ads

Facebook offers various ad formats to meet different marketing goals. Some commonly used ad types include:

- **Image Ads**: Simple ads with an image and text, suitable for brand awareness.
- **Video Ads**: Used to explain products, services, or stories visually.
- **Carousel Ads**: Allow multiple images or videos in a single ad.
- **Lead Generation Ads**: Used to collect user information such as email and phone numbers.
- **Boosted Posts**: Organic posts promoted using paid methods to increase reach.

Each ad type serves a specific purpose, and selecting the right format is crucial for campaign success.

9.8 TARGETING OPTIONS IN FACEBOOK MARKETING

One of the biggest strengths of Facebook advertising is its advanced targeting options. Targeting helps advertisers show ads to users who are most likely to be interested in a product or service.

Facebook provides several targeting options:

i. **Demographic Targeting**
   This includes age, gender, education, profession, marital status, and income level. For example, an educational institute can target students within a specific age group.

ii. **Geographic Targeting**
   Ads can be targeted based on location such as country, state, city, or even a specific radius around a place. This is especially useful for local businesses.

iii. **Interest-Based Targeting**
   Facebook tracks user interests based on pages liked, posts interacted with, and online behaviour. Advertisers can target users interested in areas such as sports, travel, technology, fashion, or fitness.

iv. **Behavioural Targeting**
   This option targets users based on online behaviour such as purchase history, device usage, travel patterns, and app activity.

v. **Custom Audience**
   Businesses can create custom audiences using existing customer data such as email lists, phone numbers, or website visitors.

vi. **Lookalike Audience**
   A lookalike audience allows advertisers to reach new users who have similar characteristics to their existing customers.

Effective targeting helps reduce advertising costs and improves campaign performance by reaching the right audience at the right time.

9.9 FACEBOOK PAGE MANAGEMENT

Facebook page management refers to the systematic planning, creation, maintenance, and monitoring of a Facebook business page to ensure effective communication with users and achievement of marketing objectives. A well-managed Facebook page acts as the digital face of an organization and plays a vital role in building brand identity, trust, and customer relationships.

Proper page management involves several activities, including page setup, content planning, audience engagement, performance analysis, and page security.

9.9.1 Creation and Optimization of a Facebook Page

The first step in Facebook page management is creating a business page. Facebook provides different page categories such as business, brand, public figure, and community. Selecting the correct category helps Facebook display the page to relevant users.

Key elements of page optimization include:

- **Profile Picture**: Usually a brand logo that represents the business clearly.
- **Cover Photo**: A visually appealing image that highlights products, services, or brand values.
- **Page Information**: Accurate details such as business description, contact number, email address, website link, and working hours.
- **Call-to-Action Button**: Buttons like “Contact Us,” “Shop Now,” or “Learn More” guide users towards desired actions.

An optimized page improves visibility, professionalism, and user trust.

9.9.2 Content Planning and Posting Strategy

Content is the most important element of Facebook page management. Content should be relevant, informative, and engaging to attract and retain users.

Effective content planning includes:

- Creating a **content calendar** to maintain consistency
- Balancing promotional and non-promotional posts
- Using different content formats such as images, videos, polls, and stories
- Posting at times when the audience is most active

Educational posts, customer testimonials, behind-the-scenes content, and interactive posts help increase engagement. Consistency and quality are more important than frequent posting.

9.9.3 Audience Engagement and Interaction

Audience engagement refers to how a page interacts with users through likes, comments, shares, and messages. Active engagement builds trust and strengthens customer relationships.

Important engagement practices include:

- Responding to comments politely and promptly
- Replying to messages within a short time
- Encouraging discussions through questions and polls
- Acknowledging feedback, both positive and negative

Facebook displays a “response rate” and “response time” badge on pages, which influences user perception and credibility.

9.9.4 Monitoring Page Performance

Monitoring performance helps page administrators understand what works and what does not. Facebook Insights provides data on reach, engagement, follower growth, and post performance.

Using performance data, marketers can:

- Identify high-performing content
- Improve posting schedules
- Modify content strategies
- Measure marketing effectiveness

Regular analysis ensures continuous improvement and better results.

9.9.5 Page Moderation and Security

Page moderation is essential to maintain a safe and professional online environment. This includes managing spam, offensive comments, and fake accounts.

Key moderation activities include:

- Setting keyword filters to block inappropriate language
- Monitoring comments and removing spam
- Assigning page roles carefully
- Protecting admin access using strong passwords and two-factor authentication

Proper moderation protects brand reputation and ensures compliance with Facebook policies.

9.9.6 Importance of Facebook Page Management

Effective Facebook page management helps businesses:

- Build a strong online presence
- Improve brand awareness and credibility
- Enhance customer engagement and loyalty
- Support organic and paid marketing efforts
- Achieve long-term marketing success

Without proper management, even well-designed marketing campaigns may fail to deliver expected outcomes.

CHECK YOUR PROGRESS

Q1. What is the role of the Facebook algorithm?

Q2. Mention any two factors that influence the Facebook algorithm.

Q3. What is Facebook marketing?

Q4. Mention two main categories of Facebook marketing.

Q5. Why is Facebook considered a powerful marketing platform?

Q6. List any two features of Facebook that help businesses in marketing.

Q7. Why is Facebook page management important?

Q8. Mention any two activities involved in managing a Facebook page.

Q9. What is organic Facebook marketing?

Q10. Mention one advantage of paid Facebook marketing.

Q11. What is demographic targeting?

Q12. What is a lookalike audience?

Q13. What is Facebook Insights?

Q14. Name any two types of information provided by Facebook Insights.

9.10 LET US SUM UP

- Facebook marketing refers to the use of Facebook as a digital platform to promote products, services, and brands through content sharing and advertising.
- Facebook serves as a powerful marketing platform due to its large user base, business pages, multiple content formats, and advanced advertising tools.

- Facebook Insights is an analytical tool that helps marketers measure page performance, audience behaviour, reach, and engagement, enabling data-driven decision making.
- The Facebook algorithm controls the visibility of content in users' news feeds based on factors such as relevance, engagement, interaction history, and recency of posts.
- Facebook marketing can be classified into organic marketing and paid marketing, where organic marketing focuses on free engagement and community building, and paid marketing focuses on targeted advertisements for faster reach.
- Facebook Ads provide various targeting options such as demographic, geographic, interest-based, behavioural, custom audience, and lookalike audience targeting.
- Effective targeting helps businesses reach the right audience, reduce advertising costs, and improve campaign performance.
- Facebook page management involves creating and optimizing business pages, planning and posting content, managing user engagement, monitoring performance, and maintaining page security.

Proper Facebook page management and consistent marketing efforts help in building brand identity, customer trust, and long-term business growth.

9.11 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q1: The Facebook algorithm decides which posts appear in a user's News Feed and in what order.

Ans to Q2: Two factors that influence the Facebook algorithm are user interaction history and engagement level.

Ans to Q3: Facebook marketing is the use of Facebook to promote products, services, brands, or ideas through content and advertisements.

Ans to Q4: The two main categories of Facebook marketing are organic Facebook marketing and paid Facebook marketing.

Ans to Q5: Facebook is considered powerful because it has a large user base, business pages, content sharing options, and advertising tools.

Ans to Q6: Two features that help businesses are Facebook business pages and Facebook advertising tools.

Ans to Q7: Facebook page management is important because it helps build brand identity, trust, engagement, and long-term customer relationships.

Ans to Q8: Two activities involved in page management are content planning and responding to user comments and messages.

Ans to Q9: Organic Facebook marketing means promoting a page or brand without paying for advertisements.

Ans to Q10: One advantage of paid Facebook marketing is that it provides wider and faster reach.

Ans to Q11: Demographic targeting means showing ads to users based on factors such as age, gender, education, profession, or marital status.

Ans to Q12: A lookalike audience is a group of new users who share similar characteristics with an existing customer audience.

Ans to Q13: Facebook Insights is an analytical tool that helps page administrators measure page performance and audience behaviour.

Ans to Q14: Two types of information provided by Facebook Insights are audience data and post performance data.

9.12 FURTHER READINGS

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9.13 MODEL QUESTIONS

1. Define Facebook marketing and explain its importance.
2. Explain Facebook Insights and its role in marketing decisions.
3. Describe the working of the Facebook algorithm.
4. Differentiate between organic and paid Facebook marketing.
5. Explain various targeting options available in Facebook advertising.
6. What is Facebook page management? Discuss its key activities.
7. How does Facebook help businesses reach their target audience?
8. Write a short note on Interest-based targeting.

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UNIT 10: X (PREVIOUSLY KNOWN AS TWITTER) MARKETING

UNIT STRUCTURE

10.1 Learning Objectives
10.2 Introduction
10.3 Introduction to X Marketing
10.4 Features of X as a Marketing Platform
10.5 X Marketing Insights: Dos and Don'ts
10.6 Ad Content and Targeting on X
10.7 Fundamentals of Influencer Marketing on X
10.8 Use of Hashtags and Marketing Tools
10.9 Let Us Sum Up
10.10 Answers to Check Your Progress
10.11 Further Readings
10.12 Model Questions

10.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define X (twitter) marketing and explain its role in digital marketing.
- understand the features of X that make it suitable for marketing and communication.
- explain key marketing insights on X, including best practices and common mistakes.
- apply basic principles for creating effective ad content and targeting audiences on X.
- understand the fundamentals of influencer marketing on X.
- analyze the role of hashtags and tools in improving reach and engagement on X.

10.2 INTRODUCTION

Social media platforms have transformed the way organizations, governments, and individuals communicate with audiences. Among these platforms, X, previously known as Twitter, occupies a unique position due to its real-time nature and concise content format. X allows users to share short messages, known as posts, and interact instantly with trending topics and global conversations.

X marketing refers to the use of this platform to promote brands, ideas, services, and opinions by engaging with users through short, impactful content. Unlike platforms that rely heavily on images or long videos, X focuses on text-based communication supported by images, videos, links, and hashtags. This makes it especially effective for news updates, public communication, customer support, and thought leadership.

This unit introduces learners to the fundamentals of X marketing. It explains how X functions as a marketing platform, discusses important dos and don'ts, explores advertising and targeting options, and highlights the role of influencers and hashtags. By the end of this unit, learners will understand how X can be strategically used for digital marketing.

10.3 INTRODUCTION TO X MARKETING

X marketing is the process of using the X platform to communicate messages, build brand awareness, engage audiences, and achieve marketing objectives. It involves posting content, interacting with users, participating in discussions, and using paid advertising options.

One of the defining features of X is its emphasis on real-time communication. Brands use X to share instant updates, announcements, opinions, and responses. This real-time nature makes X highly relevant for marketing campaigns related to events, trends, and breaking news.

Let us discuss the usefulness of X marketing with some real-life examples:

- Brand awareness and visibility (For example Nike, shoe and athletic footwear marketer used X to amplify its *"Dream Crazy"* campaign featuring Colin Kaepernick**,** who became globally known both for his sports career and for his protest against racial injustice in the United States. The company posted powerful visuals and short videos with the message *"Believe in something, even if it means sacrificing everything."* The tweet was widely shared and trended globally. Nike gained massive online attention and strengthened its brand identity among younger audiences.)
- Customer engagement and feedback (Starbucks frequently responds to customers who tweet about their store experiences—whether compliments or complaints.)
- Public relations and reputation management (When KFC UK faced a supply chain problem and ran out of chicken in many stores, the issue caused widespread criticism online. KFC used Twitter to publicly acknowledge the problem and share updates about reopening stores. Customers appreciated the brand's transparency.)
- News and information dissemination (During Covid 19 Pandemic, WHO used Twitter extensively to share health advisories, safety guidelines, myth-busting information. Tweets included infographics, short videos, and links to official guidance. Millions of users received rapid updates. Twitter acted as a real-time information channel during a global crisis.)
- Influencer and opinion-leader engagement (Elon Musk's tweets about Tesla products often generate massive attention and discussion. Tweets facilitated massive organic reach without traditional advertising. Influencers and media outlets further discussed the announcement that helped in widening the reach further.)

Unlike other platforms where content remains visible for long periods, posts on X have a short lifespan. Therefore, marketers must focus on consistency, up timing, and relevance.

X also functions as a microblogging platform. The limited character format encourages clarity, creativity, and brevity. Marketers must communicate messages effectively within a short space, which makes X marketing both challenging and impactful.

10.4 FEATURES OF X AS A MARKETING PLATFORM

X offers several features that make it a powerful tool for digital marketing. These features help marketers reach audiences, track trends, and engage in conversations.

Short-Form Content
X allows users to post short messages, making communication fast and direct. This format encourages quick consumption and sharing of content.

Real-Time Interaction
Users can respond, repost, and comment instantly. This real-time interaction is useful for live events, campaigns, and customer support.

Trending Topics
Trending topics reflect popular discussions happening globally or regionally. Brands can participate in these trends to increase visibility.

Hashtags
Hashtags help categorize content and make it discoverable. Effective hashtag usage improves reach and engagement.

Multimedia Support
Although text-based, X supports images, videos, polls, and links, allowing richer content presentation.

Analytics and Insights
X provides analytics tools that help marketers track impressions, engagement, follower growth, and campaign performance.
These features make X suitable for both organic and paid marketing strategies.

10.5 X MARKETING INSIGHTS: DOS AND DON'TS

Effective X marketing requires understanding platform behaviour, audience expectations, and content best practices. Following certain dos and don'ts helps marketers avoid common mistakes and improve performance.

Dos of X Marketing

- Post content regularly to maintain visibility (Nike posts daily updates about new shoe launches, athlete endorsements, and training tips. This ensures visibility.)
- Use clear and concise language (A short message can quickly communicate a key idea. For example, a tweet by Apple announcing a product might simply say *"Meet the new iPhone. Faster. Smarter. More powerful."*

- Engage with followers through replies and reposts (For example, a customer tweets appreciation for quick delivery from *Amazon*. The company replies with thanks and reposts the comment. This encourages further interaction with customers.)
- Use relevant hashtags to increase reach (For example in order to promote tourism in Assam, Assam Tourism Development Corporation may post photos of Rhinoceros of Kaziranga with hashtags like #AssamTourism) helping the tweet reach users searching for travel content.
- Monitor trends and participate thoughtfully (During World Environment Day, many brands post sustainability messages using the trending hashtag #WorldEnvironmentDay to join the global conversation.)
- Respond promptly to customer queries (A passenger tweets a complaint about a delayed flight to an airline company. The airline's social media team may use X to quickly respond by asking for booking details via direct message and provides assistance.)

Don'ts of X Marketing

- Avoid excessive promotional content (If a clothing brand posts only "Buy now" messages every day without sharing useful or interesting content, followers may lose interest and unfollow the account.)
- Do not use irrelevant or excessive hashtags (A restaurant promoting a new burger but adding unrelated hashtags like #Football #Movies #Technology just to gain attention may appear unprofes sional.)
- Avoid posting misleading or false information (If a smartphone company exaggerates battery life in a tweet and customers later find the claim untrue, the brand's credibility and trust may decline.)
- Do not ignore user feedback or complaints (If a customer complains online about a delayed order and receives no response, other users may perceive the company as careless about customer service.)
- Avoid automated posting without monitoring (If a company schedules promotional tweets during a major disaster or sensitive event without checking current news, the posts may appear insensitive and damage the brand's reputation.)

Understanding these insights helps maintain brand credibility and positive engagement on X.

10.6 AD CONTENT AND TARGETING ON X

Advertising on X allows businesses and organizations to promote their messages beyond their existing followers. X advertising is designed to help brands increase visibility, drive engagement, and reach specific audiences based on defined criteria. Unlike organic posts, advertisements are shown to selected users even if they do not follow the brand.

Ad Content on X

Ad content on X must be short, clear, and engaging due to the platform's concise format. Effective ad content usually includes:

- A strong and clear message
- Relevant keywords or hashtags
- Eye-catching images or short videos
- A call to action such as "Learn More," "Visit Website," or "Follow Now"

Since users scroll quickly through their feeds, ad content should capture attention within seconds. Overly complex or lengthy messages are generally ineffective on X.

Types of Ads on X

X provides various advertising formats to meet different marketing goals:

- **Promoted Posts**: Regular posts promoted to reach a wider audience.
- **Promoted Accounts**: Used to gain followers and increase account visibility.
- **Promoted Trends**: Allow brands to appear in trending topics for maximum exposure.
- **Video Ads**: Used to deliver visual storytelling and product demonstrations.

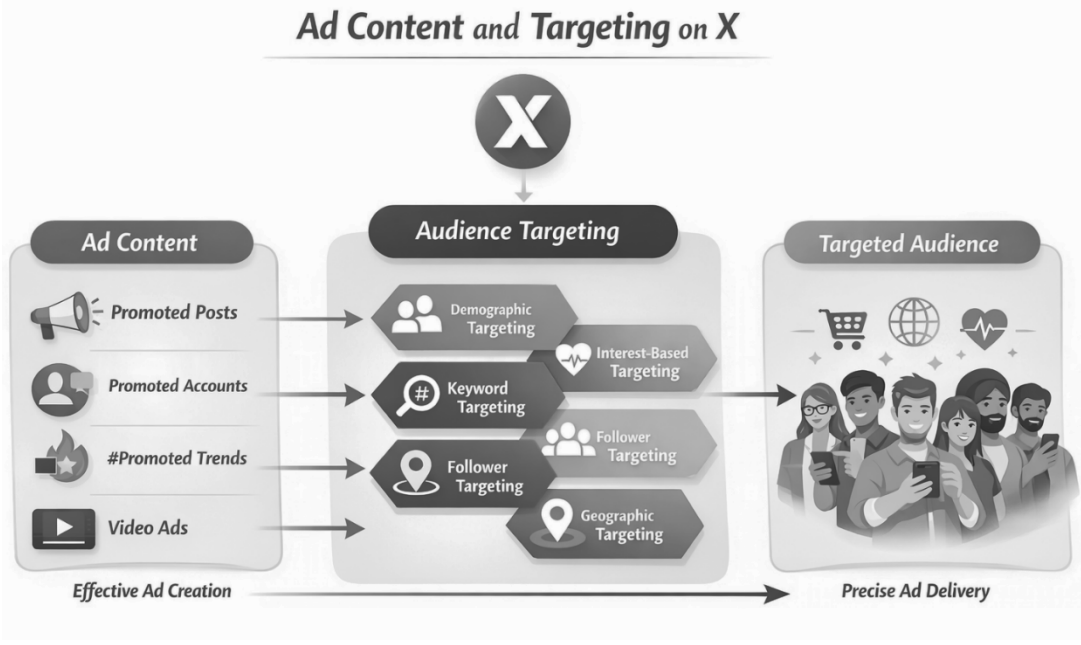
Each ad type serves a specific purpose, and selection depends on campaign objectives.

Targeting Options on X

Targeting ensures that ads are shown to users who are most likely to be interested. X offers several targeting options:

- **Demographic Targeting**: Based on age, gender, and location. (A cosmetics company promotes a new skincare product to women aged 18–30 in Kolkata and Guwahati.)
- **Interest-Based Targeting**: Targets users based on their interests and activity. (A sports brand shows ads for running shoes to users who frequently engage with running)
- **Keyword Targeting**: Displays ads to users engaging with specific keywords or topics. (A travel agency displays ads to users who tweet or search for keywords like "summer vacation," "holiday deals," or "cheap flights.")
- **Follower Targeting**: Targets followers of specific accounts. (A new athletic shoe brand may target followers of Nike and Adidas to promote its latest products.)
- **Geographic Targeting**: Useful for local and regional campaigns. (A restaurant in Chennai may run ads visible only to users located within the city to promote a weekend discount.)

Effective targeting improves ad relevance, reduces cost, and increases campaign performance.



10.7 FUNDAMENTALS OF INFLUENCER MARKETING ON X

Influencer marketing involves collaborating with individuals who have a significant following and influence on social media. On X, influencers are often journalists, professionals, experts, celebrities, or opinion leaders who actively engage with audiences.

Role of Influencers on X

Influencers on X shape opinions, spread information quickly, and influence public discussions. Brands collaborate with influencers to:

- Increase brand credibility (Sportswear company Nike collaborates with athletes such as Cristiano Ronaldo to promote football boots and training gear. His endorsement increases credibility among sports fans.)
- Reach niche audiences (Microsoft often works with tech influencers and developers on social media to promote new software updates, reaching audiences interested in coding and technology.)
- Promote products or services authentically. (Beauty brand L'Oréal partners with makeup influencers who share tutorials and personal reviews of its products, making the promotion appear more genuine and relatable.)
- Support campaigns and social causes (Outdoor clothing company Patagonia collaborates with environmental activists and influencers on social media to promote campaigns related to climate protection and sustainability.)

Unlike other platforms, influence on X is often based on knowledge, authority, and credibility rather than only follower count.

Types of Influencers on X

- **Micro-Influencers**: Have smaller but highly engaged audiences.
- **Industry Experts**: Known for subject knowledge and thought leadership.

- **Public Figures**: Celebrities, journalists, and leaders with wide reach.

Best Practices in Influencer Marketing

- Choose influencers aligned with brand values
- Ensure transparency in promotions
- Focus on long-term collaboration rather than one-time posts
- Measure performance through engagement and reach

Influencer marketing on X is effective when it feels natural and informative rather than overly promotional.

10.8 USE OF HASHTAGS AND MARKETING TOOLS

Hashtags and tools play a crucial role in improving content visibility and managing marketing activities on X.

Use of Hashtags

Hashtags are keywords preceded by the "#" symbol and help categorize content. Proper use of hashtags allows posts to appear in relevant searches and discussions.
Benefits of hashtags include:

- Increased content discoverability
- Participation in trending topics
- Improved audience reach
- Better engagement

Best practices for hashtag usage:

- Use relevant and meaningful hashtags (During new product launches, Apple often uses hashtags like #iPhone or #AppleEvent**,** which directly relate to the product and help users easily find related discussions.)
- Avoid excessive hashtags in a single post (Companies like Netflix usually use one or two hashtags such as#Netflix or a show's title when promoting new series, keeping tweets clean and readable.)
- Follow trending hashtags carefully (During International Women's Day, many brands such as Google join the trending hashtag #InternationalWomensDay to support gender equality campaigns.)
- Use branded hashtags for campaigns (Sportswear company Nike used the branded hashtag #JustDoIt in social media campaigns, encouraging users to share their fitness stories and increasing campaign visibility.)

Marketing Tools for X

Several tools support X marketing by improving efficiency and analysis:

- **Analytics Tools**: Analytical tools may be used to measure impressions, engagement, and follower growth. (Using X Analytics, a company can track how many users viewed a tweet, how many liked or shared it, and whether the number of followers increased after a campaign.)

- **Scheduling Tools**: Scheduling tools allow planned posting for consistency. (Social media managers may use Hootsuite to schedule tweets in advance so that promotional posts appear at optimal times even when the team is offline.)

- **Monitoring Tools**: Monitoring tools are used to track brand mentions and keywords. (A company may use Brandwatch to track when people mention the brand name on X and quickly respond to comments or complaints.)
- **Content Management Tools**: Content Management Tools help manage multiple accounts and campaigns. (Marketing teams managing multiple social media accounts may use Buffer to organize posts, manage campaigns, and publish content across different platforms.)

Using these tools helps marketers save time, maintain consistency, and improve decision-making.

CHECK YOUR PROGRESS

Q1. What is X marketing?

Q2. Mention any two features of X that support marketing activities.

Q3. List one do and one don't of X marketing.

Q4. What types of advertisements are available on X?

Q5. Why is targeting important in X advertising?

Q6. What is influencer marketing, and why is it effective on X?

Q7. Mention two benefits of using hashtags on X.

10.9 LET US SUM UP

- X marketing involves using the X platform to promote brands, ideas, and services through short, real-time content.
- X is effective for marketing due to its real-time interaction, trending topics, hashtags, and analytics features.
- Following proper dos and don'ts helps maintain credibility and effective engagement on X.
- Advertising on X allows brands to promote posts, accounts, and trends using targeted campaigns.
- Targeting options such as demographics, interests, keywords, and followers improve ad effectiveness.
- Influencer marketing on X focuses on credibility, expertise, and audience trust.
- Hashtags improve content discoverability and support participation in trending discussions.
- Marketing tools help schedule posts, analyze performance, and manage campaigns efficiently.

10.10 ANSWERS TO CHECK YOUR PROGRESS

Answer to Q1: X marketing refers to the use of the X platform to promote brands, products, services, or ideas by sharing short, real-time content and engaging with users.

Answer to Q2: X supports marketing activities through features such as real-time interaction, trending topics, hashtags, multimedia support, and analytics tools.

Answer to Q3: One important do of X marketing is engaging regularly with users through replies and reposts, while one important don't is posting misleading or false information.

Answer to Q4: X provides several types of advertisements, including promoted posts, promoted accounts, promoted trends, and video ads.

Answer to Q5: Targeting is important in X advertising because it ensures that advertisements reach the most relevant audience, improving engagement and reducing advertising costs.

Answer to Q6: Influencer marketing involves collaborating with individuals who have influence over a large or niche audience to promote brands or messages. It is effective on X because influencers are often trusted opinion leaders.

Answer to Q7: Hashtags help categorize content, increase discoverability, and allow participation in trending discussions, thereby improving reach and engagement on X.

10.11 FURTHER READINGS

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10.12 MODEL QUESTIONS

1. Define X marketing and explain its importance.
2. Describe the key features of X as a marketing platform.
3. Explain the dos and don'ts of X marketing.
4. Discuss ad content and targeting options on X.
5. What is influencer marketing? Explain its role on X.
6. Explain the importance of hashtags in X marketing.
7. Analyze how marketing tools support campaign management on X.

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UNIT11: INSTAGRAM MARKETING

UNIT STRUCTURE

11.1 Learning Objectives
11.2 Introduction
11.3 Instagram as a Business Platform
  11.3.1 Instagram Business Account
  11.3.2 Instagram Insights and Analytics
11.4 Types of Instagram Content
11.5 Instagram Algorithm
  11.5.1 Key Algorithm Signals
  11.5.2 Algorithmic Implications for Marketers
11.6 Hashtag Strategy
  11.6.1 Types of Hashtags
  11.6.2 Hashtag Best Practices
11.7 Instagram Advertising
  11.7.1 Types of Instagram Ads
  11.7.2 Ad Targeting and Placement
  11.7.3 Ad Campaign Objectives
11.8 Influencer Marketing on Instagram
  11.8.1 Categories of Instagram Influencers
  11.8.2 Types of Influencers Collaborations
11.9 Instagram Shopping
  11.9.1 Setting up Instagram Shopping
  11.9.2 Instagram Shopping Features
11.10 Building Brand Identity on Instagram
11.11 Measuring Instagram Marketing Performance
  11.11.1 Key Performance Indicators
  11.11.2 Third-Party Analytics Tools
11.12 Let Us Sum Up
11.13 Answers to Check Your Progress
11.14 Further Readings
11.15 Model Questions

11.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- understand the evolution and significance of Instagram as a digital marketing platform
- understand Instagram Business Account for brand presence

- identify and utilise various content formats like Feed Posts, Stories, Reels, Carousels, and Live for marketing purposes
- comprehend the working of the Instagram algorithm and apply it strategically
- discuss effective hashtag strategy to maximise organic reach
- plan, design, and execute Instagram advertising campaigns
- leverage influencer marketing for brand awareness and sales
- discuss the Instagram marketing performance indicators

11.2 INTRODUCTION

Dear learners, we all know that Instagram was launched in October 2010 and acquired by Facebook (now Meta) in 2012. It has transformed from a simple photo-sharing application into one of the most powerful digital marketing platforms in the world. With over 2 billion monthly active users as of 2024, Instagram commands a significant share of global social media engagement and advertising spend.

What distinguishes Instagram from other social media platforms is its fundamentally visual nature. Brands are not merely sharing text updates, they are crafting visual narratives, evoking emotions, and building communities around shared aesthetics and values. For marketers, Instagram presents a unique convergence of content marketing, paid advertising, community building, influencer collaboration, and direct commerce.

Dear Learners, this unit provides a comprehensive understanding on Instagram marketing from both strategic and practical perspective. We will explore the platform's features, understand its algorithmic logic, examine various content formats, and discuss how brands can build meaningful, measurable, and monetizable presence on Instagram.

11.3 INSTAGRAM AS A BUSINESS PLATFORM

Instagram's transformation into a business platform was gradual but deliberate. In 2016, Instagram introduced ‘Business Profiles’, allowing companies to access contact options, category labels, and basic analytics. Since then, the platform has covered numerous business specific tools that make it an essential channel for marketers all over the world.

11.3.1 Instagram Business Account

An Instagram Business Account is distinct from a personal account and unlocks a suite of professional features. Setting up a Business Account is a prerequisite for any serious Instagram marketing effort.

To convert a personal account to a Business Account, one must do the following steps:

go to Settings → Account → Switch to Professional Account →select ‘Business’

The above process requires linking to a Facebook Page, which enables cross-platform advertising capabilities through Meta Ads Manager.

Let us now discuss some of the key features of Instagram Business Account.

1. **Contact Information Display:** A Business Account can prominently display a phone number, email address, and physical address, making it easy for potential customers to reach the brand directly from the profile.
2. **Category Label:** Businesses can display their category (e.g., 'Restaurant,' 'Clothing Brand,' 'Consultancy') beneath their display name, improving discoverability.
3. **Call-to-Action Buttons:** Instagram allows Business Accounts to add customisable CTAs such as 'Book Now,' 'Reserve,' 'Get Directions,' 'Call,' or 'Email' directly on the profile page.
4. **Instagram Insights:** Access to native analytics that track reach, impressions, profile visits, follower demographics, and content performance.
5. **Promoted Posts:** The ability to boost existing posts as advertisements directly from within the app can be done in Instagram.
6. **Instagram Shopping:** Eligibility to set a shop and tag products in posts and stories can be done.

11.3.2 Instagram Insights and Analytics

Instagram Insights is the platform's built-in analytics dashboard, available exclusively to Business and Creator accounts. It provides data across three levels, let us now discuss it in the following ways:

1. **At the Account Level,** Insights shows metrics such as accounts reached, accounts engaged, and total followers over a selected time period.
2. **At the Content Level,** each post, Story, Reel, or Live broadcast has its own performance metrics. For feed posts, key metrics include reach, impressions, likes, comments, shares, and saves. For Stories, the relevant metrics are reach, impressions, replies, link clicks, and exits. For Reels, marketers can track plays, reach, likes, comments, shares, and saves.
3. **At the Audience Level,** Insights reveals demographic data about followers including age range, gender distribution, top locations (cities and countries), and the days and times when followers are most active.

For example, A Bengaluru-based skincare startup uses Instagram Insights to discover that 68% of its followers are women aged 18–34, most active on weekday evenings between 7 PM and 9 PM. Armed with this information, the brand schedules its new product launch posts for Tuesday and Thursday evenings, resulting in a 40% higher engagement rate compared to posts published at other times.

11.4 TYPES OF INSTAGRAM CONTENT

Dear learners, in the above sections we discussed about Instagram Business Account and levels of data available in Instagram Insights.

Now let us discuss the types of Instagram content.

Organic reach: The number of unique users who view your content on social media or search engines without paid promotion

The types of Instagram content are discussed below:

Feed Posts: Feed Posts are the foundational content format on Instagram. It is the permanent visual content that appears on a brand's profile grid. These can be single images, videos (up to 60 minutes), or carousels (multiple images or videos in a single post that users swipe through). Feed Posts have a lasting presence on the profile and contribute to the brand's visual identity. Best practices for Feed Posts include maintaining a consistent visual theme (consistent colour palettes, filters, or photography styles), writing captions that combine storytelling with a clear call to action, and using relevant hashtags (discussed in detail in Section 11.5).

Instagram Stories: Stories are short-lived content that disappear after 24 hours. Displayed at the top of the app interface, Stories offer a more informal, real-time, and interactive form of content compared to polished feed posts.

Instagram Reels: Launched in 2020 as a direct response to TikTok's explosive growth, Instagram Reels are short-form, full-screen vertical videos ranging from 15 seconds to 90 seconds (extended to 3 minutes for some accounts). Reels have the highest organic reach of any content format on Instagram because they are aggressively promoted by the algorithm to non-followers through the Reels tab and Explore page. Reels can incorporate original audio, trending music (from Instagram's licensed library), voiceovers, captions, text overlays, stickers, and transitions. The format rewards creativity, entertainment value, and relevance to trending sounds or challenges. For marketers, Reels serve multiple objectives like brand awareness (reaching new audiences), education (how-to content, tips, tutorials), entertainment (behind-the-scenes, humour), and conversion (product demonstrations, customer testimonials in video format).

Instagram Live: Instagram Live allows accounts to broadcast real-time video to their followers. Lives appear at the front of the Stories bar, ensuring maximum visibility. Followers receive a notification when an account they follow goes Live, making it an effective tool for capturing immediate attention. Live broadcasts can be used for product launches, Q&A sessions, expert interviews, behind-the-scenes factory or studio tours, fitness classes, cooking demonstrations, and community building. Lives can also be saved and shared as Reels after the broadcast ends, extending their shelf life.

Instagram Carousels: Carousels allow brands to share up to 10 images or videos in a single post that followers can swipe through. They are particularly effective because the Instagram algorithm shows a carousel to a user multiple times. If the user does not swipe through the first time, Instagram may show the same post again starting from a different slide, effectively increasing the post's reach organically. Carousels are ideal for storytelling sequences, step-by-step tutorials, before-and-after comparisons, product range showcases, infographic series, and educational content that unfolds across multiple slides.

11.5 THE INSTAGRAM ALGORITHM

Dear Learners, now let us discuss about the Instagram Algorithm. The Instagram algorithm is the set of machine learning-based rules that determine which content appears on each user's feed, explore page, stories bar, and reels tab. Instagram does not use a single algorithm; different surfaces (Feed, Stories, Explore, Reels) have their own algorithmic logic. However, several core signals influence content visibility across all surfaces. Let us now discuss it in the following ways:

11.5.1 Key Algorithmic Signals

Instagram's algorithm weighs multiple factors when determining content distribution:

1. **Interest:** The algorithm predicts how interested a user is likely to be in a piece of content, based on their past behaviour like what types of posts they have liked, saved, shared, or spent time viewing.
2. **Relationship:** A user frequently interacts with by liking, commenting, direct massaging or viewing Stories. The more a follower interacts with a brand's content, the more reliably they will see future posts.
3. **Timeliness:** Timing plays a very pivotal role; more recent posts are generally prioritised. This is why publishing at times when the target audience is most active (informed by Instagram Insights) is important.
4. **Usage:** Usage is how much time a user spends on the app in a session influence how much content they see. Users who open the app briefly see a tighter, more curated selection of content compared to those who scroll for extended periods.
5. **Following:** Users who follow many accounts see less from each individual account. Brands targeting audiences with diverse follow lists face more competition for visibility.

11.5.2 Algorithmic Implications for Marketers

The algorithm rewards content that drives meaningful interaction, particularly saves, shares, and comments which require more effort from users than likes. Marketers should design content with these high-value interactions in mind. Posting consistently rather than periodically signals to the algorithm that the account is active and relevant. Responding to comments promptly in the first hour after posting can significantly boost a post's reach, as early engagement signals to the algorithm that the content is resonating with viewers.

11.6 HASHTAG STRATEGY

Hashtags on Instagram are clickable labels, go before by the # symbol, that categorise content and make it discoverable by users interested in specific topics. When a user searches for or follows a hashtag, they see content tagged with it. Effective hashtag

use can significantly expand a post's organic reach beyond an account's existing followers. Dear Learners, let us now discuss the various types of hashtags:

11.6.1 Types of Hashtags

Spammy: denoting, relating to, or constituting internet spam.

1. **Branded Hashtags:** Unique to a specific brand or campaign.

   Example: Nike's #JustDoIt or Coca-Cola India's #TasteTheFeeling. These build brand communities and make user-generated content (UGC) easily aggregatable.
2. **Community Hashtags:** Used by communities of interest.

   Example: #FitnessMotivation, #VeganEats, #TravelPhotography. These connect a brand's content with broader interest communities.
3. **Industry/Niche Hashtags:** Specific to a business's industry.

   Example: #SaaSMarketing, #EdTech, #SustainableFashion. These reach highly relevant, targeted audiences.
4. **Location Hashtags:** Geographically specific.

   Example: #MumbaiEats, #DelhiStartups, #BengaluruCafe. These are particularly useful for local businesses seeking to reach nearby audiences.
5. **Trending Hashtags:** Tied to current events, festivals, or viral moments.

   Example: #Diwali2024, #WorldCupFever. These offer short-term reach spikes but require timely and contextually relevant content.

11.6.2 Hashtag Best Practices

Research has shown that Instagram posts with at least one hashtag average 12.6% more engagement than those without. However, indiscriminate hashtag use can appear ***spammy*** and may cause Instagram's shadow-banning mechanism that reduce a post's visibility without the account owner's knowledge.

Current best practices of Instagram recommend using 5 to 15 highly relevant hashtags. A balanced mix should include a few broad high-volume hashtags, several mid-range hashtags, and some niche, low-competition hashtags. Broad hashtags (with hundreds of millions of posts) are extremely competitive and a small account's content may be buried within seconds; niche hashtags with fewer posts offer a better chance of sustained visibility.

Dear Learners, till now you have got fair idea about the Instagram algorithm, Hashtag Strategy and types of hashtags. In the following sections we shall discuss Instagram Advertising, Types of Instagram advertisements (Ads), Ad Targeting and Placement

11.7 INSTAGRAM ADVERTISING

While organic reach on Instagram has declined over the years due to increasing content competition and algorithmic selectivity, Instagram's paid advertising ecosystem offers precise, scalable, and measurable reach. It is managed through Meta Ads

Manager, which enables brands to reach highly targeted audiences with diverse creative formats. Let us now discuss the types of Instagram Advertisements (Ads).

11.7.1 Types of Instagram Ads

1. **Photo Ads:** Photo Ads are the single-image ads that appear in the feed or Stories. They include a 'Sponsored' label and a call-to-action button. Photo Ads are simple to produce and effective for brand awareness and product showcase campaigns.
2. **Video Ads:** Video Ads are the **s**hort-form video advertisements up to 60 seconds in the feed, 15 seconds in Stories that can communicate dynamic product demonstrations, testimonials, or brand narratives more compellingly than static images.
3. **Carousel Ads:** Carousel Adsare the multi-card ads that allow advertisers to feature up to 10 images or videos, each with its own link. Particularly effective for e-commerce brands showcasing multiple products or for telling a sequential brand story.
4. **Collection Ads:** Collection Adsare a full-screen experience that opens from a single image or video ad into an instant storefront, showing a catalogue of products. It is highly effective for driving purchase intent in mobile shopping contexts.
5. **Explore Ads:** These Adsare those ads that appear on the explore page, reaching users who are actively seeking new content and brands
6. **Reels Ads:** Reels Adsare the full-screen vertical video ads that appear between organic Reels. Given the massive reach of the Reels format, Reels Ads are increasingly popular for brand awareness campaigns targeting younger demographics.
7. **Stories Ads:** Stories Ads are the full-screen vertical ads that appear between organic Stories. Given the immersive, distraction-free format, Stories Ads often achieve high click-through rates when the creative is visually compelling and the CTA is clear.

11.7.2AD Targeting and Placement

One of Instagram advertising's greatest strengths is its targeting precision, enabled by Meta's vast data ecosystem. Advertisers can target audiences based on:

1. **Demographics:** Age, gender, language, location (country, city, radius around a pin)
2. **Interests:** Based on users' behaviour, pages liked, and content engaged with on Facebook and Instagram
3. **Behaviours:** Purchase behaviour, device usage, travel patterns, etc.
4. **Custom Audiences:** Targeting existing customers by uploading email lists or phone numbers, or retargeting website visitors using the Meta Pixel

5. **Lookalike Audiences:** Reaching new users who share characteristics with an existing customer base
6. **Engagement-based Audiences:** Targeting users who have previously engaged with the brand's Instagram profile, videos, or lead forms

11.7.3 AD Campaign Objectives

Meta Ads Manager organises Instagram ad campaigns around specific business objectives. This is grouped into three stages of the customer journey namely:

1. Awareness i.e. reach, brand awareness, video views.
2. Consideration i.e. traffic, engagement, app installs, video views, lead generation, messages and
3. Conversion i.e. conversions, catalogue sales, store traffic.

Selecting the correct campaign objective is critical because it determines how Meta's algorithm optimises ad delivery. A conversions-objective campaign will actively seek users most likely to complete a purchase, while an engagement-objective campaign will prioritise users most likely to like or comment.

11.8 INFLUENCER MARKETING ON INSTAGRAM

Influencer Marketing has emerged as one of the most distinctive and effective strategies in the Instagram marketing ecosystem. An influencer is an individual who has built a dedicated following on Instagram around a specific niche, lifestyle, or area of expertise, and whose recommendations carry perceived authenticity and authority with their audience.

11.8.1 Categories of Instagram Influencers

1. **Mega Influencers (1M+ followers):** The Celebrities, film stars, cricketers, and global personalities are the mega influencers. They offer massive reach but lower engagement rates and astronomical fees.
2. **Macro Influencers (100K–1M followers):** Established personalities in specific niches like popular food bloggers, lifestyle content creators, or fitness coaches with national reach. They balance significant reach with more targeted audiences.
3. **Micro Influencers (10K–100K followers):** They are the niche experts with highly engaged, loyal communities. Research consistently shows that micro-influencers have significantly higher engagement rates (often 3–7%) than mega-influencers (1–2%). For brands targeting specific interest communities, micro-influencers often deliver superior ROI.
4. **Nano Influencers (1K–10K followers):** Community-level expressions with hyper-local or hyper-niche audiences are the Nano influencers. They are particularly effective for local businesses, new brands with limited budgets, and products requiring strong word-of-mouth trust.

11.8.2 Types of Influencer Collaborations

Dear Learners, let us now discuss the types of influencer collaborations.

1. **Sponsored Posts:** The influencer creates content featuring the brand's product or service and discloses it as a paid partnership. This is the most common form of influencer collaboration.
2. **Product Gifting:** Brands send products to influencers in exchange for honest reviews or organic mentions, without a formal payment agreement.
3. **Brand Ambassador Programmes:** Long-term partnerships where an influencer exclusively or primarily represents a brand across multiple campaigns over an extended period.
4. **Instagram Takeovers**: An influencer temporarily 'takes over' a brand's Instagram account, posting Stories, Reels, or Live sessions in their own voice, bringing their audience to the brand's platform.
5. **Affiliate Marketing:** Influencers receive a unique discount code or affiliate link and earn a commission for every sale traced back to their promotion.

11.9 INSTAGRAM SHOPPING

Now dear learners, let us discuss about Instagram Shopping. Instagram Shopping is a set of commerce features that allow businesses to create an immersive, frictionless shopping experience directly on Instagram. It fundamentally transforms Instagram from a discovery and engagement platform into a full commerce destination where users can browse, select, and purchase products without leaving the app.

11.9.1 Setting Up Instagram Shopping

To access Instagram Shopping features, a business must meet Instagram's eligibility requirements as follows:

a. Operating a Business or Creator account,

b. Selling physical products that comply with Instagram's Commerce Policies,

c. Having a connected Facebook Page, and

d. Operating in a supported market.

The setup process involves connecting to a product catalogue through Meta Commerce Manager or an integrated e-commerce platform such as Shopify, WooCommerce, or BigCommerce.

11.9.2 Instagram Shopping Features

The following are the features of Instagram Shopping:

1. **Product Tags in Posts:** Brands can tag up to five products in a single feed image or video post. When a follower taps a tagged product, they see the product name,

price, and a link to the product detail page. This creates a seamless path from inspiration to purchase intent.

2. **Product Stickers in Stories:** Similar to product tags in feed posts, product stickers in Stories allow followers to tap through to a product page directly from a Story.
3. **Shop Tab on Profile:** A dedicated Shop tab on the brand's Instagram profile displays the entire product catalogue, allowing visitors to browse collections and products without scrolling through the feed.
4. **Instagram Checkout:** Available in select markets, Checkout allows users to complete the entire purchase that includes entering payment information without leaving Instagram, dramatically reducing purchase friction and cart abandonment.
5. **Live Shopping:** During Instagram Live sessions, brands can feature products on-screen, allowing viewers to tap and purchase in real time—a format that combines the entertainment of live video with immediate commercial intent.

11.10 BUILDING BRAND IDENTITY ON INSTAGRAM

Beyond individual posts and campaigns, Instagram marketing's long-term success depends on building a coherent, recognisable, and emotionally resonant brand identity on the platform. Brand identity on Instagram encompasses visual identity, voice and tone, content themes, community management, and values communication.

1. **Visual Identity and Feed Aesthetics:** The Instagram grid i.e. the 3xn arrangement of posts visible on a brand's profile that functions as the brand's visual portfolio. Visual identity elements include a consistent colour palette, consistent photography style (bright and airy, dark and moody, minimal and clean, vibrant and maximalist), consistent use of brand fonts in text overlays, and consistent subject matter or scene types.
2. **Brand Voice and Caption Writing:** While Instagram is primarily a visual platform, captions play a very crucial supporting role. Brand voice i.e. the consistent personality, tone, and manner of communication used across all content should be defined in the brand's social media style guide and applied consistently across captions, comments, Stories text, and DM responses. Effective Instagram captions typically combine an attention-grabbing opening line, a narrative or informative body and relevant hashtags.
3. **Community Management:** Community management is responding to comments, replying to DMs, engaging with followers' content, and monitoring brand mentions. Responsive and personalised community management signals that a brand values its customers, builds loyalty, and reinforces a human, approachable brand image.

11.11 MEASURING INSTAGRAM MARKETING PERFORMANCE

Data-driven measurement is essential for optimising Instagram marketing efforts and demonstrating the channel's contribution to business objectives. Measurement frameworks should align specific Instagram metrics with broader marketing Key Performance Indicators (KPIs).

11.11.1 Key Performance Indicators

1. **Reach and Impressions:** Reach measures the number of unique accounts that saw content; Impressions counts the total number of times content was displayed. While Impressions indicates content frequency, Reach is the more meaningful metric for assessing audience exposure.
2. **Engagement Rate:** Calculated as (Likes + Comments + Saves + Shares) / Reach × 100. Engagement Rate contextualises engagement relative to audience size, making it a more meaningful metric than raw engagement numbers.
3. **Saves and Shares:** These are high-value engagement signals. A Save indicates that a user found the content valuable enough to reference again-ideal for educational and inspirational content.
4. **Follower Growth Rate:** The rate at which an account is gaining or losing followers over time, expressed as a percentage. Measured as (New Followers - Lost Followers) / Total Followers × 100 over a period.
5. **Story Completion Rate:** The percentage of viewers who watched a Story sequence through to the final slide. High completion rates indicate compelling content; high exit rates on a specific slide signal that the content lost viewers at that point.
6. **Click-Through Rate (CTR):** For ads and link stickers in Stories, CTR measures the percentage of viewers who clicked the CTA link. A high CTR indicates that the creative and offer were compelling.
7. **Conversion Rate:** For Instagram Shopping and ad campaigns with conversion objectives, conversion rate measures the percentage of users who completed a desired action (purchase, sign-up, download) after clicking through from Instagram.
8. **Return on Ad Spend (ROAS):** For paid Instagram campaigns, ROAS measures revenue generated per rupee spent on advertising. Calculated as Revenue from Instagram Ads / Instagram Ad Spend × 100.

11.11.2 Third-Party Analytics Tools

While Instagram Insights provides a solid foundation, third-party analytics platforms offer deeper analysis, historical comparisons, competitive benchmarking, and more sophisticated reporting. Popular tools include:

a. Sprout Social (comprehensive social media management and analytics),
b. Hootsuite Analytics (multi-platform reporting),
c. Later (Instagram-focused scheduling and analytics),
d. Iconosquare (detailed Instagram and Facebook analytics),
e. HypeAuditor (influencer analytics and audience quality assessment).

UTM parameters: UTM parameters in Google Analytics 4 (GA4) are text tags added to the end of URLs to accurately track the effectiveness of marketing campaigns, revealing exactly how users arrive at your site.

For e-commerce brands, integrating Instagram analytics with Google Analytics 4 (GA4) using ***UTM parameters*** allows for tracking the full customer journey from Instagram click to website purchase.

CHECK YOUR PROGRESS

Q1. What are the key features that differentiate an Instagram Business Account from a personal account?

Q2. What are the three levels of data available in Instagram Insights.

Q3. Why do Instagram Carousels often receive higher organic reach than single-image posts?

Q4. List three interactive features available in Instagram Stories

Q5. What is the difference between a branded hashtag and a community hashtag? Give one example of each.

Q6. Why is it inadvisable to use only broad, high-volume hashtags in every post?

Q7. Distinguish between the four tiers of Instagram influencers and identify the most appropriate tier for a new, budget-conscious organic food brand.

Q8. What is an Instagram Takeover

Q9. Explain the difference between 'Reach' and 'Impressions' on Instagram.

Q10. What does Instagram Story Completion Rate indicate?

11.12 LET US SUM UP

Dear Learners, let us briefly revisit the key themes covered:

- Instagram has evolved into a multifaceted business platform that combines content marketing, paid advertising, commerce, and community building.
- Setting up an Instagram Business Account unlocks critical tools including Instagram Insights, Shopping features, advertising capabilities, and professional contact options.
- The platform offers diverse content formats like Feed Posts, Stories, Reels, Live, and Carousels and each serving different strategic purposes and reaching audiences at different stages of the customer journey.
- A successful Instagram marketing strategy typically employs a thoughtful mix of these formats calibrated to the brand's objectives and audience preferences.
- Instagram's algorithm distributes content based on signals of interest, relationship, and engagement quality.

- An effective hashtag strategy extends organic reach beyond existing followers.
- Instagram's advertising ecosystem, managed through Meta Ads Manager, offers sophisticated targeting options including demographic, interest, behavioural, Custom, and Lookalike Audiences.
- Various ad formats like Photo, Video, Carousel, Collection, Explore, Reels, and Stories Ads serve different campaign objectives across the awareness-consideration-conversion funnel.
- Influencer marketing on Instagram leverages the authenticity and community trust of content creators across the mega-to-nano spectrum.
- Instagram Shopping has transformed the platform into a commerce destination, enabling product tagging in posts and Stories, dedicated Shop tabs, Live Shopping, and (in select markets) in-app Checkout, creating a seamless path from product discovery to purchase.
- Building a sustainable Instagram brand presence requires deliberate visual identity management, consistent brand voice, active community management, and regular measurement of relevant KPIs

11.13 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q1: An Instagram Business Account differs from a personal account in several key ways. It allows the display of a contact button (phone, email, directions), a category label, and customisable CTA buttons (Book Now, Reserve, etc.) on the profile page. It provides access to Instagram Insights for analytics, enables Promoted Posts for advertising, and grants eligibility for Instagram Shopping features. These tools collectively make the Business Account a professional marketing hub rather than a personal social space.

Ans to Q2: Instagram Insights provides data at three levels: (a) Account Level (b) Content Leveland (c) Audience Level

Ans to Q3: Instagram Carousels tend to receive higher organic reach because the algorithm re-shows the carousel to users who did not swipe through on their first encounter, sometimes starting from a different slide. This second or third exposure effectively doubles or triples the post's reach compared to a single-image post. Additionally, the 'swipe to see more' mechanic drives higher on-post time (a positive algorithm signal) and carousels tend to receive more saves due to their educational or reference value.

Ans to Q4: Three interactive Story features: (a) Polls (b) Question Sticker and (c) Link Sticker

Ans to Q5: A Branded Hashtag is unique to a specific brand or campaign. Example: #ShotoniPhone (Apple). It aggregates user-generated content and builds brand community. A Community Hashtag is used by a broader community of interest, not tied to a single brand. Example: #VeganRecipes. It connects the brand's content with users who follow topics relevant to the brand's niche.

Ans to Q6: Using only broad, high-volume hashtags is inadvisable because these hashtags (with millions of posts) are extremely competitive. A smaller account's post using #Travel (500M+ posts) will be buried within seconds by a constant stream of new posts. Additionally, oversaturated hashtags may trigger Instagram's shadow banning mechanism if perceived as spammy. Niche and mid-range hashtags, while having smaller audiences, offer less competition and longer content visibility windows, resulting in more sustained discoverability.

Ans to Q7: The four influencer tiers are: Mega (1M+ followers); Macro (100K–1M); Micro (10K–100K) and Nano (1K–10K).

Ans to Q8: An Instagram Takeover occurs when an influencer temporarily manages a brand's Instagram account, posting Stories, Reels, or conducting a Live session in their own voice and style.

Ans to Q9: Reach measures the number of unique accounts that saw a piece of content at least once.

Impressions counts the total number of times the content was displayed, including multiple views by the same account.

Ans to Q10: Story Completion Rate measures the percentage of viewers who watched a Story sequence from the first slide to the last without exiting. A high completion rate indicates that the content successfully maintained viewer interest throughout. A low completion rate-especially if accompanied by high exit rates on a specific slide-signals that the content lost viewers at that point, possibly due to irrelevant content, excessive duration, or weak visual execution.

11.14 FURTHER READINGS

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11.15 MODEL QUESTIONS

1. Define Instagram Insights and list any four metrics it tracks at the content level.
2. What is the significance of 'Saves' as an engagement metric on Instagram?

3. Define influencer marketing and explain the role of micro-influencers in brand campaigns.
4. What is Instagram's Explore page and how can brands optimise their content for it?
5. Explain the concept of Instagram Shopping and the features it includes.
6. Discuss the evolution of Instagram as a business platform.
7. You are the Digital Marketing Manager for a new Indian D2C skincare brand targeting urban millennials. Design a comprehensive Instagram marketing strategy covering content formats, hashtag approach, advertising plan, and influencer marketing approach.
8. Critically examine the role of Instagram's algorithm in content distribution.
9. Compare and contrast Instagram's organic marketing capabilities with its paid advertising ecosystem. Under what circumstances should a brand prioritise one over the other, and when is an integrated approach most effective?
10. Explain the concept of Instagram Shopping and discuss how it has changed the consumer purchase journey.

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UNIT 12: YOUTUBE MARKETING

UNIT STRUCTURE

12.1 Learning Objectives
12.2 Introduction
12.3 Introduction to YouTube Marketing
12.4 Channel Creation in YouTube
12.5 Uploading Video and Optimization
12.6 Video Creation and Story Lineup
12.7 Monetization of YouTube Channel
12.8 Case Study
12.9 Let Us Sum Up
12.10 Answers to Check Your Progress
12.11 Further Readings
12.12 Model Questions

12.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define youTube marketing and explain its importance in digital marketing.
- understand the process of creating and managing a youTube channel.
- explain the steps involved in uploading and optimizing videos on youTube.
- apply basic principles of video creation and story lineup.
- describe different methods of monetizing a youTube channel.
- analyse a simple case study related to youTube marketing.

12.2 INTRODUCTION

Video has emerged as one of the most powerful forms of digital content. With increasing internet speed and smartphone usage, users now prefer watching videos rather than reading long text. YouTube, being the largest video-sharing platform in the world, has become a vital tool for digital marketing.

YouTube marketing involves creating, uploading, promoting, and optimizing video content to reach a target audience. Businesses, educators, influencers, and content creators use YouTube to build brand awareness, educate users, promote products, and generate revenue.

Unlike traditional advertising, YouTube allows two-way communication through likes, comments, shares, and subscriptions. This interaction helps marketers understand audience preferences and improve content quality. This unit introduces learners to the fundamentals of YouTube marketing, including channel creation, video optimization, storytelling, monetization, and a practical case study.

12.3 INTRODUCTION TO YOUTUBE MARKETING

YouTube marketing refers to the use of YouTube as a platform to promote products, services, brands, or ideas through video content. It involves publishing videos that inform, educate, entertain, or persuade viewers.
YouTube marketing is widely used for:

- Brand promotion
- Product demonstrations
- Educational tutorials
- Entertainment content
- Influencer marketing

YouTube works as a search engine as well as a social media platform. Users search for videos using keywords, similar to Google search. Therefore, proper video optimization plays a crucial role in visibility and reach.

One major advantage of YouTube marketing is long-term visibility. Unlike social media posts that disappear quickly, YouTube videos can continue to attract viewers for years if optimized properly.

12.4 CHANNEL CREATION IN YOUTUBE

Creating a YouTube channel is the first step in YouTube marketing. A channel acts as the identity of a creator or business on YouTube. All videos uploaded by a user are organized and displayed through the channel.

Steps to Create a YouTube Channel

- Sign in using a Google account
- Go to YouTube and select “Create a Channel”
- Choose channel name (personal or brand-based)
- Add profile picture and banner image
- Write channel description

Channel Optimization
A well-optimized channel improves credibility and discoverability. Important elements include:

- **Channel Name**: Should be simple, relevant, and easy to remember
- **Channel Description**: Clearly explains what the channel is about
- **Channel Banner**: Visually represents the theme or niche
- **About Section**: Includes links to website and social media

Types of YouTube Channels

- Personal channels
- Business or brand channels
- Educational channels
- Entertainment channels

Proper channel setup helps attract subscribers and build long-term audience trust.

12.5 UPLOADING VIDEO AND OPTIMIZATION

Uploading a video on YouTube is a critical step in YouTube marketing, but uploading alone does not guarantee visibility or success. To reach the right audience, videos must be properly optimized. Video optimization helps YouTube understand the content of the video and improves its chances of appearing in search results and recommendations. Let us have a look at the Exhibit (Exhibit 12.1). This shows the aspects of uploading video and selecting options for optimization. In the subsequent sections, we shall discuss in details about these aspects.

Exhibit 12.1



12.5.1 Steps for Uploading a Video on YouTube

- The process of uploading a video on YouTube involves the following steps:
- Log in to YouTube using a Google account
- Click on the **Create** icon and select **Upload Video**
- Select the video file from the device
- Fill in video details such as title, description, and tags
- Choose thumbnail and audience settings
- Set visibility as public, unlisted, or private
- Publish or schedule the video
- Following these steps correctly ensures that the video is uploaded without technical issues and is ready for optimization.

12.5.2 Importance of Video Optimization

Video optimization is essential because millions of videos are uploaded to YouTube every day. Without optimization, even high-quality videos may remain unnoticed. Optimization helps:

- Improve video ranking in YouTube search results
- Increase video discoverability
- Attract the right target audience
- Improve watch time and engagement
- Support long-term visibility
- YouTube uses metadata such as title, description, tags, and viewer behaviour to rank videos.

12.5.3 Elements of YouTube Video Optimization

Video Title

The video title should be clear, relevant, and keyword-focused. It should accurately describe the content of the video and encourage users to click.

Good title practices include:

- Using important keywords at the beginning
- Keeping the title short and meaningful
- Avoiding misleading titles

A well-written title improves both search ranking and click-through rate.

Video Description

The video description provides detailed information about the video content. It helps YouTube understand the topic of the video and improves search visibility.

Key points for writing descriptions:

- Explain the video content clearly
- Include primary and secondary keywords
- Add links to websites or social media
- Use proper formatting for readability

The first few lines of the description are especially important as they appear in search results.

Tags

Tags are keywords that help YouTube categorize videos. Although tags have less importance than titles and descriptions, they still support content discovery.

Effective tag usage includes:

- Using relevant and specific keywords
- Avoiding irrelevant or misleading tags
- Including variations of main keywords

Thumbnail

The thumbnail is the visual preview of the video and plays a major role in attracting viewers. An attractive thumbnail can significantly increase click-through rate.

Good thumbnails should be:

- Clear and high-quality
- Visually appealing
- Relevant to the video content
- Easy to understand even on small screens

Hashtags

Hashtags help categorize videos and make them searchable. They appear above the video title when used correctly.

Guidelines for hashtags:

- Use a limited number of relevant hashtags
- Avoid excessive or unrelated hashtags
- Include topic-specific keywords

12.5.4 Audience Settings and Video Visibility

YouTube requires creators to specify whether the video is made for children or not. Selecting the correct audience setting is mandatory.

Visibility options include:

- **Public**: Visible to everyone
- **Unlisted**: Visible only through link
- **Private**: Visible only to selected users

Choosing the right visibility setting depends on marketing objectives.

12.5.5 Role of Engagement in Optimization

User engagement plays a vital role in video performance. YouTube promotes videos that receive higher engagement.

Important engagement factors include:

- Likes and dislikes
- Comments
- Shares
- Watch time
- Subscriptions gained from the video

Encouraging viewers to like, comment, and subscribe improves overall video performance.

12.5.6 Scheduling and Consistency

YouTube allows creators to schedule videos for future publication. Scheduling helps maintain consistency, which is important for audience retention and algorithm performance.

Regular uploads help:

- Build audience expectation
- Improve channel credibility
- Increase subscriber growth

12.6 VIDEO CREATION AND STORY LINEUP

Video creation is the core activity of YouTube marketing. The success of a YouTube channel depends largely on the quality, relevance, and presentation of its video content. A well-created video not only attracts viewers but also keeps them engaged, encourages interaction, and improves overall channel performance.
Video creation involves careful planning, recording, editing, and presentation of content in a structured manner. Along with technical quality, logical flow and clarity of message are equally important.

12.6.1 Planning for Video Creation

Planning is the first and most important step in video creation. Proper planning helps save time, improve quality, and ensure consistency.

Key aspects of planning include:

- **Identifying the Target Audience**: Understanding who the video is meant for, such as students, professionals, or general viewers.
- **Selecting the Topic**: Choosing a topic that is relevant, useful, and aligned with the channel's niche.
- **Defining the Objective**: Deciding whether the video is meant to educate, inform, entertain, or promote a product.
- **Duration Planning**: Keeping the video length appropriate to maintain viewer attention.

Effective planning ensures that the video delivers a clear and focused message.

12.6.2 Script Writing and Content Structure

Script writing involves planning what will be said in the video. A script provides direction and avoids unnecessary repetition or confusion.

A simple video script usually includes:

- Opening statement or hook
- Main content points
- Examples or demonstrations
- Closing statement and call to action

Even if a creator does not follow a strict script, having key points written down helps maintain clarity and confidence during recording.

12.6.3 Recording the Video

Recording is the process of capturing video and audio. It can be done using a smartphone, webcam, or professional camera.

Important considerations during recording include:

- **Clear Audio**: Good sound quality is more important than video quality.
- **Proper Lighting**: Adequate lighting improves visual clarity.
- **Stable Camera Position**: Avoid shaky videos.
- **Simple Background**: A clean background avoids distractions.

Recording in a quiet environment improves overall video quality and viewer experience.

12.6.4 Editing the Video

Editing enhances the quality of the recorded video. Editing helps remove errors, improve flow, and add visual elements.

Common editing tasks include:
- Cutting unnecessary parts
- Adding text, images, or subtitles
- Adjusting audio levels
- Adding background music
- Inserting transitions or effects

Editing improves professionalism and keeps viewers engaged throughout the video.

12.6.5 Story Lineup (Storyboarding)

Story lineup, also known as storyboarding, refers to arranging video content in a logical and engaging sequence. It ensures that the video flows smoothly and the message is delivered effectively.

A standard story lineup consists of:
- **Introduction**: Briefly introduces the topic and purpose of the video.
- **Main Content**: Explains the core ideas, steps, or demonstration in detail.
- **Engagement Section**: Includes questions, prompts, or interaction requests.
- **Call to Action**: Encourages viewers to like, share, subscribe, or comment.
- **Conclusion**: Summarizes key points and closes the video.

A clear story lineup improves watch time, which is an important factor in YouTube's recommendation system.

12.6.6 Importance of Video Creation and Story Lineup

Effective video creation and proper story lineup offer several benefits:
- Improves viewer engagement and retention
- Enhances clarity and understanding of content
- Increases watch time and interaction
- Supports better performance in YouTube search and recommendations
- Builds professional image and audience trust

Creators who follow a structured approach are more likely to succeed in YouTube marketing.

12.7 MONETIZATION OF YOUTUBE CHANNEL

Monetization of a YouTube channel refers to the process of earning income from the content uploaded on YouTube. As YouTube has grown into a major digital platform, it has provided content creators with various opportunities to generate revenue by sharing useful, informative, or entertaining videos. Monetization encourages creators to maintain consistency, quality, and originality in their content while following YouTube's policies.

To start earning money, a creator must be eligible for the YouTube Partner Program. Eligibility generally requires a minimum number of subscribers and watch hours, along with compliance with YouTube's content guidelines and copyright policies. Once a channel is approved for monetization, advertisements may appear on the videos, and the creator earns a share of the revenue generated from these ads.

Advertisement revenue is one of the most common forms of monetization. Ads may appear before the video starts, during the video, or after the video ends. The income generated from advertisements depends on several factors such as the number of views, viewer engagement, video length, and advertiser demand. Channels with higher watch time and consistent viewership generally earn more revenue.

Apart from advertisements, YouTube also allows creators to earn through channel memberships. In this method, subscribers pay a monthly fee to access exclusive content, badges, or special privileges offered by the channel. This model is useful for channels that have a loyal audience base and regularly provide valuable content.
Live streaming features such as Super Chat and Super Stickers offer another source of income. During live streams, viewers can pay to highlight their messages or show support to the creator. This method is commonly used by gaming, educational, and interactive content creators.

Affiliate marketing is another important monetization method used by YouTube creators. In this approach, creators promote products or services from other companies and include affiliate links in the video description. When viewers purchase products using these links, the creator earns a commission. This method is especially effective for product review, technology, and educational channels.

Brand sponsorships and collaborations also contribute significantly to YouTube monetization. Companies may pay creators to promote their products or services within videos. Such collaborations require transparency and ethical practices to maintain audience trust.

YouTube channel monetization usually refers to earning revenue through ads and content creation. However, for digital marketers**,** monetization has a broader meaning. Instead of earning money directly from YouTube ads, brands use YouTube channels as **a** marketing tool to generate revenue indirectly **through product promotion,** brand awareness, customer engagement, and sales conversions. For example**,** Nike is one of the world's leading sportswear companies that effectively uses YouTube as a digital marketing platform to promote its brand, products, and values. Instead of relying only on traditional advertising, Nike uses story telling videos, athlete collaborations, and

inspirational campaigns to connect emotionally with audiences and strengthen brand loyalty.

Thus, monetization for brands is about turning video content into business value rather than earning income as an individual creator.

12.8 CASE STUDY: EDUCATIONAL YOUTUBE CHANNEL

This case study illustrates how an educational YouTube channel can be effectively used as a digital marketing tool to share knowledge, build an audience, and generate revenue. Educational channels have gained popularity due to the increasing demand for online learning and skill development.

Background of the Channel

An individual with a background in computer science creates a YouTube channel aimed at teaching basic programming concepts to undergraduate students, particularly BCA learners. The objective of the channel is to simplify complex topics and provide clear explanations using examples and demonstrations. The content is designed to support academic learning and skill development.

The channel focuses on a specific niche, such as programming fundamentals, database basics, and introductory web technologies. This clear focus helps the channel attract a targeted audience and establish credibility.

Content Strategy

The channel follows a structured content strategy. Each video is planned with a clear objective and aligned with the syllabus requirements of undergraduate courses. Videos are uploaded regularly and follow a consistent format that includes an introduction, explanation of concepts, examples, and a short summary.

The creator uses simple language and avoids excessive technical jargon. Visual aids such as screen recordings, slides, and code demonstrations are used to improve understanding. Viewers are encouraged to ask questions through comments, which helps increase engagement.

Optimization and Promotion

Each video is optimized using relevant titles, detailed descriptions, appropriate tags, and attractive thumbnails. Keywords related to programming and education are used carefully to improve search visibility. Playlists are created to organize videos topic-wise, making it easier for learners to navigate the content.

The channel is promoted through social media platforms and educational forums. This helps attract new viewers and increase subscriber count.

Audience Engagement

The creator actively responds to comments and feedback. Suggestions from viewers are used to improve future videos. Regular interaction builds trust and encourages viewers to subscribe and share the content.

Live sessions and doubt-clearing videos are conducted occasionally to increase interaction and improve watch time.

Monetization and Growth

As the channel gains subscribers and watch hours, it becomes eligible for monetization through the YouTube Partner Program. Advertisement revenue becomes a primary source of income. Additionally, affiliate links for programming books and online courses are included in video descriptions.

Over time, the channel attracts sponsorship offers from online learning platforms. The creator ensures transparency and maintains content quality to retain audience trust.

Outcome and Learning

The educational YouTube channel successfully grows into a reliable learning platform for students. The case study demonstrates that focusing on a specific niche, maintaining consistency, optimizing content, and engaging with the audience are key factors in successful YouTube marketing.

This case highlights how YouTube can be used not only for entertainment but also as an effective tool for education, digital marketing, and income generation.

CHECK YOUR PROGRESS

1. What is YouTube marketing?
2. Mention any two uses of YouTube marketing.
3. What is the purpose of a YouTube channel?
4. Mention two elements of YouTube channel optimization.
5. Why is video optimization important on YouTube?
6. Mention any two elements of video optimization.
7. What is meant by story lineup in video creation?
8. Why is watch time important for YouTube videos?
9. What is the YouTube Partner Program?
10. Mention any two methods of YouTube monetization.
11. What type of content was used in the case study?
12. Mention one reason for the success of the channel.

12.9 LET US SUM UP

- YouTube marketing involves promoting products, services, or ideas through video content on YouTube.
- Creating a YouTube channel is the first step, and proper channel optimization improves visibility and credibility.
- Uploading videos alone is not sufficient; video titles, descriptions, tags, thumbnails, and hashtags play a key role in optimization.
- Video creation requires planning, scripting, recording, editing, and proper story lineup to maintain viewer engagement.

- Story lineup helps organize video content into introduction, main content, and conclusion.
- Monetization allows creators to earn revenue through advertisements, memberships, affiliate marketing, and sponsorships.
- The YouTube Partner Program enables monetization after meeting eligibility requirements.
- A focused niche, consistent posting, and optimized content contribute to long-term success in YouTube marketing.

12.10 ANSWERS TO CHECK YOUR PROGRESS

Answer to Q1: YouTube marketing is the use of YouTube to promote products, services, brands, or ideas through video content.

Answer to Q2: Two uses of YouTube marketing are brand promotion and educational tutorials.

Answer to Q3: A YouTube channel acts as the identity of a creator or business and organizes all uploaded videos in one place.

Answer to Q4: Two elements of channel optimization are channel name and channel description.

Answer to Q5: Video optimization is important because it improves search ranking, discoverability, engagement, and long-term visibility.

Answer to Q6: Two elements of video optimization are video title and thumbnail.

Answer to Q7: Story lineup is the logical arrangement of video content in a clear sequence from introduction to conclusion.

Answer to Q8: Watch time is important because higher watch time helps improve video performance in YouTube search and recommendations.

Answer to Q9: The YouTube Partner Program allows eligible creators to monetize their videos and earn revenue from YouTube.

Answer to Q10: Two methods of YouTube monetization are advertisement revenue and affiliate marketing.

Answer to Q11: The case study used educational content related to programming concepts for undergraduate students.

Answer to Q12: One reason for the success of the channel was consistent posting of useful and well-optimized content.

12.11 FURTHER READINGS

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12.12 MODEL QUESTIONS

1. Define YouTube marketing and explain its importance.
2. Describe the steps involved in creating a YouTube channel.
3. Explain video uploading and optimization techniques.
4. What is story lineup? Why is it important in video creation?
5. Discuss various methods of monetizing a YouTube channel.
6. Explain the YouTube Partner Program.
7. Analyse the role of consistency and optimization in YouTube marketing.

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UNIT 13: E-COMMERCE MARKETING

UNIT STRUCTURE

13.1 Learning Objectives
13.2 Introduction
13.3 Introduction to E-commerce Marketing
13.4 Nature and Scope of E-commerce Marketing
  13.4.1 Types of E-commerce
  13.4.2 Characteristics of E-commerce Marketing
13.5 Digital Marketing Mix for E-commerce
  13.5.1 Product Strategy in E-commerce
  13.5.2 Pricing Strategies
  13.5.3 Place and Distribution
  13.5.4 Promotion in E-commerce
13.6 Social Media Marketing for E-commerce
  13.6.1 Social Commerce
  13.6.2 Influencer Marketing
13.7 Email Marketing and Customer Retention
13.8 Content Marketing and Conversion Optimization
  13.8.1 Content Marketing Strategy
  13.8.2 Conversion Rate Optimization (CRO)
13.9 Analytics and Performance Measurement
13.10 E-commerce Marketing Challenges and Trends
13.11 Let Us Sum Up
13.12 Answers to Check Your Progress
13.13 Further Readings
13.14 Model Questions

13.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define e-commerce marketing and explain its importance
- identify and distinguish between various types of e-commerce models
- apply the digital marketing mix (7Ps) to e-commerce contexts
- describe the principles concepts of Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- explain the role of social media marketing, influencer marketing, and social commerce
- discuss content marketing and conversion rate optimization techniques

13.2 INTRODUCTION

Dear Learners, in the previous unit we discussed about YouTube Marketing. In this unit we shall discuss about e-commerce marketing.

The digital revolution has fundamentally transformed the way businesses reach, engage, and retain customers. E-commerce is the buying and selling of goods and services over the internet that has emerged as one of the most powerful channels for commercial activities in the twenty-first century.

Dear Learners, in this unit we will discuss about e-commerce marketing. The unit shall begin with the nature and scope of e-commerce, then we will discuss about the digital marketing mix, search engine strategies, social media marketing, email campaigns, content marketing, and analytics. At the end of this unit we will discuss about the various challenges and emerging trends in dynamic landscape of online commerce.

13.3 INTRODUCTION TO E-COMMERCE MARKETING

Before we discuss about the frameworks and strategies e-commerce marketing, take a moment to think about the last time you bought something online. What made you click 'Buy Now'? Was it an advertisement you saw? A friend's recommendation on Instagram? A discount email? Every one of those touchpoints is e-commerce marketing in action. In this section, we will build the conceptual foundation you need to understand and practise this dynamic concept.

The internet has created a marketplace without geographical boundaries, without fixed operating hours, and without the constraints of physical shelf space. Miglani (2024) notes that global retail e-commerce sales are forecast to reach $6.8 trillion by 2028. In India, the e-commerce sector has experienced exponential growth, driven by increasing internet penetration, affordable smartphones, and the proliferation of digital payment infrastructure.

E-commerce marketing can be defined as ‘the practice of using promotional and digital tactics to drive traffic to an online store, converting that traffic into paying customers, and retaining those customers post-purchase’. E-Commerce Marketing is generally understood as the application of digital marketing strategies specifically to promote and grow e-commerce businesses.

Unlike traditional marketing, which relies heavily on mass media (television, print, radio), e-commerce marketing is characterised by precision targeting, real-time feedback, measurable outcomes, and personalisation at scale. A business selling handmade jewellery in Jaipur can, through effective e-commerce marketing, reach a customer in Tokyo or Toronto without maintaining a physical presence in those markets.

The scope of e-commerce marketing is broad. It covers the pre-purchase phase (creating awareness and interest), the purchase phase (facilitating easy transactions), and the post-purchase phase (building loyalty and encouraging repeat purchases).

13.4 NATURE AND SCOPE OF E-COMMERCE MARKETING

Dear Learner, now that you have a broad understanding of what e-commerce marketing is, let us look more closely at its nature and the different business models it operates within. E-commerce marketing operates at the intersection of marketing science and digital technology. Its nature is dynamic, data-driven, interactive, and highly personalised.

13.4.1 Types of E-Commerce

E-commerce encompasses several distinct business models, each with unique marketing implications. Let us now discuss the types of e-commerce:

1. **Business-to-Consumer (B2C):** This is the most familiar form of e-commerce, where businesses sell directly to individual consumers. Examples include Amazon, Flipkart, and Myntra. B2C marketing focuses heavily on brand building, user experience, and promotional offers.
2. **Business-to-Business (B2B):** Transactions occur between two businesses. Platforms like IndiaMART and Alibaba facilitate B2B e-commerce. Marketing here emphasises trust, detailed product specifications, and relationship management.
3. **Consumer-to-Consumer (C2C):** Platforms such as eBay and OLX enable individuals to sell to one another. Marketing strategies in C2C focus on community trust and platform reputation.
4. **Direct-to-Consumer (D2C):** Manufacturers bypass intermediaries and sell directly to end consumers. Brands like Mamaearth and boAt in India have leveraged D2C e-commerce with great success, using digital marketing to build brand loyalty.
5. **Mobile Commerce (M-Commerce):** A subset of e-commerce conducted via mobile devices. With over 750 million smartphone users in India, m-commerce has become the dominant mode of online shopping, necessitating mobile-first marketing strategies.

13.4.2 Characteristics of E-Commerce Marketing

Let us now discuss the characteristics of e-commerce marketing:

Ubiquity: the fact of appearing everywhere or of being very common.

1. ***Ubiquity:*** Marketing messages and storefronts are accessible 24/7 from anywhere in the world.
2. **Interactivity:** Two-way communication is enabled through reviews, chats, and social media
3. **Personalisation:** Algorithms enable tailored recommendations and targeted advertisements.
4. **Measurability:** Every interaction can be tracked, analysed, and optimised.
5. **Global Reach:** Businesses of any size can access international markets.
6. **Cost-Effectiveness:** Digital campaigns generally offer lower cost-per-acquisition than traditional media.

13.5 Digital Marketing Mix for E-Commerce

Dear Learner, are you familiar with the 4Ps of marketing. The traditional 4 Ps of marketing are *Product, Price, Place*, and *Promotion* that focused mainly on goods and transactional exchange, but as markets became service-oriented and customer expectations grew, this framework was expanded to the 7 Ps by adding *People, Process, and Physical Evidence*. These additions recognized that employee behaviour, service delivery systems, and tangible cues such as environment and digital interfaces

strongly influence customer satisfaction, especially in services. Over time, marketing thinking shifted further toward a customer-centric approach, leading to the 4 Cs model, where *Product is viewed as a Customer solution, Price as Customer cost, Place as Convenience, and Promotion as Communication.* This progression shows how marketing evolved from managing products to managing experiences and relationships, aligning business offerings more closely with customer needs and perceptions.

In this section, we are going to see how those foundational principles transform when applied to the online environment.

13.5.1 Product Strategy in E-Commerce

In the e-commerce context, product strategy goes beyond the physical item to encompass the entire digital experience surrounding it. Product listings, images, descriptions, and customer reviews collectively constitute the 'product' as perceived by the online shopper.

Effective product strategy in e-commerce involves:

1. **Product Catalogue Management:** Organising and categorising products for easy navigation.
2. **Visual Merchandising:** High-quality images, 360-degree views, and product videos that substitute for physical inspection.
3. **Product Descriptions:** SEO-optimised content that accurately communicates features and benefits.
4. **Reviews and Ratings**: User-generated content that serves as social proof and influences purchase decisions.
5. **Product Bundling:** Grouping complementary products to increase average order value

13.5.2 Pricing Strategies

E-commerce has introduced unprecedented price transparency. Consumers can compare prices across multiple vendors in seconds, making pricing strategy critically important.

Major pricing strategies in e-commerce include:

1. **Dynamic Pricing:** Prices are adjusted in real time based on demand, competition, and inventory levels. Airlines and hotel booking platforms are classic practitioners of dynamic pricing.
2. **Penetration Pricing:** Setting lower initial prices to capture market share, commonly used by new entrants or during product launches.
3. **Psychological Pricing:** Strategies such as pricing at Rs. 999 instead of Rs. 1,000 exploit cognitive biases to make prices appear lower.
4. **Freemium Pricing:** Offering a basic version for free while charging for premium features, common in software and subscription-based e-commerce.

5. **Competitive Pricing:** Monitoring competitors' prices and aligning own prices accordingly using automated repricing tools.

13.5.3 Place and Distribution

Omnichannel: An integrated approach to commerce that provides customers with a seamless experience across all channels both online and offline

In e-commerce, 'place' refers not to a physical location but to the digital channels through which products are made available. The distribution design of e-commerce includes:

1. **Own Website or App:** Provides maximum control over customer experience and data.
2. **Marketplace Listing:** Selling through Amazon, Flipkart, Meesho, or Etsy to access their established customer bases.
3. ***Omnichannel* Strategy:** Integrating online and offline touchpoints to provide a seamless shopping experience.
4. **Fulfilment and Logistics:** The speed and reliability of delivery is a critical competitive differentiator

13.5.4 Promotion in E-commerce

Affiliate Marketing: A performance-based marketing arrangement where publishers (individuals or business organisations) earn commissions for driving sales to a merchant's website

Promotion in e-commerce is executed through a diverse array of digital channels and tactics. The primary promotional tools include:

1. **Search Engine Marketing (SEM):** Paid advertisements on Google and Bing.
2. **Social Media Advertising:** Targeted ads on Facebook, Instagram, YouTube, and emerging platforms.
3. **Email Marketing:** Direct communication with subscribers and customers.
4. **Affiliate *Marketing*:** Partnering with third-party publishers who earn commissions on referred sales.
5. **Influencer Marketing:** Leveraging the reach and credibility of social media personalities.
6. **Content Marketing:** Creating valuable content to attract and engage target audiences.
7. **Flash Sales and Deals:** Time-limited offers that create urgency (e.g., Flipkart's Big Billion Days)

13.6 SOCIAL MEDIA MARKETING FOR E-COMMERCE

Dear Learner, if you have ever purchased something after seeing it on Instagram or been influenced to try a product because a YouTuber you follow recommended it, then you have already experienced the power of social media marketing first-hand.

In this section, we will understand how brands strategically design those moments of discovery and persuasion. Social media is not just a communication platform nowadays for e-commerce businesses; it has become a marketplace, a customer service channel, and a brand-building engine all at once.

Social media platforms have evolved from communication tools into fully-fledged commercial ecosystems. Each platform serves different marketing purposes. Instagram and Pinterest are visually oriented and effective for lifestyle, fashion, and home decor brands. LinkedIn serves B2B e-commerce.

13.6.1 Social Commerce

Social commerce refers to the integration of shopping functionality directly within social media platforms. Features such as Instagram Shopping, Facebook Shops, and Pinterest Buyable Pins allow users to discover and purchase products without leaving the social platform.

The advantages of social commerce include:

1. Reduced friction in the purchase journey
2. Leveraging the social trust environment for product discovery
3. Access to highly granular audience targeting based on interests, behaviour, and demographics
4. Integration of user-generated content (UGC) with commercial transactions

In India, platforms like Meesho have pioneered social commerce through WhatsApp and Facebook, enabling millions of micro-entrepreneurs to sell products to their personal networks.

13.6.2 Influencer Marketing

Influencer marketing leverages individuals with significant social media followings to promote products or brands. The influencer's perceived authenticity and authority within a niche creates a high degree of trust among their followers, making endorsements more effective than traditional advertising.

We have already discussed about the classifications of Influencers in unit 11. Influencers are broadly classified into:

1. **Mega-Influencers (over 1 million followers):** High reach but lower engagement rates and higher cost
2. **Macro-Influencers (100,000 to 1 million):** Good reach with moderate engagement
3. **Micro-Influencers (10,000 to 100,000):** Smaller but highly engaged, niche audiences; often deliver higher ROI for e-commerce
4. **Nano-Influencers (below 10,000):** Hyper-local or niche audiences; high authenticity and ***conversion rates***

13.7 EMAIL MARKETING AND CUSTOMER RETENTION

Despite the creation of newer digital channels, email remains one of the most effective and cost-efficient tools in the e-commerce marketer's arsenal. Research consistently shows that email marketing delivers one of the highest returns on investment among digital channels.

Conversion Rate: The percentage of website visitors who complete a desired action, typically making a purchase

For e-commerce, email marketing serves multiple purposes across the customer lifecycle:

1. **Welcome Emails:** Sent immediately upon subscription or registration, these emails set the tone for the customer relationship.
2. **Abandoned Cart Emails:** Sent when a user adds items to their cart but does not complete the purchase. These automated emails, sent within 1 to 3 hours of abandonment, can recover 5-15% of otherwise lost revenue.
3. **Post-Purchase Emails:** Order confirmations, shipping notifications, and delivery updates build trust and keep customers informed.
4. **Re-engagement Emails:** Targeted at inactive subscribers to rekindle interest through special offers, new arrivals, or personalised recommendations.
5. **Promotional Emails:** Announcing sales, festivals offer, and new product launches to drive immediate purchases.

Email list segmentation is a critical best practice. Segmenting subscribers by demographics, purchase history, browsing behaviour, and engagement levels allows marketers to deliver highly relevant content, significantly improving open rates, click-through rates, and conversion rates.

Marketing automation platforms such as Mailchimp, Klaviyo, Sendinblue, and HubSpot enable sophisticated email workflows that trigger personalised messages based on specific customer actions, ensuring timely and relevant communication at scale.

13.8 CONTENT MARKETING AND CONVERSION OPTIMISATION

In this section, we explore how great content not only attracts visitors to an e-commerce site but also gently guides them from curiosity to conviction to clicking 'Buy'.

We also look at the science of Conversion Rate Optimisation that is turning browsers into buyers through careful, data-driven adjustments to the shopping experience.

Content marketing is the strategic creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately drive profitable customer action. For e-commerce, content marketing serves the dual purpose of improving search visibility while simultaneously educating and nurturing potential customers.

13.8.1 Content Marketing Strategy

Effective content marketing for e-commerce encompasses a variety of content formats:

1. **Blog Posts and Articles:** Informational content that targets SEO keywords and addresses customer questions (e.g., 'How to choose the right running shoe')
2. **Buying Guides and Product Comparisons:** Help customers make informed decisions, positioning the brand as a trusted advisor
3. **Video Content:** Product demos, unboxing videos, how-to guides, and lifestyle videos that drive engagement and conversion

4. **Infographics:** Visually attractive summaries of complex information, highly shareable on social media
5. **Podcasts:** Increasingly popular for thought leadership in B2B e-commerce
6. **User-Generated Content:** Genuine reviews, testimonials, and social media posts from real customers

13.8.2 Conversion Rate Optimisation (CRO)

Conversion Rate Optimisation (CRO) is the systematic process of increasing the percentage of website visitors who complete a desired action that typically makes the purchase. The conversion rate is calculated as:

Conversion Rate = (Number of Conversions / Total Visitors) × 100

Key CRO techniques for e-commerce include:

- **A/B Testing:** Comparing two versions of a web page element to determine which performs better
- **Improving Page Load Speed:** A one-second delay in page load time can reduce conversions by 7%
- **Simplifying Checkout Process:** Reducing the number of steps and form fields in the checkout flow
- **Clear Calls-to-Action (CTAs):** Prominently placed, action-oriented buttons (e.g., 'Add to Cart', 'Buy Now')
- **Trust Signals:** Displaying security badges, money-back guarantees, and verified reviews
- **Exit-Intent Popups:** Triggering an offer when a user is about to leave the page
- **Live Chat and Chatbots:** Providing real-time assistance to resolve doubts that prevent purchase

13.9 ANALYTICS AND PERFORMANCE MEASUREMENT

In this section, we will discuss the metrics and measurement frameworks that bring clarity and direction to every marketing decision.

One of the greatest advantages of e-commerce marketing over traditional marketing is the ability to measure performance with granular precision. The major categories of e-commerce marketing metrics include:

1. **Traffic Metrics:** Total sessions, unique visitors, page views, bounce rate, average session duration, and traffic source breakdown (organic, paid, direct, social, referral).
2. **Acquisition Metrics:** Cost Per Click (CPC), Cost Per Acquisition (CPA), Customer Acquisition Cost (CAC), and Return on Ad Spend (ROAS).

Cart Abandonment: The act of a shopper leaving an e-commerce site without completing a purchase after adding items to their cart

3. **Engagement Metrics:** Click-Through Rate (CTR), Email open rate, Social media engagement rate, Time on page.
4. **Conversion Metrics:** Conversion rate, ***Cart abandonment*** rate, Average Order Value (AOV), and Revenue Per Visitor (RPV).
5. **Retention Metrics:** ***Customer Lifetime Value*** (CLV/LTV), Repeat Purchase Rate, Net Promoter Score (NPS), and Churn Rate.

13.10 E-COMMERCE MARKETING CHALLENGES AND TRENDS

Dear Learner**,** you have until now,built a strong foundation across strategy, tools, and measurement. In this section, we will discuss about the real-world challenges that marketers face and explore the emerging technologies and consumer trends that will define the next decade of e-commerce.

The e-commerce marketing landscape is constantly evolving. Marketers must navigate several significant challenges while simultaneously capitalising on emerging opportunities.

Key Challenges are as follows:

1. **Rising Customer Acquisition Costs:** Increased competition for digital advertising inventory has steadily pushed up CPC and CPM rates. Businesses must find more efficient ways to acquire customers, including organic channels and referral marketing.
2. **Privacy and Data Regulations:** India's Digital Personal Data Protection Act (DPDPA) 2023, and the phasing out of third-party cookies are forcing significant changes in how e-commerce businesses collect, use, and target customer data.
3. **Intensifying Competition:** The low barriers to entry in e-commerce mean that new competitors can emerge rapidly. Established businesses must continuously innovate their marketing strategies to maintain competitive advantage.
4. **Logistics and Last-Mile Challenges:** Particularly in Tier-2 and Tier-3 Indian cities, logistics infrastructure remains a constraint, directly impacting the marketing promise of fast, reliable delivery.
5. **Fake Reviews and Trust Issues:** The prevalence of manipulated reviews and fake products erodes consumer trust, making authentic review management a significant marketing challenge.

The following are the emerging trends in e-commerce:

Augmented Reality (AR) Shopping: Technology that overlays digital product visuals onto real-world environments to assist purchase decisions

1. **Artificial Intelligence and Personalisation:** AI-powered recommendation engines, chatbots, and predictive analytics are enabling hyper-personalisation at scale.
2. **Voice Commerce:** The growing use of voice assistants (Alexa, Google Assistant, Siri) for online shopping is creating new opportunities for voice-search-optimised e-commerce marketing.
3. ***Augmented Reality (AR) Shopping*:** AR features that allow customers to virtually 'try on' products (glasses, clothing) or visualise furniture in their homes are reducing return rates and increasing conversion.

4. **Sustainable E-commerce:** Growing consumer preference for environmentally responsible businesses is compelling e-commerce marketers to highlight sustainable practices, green packaging, and carbon-neutral delivery options.
5. **Live Commerce:** Live streaming combined with shopping functionality (pioneered in China by Alibaba's Taobao Live) is gaining traction in India through platforms like Meesho and Amazon Live, offering interactive real-time shopping experiences.

CHECK YOUR PROGRESS

Q1. Define e-commerce marketing. How does it differ from traditional marketing?

Q2. What are the characteristics that distinguish e-commerce marketing from offline marketing?

Q3. Explain the concept of dynamic pricing with an example from Indian e-commerce.

Q4. List three digital promotional tools and briefly explain how each works.

Q5. Define social commerce and explain how it differs from traditional e-commerce.

Q6. Why are micro-influencers often preferred over mega-influencers for e-commerce campaigns?

Q7. Define Conversion Rate Optimisation (CRO). What is the formula for calculate conversion rate?

Q8. Explain the concept of A/B testing. Give an example of its application in e-commerce.

Q9. Explain the concept of live commerce. Give an example of its application.

Q10. How is Artificial Intelligence transforming personalisation in e-commerce?

13.11 LET US SUM UP

In this unit, we discussed about the following:

- E-commerce marketing is the application of digital strategies to attract, convert, and retain online shoppers. It differs from traditional marketing in its precision, interactivity, measurability, and global reach.
- E-commerce takes several forms like B2C, B2B, C2C, D2C, and M-commerce each with distinct marketing implications.
- The digital marketing mix adapts the traditional 7Ps framework for the online environment, emphasising product content quality, transparent and dynamic pricing, channel distribution through own platforms and marketplaces, and multi-channel digital promotion.
- Social media marketing, including social commerce and influencer marketing, enables e-commerce brands to leverage the trust and reach of social networks.

- Email marketing remains one of the highest-ROI channels in e-commerce. Automated workflows (welcome, abandoned cart, post-purchase, re-engagement) powered by marketing automation platforms ensure timely, personalised communication throughout the customer lifecycle.
- Content marketing drives awareness, consideration, and conversion by providing valuable information aligned with each stage of the buyer's journey.
- Analytics and performance measurement are central to e-commerce marketing management.
- E-commerce marketing faces challenges including rising customer acquisition costs, evolving data privacy regulations (DPDPA 2023), intensifying competition, and logistics constraints. Simultaneously, AI-driven personalisation, AR shopping, voice commerce, and live commerce represent significant growth opportunities.

13.12 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q1: E-commerce marketing is the application of promotional and digital strategies to drive traffic to an online store, convert visitors into buyers, and retain them post-purchase. Unlike traditional marketing, which relies on mass media and one-way communication, e-commerce marketing is characterised by interactivity, measurability, precision targeting, and real-time personalisation.

Ans to Q2: Characteristics that distinguish e-commerce marketing from offline marketing are Ubiquity, Interactivity, Personalisation, and Measurability.

Ans to Q3: Dynamic pricing adjusts product prices in real time based on demand, inventory, and competition. Example: Flight ticket prices on MakeMyTrip, which fluctuate based on remaining seats, booking date, and competitor fares.

Ans to Q4: Three digital promotional tools are: (a) Improving organic search visibility through keyword optimisation; (b) Email Marketing that sends targeted emails to subscribers for promotions and retention; (c) Social Media Advertising that places targeted paid ads on platforms like Instagram and Facebook to reach specific demographics.

Ans to Q5: Social commerce embeds shopping functionality within social platforms, allowing purchase without leaving the app. Traditional e-commerce requires the customer to visit a separate website. Social commerce reduces purchase friction and capitalises on the social discovery environment.

Ans to Q6: Micro-influencers are preferred because they have highly engaged niche audiences with strong trust in the influencer. Their lower cost and higher engagement rates often deliver better ROI than costly mega-influencers whose followers may be less targeted.

Ans to Q7: CRO is the systematic process of increasing the percentage of visitors who complete desired actions. Formula: Conversion Rate = (Number of Conversions / Total Website Visitors) × 100.

Ans to Q8: A/B testing compares two variants of a web element to determine which performs better. Example: Testing two versions of a 'Buy Now' button: one red and one

green to determine which colour generates more clicks. The winning variant is then permanently implemented.

Ans to Q9: Live commerce combines real-time video streaming with interactive shopping. A brand host demonstrates products live, answers viewer questions, and offers exclusive time-limited discounts. Example: Meesho Live sessions where sellers showcase products to viewers who can purchase instantly within the app.

Ans to Q10: AI transforms personalisation by analysing vast amounts of behavioural, purchase, and demographic data to deliver individualised product recommendations, personalised email content, dynamic website experiences, and predictive suggestions.

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13.14 MODEL QUESTIONS

1. Define e-commerce marketing and outline its major characteristics.
2. What is the difference between B2C and D2C e-commerce? Give one example of each.
3. What is an abandoned cart email? Why is it an important tool in e-commerce marketing?
4. Define Conversion Rate Optimisation (CRO) and state its formula.
5. What is social commerce? Give two examples of social commerce features.
6. List any four key performance indicators (KPIs) used in e-commerce marketing analytics.
7. What is email list segmentation? Explain four types of segmentation criteria and their benefits for an e-commerce business.

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UNIT 14: SOCIAL MEDIA AUTOMATION

UNIT STRUCTURE

14.1 Learning Objectives
14.2 Introduction
14.3 Introduction to Social Media Automation
14.4 Tools Used for Social Media Automation
14.5 Process of Social Media Automation
14.6 Automated Reports, Analytics, and Best Time to Share
14.7 Rules Related to Social Media Automation
14.8 Case Examples
14.9 Let Us Sum Up
14.10 Answers to Check Your Progress
14.11 Further Readings
14.12 Model Questions

14.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define social media automation and explain its importance in digital marketing.
- understand the tools commonly used for social media automation.
- explain the process involved in automating social media activities.
- apply basic automation techniques for posting, reporting, and analytics.
- analyze automated reports and identify the best time to share content.
- understand the rules and ethical considerations related to social media automation.

14.2 INTRODUCTION

With the rapid growth of social media platforms, managing multiple accounts has become a challenging task for individuals and organizations. Businesses are expected to post content regularly, engage with users, analyze performance, and respond promptly across different platforms. Performing all these activities manually requires significant time and effort.

Social media automation has emerged as an effective solution to this challenge. Automation allows marketers to schedule posts, monitor performance, generate reports, and analyse user behaviour using specialized tools. By automating repetitive tasks, marketers can focus more on content creation, strategy development, and audience engagement.

This unit introduces learners to the concept of social media automation, the tools and processes involved, the role of automated reporting and analytics, and the rules that must be followed while using automation. Understanding automation is essential for

modern digital marketers, as it improves efficiency and consistency while ensuring better use of resources. To this extent, we shall discuss some case examples.

14.3 INTRODUCTION TO SOCIAL MEDIA AUTOMATION

Social media automation refers to the use of software tools and technologies to manage social media activities with minimal manual effort. These activities include scheduling posts, publishing content, monitoring interactions, generating reports, and analyzing performance metrics.

In social media automation, predefined rules and schedules are set by the marketer. Once configured, the system automatically performs the assigned tasks at the specified time. For example, a business can schedule posts for an entire week or month in advance.

Social media automation is widely used by:

- Businesses managing multiple social media platforms
- Digital marketing agencies
- Educational institutions
- Content creators and influencers

Automation does not eliminate human involvement completely. Strategic decisions, content quality, and audience interaction still require human judgment. Automation mainly supports efficiency and consistency.

14.4 TOOLS USED FOR SOCIAL MEDIA AUTOMATION

Social media automation tools help marketers manage multiple platforms from a single interface. These tools offer features such as post scheduling, analytics, reporting, and engagement monitoring.

Some commonly used social media automation tools include:

- Hootsuite
- Buffer
- Sprout Social
- Social Pilot
- Later

Functions of Automation Tools

Most automation tools provide the following functions:

- Scheduling posts in advance
- Managing multiple social media accounts
- Tracking likes, comments, shares, and followers
- Generating performance reports
- Monitoring brand mentions and keywords

These tools save time and reduce the risk of missed posting schedules.

14.5 PROCESS OF SOCIAL MEDIA AUTOMATION

The process of social media automation follows a systematic approach to ensure effective results.

The main steps involved are:

- **Content Planning**: Deciding what type of content to post and on which platform
- **Scheduling**: Selecting dates and times for publishing posts
- **Automation Setup**: Configuring tools with login credentials and permissions
- **Monitoring**: Tracking performance and user interactions
- **Optimization**: Improving future content based on analytics

Automation should support marketing goals and not replace meaningful engagement with users.

14.6 AUTOMATED REPORTS, ANALYTICS, AND BEST TIME TO SHARE

One of the most significant advantages of social media automation is the ability to generate automated reports and perform detailed analytics. These features help marketers measure performance, understand audience behaviour, and improve decision-making without spending excessive time on manual data collection. Let us discuss some of these aspects in the following sections.

a. Automated Reports

Automated reports are pre-designed summaries generated by automation tools that present social media performance data in an organized manner. These reports are created automatically at regular intervals such as daily, weekly, or monthly, depending on user settings.

Automated reports typically include:

- Number of posts published during a period
- Reach and impressions of posts
- Likes, comments, shares, reposts, and reactions
- Follower growth or decline
- Clicks on links and call-to-action buttons

The main purpose of automated reports is to provide a clear overview of marketing performance. Marketers can quickly identify whether social media objectives are being met. Automated reporting reduces human error, saves time, and ensures consistency in performance evaluation.

These reports are especially useful for organizations managing multiple accounts or platforms, as they allow comparison of performance across different channels from a single dashboard.

b. Social Media Analytics

Social media analytics refers to the detailed analysis of data generated from user interactions on social media platforms. Automation tools convert raw data into meaningful insights using charts, graphs, and performance indicators.

Analytics helps marketers answer important questions such as:

- Which type of content receives maximum engagement
- Which platform performs better for a particular audience
- How users respond to different posting styles
- Trends in audience growth and interaction over time

Key analytics metrics include engagement rate, reach, impressions, click-through rate, and follower demographics. By analyzing these metrics, marketers can understand audience preferences and adjust their content strategy accordingly.

Analytics also supports strategic planning. For example, if videos perform better than text posts, marketers can focus more on video content. Continuous analysis ensures improvement and optimization of future campaigns.

c. Best Time to Share Content

Identifying the best time to share content is an important feature of social media automation tools. These tools analyze historical engagement data to determine when followers are most active on different platforms.

The best time to share content varies depending on factors such as:

- Type of social media platform
- Target audience location and time zone
- Nature of content
- User behaviour patterns

Posting content at the best time increases the likelihood of higher visibility and engagement. When posts are shared during peak activity hours, they are more likely to appear at the top of user feeds.

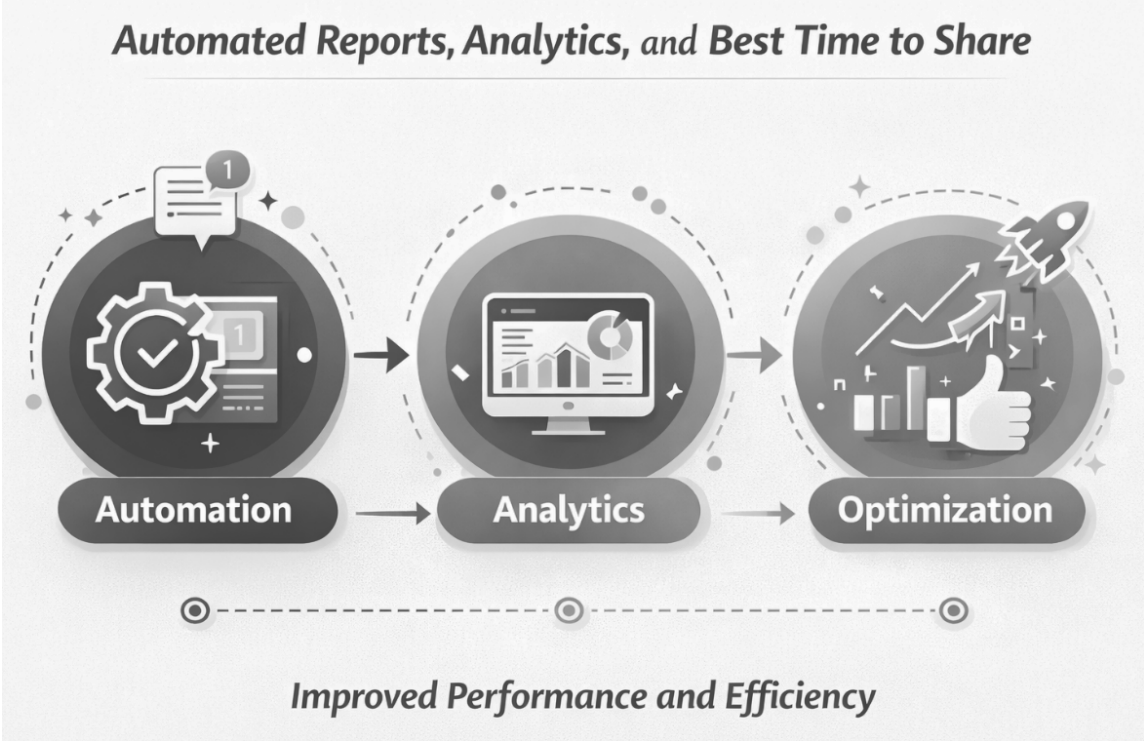
Automation tools often suggest optimal posting times and allow scheduling content accordingly. This feature helps marketers maximize reach without increasing posting frequency or advertising costs.

d. Importance of Automated Reports and Analytics

Automated reports and analytics play a crucial role in effective social media automation by:

- Supporting data-driven decision making
- Improving content quality and relevance
- Enhancing audience targeting and engagement
- Saving time and effort in performance evaluation
- Helping achieve marketing goals efficiently

By combining automated reporting, analytics, and best-time scheduling, marketers can improve both efficiency and effectiveness in social media marketing.



14.7 RULES RELATED TO SOCIAL MEDIA AUTOMATION

While automation offers many benefits, it must be used carefully and ethically. Social media platforms have specific rules and guidelines regarding automated activities. Violating these rules can result in reduced reach, account suspension, or permanent bans.

Important rules related to social media automation include:

- **Avoid Over-Automation**: Excessive automated posting can make content look spammy.
- **Follow Platform Policies**: Each platform has its own automation guidelines that must be followed.
- **Maintain Human Interaction**: Automation should not replace genuine replies and conversations.
- **Avoid Automated Messaging Abuse**: Sending repetitive or unsolicited messages is discouraged.
- **Ensure Content Quality**: Automated posting should not compromise relevance and accuracy.
- **Protect Account Security**: Use trusted tools and secure login credentials.

Responsible use of automation helps maintain brand reputation and long-term platform trust.

14.8 CASE EXAMPLES

Let us discuss some case examples which will make our understanding of social media optimisation clear so that we can use it in digital marketing.

Example 1: Social Media Automation for a Small Clothing Brand

A small online clothing brand uses social media automation to maintain a consistent presence on social platforms. The marketing team creates product photos, promotional banners, and styling tips using Canva and schedules them through Buffer. Every Sunday, the team prepares posts for the entire week and schedules them to be published automatically on Instagram. The automation tool publishes posts at predetermined times without requiring manual posting. Buffer also generates automated weekly reports showing engagement, reach, and follower growth. By analyzing these reports, the team found that posts shared between 7 PM and 9 PM received the highest engagement. The brand follows certain rules such as limiting promotional posts, using relevant hashtags, and ensuring content remains authentic and informative rather than overly automated.

Example 2: Restaurant Promoting Daily Offers Using Automation

A local restaurant uses social media automation to promote its daily offers and attract more customers. The restaurant schedules posts on Facebook using Hootsuite. At the beginning of the week, the marketing staff prepares posts featuring menu specials, customer testimonials, and short cooking videos. These posts are scheduled to be published automatically during peak dining times. Hootsuite also generates automated performance reports showing metrics such as post engagement, clicks, and audience interactions. The reports revealed that posts shared around 11 AM and 6 PM generated the most responses because customers were planning lunch or dinner. The restaurant follows automation rules such as avoiding excessive posts, responding manually to customer complaints, and ensuring that automated replies remain polite and helpful.

Example 3: Educational Institute Promoting Online Courses

An educational institute uses social media automation to promote its courses and share career guidance content. The institute manages its posts through Sprout Social and publishes updates on professional networks like LinkedIn. The marketing team prepares a monthly content calendar that includes course announcements, student success stories, and career tips. These posts are scheduled automatically using Sprout Social so that they appear regularly throughout the month. The platform generates automated reports that show engagement levels, link clicks, and the number of people visiting the course website. Analysis of these reports shows that posts shared during weekday mornings receive the highest engagement from professionals. The institute follows ethical automation practices such as providing accurate information, avoiding spam-like posting, and ensuring that automated content remains educational and relevant.

Example 4: E-commerce Brand Using Data-Driven Social Media Automation

A large e-commerce brand uses advanced social media automation to promote products and manage campaigns across multiple platforms. The company schedules posts through Later and publishes product launches and promotional campaigns on Instagram and Facebook. The marketing team uploads campaign content in advance, and the automation system posts it at optimal times suggested by analytics data. Automated reports track performance indicators such as engagement rate, website traffic, and conversion rates. These insights help the brand determine which posts drive more customer interest and sales. The company also follows strict automation rules such as complying with advertising guidelines, labeling sponsored content clearly, and ensuring that automation supports genuine customer interaction rather than replacing it.

Example 5 Businesses Managing Multiple Social Media Platforms

Large businesses often manage several social media accounts across different platforms, which makes automation essential. For example, the global coffee brand Starbucks manages marketing campaigns across Instagram, Facebook, and Twitter. The company schedules posts in advance using tools such as Hootsuite and analyzes customer engagement through automated analytics dashboards. When launching a seasonal drink campaign, marketing teams of Starbuck schedule promotional posts, short videos, and customer engagement messages weeks in advance. Automated reports help the company understand which posts generate the highest engagement and what time of day customers are most active online.

Example 6 Digital Marketing Agencies

Digital marketing agencies handle social media accounts for multiple clients at the same time, making automation a key part of their workflow. Agencies often use platforms such as Buffer or Sprout Social to schedule posts, track campaigns, and generate performance reports. For instance, the agency WebFX manages social media marketing for many different businesses. The agency creates monthly content calendars for each client, schedules posts across several platforms, and monitors engagement metrics through automated reports. This allows the agency to efficiently manage campaigns, track performance, and adjust marketing strategies based on analytics.

Example 7 Educational Institutions

Educational institutions also use social media automation to promote courses, events, and academic achievements. Universities such as Harvard University regularly share announcements, student success stories, and event promotions on platforms like

LinkedIn and Facebook. Social media teams often schedule posts using automation tools such as Hootsuite to ensure consistent communication with students, alumni, and prospective applicants. Automated analytics help them measure engagement levels, track event registrations, and determine the best times to post academic updates.

Example 8 Content Creators and Influencers

Content creators and influencers frequently rely on social media automation to maintain a consistent posting schedule and manage interactions with their audiences. For example, a popular YouTube creator may use social platforms such as YouTube, Instagram, and Twitter to promote his/her videos and projects. Influencers often schedule promotional posts using tools like Later, which allows them to plan content calendars, automatically publish posts, and analyze engagement metrics. Automation helps influencers maintain regular content updates, monitor audience engagement, and optimize posting times to reach the largest audience.

CHECK YOUR PROGRESS

Q1. What is social media automation?

Q2. Mention any two benefits of social media automation.

Q3. Name any one social media automation tool.

Q4. What are automated reports in social media automation?

Q5. Mention any two benefits of social media automation.

Q6. Why is identifying the best time to share content important?

Q7. Mention any two rules related to social media automation.

14.9 LET US SUM UP

- Social media automation involves using tools to manage posting, monitoring, and analysis with minimal manual effort.
- Automation helps save time, maintain consistency, and improve efficiency in social media marketing.
- Social media automation tools support scheduling, engagement tracking, analytics, and reporting.
- The automation process includes content planning, scheduling, monitoring, and optimization.
- Automated reports provide regular summaries of performance metrics.

- Analytics helps marketers understand audience behaviour and content effectiveness.
- Identifying the best time to share content improves reach and engagement.
- Automation must be used responsibly by following platform rules and ethical practices.

14.10 ANSWERS TO CHECK YOUR PROGRESS

Answer to Q1: Social media automation is the use of software tools to schedule posts, monitor interactions, and manage social media activities automatically.

Answer to Q2: Benefits of social media automation include time saving and consistent posting.

Answer to Q3: Hootsuite is an example of a social media automation tool.

Answer to Q4: Automated reports are system-generated summaries that show social media performance data over a specific period.

Answer to Q5: Analytics helps improve performance by identifying effective content, audience behaviour, and engagement patterns.

Answer to Q6: The best time to share content ensures higher visibility and better audience engagement.

Answer to Q7: Two rules related to automation are avoiding excessive automated posting and following platform policies.

14.11 FURTHER READINGS

1. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education.
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3. Sprout Social. (n.d.). *Social media management tool*. Retrieved June 12, 2026, from https://sproutsocial.com/
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14.12 MODEL QUESTIONS

1. Define social media automation and explain its importance.
2. Describe the tools used for social media automation.
3. Explain the process of social media automation.
4. Discuss the role of automated reports and analytics in social media marketing.
5. What is meant by the best time to share content? Why is it important? Explain with an example.

6. Explain the rules related to social media automation.
7. Analyze how automation improves efficiency in digital marketing.
8. Write short notes on:
   a) Automated reports
   b) Social media analytics

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UNIT 15: GOOGLE ADSENSE AND ADWORDS

UNIT STRUCTURE

15.1 Learning Objectives
15.2 Introduction
15.3 Introduction to Google AdSense
15.4 Process of Earning Through Google AdSense
15.5 Process of Approval of Google AdSense
15.6 Placing Ads on a Website
15.7 Introduction to Google AdWords (Google Ads)
15.8 Relationship between AdSense and AdWords
15.9 Let Us Sum Up
15.10 Answers to Check Your Progress
15.11 Further Readings
15.12 Model Questions

15.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define Google AdSense and google AdWords and explain their roles in digital marketing.
- understand how google AdSense helps website owners earn revenue.
- explain the complete process of earning through google AdSense.
- describe the approval process and eligibility requirements of google AdSense.
- apply basic steps to place advertisements on a website using AdSense.
- understand the relationship between advertisers and publishers in google advertising.

15.2 INTRODUCTION

Online advertising has become one of the most important sources of income for websites, bloggers, content creators, and digital publishers. Google plays a central role in the online advertising ecosystem by connecting advertisers with website owners through its advertising platforms.

Google AdSense and Google AdWords (now known as Google Ads) are two major services offered by Google that work together to enable online advertising. While Google Ads is used by advertisers to promote products and services, Google AdSense allows website owners to display these advertisements and earn revenue.

This unit introduces learners to the concepts of Google AdSense and AdWords, explains how income is generated through AdSense, describes the approval process, and discusses how ads are placed on websites. Understanding this unit is essential for learners who wish to earn revenue through websites, blogs, or digital platforms.

15.3 INTRODUCTION TO GOOGLE ADSENSE

Google AdSense is an online advertising program that allows website owners, bloggers, and content creators to earn money by displaying advertisements on their websites. These advertisements are provided by Google and are relevant to the website's content and visitors.

In Google AdSense the website owner acts as a **publisher**, while businesses running ads through Google Ads act as **advertisers**. Google acts as an intermediary that manages the entire advertising process.

How Google AdSense Works

When a visitor opens a webpage that has AdSense ads:

- Google analyzes the content of the webpage
- Relevant advertisements are selected automatically
- Ads are displayed to the visitor
- If the visitor clicks or views the ad, revenue is generated

The publisher earns a share of the revenue, while Google keeps a portion as service fees.

Types of AdSense Ads

Google AdSense provides different types of advertisements, such as:

- Text ads
- Display (image) ads
- Responsive ads
- Video ads
- Link ads

These ads automatically adjust based on screen size and device type.

15.4 PROCESS OF EARNING THROUGH GOOGLE ADSENSE

Earning through Google AdSense depends on website traffic, content quality, and user engagement. Revenue is generated mainly through two models:

- **Cost Per Click (CPC)**
- **Cost Per Thousand Impressions (CPM)**

Cost Per Click (CPC)

In the CPC model, the publisher earns money whenever a visitor clicks on an advertisement displayed on the website. The amount earned per click depends on advertiser bids, competition, and content niche.

Cost Per Thousand Impressions (CPM)

In the CPM model, earnings are based on the number of ad impressions. The publisher earns revenue for every thousand times an ad is displayed, even if users do not click on it.

Factors Affecting AdSense Earnings

Several factors influence AdSense income, including:

- Website traffic volume
- Quality and relevance of content
- User location and demographics
- Ad placement and visibility
- Type of content niche

Higher-quality content attracts better advertisers, which leads to higher revenue.

15.5 PROCESS OF APPROVAL OF GOOGLE AdSense

Before a website can start earning revenue through Google AdSense, it must be reviewed and approved by Google. The approval process ensures that only quality websites that follow Google's policies are allowed to display advertisements. This process protects advertisers, users, and the overall credibility of the advertising system.

Eligibility Requirements for Google AdSense Approval

To be eligible for Google AdSense approval, a website must meet certain basic requirements. The website should contain original, meaningful, and useful content that provides value to visitors. Content should not be copied from other websites, and it must comply with copyright laws.

The website should also follow Google's content policies. Websites containing prohibited content such as illegal material, adult content, misleading information, or excessive advertising are generally not approved. A clear site structure with proper navigation is important so that users can easily access different pages.

In addition, the website must include essential pages such as an **About Us** page to explain the purpose of the website, a **Privacy Policy** page to inform users about data usage, and a **Contact Us** page for communication. These pages improve transparency and trust.

Steps Involved in the Google AdSense Approval Process

The Google AdSense approval process involves a series of well-defined steps:

First, the website owner creates a Google AdSense account using a valid Google account. During registration, the applicant provides website details, personal information, and payment preferences.

Next, the applicant submits the website for review. Google provides a small piece of AdSense code that must be added to the website. This code allows Google to verify website ownership and evaluate content quality.

After submission, Google reviews the website. During this review process, Google checks content originality, site design, navigation, policy compliance, and overall user experience. The review process may take a few days to several weeks depending on various factors.

Once the review is completed, Google notifies the applicant through email. If the website meets all requirements, the AdSense account is approved, and ads can be placed on the website. If the website is rejected, Google usually provides reasons for rejection.

Common Reasons for AdSense Rejection

Understanding common rejection reasons helps applicants avoid mistakes. Some frequent causes of rejection include:

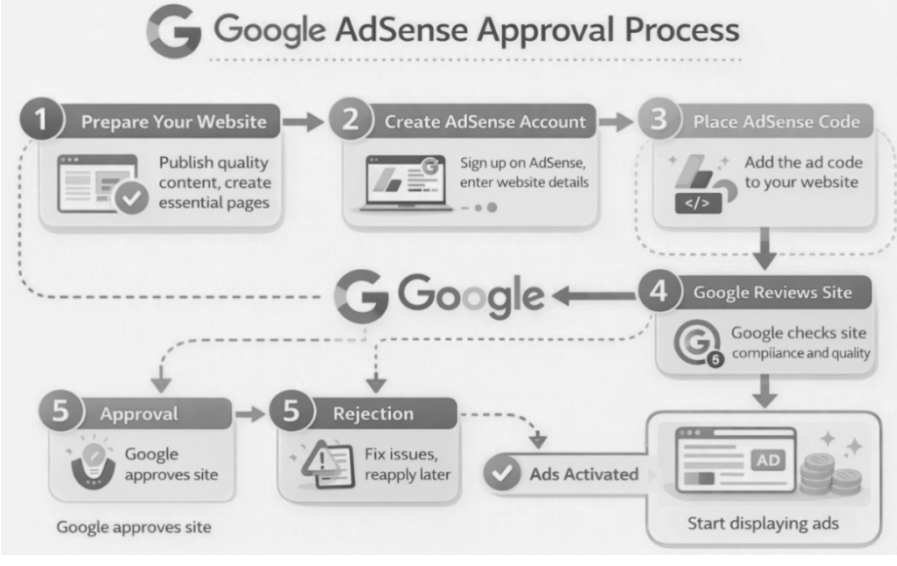
- Insufficient or low-quality content
- Copied or copyrighted material
- Lack of essential pages such as Privacy Policy
- Poor website navigation or incomplete site
- Content that violates Google policies

Rejection does not permanently disqualify a website. Website owners can improve their content, correct issues, and reapply for approval.

Importance of AdSense Approval Process

The AdSense approval process ensures that advertisements appear only on trusted and user-friendly websites. This protects advertisers from fraudulent activity and ensures a positive experience for users. For publishers, following the approval guidelines helps build a strong foundation for long-term revenue generation.

A properly approved website is more likely to earn stable income and avoid policy violations in the future.



15.6 PLACING ADS ON A WEBSITE

Once a website is approved for Google AdSense, the next step is placing advertisements on the website. Proper ad placement is crucial because it directly affects visibility, user experience, and earnings. Google AdSense provides ad codes that publishers need to insert into their website pages.

Methods of Placing Ads

Google AdSense allows publishers to place ads in the following ways:

- **Automatic Ads**

  In this method, Google automatically places ads on suitable locations across the website. The publisher only needs to add a single AdSense code to the site. Automatic ads are useful for beginners as they require minimal technical knowledge.

- **Manual Ad Placement**

  Publishers can manually choose where ads appear by generating ad units and placing the code at specific locations such as header, sidebar, within content, or footer areas. This method provides greater control over ad visibility.

Common Ad Placement Locations

- Above or below the main content
- Within the content (in-article ads)
- Sidebar of the webpage
- Footer area

Placing ads within content generally results in higher engagement, but excessive ads may negatively affect user experience.

Best Practices for Ad Placement

- Ensure ads do not disturb content readability
- Avoid placing ads too close to navigation buttons
- Maintain a balance between content and advertisements
- Use responsive ads for mobile-friendly websites

Proper ad placement improves revenue while maintaining a positive user experience.
In order to clarify our concepts further let us the aspects with the help of an example

Case Example : Website Monetization Using Google AdSense

A technology blog that publishes articles about smartphones, software reviews, and technology news uses Google AdSense to generate revenue from its website traffic. The blog owner regularly posts informative articles that attract thousands of visitors every day through search engines. After joining the AdSense program, the website displays automatically generated advertisements that match the content of each page. For example, an article about laptop reviews may show advertisements related to computer brands or electronics stores. Google's automated system selects and places these ads on the website without manual intervention. Each time visitors click on these advertisements, the blog owner earns a small amount of revenue. Through the AdSense dashboard, the website owner can view automated reports showing page views, ad clicks, and estimated earnings. By analyzing these reports, the blogger

learns which types of articles attract the most visitors and generate the highest advertising income.

15.7 INTRODUCTION TO GOOGLE ADWORDS (GOOGLE ADS)

Google AdWords, now officially known as **Google Ads**, is an online advertising platform developed by Google that allows businesses and organizations to promote their products, services, or websites across Google's network. This network includes Google Search, YouTube, Gmail, and millions of partner websites.

Google Ads works on a **pay-per-click (PPC)** advertising model, where advertisers pay only when users interact with their ads, such as clicking on them or viewing them. This makes Google Ads a cost-effective and measurable form of digital advertising.

The primary objective of Google Ads is to help advertisers reach potential customers at the right time, especially when users are actively searching for related information, products, or services.

How Google Ads Works

Google Ads operates through an auction-based system. Advertisers select keywords related to their business and create advertisements based on those keywords. When a user searches for a keyword on Google, an auction takes place to determine which ads will appear and in what order.

The position of an ad depends on several factors, including:

- The advertiser's bid amount
- The quality and relevance of the advertisement
- The relevance of keywords to the user's search
- The expected user experience

This system ensures that users see relevant and useful advertisements rather than only high-budget ads.

Types of Google Ads

Google Ads offers multiple advertising formats to meet different marketing objectives:

- **Search Ads**

  These are text-based ads that appear on Google search results pages when users search for specific keywords.
- **Display Ads**

  These are image or banner ads displayed on websites that are part of Google's Display Network.
- **Video Ads**

  These ads appear before, during, or after videos on YouTube and are effective for brand awareness.
- **Shopping Ads**

  These ads display product images, prices, and store information, mainly used by e-commerce businesses.

- **App Promotion Ads**

  These ads promote mobile applications across Google platforms.

Each ad type serves a specific purpose such as increasing website traffic, generating leads, or boosting sales.

Benefits of Using Google Ads

Google Ads provides several advantages to advertisers:

- Immediate visibility on Google search results
- Targeted advertising based on keywords, location, device, and audience
- Full control over advertising budget
- Measurable performance through detailed reports
- Flexibility to modify campaigns at any time

Because of these benefits, Google Ads is widely used by small businesses, startups, and large organizations alike.

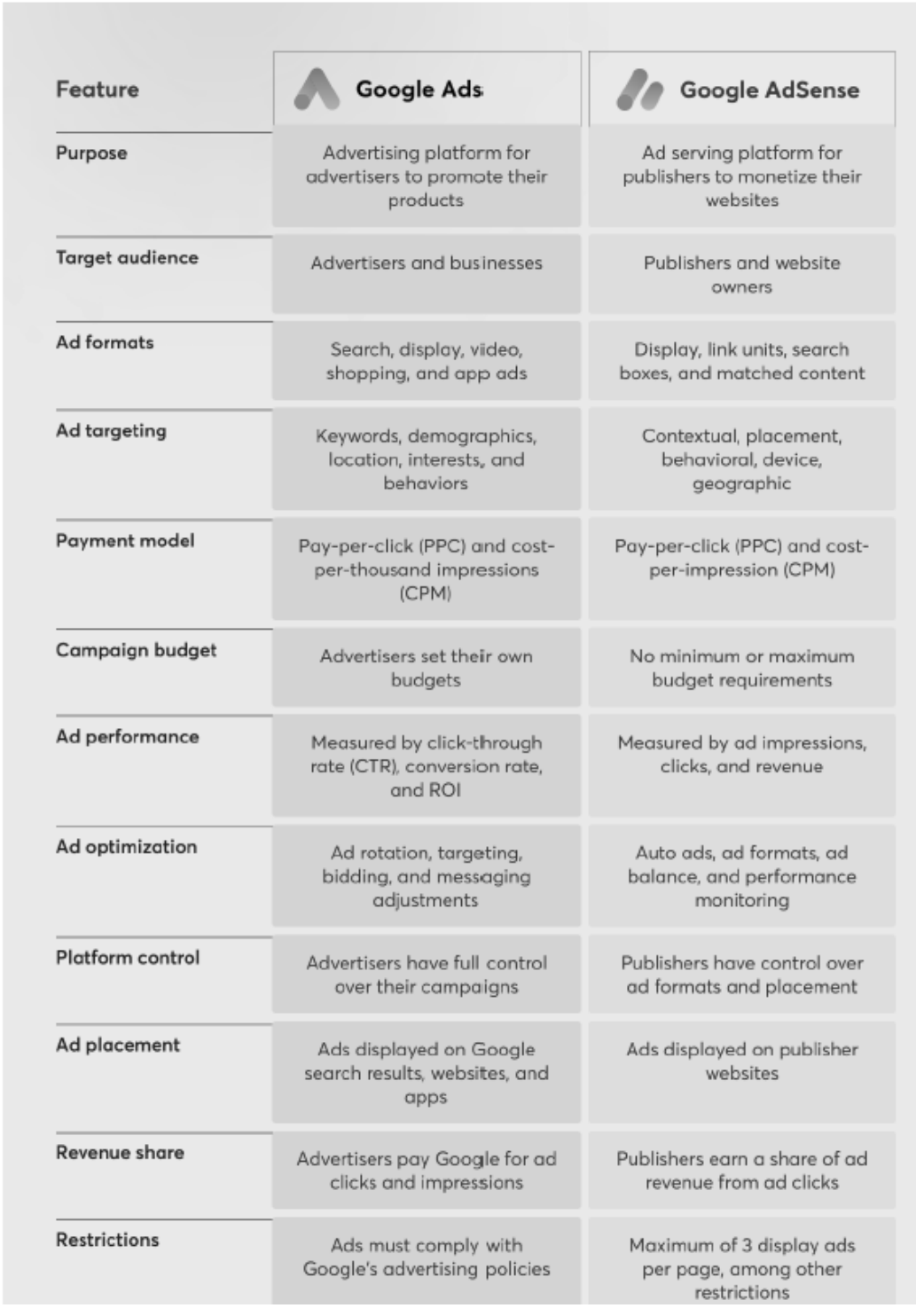
Importance of Google Ads in Digital Marketing

Google Ads plays a critical role in digital marketing strategies because it connects advertisers directly with users who are actively searching for information. It complements organic search efforts and supports business growth by driving qualified traffic to websites.

Google Ads also forms the foundation of Google's advertising ecosystem, supplying advertisements that are later displayed through Google AdSense on publisher websites. This makes Google Ads an integral part of the online advertising cycle.
In order to clarify our concepts further let us the aspects with the help of an example

Case Example: Online Store Promoting Products Using Google Ads

A small online electronics store wants to increase sales of its new wireless headphones. To reach potential customers searching for similar products online, the business launches a targeted advertising campaign using Google Ads. The marketing team creates advertisements that appear when users search for keywords such as "best wireless headphones" on Google Search. When potential customers click on the advertisement, they are directed to the product page on the store's website. The company pays Google only when someone clicks the ad, following a pay-per-click (PPC) advertising model. Google Ads provides automated analytics reports that show impressions, clicks, cost per click, and conversions. By reviewing these reports, the store owner can adjust keywords, budgets, and ad messages to improve campaign performance and increase product sales.



Feature	Google Ads	Google AdSense
Purpose	Advertising platform for advertisers to promote their products	Ad serving platform for publishers to monetize their websites
Target audience	Advertisers and businesses	Publishers and website owners
Ad formats	Search, display, video, shopping, and app ads	Display, link units, search boxes, and matched content
Ad targeting	Keywords, demographics, location, interests, and behaviors	Contextual, placement, behavioral, device, geographic
Payment model	Pay-per-click (PPC) and cost-per-thousand impressions (CPM)	Pay-per-click (PPC) and cost-per-impression (CPM)
Campaign budget	Advertisers set their own budgets	No minimum or maximum budget requirements
Ad performance	Measured by click-through rate (CTR), conversion rate, and ROI	Measured by ad impressions, clicks, and revenue
Ad optimization	Ad rotation, targeting, bidding, and messaging adjustments	Auto ads, ad formats, ad balance, and performance monitoring
Platform control	Advertisers have full control over their campaigns	Publishers have control over ad formats and placement
Ad placement	Ads displayed on Google search results, websites, and apps	Ads displayed on publisher websites
Revenue share	Advertisers pay Google for ad clicks and impressions	Publishers earn a share of ad revenue from ad clicks
Restrictions	Ads must comply with Google's advertising policies	Maximum of 3 display ads per page, among other restrictions

15.8 RELATIONSHIP BETWEEN GOOGLE ADSENSE AND GOOGLE ADWORDS

Google AdSense and Google AdWords (Google Ads) are two complementary components of Google's online advertising ecosystem. Although they serve different users, they work together to make online advertising effective, profitable, and efficient for all parties involved.

Google AdWords is used by **advertisers**, while Google AdSense is used by **publishers**. Google acts as an intermediary that connects these two groups through its advertising technology.

Role of Google Ads (Advertisers)

Google Ads allows businesses and organizations to create advertisements to promote their products or services. Advertisers choose keywords, set budgets, define target audiences, and create ad content. They pay Google when users interact with their ads, usually through clicks or impressions.

The main objective of advertisers using Google Ads is to:

- Increase website traffic
- Generate leads or sales
- Improve brand awareness
- Reach targeted audiences

Advertisers compete with each other in an auction system, and their ads are shown based on bid amount, relevance, and quality.

Role of Google AdSense (Publishers)

Google AdSense allows website owners, bloggers, and content creators to display advertisements on their websites. These advertisements are supplied by advertisers using Google Ads.

Publishers earn revenue when visitors view or click on ads displayed on their websites. The revenue is shared between Google and the publisher.

The main objective of publishers using Google AdSense is to:

- Monetize website content
- Earn passive income
- Generate revenue from traffic

Publishers do not need to contact advertisers directly, as Google manages ad selection and placement automatically.

How AdSense and Google Ads Work Together

The relationship between Google Ads and Google AdSense can be explained as follows:

- Advertisers create ads using Google Ads
- Google selects relevant ads based on website content and audience
- These ads are displayed on publisher websites through Google AdSense
- Users interact with the ads
- Advertisers pay Google for the interaction
- Google shares a portion of the revenue with publishers

This system benefits all participants:

- Advertisers reach relevant audiences
- Publishers earn revenue from content
- Users see ads related to their interests
- Google earns revenue for managing the platform

Importance of This Relationship

The relationship between Google Ads and Google AdSense is important because it creates a complete advertising cycle. Advertisers do not need to search for websites manually, and publishers do not need to find advertisers. Google ensures ad relevance, quality control, and secure transactions.

This integration also improves user experience, as ads are more relevant to the content being viewed. It supports the growth of digital marketing by providing opportunities for both businesses and content creators.

Summary of the Relationship

In simple terms:

- Google Ads = Platform for advertisers
- Google AdSense = Platform for publishers
- Google = Connector between advertisers and publishers

Together, Google Ads and Google AdSense form the backbone of Google's online advertising network.

CHECK YOUR PROGRESS

Q1. What is Google AdSense?

Q2. Who are publishers and advertisers in Google AdSense?

Q3. Mention two revenue models used in Google AdSense.

15.9 LET US SUM UP

- Google AdSense is an online advertising program that allows website owners to earn revenue by displaying ads.
- Publishers earn money through models such as Cost Per Click and Cost Per Thousand Impressions.
- Website quality, traffic, content relevance, and ad placement affect AdSense earnings.
- Google AdSense approval requires compliance with content and policy guidelines.
- Ads can be placed automatically or manually on approved websites.
- Google Ads is an advertising platform used by businesses to promote products and services.
- Google Ads and Google AdSense work together to connect advertisers and publishers.

15.10 ANSWERS TO CHECK YOUR PROGRESS

Answer to Q1:
Google AdSense is an advertising program that allows website owners to earn money by displaying ads provided by Google.

Answer to Q2:
Publishers are website owners who display ads, while advertisers are businesses that pay to promote their products or services.

Answer to Q3:
The two revenue models used in Google AdSense are Cost Per Click and Cost Per Thousand Impressions.

15.11 FURTHER READINGS

1. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
2. Ryan, D. (2016). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (4th ed.). Kogan Page.
3. Google. (n.d.). *Google AdSense Help*. Retrieved June 12, 2026, from https://support.google.com/adsense
4. Google. (n.d.). *Google Ads*. Retrieved June 12, 2026, from https://ads.google.com

15.12 MODEL QUESTIONS

1. Define Google AdSense and explain how it helps website owners earn revenue.
2. Describe the process of earning through Google AdSense.
3. Explain the approval process of Google AdSense.
4. Discuss different methods of placing ads on a website.
5. What is Google Ads? Explain its role in online advertising.
6. Explain the relationship between Google AdSense and Google Ads.
7. Analyze the factors affecting earnings through Google AdSense.

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