Digital Marketing
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MODULE-I
Introduction to Digital Marketing

Today's time of Internet has opened the gateway of tremendous digital marketing opportunities for businesses. By utilizing different channels of digital marketing,

businesses cannot just share their product and services online; additionally they can gain clients for their business, entice them and can convert them to boost their ROI. The speed and straightforwardness with which the digital media transmits data and support a business is astonishing. In this Introduction to Digital Marketing E-Guide, every single aspect of Digital Marketing will be discussed to help marketers understand what Digital Marketing is, how it functions, and how it can help them optimize their marketing campaign.

The world is super-connected nowadays and all things considered, marketing and advertising are no more the same as they once were. This is particularly valid because of the ascent of online networking, which has changed how organizations speak with potential and existing customers.

So, before jump onto the introduction to Digital Marketing, let's know what precisely Digital Marketing is and what does it incorporate? Essentially, it is an aggregate term, which is utilized where advertising and marketing meet web innovation and different types of online media platforms. Let's firstly throw some light on the basics of Digital Marketing via the definition given below, this is the first step when we talk about the introduction to Digital Marketing-

Digital Marketing| Definition

Digital Marketing can be understood as a well-targeted, conversion-oriented, quantifiable, and interactive marketing of products or services by utilizing digital innovation to achieve the customers, and transform them into clients in a sustainable fashion. The whole concept and functionalities of Digital Marketing are more competent, effective, result-oriented and measurable, which make it very different from traditional marketing.

The traditional way of marketing lets businesses market their products or administrations on print media, radio and TV commercials, bill boards, business cards, and in numerous other comparable ways where Internet or web-based social networking sites were not utilized for promoting.

However, traditional promoting approaches had constrained client reachability and extent of driving clients' purchasing conduct. In addition, traditional marketing methods were not quantifiable too. Let us understand noticeable difference between Traditional Marketing & Digital Marketing-

Difference b/w Traditional Marketing & Digital Marketing
Traditional Marketing

Communication is unidirectional in traditional marketing, which means, an organization communicates about its services with its audiences.

Medium of communication in traditional marketing is generally phone calls, emails, and letters.

Campaign in Traditional marketing takes more time as designing, preparing, and launching are involved.

It is best for reaching local audience.

It is almost impossible to measure the effectiveness of a traditional marketing campaign.

Digital Marketing

Communication is bidirectional in Digital Marketing as businesses can communicate with customers and customers can ask queries or make suggestions to businesses as well.

Medium of communication is more powerful and involves social media websites, chats, apps and Email.

Digital marketing campaigns can be developed quite rapidly and with digital tools, channelizing Digital Marketing campaigns is easier.

It is very effective for reaching global audiences.

Digital Marketing lets you measure the effectiveness of a digital marketing campaign through analytics.

Digital Marketing accomplishes targets of marketing of a business through various Digital Marketing Channels.

Evolution of Digital Marketing Era

The **Growth of Digital Marketing** has been rapid in the past few years. A decade ago, information from a handful of websites was enough for people to make a decision on an item. Today, no decision can be made before referring to multiple websites and digital media. Therefore, The **Evolution of Digital Marketing Era** looks bright.

The concept of digital marketing started with the advent of the internet and has evolved along with innovations in the internet and technology. The development of search engines like Google at the end of the 1990s and early 2000s, the emergence of social media websites, and the infringement of smartphones in our daily lives have all revolutionized the scope of digital marketing. Let's see how the **Evolution of Digital Marketing Era** will become the future of marketing.

Mobile Marketing

Mobile phones have become more popular than any other digital device. 70% of browsing on the internet is now done with smartphones. The biggest advantage of

smartphones is they are portable. Because they can be carried at all times, mobile advertising has become portable, too, and can follow individuals wherever they go.

Social Media Marketing Companies have begun to strategize methods to promote brands through mobile phones. Digital ads and SEO's are now being optimized for the mobile medium. This ease of accessibility can be tapped through interactive marketing strategies by which users may get all the information they need on products through a single tap.

Online Marketing

People spend a large part of their time online and this online presence offers a great target audience for **Digital marketing services** are limited not just to e-commerce apps and website but they expand to social media platforms like Facebook, Twitter, Instagram, and so on. It is possible to connect to audiences all around the world and from all demographics.

Bit coin Payments

Bit coin was introduced in 2009, but it really took off by the end of 2017. The year 2018 is being touted by many experts as one in which cryptocurrencies and blockchain technology will really soar. Bitcoin is a pioneer in digital currency and it has gotten many companies excited. As it will allow buyers to make online transactions.

Influencer Marketing

Digital marketers are always looking for ways to collect more customers. One of the ways to do so is by advertising themselves on affiliate sites. This is known as influencer or **Affiliate Marketing**. For every lead that is brought from an affiliate site, a commission is paid to the owners of the affiliate website. Thus, one website promotes or advertises the products or services of another website. This helps marketers to acquire a greater reach and user traffic.
Social Media Marketing
Social media is one of the best ROI strategies available today as 3.77 billion people around the world use the internet, of which 2.8 billion use the social media. Due to its sheer size, social media can provide a huge amount of outreach and exposure for marketing.
A business must know how to take advantage of this data generated by users in real time. Every day people share a lot of information about themselves through their

social media activities, through their tweets, photos, and posts, which offer valuable insights about the consumer, their preferences, likes and dislikes. All this information available on social media websites can help in Facilitating Marketing outreach.Thus, rising trends in digital technology provide boundless scope for various brands and industries to connect with their target audience. By focusing on building consumer experiences and making connections with them through digital means, a business and/or brand can have a fairly good chance to attain a competitive advantage.

Definition - What does *Search Engine* mean?

Search engine is a service that allows Internet users to search for content via the World Wide Web (WWW). A user enters keywords or key phrases into a search engine and receives a list of Web content results in the form of websites, images, videos or other online data. The list of content returned via a search engine to a user is known as a search engine results page (SERP).

What is a Search Engine?

The purpose of a search engine is to extract requested information from the huge database of resources available on the internet. Search engines become an important day to day tool for finding the required information without knowing where exactly it is stored. There are different types of search engines to get the information you are looking for. Internet usage has been tremendously increased in recent days with the easy to use search engines like Google, Bing and Yahoo!

Different Types of Search Engines

Search engines are classified into the following three categories based on how it works.
Crawler based search engines
Human powered directories
Hybrid search engines
Other special search engines
Let us discuss all types of search engines in detail in the following sections.

1. Crawler Based Search Engines

All crawler based search engines use a crawler or bot or spider for crawling and indexing new content to the search database. There are four basic steps, every crawler based search engines follow before displaying any sites in the search results.
Crawling
Indexing
Calculating Relevancy
Retrieving the Result

1.1. Crawling

Search engines **crawl** the whole web to fetch the web pages available. A piece of software called *crawler* or *bot* or *spider,* performs the crawling of the entire web. The crawling frequency depends on the search engine and it may take few days between crawls. This is the reason sometimes you can see your old or deleted page content is showing in the search results. The search results will show the new updated content, once the search engines crawl your site again.

1.2. Indexing

Indexing is next step after crawling which is a process of identifying the words and expressions that best describe the page. The identified words are referred as keywords and the page is assigned to the identified keywords. Sometimes when the crawler does not understand the meaning of your page, your site may rank lower on the search results. Here you need to optimize your pages for search engine crawlers to make sure the content is easily understandable. Once the crawlers pickup correct keywords your page will be assigned to those keywords and rank high on search results.

1.3. Calculating Relevancy

Search engine compares the search string in the search request with the indexed pages from the database. Since it is likely that more than one page contains the search string, search engine starts **calculating the relevancy** of each of the pages in its index with the search string.
There are various algorithms to calculate relevancy. Each of these algorithms has different relative weights for common factors like keyword density, links, or meta tags. That is why different search engines give different search results pages for the same search string. It is a known fact that all major search engines periodically change their algorithms. If you want to keep your site at the top, you also need to

adapt your pages to the latest changes. This is one reason to devote permanent efforts to SEO, if you like to be at the top.

1.4. Retrieving Results

The last step in search engines' activity is **retrieving** the results. Basically, it is simply displaying them in the browser in an order. Search engines sort the endless pages of search results in the order of most relevant to the least relevant sites.

Examples of Crawler Based Search Engines

Most of the popular search engines are crawler based search engines and use the above technology to display search results. Example of crawler based search engines:

Google

Bing

Yahoo!

Baidu

Yandex

Besides these popular search engines there are many other crawler based search engines available like DuckDuckGo, AOL and Ask.

2. Human Powered Directories

Human powered directories also referred as open directory system depends on human based activities for listings. Below is how the indexing in human powered directories work:

Site owner submits a short description of the site to the directory along with category it is to be listed.

Submitted site is then manually reviewed and added in the appropriate category or rejected for listing.

Keywords entered in a search box will be matched with the description of the sites. This means the changes made to the content of a web pages are not taken into consideration as it is only the description that matters.

A good site with good content is more likely to be reviewed for free compared to a site with poor content.

Yahoo! Directory and DMOZ were perfect examples of human powered directories. Unfortunately, automated search engines like Google, wiped out all those human powered directory style search engines out of the web.

3. Hybrid Search Engines

Hybrid Search Engines use both crawler based and manual indexing for listing the sites in search results. Most of the crawler based search engines like Google basically uses crawlers as a primary mechanism and human powered directories as secondary mechanism. For example, Google may take the description of a webpage from human powered directories and show in the search results. As human powered directories are disappearing, hybrid types are becoming more and more crawler based search engines.

But still there are manual filtering of search result happens to remove the copied and spammy sites. When a site is being identified for spammy activities, the website owner needs to take corrective action and resubmit the site to search engines. The experts do manual review of the submitted site before including it again in the search results. In this manner though the crawlers control the processes, the control is manual to monitor and show the search results naturally.

4. Other Types of Search Engines

Besides the above three major types, search engines can be classified into many other categories depending upon the usage. Below are some of the examples:
Search engines have different types of bots for exclusively displaying images, videos, news, products and local listings. For example, Google News page can be used to search only news from different newspapers.
Some of the search engines like Dogpile collects meta information of the pages from other search engines and directories to display in the search results. This type of search engines are called metasearch engines.
Semantic search engines like Swoogle provide accurate search results on specific area by understanding the contextual meaning of the search queries.

Wrapping Up

During earlier days of Internet, human powered search engines were popular and important source of information. The technological world is moving very fast towards automation and artificial intelligence. Big technology companies like Google and Microsoft, who own the popular search engines, are driving this change and getting benefit out of it. None of the human powered search engines could survive this fast shift. Though people uses special purpose search engines in very small scale, at this point of time artificial or crawler based search engines acts as a primary source of information with minimal human interventio

Definition - What does *Search Engine Optimization (SEO)* mean?

Search engine optimization (SEO) refers to methods used to increase traffic to a website by increasing its search engine page rank.

SEO often involves improving the quality of the content, ensuring that it is rich in relevant keywords and organizing it by using subheads, bullet points, and bold and italic characters. SEO also ensures that the site's HTML is optimized such that a search engine can determine what is on the page and display it as a search result in relevant searches. These standards involve the use of metadata, including the title tag and meta description. Cross linking within the website is also important.

Top 10 Search Engines In The World

Which are the 10 best and most popular search engines in the World? Besides Google and Bing there are other search engines that may not be so well known but still serve millions of search queries per day.

It may be a shocking surprise for many people but Google is not the only search engine available on the Internet today! In fact, there are a number of search engines that want to take Google's throne but none of them is ready (yet) to even pose a threat.

Nevertheless, there are search engines that are worth considering and the top 10 are presented below after the break.

List of Top 10 Most Popular Search Engines In the World (Updated 2018)

1. Google

No need for further introductions. The search engine giant holds the first place in search with a stunning difference of 66% from second in place Bing.

According to the latest netmarketshare report (January 2018) 74.52% of searches were powered by Google and only 7.98% by Bing.

Google is also dominating the mobile/tablet search engine market share with 93%!

Want to learn how to take advantage of Google's search engine share?

Read: How long does it take to rank in Google

2. Bing

Bing is Microsoft's attempt to challenge Google in the area of search, but despite their efforts they still did not manage to convince users that their search engine can produce better results than Google.

3. Yahoo

Since October 2011 Yahoo search is powered by Bing. Yahoo is still the most popular email provider and according to reports holds the fourth place in search.

4. Ask.com
Formerly known as Ask Jeeves, Ask.com receives approximately 0.05% of the search share. ASK is based on a question/answer format where most questions are answered by other users or are in the form of polls.
It also has the general search functionality but the results returned lack quality compared to Google or even Bing and Yahoo.

5. AOL.com
According to netmarketshare the old time famous AOL is still in the top 10 search engines with a market share that is close to 0.04%. The AOL network includes many popular web sites like engadget.com, techchrunch.com and the huffingtonpost.com.

6. Baidu
Baidu was founded in 2000 and it is the most popular search engine in China. It's market share is increasing steadily and according to Wikipedia, Baidu is serving billion of search queries per month. It is currently ranked at position 4, in the Alexa Rankings.

7. Wolframalpha
Wolframalpha is different that all the other search engines. They market it as a Computational Knowledge Engine which can give you facts and data for a number of topics. It can do all sorts of calculations, for example if you enter *"mortgage 2000"* as input it will calculate your loan amount, interest paid etc. based on a number of assumptions.

8. DuckDuckGo
Has a number of advantages over the other search engines. It has a clean interface, it does not track users, it is not fully loaded with ads and has a number of very nice features (only one page of results, you can search directly other web sites etc).
I am sure that some of the features of duckduckgo will be used by other search engines and with some proper funding duckduckgo can get a decent search engine market share.

9. Internet Archive

archive.org is the internet archive search engine. You can use it to find out how a web site looked since 1996. It is very useful tool if you want to trace the history of a domain and examine how it has changed over the years.

10. Yandex.ru

According to Alexa, Yandex.ru is among the 30 most popular websites on the Internet with a ranking position of 4 in Russian.

Yandex present themselves as a technology company that builds intelligent products and services powered by machine learning. According to Wikipedia, Yandex operates the largest search engine in Russia with about 65% market share in that country.

As a final word, if you search "What is the best search engine?" in any of the search engines listed above, you will get an answer that Google is the best and most popular search engine and Bing is in the second place (on a Global level).

These are the 10 best and most popular search engines on the Internet today. The list is by no means complete and for sure many more will be created in the future but as far as the first places are concerned, Google and Bing will hold the lead positions for years to come.

MODULE-II
Types of Search Engine Optimization (SEO)

Search Engine Optimization services have different types and if you have an online business, you need search engine optimization services for search engine ranking optimization of your website. Then you need to know the different types of SEO and how to use them. Remember, one of the most important key to being a smart client makes an informed decision. Three SEO types are black hat, white hat and gray hat. Techie Group Inc. is a Web Development company that can best help your online business.

Black Hat SEO is a type of SEO services that try to trick the search engine and manipulate the ranking of the site. These are often are not complying with the rules of the search engines. It uses keywords not related to have more traffic to the website and others spam to get more popularity of the site. An advantage of this method is that you can easily get at the top of the search engines, but can be risky,

because if they discovered the spam, the site will be banned from the list. This also disappoints visitors due to lack of relevance of the keyword they are looking for in the search engines.

White Hat SEO is the opposite of black hat, since it is based on the quality of content and using keywords that are relevant to achieving the first rank in search engines. This is known as an effective marketing method to bring people to the site. However, the results can be visible after some time in this method, unlike the black hat. It may take some time before we see great results, but what is said to be the best strategy to boost web SEO search engine. Visitors will be delighted with the quality that makes this technique.
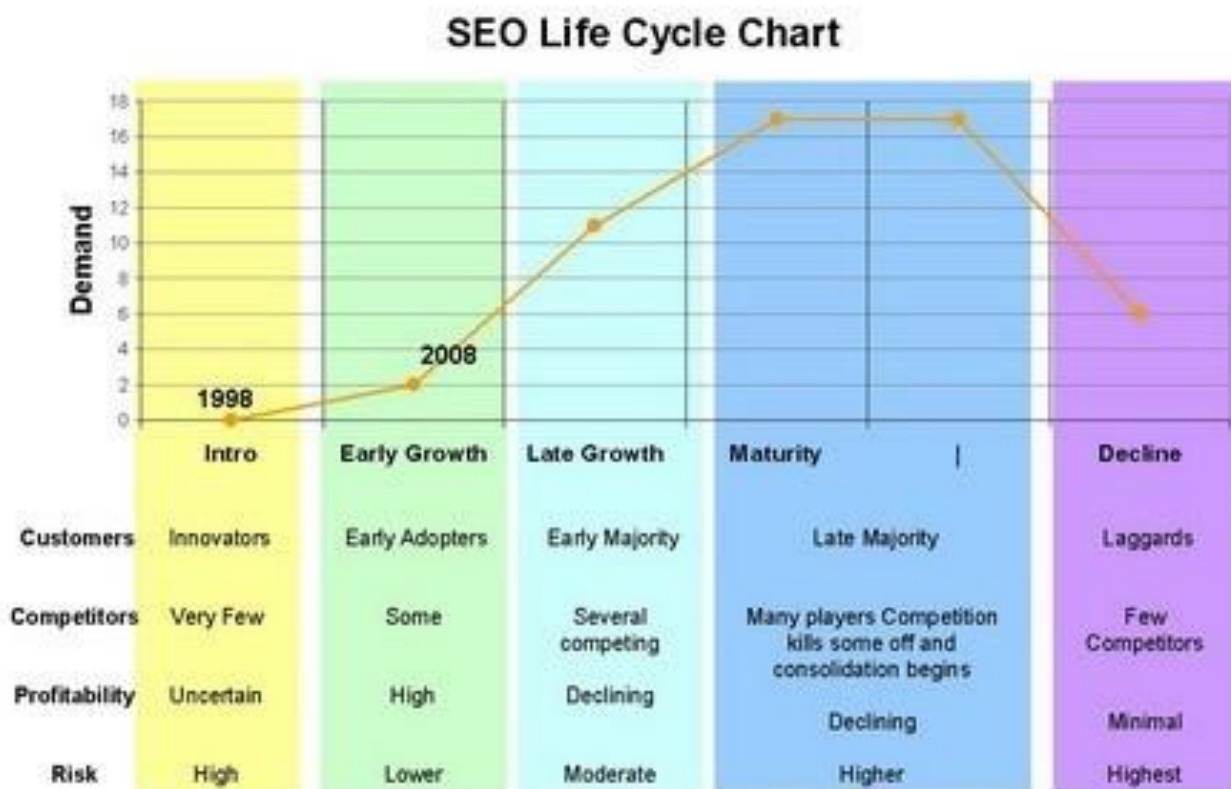

Grey Hat SEO is the combination of both black and white and may use questionable methods, following the guidelines of search engines. This can produce quick results as the black hat method, but is also risky.

SEO Life Cycle

In these days, a buyer goes online and pulls information by entering a query into a search engine. In return, search engine produces millions of results. Interestingly, after that more than 60% web traffic goes to the websites that are produced by the search engine on 1st SERP (Search Engine Result Pages). This whole science of ranking any website on top SERPs is actually SEO. Hundreds of books are available on SEO, so to cover this evolving topic in this short article will be an injustice. But, I can introduce you here with the *"SEO Life Cycle"* that will help you a lot with many queries of yours.

Those who have been in the industry since the late 90's have seen huge changes in SEO. The industry has really matured. But in the grand scheme of things, if you were to plot SEO on a product life cycle chart you would see that the industry is still in its' infancy.

Except that we're poised for some serious growth.

SEO Life Cycle Chart

	Intro	Early Growth	Late Growth	Maturity		Decline
Customers	Innovators	Early Adopters	Early Majority	Late Majority		Laggards
Competitors	Very Few	Some	Several competing	Many players Competition kills some off and consolidation begins		Few Competitors
Profitability	Uncertain	High	Declining		Declining	Minimal
Risk	High	Lower	Moderate	Higher		Highest

SEO - Introduction Stage - Starting about 1998
Companies who were around in the introduction stage often had to build product awareness and develop a market for SEO.

In the early '2000's, many of our clients had just build their first websites. This was a significant investment for them and they thought that now that they have a website, the online sales would just flow in. Many didn't realize that they had just invested serious coin into an over-priced business card. Because nobody could find them.

At this point, there was little consistency in the product. And as the algorithm got more complex, the SEO offering varied more. Some companies were offering to "submit to hundreds of search engines" (some still are) whilst others were offering usability, analytics and site architectural input in addition to on-page and off-page SEO.

SEO - Early Growth Stage - we're still just at the beginning of it.
In the early growth stage, smart SEO companies are beginning to think about <u>building their brand</u> and to increase market share.

Demand is increasing as more customers understand the benefits of "getting found". There is some competition at this stage but because the market is broadening so much, competition is limited and there is still a huge amount of <u>camaraderie</u> within the industry.

Customer Implication
Demand has already started to increase but it is going to skyrocket. And it's going to come from all types of business from very small customers to Enterprise type of businesses.

Up until recently, the neighborhood dry cleaner didn't care if someone across the country found their website because they deal within a 5 km radius got very little benefit from optimizing their website. Now as search gets much better at localization, those local business will become much more serious about the opportunities online

It is also likely that we'll see a lot of growth from Enterprise clients. These clients previously resisted SEO due to the complexity of working within legacy back-end systems. As technology increases and back-end systems become less expensive for more capability, we're going to see companies replace their antiquated CMS's with SEO friendly options.

Another change that this stage of the product life cycle will bring is in our relationship with the client. As SEO becomes a bigger part of the mainstream marketing mix, our customers will become more and more knowledgeable about SEO (we're already starting to see this).

We'll move from having a sales / consultative role to being a thought partner. Our clients will have a good understanding of what needs to be done but they'll outsource it to us because we're more efficient at implementing.

Competition Implication
With high growth in revenues, low barriers to entry, and no certification required, the SEO industry is prime for attracting any and all new entrants.

There have always been new competitors. But the face of our competition is going to change greatly. Up until now competition has focused primarily on small start ups and web design firms who decide to add a search component. Some stick around but many are wiped out with the next major shift in the algorithm.

This phase of the SEO life cycle is going to attract better capitalized, stronger competition from many sectors. These new entrants are attracted to SEO by the potential for profits not by the fit with their offering.

We are already starting to see traditional media firms seek to protect their eroding revenues by grabbing a slice of the online pie. But WalMart has shown us that future competition could be anyone. And it will be.

No all new entrants are attracted by dollar signs. There are also companies that are feeling increased pressure to offer a more well rounded package. As the integration of offline and online marketing services increases, customers are putting more pressure on agencies to handle the full scope of their marketing spend including the online component.

Although we're already starting to see increased competition, many existing SEO companies aren't feeling the pinch yet because demand is also increasing.

One implication of increased demand coupled with new entrants to the market is the impact on supply. *We're starting to experience a shortage of experienced SEO talent*

SEO talent is a scarce resources. And this scared resource is not yet being renewed at a fast enough pace. Whilst some colleges are starting to offer digital media / internet marketing diploma, these grads know very little about what it takes to optimize a website.

Moreover, what they do know is limited to theory. It's one thing to know that links are important to ranking. Its an entirely different thing to know how to effectively build links.

Who cares where we are in the product life cycle?

Although we've already experienced a lot of growth, this growth is nothing compared to what we're about to experience.

In this next stage of the SEO life cycle, we're going to see shifts in our clients, competition and product offering. Knowing that this is coming, will allow you to prepare.

If we know that face of our competition is going to change from other small to mid sized SEO's to large Agencies and Enterprise size companies in totally unrelated industries then we can prepare for this by determining how we're going to differentiate ourselves from the new entrants.

And if we know that there is going to be increased pressure on skilled resources then we should be developing in house training programs now.

The future is now. And it's only just begun.

Integrating SEO/SEM within the Customer Lifecycle

In Analytics, Search Engine Optimization (SEO), Search Marketing, SEM

Every search marketer knows the value that lies within the analytical data from Google and Bing. With these insights, marketers can tweak language, bids and links to more effectively speak to targeted consumers. While AdWords categories have no *direct* impact on SEO performance, aligning the two facets of search will give way to a more influential and robust SEO presence. The quantitative data provided by Google and Bing's advertising programs can be analyzed and classified into the customer's SEO journey. SEM keyword insights can be implemented to enhance brand visibility and create compelling user experiences throughout the customer journey.
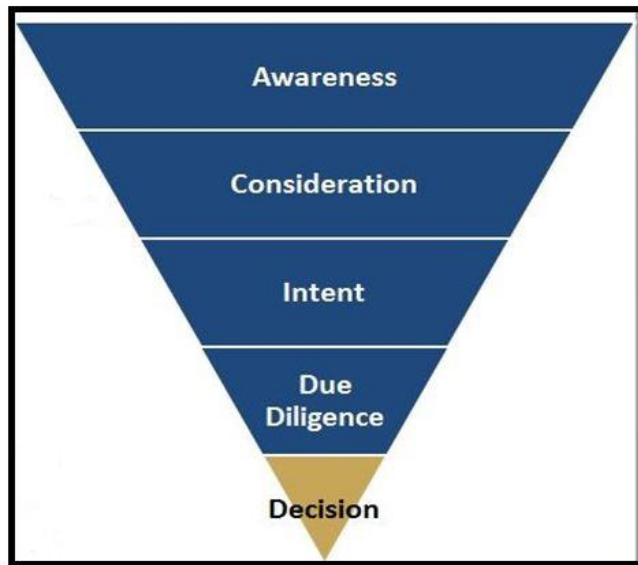
The first step to producing a SEO/SEM integration roadmap to understand the behaviors that fall under each stage of the lifecycle:

Stage	Search Characteristics	Example
Awareness	• Shorter key phrases • Core business, category terms • High search volume, low conversion	• Handbags • Sweaters • The North Face
Consideration	• 2-3 keywords • 1 identifier + root • Low search volume, better conversion	• Coach Handbags • Women's Sweaters • Steve Madden coupons
Intent	• 2 identifiers + root • Lower search volumes, better conversion	• Coach handbag store Scottsdale • Steve Madden women's boots on sale
Due Diligence	• Common for high ticket items • keywords to understand financial commitments	• Kenmore elite dryer vs. Whirlpool gold dryer • 2012 Honda Civic resale value
Decision	• 4 + keywords • 4 identifiers + root • Can include "buy" or "shop" • Exact specifications of product search	• Black North Face denali free shipping • Steve Madden black troopa boot size 8

Within each of these stages search behaviors vary, and as customers move closer to Decision, search behaviors become increasingly targeted. Once you address each of these stages, you can use the accompanying keyword data to help make natural search optimization decisions and determine keywords that should also be optimized in natural search.

Stay tuned for more on integrating SEO/SEM with the customer lifecycle.

Keyword Analysis:
If ranking on the top of a search engine is like a ripe fruit then the keyword is the seed of that fruit. Every visitor enters a query in the search tab of a search engine and to find that query is your keyword analysis. Don't worry several tools are available to run that analysis for you and the most famous one is "Google Keyword Planner".

Content:
Content is the king and it has its importance in all the stages of a buyer's journey from a visitor to its conversion as a customer. One of the main functions of any search engine is crawling. In case of Google, it is known as the crawler. That crawler actually scans each and every bit of the content
available on all the web pages of any website and gives its ranking to any content on the basis of relevancy and quality. Remember, content is not just the text, it can also be a video, image, info-graphics, and audio.
On Page SEO

Verification:
This stage of a life cycle has many factors, most important of them are mentioned here. You have to just read it and at this level don't try to dig deep. Meta Title,

Meta Description, Meta Key Words, Headings, Content of Page, Internal Linking, Content Formatting, Image Size, Image Naming Convention, Image Alt-Tag, Videos, naming, Text to Code Ratio, Pop-Ups, Ads Management, Bounce Rate, Page Load Speed, CTR.

Robot.txt:

The crawler of Google also known as "bot", derived from a robot. At this stage, you as an owner of your website will stop the search engine to crawl your page. The reason is simple as it is an early stage to expose your website to the competitive world.

Create Site Map:

At this stage, you have to create a whole sitemap of your website. It includes all the pages from "About Us" to your "Services", "Resources", "Blog", "Contact Us" or any other.
Submit to web

Master (say Google):

This is the online master or regulator of your website, say Google webmaster. In simple word register your website with Google and let the "bot" now crawl your website.

Google Analytic:

I am writing Google again and again for ease of understanding and also due to the fact that it has more than 80% search share worldwide. Now, you start to analyze the performance of your efforts by many tools available at Google analytics platform. For example, the most important
factors can be traffic coming to your website, how many of them are actually engaged with the content of your website, how many of them submit their information, and much interesting information like these.

Off Page SEO:

It is also known as backlinking, means how many other authoritative websites are endorsing your web link. It tells the search engines about your page authority and domain authority, and higher is better.

Ranking:

Finally, it's time to check whether the fruit that your seed produced has riped or not. Simply, you will check here the ranking of your site on the SERP. If you are ranking on the 1st SERP then you will mainly focus on your off-page SEO efforts

and ranking, periodically. But, if you are not ranking among topper then revert back to your keyword analysis and content stages.

ORGANIC & INORGANIC SEO

Organic SEO
It is a natural way of getting top ranking in SERP (search engine result page) without paying any amount to search engines for the placement. This is more preferable and trustworthy method of securing high rank on SERP.

Benefits of Organic Search Engine Optimization:
Usually normal user's clicks more on organically optimized sites.
Results are long lasting on search engine result pages.
Organic results are more trustworthy than inorganic results.
Organic service is cheaper than inorganic services.
Ways to Get Organic/Natural Results:
Analyze keywords, Content optimization, Site promotion, Meta content optimization, Image optimization, URL optimization.

Many SEO Experts says, organic SEO is the best way to follow. Many of you are following the same techniques to optimize site but might not aware that it's organic SEO.

Inorganic SEO
It includes usually paid services such as PPC – Pay Per Click, CPC – Cost Per Click, CPA – Cost Per Acquisition, banner ads, classifieds etc. This service is very expensive. But those who wants immediate results, they can go for inorganic service.

Benefits of Inorganic Search Engine Optimization:
Results in short period. Site gains more visibility. More traffic in sort time period.Unlike organic SEO, inorganic SEO gets more effective result in very short time.
Inorganic SEO technique is quite risky; as its cost will be count as per clicks, webmaster must remain alert from competitors, they might click on your site unnecessarily to force you pay more. There is a solution to block those users, but for that you must be aware that they clicked you unnecessarily.
If you don't have enough money to spend, it's better to follow organic SEO technique which is far better than inorganic SEO.

Digital marketing process

1. Visibility
How do you make your target market know that you exist? Perhaps by advertising on TV, Radio, newspapers, web and so on. So in a way you do it by getting yourself visible. What so ever be the mode. Isn't that?
In digital marketing visibility is to get you visible on web, a place where your potential customer can gather information about you.
How to get visibility?
You can get visibility in form of a website, blog, posting articles on various offline and online channels, displaying banner ads on targeted websites, by having a Facebook fan Page, by starting a group on Linked In , by running a video on You tube and so on.

2. Bringing targeted traffic
Once you have the visibility, you do some kind of activity in order to reach out to your potential buyers and bring them on your website. It is consist of two steps, which are:

Step 1:
Reaching out to people who are looking for your product or services. Let's suppose you are an advertising agency providing advertising solutions and there is somebody who need advertising solution in Delhi and he searches for it on web typing in 'advertising solution in Delhi ' and your company shows up with all other results. This person is actually someone who is already looking for you and you only need to reach out to him and bring him on your website.

Step 2
Reaching out to people who are not looking for your product or services but are a part of your potential customer base.

3 Engagement
Your end objective is to get some sales, for that you need to generate some leads and for generating leads you must engage your customers, you must make them do some activities on your website. Not everyone who visits your website has a buying intention. So serve the purpose for which they have visited your site, it could be anything, they might have embarked upon your website just like that while browsing the website so do some activity to engage them.
Let that person do something on your website and this is what we call engagement.

4.Lead Generation

Once you engage people, you generate leads. It can be micro or macro leads. Now, what is micro and macro leads.

Micro Leads

Micro leads are those lead which although have been filled up by people however they are not interested in buying your product at that point of time. For example, a lot of people have downloaded your white paper or e brochure or have subscribed for your blog or newsletter and you got some information, you got some activity going on your website by your target customer however they are, at this point of time, not interested in your product or services or rather not ready to buy them.

Macro Leads

Macro leads are those leads in which the person is more interested to buy and they have filled up an important lead. For example inbound call, someone subscribing for free trial or someone walking in to your center. Macro leads are actually those leads in which chances of visitors getting converted into customers are higher. Once you convert, it results into sales. You generate micro leads, you nurture them and convert into macro leads, and then you nurture your macro leads and convert them into sales.

5.Measurement

Best thing about digital marketing is that it is not only cost-effective or has wider reach but that you can also measure it at its every part. You can track and measure every single penny that that you spend online. You can calculate ROI on every single penny spent, can figure out which channel are not performing well and can make investments accordingly. Suppose a particular channel isn't performing well, so you can relocate that budget on a better performing platform. This is how you can increase sales and increase revenue in same amount of money.

You do this through Web Analytics, which is the measurement, collection, analysis and reporting of data over the internet for purposes of understanding and optimizing web usage.

6.Retention

The last step of digital marketing is retention. Retention is getting the same customer back to your website and selling again. You can do this through email marketing, remarketing and so on.

So this was the digital marketing process in six steps, starting from how to make your potential customers aware of you to bringing them to your website, engaging them, converting them into leads, converting leads into sales, measuring the performance of marketing campaigns and finally retaining the customers.

MODULE-III
Google Adwords

AdWords (Google AdWords) is an advertising service by Google for businesses wanting to display ads on Google and its advertising network. The AdWords program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.

Businesses that use AdWords can create relevant ads using keywords that people who search the Web using the Google search engine would use. The keyword, when searched for triggers your ad to be shown. AdWords at the top ads that appear under the heading "Sponsored Links" found on the right-hand side or above Google search results. If your AdWords ad is clicked on, Google search users are then directed to your website.

When choosing keywords for your AdWords campaigns different matching options are available.

The two main keyword match options include the following:

Broad Match: This reaches the most users by showing your ad whenever your keyword is searched for.

Negative Match: This option prevents your ad from showing when a word or phrase you specify is searched for.

Phrase Match: Your ad is shown for searches that match the exact phrase.

Exact Match: Your ad is shown for searches that match the exact phrase exclusively.

When using AdWords keywords are also used to determine your cost of advertising. Each keyword you choose will have a cost per click (CPC) bid amount. The bids specify the maximum amount you're willing to pay each time someone clicks your ad (the maximum cost-per-click). A higher CPC bid can allow your ad to show at a higher position on the page.

UNIT-IV
What is email?

The term "email" stands for "electronic mail". The electronic mail is introduced first in the 1960s, however it became available in the current structure in the 1970s. Let us take a look at how email actually works.

How To Measure Email Marketing success

Email marketing is easy to track and measure. Most email marketing platforms offer a **host of data** that will help you gauge the efficiency of your email campaigns.
Your task is to find those metrics that suit best your email marketing goals and to keep an eye on them.

In this post we list **the most important email marketing metrics**, that will help you measure the success of your email marketing campaigns.

1. Deliverability

Deliverability is one of your **primary metrics**. If people don't get your emails, there is no way they could read them. Maintaining high deliverability rate is the mandatory step one for conducting **successful email marketing**. Here is an article on the most important factors that affect your deliveryability rate and how to improve it 26 Tips To Avoid Spam Filters and Increase Email Deliverability.

2. Open Rates

Your email open rates show the number of people (in percentage points) who open your emails. The open rates give you idea about the **relevance of your email campaigns** to your audience. If people like what you email them with, they will be more willing to open, read and interact with your emails. It's good to keep track on how your **subscribers react to different content you email** or A/B test your subject lines to figure out what type of subject lines attract them most. Open rates depend on various factors, like the size

of your subscriber list or the way you collect your subscribers. Generally it is considered that the average open rate is 20-40%.

3. Click-through Rates

The click-through rates (CTRs) **measure better the value of your email campaigns** than the open rates. Usually displayed as a percentage from the total email opens, the CTR measures what percentage of your readers clicked on the links in your email.

CTR is very important because you can **instantly see** what is the percentage of people who are really interested in what you say and want to find out more for you and your products. CTR is also very helpful when conducting an A/B testing campaign for your calls to action. If you monitor which products and offers your clients click on, you'll get a **better understanding of their preferences**.

One thing that helps improving CTR is email personalization. Make an email sound like it is written for the person reading it.

4. Conversion Rate

Conversion rates give you data which you could use to measure the **financial success** of your email campaign. In order to measure conversion rates of your email marketing you will need to connect your campaign with your **website analytics tools**.

The conversion rate shows how many people actually reached the end of your conversion path – from email, to your website, to a sign up form or a product purchase.

Conversion rates measure both **direct purchases** and **delayed purchases**. This is when a client comes back to your site from organic search or direct link, but he first found about your latest offer via email.

5. Bounce Rate

There is a number of emails that **will not reach your client's inbox** and the metric measuring this is called bounce rate. Internet service providers monitor the bounce rates closely, because they play major role in determining **sender's credibility**.

There are two types of bounces – **soft bounces** and **hard bounces**.

When your **client's inbox is full** and your message can't reach it, this is a soft bounce. Some servers will try to deliver the message again at a later point, but you may resend the campaign to the bounced emails too.

When you try to send an email to an **email address that is closed or doesn't exist** and your email message bounces back, this is a hard bounce. You should not keep addresses with hard bounces on your list, because this will affect your sender credibility.

A bounce rate of less then 3% is considered harmful, but don't rely on this and make sure to **clear your list after each email campaign**.

6. Unsubscribe Rate

The unsubscribe rate shows you how satisfied your clients are with the content of your emails. A **typical unsubscribe rate is 2%**, everything above means that you have to work a bit more on your content strategy. To keep unsubscribe rates low, you should **email frequently enough**, so people don't forget about your emails and that they have subscribed for receiving them.

7. Abuse Reports

When an email subscriber marks your email as spam, this goes in your abuse report count. This may happen to any sender and with any campaign. Some subscribers just find it **easier to mark an email as spam**, than to open the email and look for the unsubscribe link.

What is more importation is that abuse report is not only a metric on your email marketing software dashboard. It is **an actual spam complaint** that goes to your client's ISP, which may then block all the emails sent from your email address.

It is important that you **keep track** on the abuse reports in your account. Although, your email service provider is going to alert you if too much abuse reports are being filed against you.

8. Revenue

If the goal of your email marketing is to generate direct sales and not just to stay in touch with your clients, it is very important that you keep track of your **email marketing ROI**. For e-commerce businesses the revenue will be the most important measure of success. Use Google Analytics tools to measure the revenue coming from your email marketing campaigns.

Top 10 Email Marketing Challenges

Here are the top 10 email marketing challenges you may face with tips on how you can overcome them.

1. Integrating Email Data With Other Data Systems

Every marketer wants access to as much data as they can possibly get in order to create the best marketing message that will draw more customers to their company. Integrating data from various sources allows marketers to optimize the content of their emails to create better sales leads and provide customers a positive buying experience.

There are several steps to properly integrating your data systems, including:

Acquire Useful Data-Integration Tools.

Having the right data integration tool can allow you to easily collect and collate your results data from your email marketing, blog posts, lead management efforts, and more.

These tools give you a clear, understandable report to base your future marketing decisions on.

Experiment With Segmentation.

Compiling all of your marketing databases allows you to identify different consumer segments so that you can create content that specifically speaks to them.

Creating buyer personas to address each of your customer segments can help you create the ideal marketing message for each person, making them feel understood.

Develop Impactful Content.

The goal of compiling all of your marketing results data is to create better content.

Once you know what it is that your customers are actually looking for, you can make new content to addresses that need, which will lead to more sales success with those customers in the future.

2. Improving Deliverability

The issue of deliverability is a matter of acquiring and maintaining accurate information for contacts.

Basically, your deliverability rate is the ratio of the emails you have sent versus how many messages that actually make it into the inboxes of your intended recipients. While one might assume that any email that is sent will make it into the recipient's inbox, not every message that is sent will make it into an inbox.

When an email fails to go to an inbox, this event is called a bounce. There are two kinds of bounces:

- Soft bounces: These are temporary and usually the result of a full inbox.
- Hard bounces: These result from a more permanent error, such as the email in question not existing.

Bounces are a problem for two reasons. One, internet service providers may block you if you have an especially low deliverability rate. Two, a very low deliverability rate represents wasted time, money, and effort trying to reach nonexistent contacts.

The solution to this challenge? Adopting these great email hygiene tips:

Update and Maintain Your Email List Regularly.

Are there contacts in your email list who never open or click your emails, or engage your website?

You should have metrics for such information in your marketing software. If a contact has been inactive for a long time, remove that contact from the email list.

Rethink Your Email Opt-In Process.

Try adding an extra step or two to your email opt-in process, such as entering email information twice, using an emailed confirmation, or both. This helps to eliminate the honest mistakes that can happen with any form of data entry.

Sometimes, a customer is not intentionally giving your company the wrong data, but just missed a digit in their 26+ character long email address.

Give Contacts the Ability to Update Their Information.

From time to time, a customer might have to change their email address. Either they lose access to an old work email, or they just need to switch addresses to reduce the amount of spam they are getting.

Whatever the case, if you make it easy for them to keep their contact info up to date, they are much more likely to self-report an address change.

Also, consider asking them to self-report their preferences for email communication, such as the frequency and content of their emails. This allows you to give them content that is more meaningful to them as frequently as they want.

Another benefit is that this can help with the next challenge.

3. Growing and Retaining Subscribers

This can be a tricky process for many email marketers, which would explain why it is in the list of top 10 email marketing challenges.

While pruning inactive subscribers to lower your undeliverable email rate is a good thing, it is also important to add and retain as many active subscribers as possible in order to make sure your marketing is reaching enough people to generate business.

To this end, many marketers go to the extreme of buying email lists and using those to send unsolicited messages (also called "spam") to people who may have no interest in the products that their company offers.

This is a problematic practice at the best of times, and a viciously self-destructive one at the worst of times. Even if the emails that you purchase are viable, it is unlikely that these random people will engage with your company's marketing message, causing them to unsubscribe or list your emails as spam.

Instead, a better strategy is to use good inbound marketing practices to earn your email subscribers rather than buying them.

There are a few things that you can do to earn subscribers, such as:

Provide a Clear Value Proposition When They Opt In.

When a customer asks, "Why should I subscribe to your email?," you should have a clear answer. What is it that they will get out of being in your email list?

Create a value proposition that answers the concerns of your key buyer personas, whether it is tips and advice for common issues in your industry, meaningful product updates, or even special offers that they cannot get elsewhere.

If the customer does not have a reason to open your emails, then your emails will be ignored.

Align Email Content With Your Buyer Personas.

Create emails that give customers a message that addresses their pain points.

Segmenting your email lists based on the information you have about them, such as where they are in the sales funnel and what their interests are, can help you create a targeted message that appeals to them.

Test, Optimize, and Repeat.

Optimizing content to earn subscribers is an ongoing process.

Check your metrics, learn what messages are working and which ones are counter-productive, and constantly evolve and refine your process to make it better and respond to new trends.

4. Achieving Measurable ROI

This particular challenge can actually be closely related to the first challenge on this list. Knowing your ROI for your marketing efforts depends on your ability to collect and collate all of your data from your email marketing.

If you do not know how your email marketing efforts are influencing your sales process, how many website visits they generate, and how many sales occur as a result, you'll never know just how worthwhile your email marketing efforts are.

5. Using Email for Funnel Optimization

Using email is only one part of a larger strategy for optimizing your sales funnel. However, it is still a key piece of your overall sales strategy.

While some marketers might only send one email blast and leave their email marketing at that, there are better practices for using email to optimize a sales funnel.

For example, you can set up a system of lead nurturing emails to automate the process of qualifying a new sales lead. Instead of having to wait for a contact from a representative, your new sales lead can be engaged right away with an email that will create an opportunity for them to give your company more information.

This customer information should be used to identify their place in your marketing segmentation. Such automation reduces the time a new lead has to wait for contact, which improves your close rate for deals.

6. Leveraging Personalization Effectively

Many marketers think that personalization isn't needed for the emails sent to their customers' inboxes. They send brand appropriate generic emails to everyone on their send list, which causes them to miss out on creating a real relationship between them and their target audience.

7. Reducing Spam Complaints

Loading your customers' inboxes with content that is not relevant to them is the quickest way for your unsubscribe rates to increase. Even if the content is relevant, they may not want to be spammed by your emails.

Consumers like to know what to expect by choosing the subscription options they want. Check your subscription process to see if people can select what they will receive from you and how often they will receive it.

Also, try to change your email marketing messaging voice from pushy salesperson to helpful friend who just wants to help out. This appears less spammy even if they do sign up to get emails from you three times a day.

8. Increasing Open Rates

Low open rates can be caused by a number of things, but most often it has to do with your subject line, preview text, and sender name. If the subject line and preview text isn't interesting or relevant to your consumers, they aren't going to open your email.

To fix this, test out different subject lines and preview text. Send half of your email list one email with your standard subject line. Send the other half an email with a creative or interesting subject line. See how many open rates you get from each portion, and then tailor your methods accordingly.

9. Improving Click-Through Rates

The links in your email aren't getting enough clicks. This means the emails aren't helping you reach your goals because your audience isn't actually going to your website.

You at least got them to open the email, but now you must tackle the challenge of getting them to check out your products or services.

The best way to do this is to assess your call to action (CTA) buttons. Do you have too many CTAs? Are your CTAs easy to spot? Does clicking your logo in the email take people to your homepage?

Make sure you let your audience know what they should do with this email. You must guide them, rather than letting them guide themselves to your website.

10. Achieving Mobile Optimization

Most people access email messages from their mobile devices. This means for your email marketing to be successful, you must optimize your emails for mobile devices.

Your audience should be able to see every image in the email with proper text formatting and functioning links.

1. Mailchimp

Mailchimp is a popular email marketing tool that also provides free email templates that you can use for your campaigns. The website has a collection of 100+ predesigned templates that you can use to send different types of emails.

The designs are completely customisable so you are not stuck with all design elements if you use one of their templates. All you need to do is pick a layout that fits best with your message and then customise it per your needs.

What's even better? You don't need to start from scratch, but you also don't need to force-fit your message in fixed templates.Overall, it is a brilliant way to create engaging emails quickly.

2. Campaign Monitor

This is another good place to find free mobile-responsive email templates that work well with different types of devices.

They provide 50+ email templates for you to choose from. These email templates are further classified into several categories based on the type of email.

From announcements to newsletters to welcome emails, you have a template for all your business needs. This provides a lot of flexibility while designing your email campaigns as you can select a predesigned template for different types of emails and modify it. It helps save time while also helping you create engaging emails.

3. ZOHO Campaigns

ZOHO Campaigns also provides a wide selection of free email templates for any business. They categorise their templates by occasions like holidays or birthday.

They also have a separate category call "business" where you can find different types of email templates for your business. This category itself has 25+ email templates for different kinds of business emails. You can choose the layout that fits best with your message and then customise it according to your needs.

4. SendGrid

This is another excellent source for free email and newsletter templates with a mobile-responsive design and layout. They provide a whole gallery of customisable email templates that you can modify using their design editor.

If you want to design your own email templates then you can do that as well using their "marketing campaign" dashboard. Given their wide range of 40+ template designs, you don't really need to start from scratch.

5. Cakemail

This is another source where you will find free email and newsletter templates that you can use for your campaigns. The templates are available for different kinds of emails that your business might send like welcome emails or deals and offers. This source is especially good for finding newsletter templates as they have quite a few unique designs.

Are these templates right for you? They can be used by businesses from different industries as these templates can be easily customised.

Still not satisfied with the selection of templates provided by the sources mentioned above?

6. Email Octopus

This is a lesser-known source that also has a good selection of free email templates. Their template designs are mobile-responsive and look just as good on mobile devices as they do on laptops.

While they do not boast a large selection of templates, their designs are minimal and can be used by anyone. Their 11 unique email templates are enough to meet your basic email design needs and get you started. However, unlike some other sources listed here, there aren't dozens of options by category. So, either you like their design or you don't, there's not much to choose from.

7. Stripo

If you prefer to look at multiple design options and don't want to put much effort into customisation, then this is the source for you. With over 300 email template designs you'd want for nothing more. Whatever kind of email you want to send, you will find several email templates for it. This is an excellent source for email templates for marketers that are looking for tons of unique design ideas.

They also provide customized email templates for different industries. So, all you need to do is use a template predesigned for your industry and you won't need much customization. Of all the sources listed here, this is probably the biggest in terms of their collection of email templates. And, after you look at their selection, chances are, you won't need to look any further.

8. ActiveCampaign

ActiveCampaign is another popular email marketing tool that also provides free email templates. They have tens of email template designs for different kinds of business and personal emails. They use different colour schemes, layouts, and designs to make engaging email templates that are ready-to-use. You can scroll through their selection and see which layout will work best for your email. You can also customise these designs and make these comply with your brand aesthetics.

9. BEE Free

Still looking for more great email marketing templates? BEE Free is a great source for finding unique and vibrant email templates suited for all occasions, both for personal and business use. They have a selection of 200+ designs that you can choose from, depending on the type of email that you want to send. They also categorise their email templates by industry and type of email, so it is easier for you to find something that you can use as-is, without modification.

And, given their selection of templates, there will hardly be any need for you to check out any other sources. This is not a popular email marketing tool. In fact, not many people know about it. It is kind of a hidden gem. And you can use to your advantage.

10. Colorlib

This is a website that boasts thousands of email templates and design assets. They provide 39 of these free of cost that are available for download by anyone. These cover templates for different kinds of emails that you need to send in the course of your business. So, scroll through their selection and see if anything catches your eyes. Also, all these templates have a responsive design so these will work well with any kind of device.

Because a lot people check their emails on the go. So, that is one less thing that you need to worry about and you can use any of these templates as-is

Email marketing tools

1. HubSpot Email Marketing

HubSpot, probably best known for their marketing automation platform, recently launched a free email marketing tool that can support a lot of a small business' transactional email needs.

Whether you need to send kickback emails from lead offers, thank you emails after purchase, or just promote current campaigns, HubSpot Email Marketing's free version can do that. One of the best parts of HubSpot's free email tool is its ease of use. The tool features a handy drag-and-drop visual editor, and it also comes equipped with ready-made templates to get you up and running immediately.

What makes HubSpot Email Marketing stand out is, of course, its native integration with other HubSpot tools, such as the **free-forever CRM**. Once you start an account, you get access to both tools so you can create a centralized contacts database, organize it in lists, and manage and track email performance.

2. **Sender**

Sender is one of the best free email marketing tools in the market with features to ensure deliverability. It lets you create stunning newsletters without any HTML knowledge. Just choose from a template and customize it with elements like images, videos and text. You can even personalize your newsletters for each recipient to create an even bigger impact.

Sender's robust analytics feature is one of the top reasons why it's on our list. It lets you track who opened your emails and clicked on the links, when they were opened and more. It even helps you build accurate buyer profiles based on your subscriber actions, so you'll be able to optimize your existing email strategy and craft compelling offers.

3. **Sendinblue**

Sendinblue is a marketing communication platform that features both email marketing tools and additional functions such as customer relationship management and landing page creation. With over 70 design templates, Sendinblue's email design functions make it easy to create a great-looking email. Plus, all of these templates are responsive, and you can preview your

results to can ensure your design looks the way you want on any screen format.

After you design your email, you can use features like A/B testing and segmented recipient lists to take the manual effort and guesswork out of optimizing your campaigns and targeting your ideal audiences.

4. **Omnisend**

Omnisend is a sophisticated ecommerce marketing platform that integrates all your communication platforms in one place. Its free plan includes only email, but it's more than enough to support the **email marketing efforts of small and medium businesses**. It allows you to automate your email delivery using behavioral triggers and easily time your communications based on your customers' convenience.

You can utilize its comprehensive audience insights to send out more relevant email marketing messages. Design attractive newsletters using time-saving features like the Product Picker, which lets you select all the products you want to include in your email. You can also include scratch cards, discount coupon codes and gift boxes to further optimize your email performance.

5. **SendPulse**

SendPulse advertises itself as a multi-channel marketing platform, but its email marketing feature is the most popular. It comes with a ton of professionally-designed email templates that you can easily customize using a drag-and-drop editor. You can then set up these customized emails to be automatically sent out at the right time based on user behavior, event trigger and other variables.

SendPulse's subscriber rating feature is an excellent way to identify your most valuable subscribers. It lets you analyze the open and click rates as well as the read and unread rate of each subscriber. You can even set replaceable text fields to personalize your emails by name, gender, date of birth, age and job role.

6. Benchmark Email

Benchmark Email is a great option for an email marketing tool to design responsive emails that look great no matter which device they're viewed on. If you need to add images to your email, you can even edit the image right on the platform. The email editor lets you add effects, stickers and text to effectively send across your message.

You have the option to choose from tons of pre-designed templates based on industry, type and occasion. For the more HTML savvy, you can even use the code editor to build emails from scratch. The dual view feature lets you see your email design as you're editing it, which simplifies the whole email creation process.

7. Mailchimp

Mailchimp is a leader in email marketing tools that you've probably heard of. Their free plan provides you with basic email marketing features such as email creation and scheduling. What makes this a great email marketing tool is its smart recommendations feature, which provides you with valuable audience insights to optimize your marketing efforts.

Designing emails on the platform is easy using the Content Manager, where you can store your images and files for easy access. Mailchimp lets you automate your emails at crucial steps of the buyer journey, so you can easily send out welcome emails, order confirmations, abandoned cart reminders and more.

8. MailerLite

Sophisticated features like the landing page builder and the pop-up customizer make MailerLite stand out among free email tools in the market. In addition to the basics like the drag-and-drop email builder, the tool comes with a rich text editor and a built-in photo editor to create stunning emails.

You can create responsive landing pages to match the emails that you send, which will improve your chances of driving conversions. You can run split tests on different variations of your email to see what works best to drive clicks and conversions. MailerLite also provides you with a comprehensive campaign report that contains important stats like click rate, unsubscribe rate, open rate and more.

9. Mailjet

Mailjet comes with intuitive and collaborative tools to help you build effective email marketing campaigns. Customize any of the pre-designed templates and create responsive emails to impress any recipient no matter which device they're using. If you work with a team, you'll love the platform's real-time collaboration feature that allows for seamless collaboration.

This email marketing tool also lets you add dynamic content so you can create personalized and relevant emails for each recipient. This helps you get much better results out of your email marketing campaigns. You can also integrate the platform into your CRM and easily manage your mailing list through a single dashboard.

10. Moosend

Moosend is an excellent email marketing tool that lets you automate repetitive tasks and saves you time. You can design behavioral email campaigns based on your subscribers' information and/or activities. You can use its advanced segmentation feature to send highly accurate emails to each recipient, increasing open rate and click-through rate as well as ROI.

This tool provides you with a detailed campaign performance report so you know exactly how to optimize your campaigns and get even better results. You can even integrate it with some of your favorite apps to seamlessly pass on vital information between different tools. It's also one of the only free email marketing tools that won't include its logo in your emails.

11. EmailOctopus

EmailOctopus is a simple email marketing tool that runs on the Amazon SES infrastructure. While the free plan doesn't offer as many features as some of the other free email marketing tools on this list, it does allow a lot more emails per month than most of them.

You can send out unlimited emails from as many email addresses as you like. This makes it the perfect solution for a small agency or entrepreneur representing other brands. It also integrates with third-party apps like MailOptin, WordPress and Zapier so you can seamlessly exchange customer data between different tools.

Bottom line

Most of these free email marketing tools come with robust features even without the need to upgrade to a paid plan. Small businesses and marketers should be able to make the most of them while saving time and money. Even if you need to upgrade to accommodate your business needs, you'll find that many of the paid plans are affordable and flexible enough to fit your budget.

Which email marketing tools have you used before and which ones would you recommend? Let us know in the comments.

Email Marketing scheduler

A scheduled email campaign is an email marketing campaign that a company sends at a particularly scheduled time, not instantly after creating. Scheduled emails play a significant part in [email marketing strategy](#)*.*

Features Of Email Scheduler

MailGet provides an outstanding email scheduler feature through which you can schedule an email to sent later-

Scheduled Delivery

After creating the email, you will have two options to send your campaign. You can either select Immediate Delivery or choose a Send Later option.

For scheduling, MailGet gives you following options –

- **Date:** Set up an email to send at a specific date.

- **Time:** Set up an email to send at a specific time.

Handy Calendar Picker

Easily navigate and pick dates using handy calendar picker that tells MailGet when to send your message.

Schedule Email Campaign Without Pain

Just create a campaign as you normally do and click on the **Send Later** button.

Schedule your email campaign without pain in few minutes and **makes your email sending task easier.**

Date Based Scheduling

Choose to scheduled and send emails based on different dates –

- **Based on special occasion and events dates –**

Allows you to send emails based on an annual event like anniversary date, birthday date etc.

- **Based on subscription date –**

Lead generation for business

Lead generation is the process of attracting and converting strangers and prospects into someone who has indicated interest in your company's product or service. Some examples of lead generators are job applications, blog posts, coupons, live events, and online content.

These lead generators are just a few examples of lead generation strategies you can use to attract potential customers and guide them towards your offers.

As you can see in the diagram below, generating leads is a fundamental point in an individual's journey to becoming a delighted customer.

Lead Generation Process

Now that we understand how lead generation fits into the **inbound marketing methodology**, let's walk through the steps of the lead generation process.

1. First, a visitor discovers your business through one of your marketing channels, such as your website, blog, or social media page.

2. That visitor then clicks on your **call-to-action** (CTA) — an image, button, or message that encourages website visitors to take some sort of action.

3. That CTA takes your visitor to a **landing page**, which is a web page that is designed to capture lead information in exchange for an offer.

   Note: An **offer** is the content or something of value that's being "offered" on the landing page, like an ebook, a course, or a template. The offer must have enough perceived value to a visitor for them to provide their personal information in exchange for access to it.)

4. Once on the landing page, your visitor fills out a form in exchange for the offer. (**Forms** are typically hosted on landing pages, although they can technically be

embedded anywhere on your site.) *Voila!* You have a new lead. That is, as long as you're following **lead-capture form best practices**.

<u>**UNIT-V**</u>

What is mobile marketing?

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps. In recent years, customers have started to shift their attention (and dollars) to mobile. Because of this, marketers are doing the same in order to create true omnichannel engagement. As technology becomes more fragmented, so does marketing. And in order to earn and maintain the attention of potential buyers, content must be strategic and highly personalized.

When it comes to mobile marketing, this means keeping devices in mind and utilizing SMS/MMS marketing and mobile apps. Mobile marketing is an important piece of the puzzle when it comes to building out any short-term or long-term marketing plan. From email, to pay-per-click (PPC), search engine optimization (SEO), content marketing, and social media marketing, there is a mobile marketing channel to reach every part of your audience where they are most comfortable. For mobile marketing to be effective, you need to curate a cohesive experience that customers expect—and that can be a real challenge as you work to acquire, engage, and retain users across a variety of platforms.

Mobile marketing can do wonders for driving brand value and demand for your products or services by leveraging mobile devices to connect with more consumers in real time at any point in the customer lifecycle. Mobile is also growing steadily. According to eMarketer, mobile versus desktop usage stats in the United States in 2018 show that the mobile-only audience will grow to 55.7 million (nearly 19%) by 2022, and Adweek estimates that 79% of smartphone users have their phones on or near them all but two hours a day. Today, there are more mobile devices in the world (8.7 billion) than people (7.1 billion), due largely in part to our voracious appetite for new technology. U.N. data analysts have found that in the United States, 71.5% of citizens over the age of 13 have a smartphone, and 66.5% have smartphones globally (WorldoMeters U.N. data, GSMA Intelligence). To harness the growing power of mobile marketing, you must focus on creating a seamless experience that your audience expects.

"For me, the future of mobile marketing lies in connecting the dots between online and offline media. Mobile is such a powerful tool when used in conjunction with other, more traditional, media and should be seen as the glue that binds everything together."

Components of mobile marketing

Mobile marketing goes far beyond text messaging and mobile apps. To have a cohesive marketing experience, you must consider responsive design across the board.

- **Mobile-friendly websites.** Mobile-friendly content fits on the screen without side-to-side scrolling or zooming, it loads quickly, and it's free of mobile-specific errors. The most important reason to maintain a mobile-friendly site is to create a consistent and engaging user experience (UX). Mobile UX has a dramatic effect on every stage of the buying cycle.
- **Mobile-friendly marketing SMS and MMS messages.** SMS (short message service) and MMS (multimedia message service) messaging are two direct methods you can use to send content to customers, but it's important to use these channels wisely. Gain knowledge of the best techniques to get your messaging to your customer fast, and go over the cardinal rules for an effective campaign, whether it be promos, videos, product alerts, or reminders.
- **Mobile-friendly advertising and landing pages.** Fifty-seven percent of email is opened on mobile platforms and 69% of mobile users delete email that isn't optimized for mobile (Litmus). Because of this, it's imperative that your emails employ responsive design—a strategy that automatically formats webpage content for optimal viewing on any device. And don't forget about landing pages. If your email is mobile friendly, but the click-through goes to a landing page that isn't optimized for mobile, that visitor will likely become frustrated and click away.
- **Mobile-friendly apps.** With the right strategy and road map, mobile apps can provide an opportunity to drive profound engagement with your customers. Explore the different types of apps—productivity, commerce, retained engagement, and mixed-use—and whether or not a mobile app is the right move to support your acquisition, engagement, or conversion business goals.
- **Mobile-friendly MarTech.** Twenty percent of mobile apps are only used once. With most consumers having 50 to 100 apps on their phones, how can you ensure that your company's mobile app stands out from

the competition? Mobile app developers face many unique marketing challenges, including the need to drive ongoing app downloads, installs, and usability improvements. Companies with mobile apps that have used marketing automation can better drive app downloads, user retention, engagement, and monetization.

Return on investment (ROI) of a successful mobile marketing program

With buyers using mobile more and more frequently to research future purchases, a proper mobile marketing strategy can lead to a direct increase in revenue.

- **Mobile marketing reaches buyers that are researching products.** More and more, mobile users are shopping. Google's research shows that comparison searches using "best" have increased by 80% in the last two years.
- **Mobile marketing is growing.** Google has found that about 50% of B2B queries today are made on smartphones. The Boston Consulting Group (BCG) expects that figure to grow to 70% by 2020.

- **Mobile marketing is part of most sales.** More than 60% of B2B buyers report that mobile played a significant role in a recent purchase (BCG, 2017)

Inbound marketing

What is inbound marketing?

Inbound marketing, in simple terms, is the process of helping potential customers find your company. This frequently happens before the customer is even ready to make a purchase, but making contact early can turn into brand preference and, ultimately, leads and revenue. Inbound marketing is a strategy that utilizes many forms of pull marketing—content marketing, blogs, events, search engine optimization (SEO), social media, and more—to create brand awareness and attract new business. Whereas outbound marketing seeks out customers, inbound marketing focuses on visibility, so potential buyers come to you. Instead of "renting attention," companies employing inbound marketing focus on new methods geared toward building awareness, developing relationships, and generating leads.

These methods make you attractive to customers because they don't make people feel like they're being sold to. The content provided by inbound marketing is educational, entertaining, and welcomed by consumers. When done correctly, inbound marketing can return dramatically better results than traditional marketing that disrupts prospects rather than giving them an open invitation to engage. When consumers find your company this way, it has a stronger influence on their future marketing decisions and their feelings toward your business in general. The best part? Inbound marketing consists of entirely organic leads, so it relies on brains rather than budget.

Inbound marketing has the powerful ability to put customers in the driver's seat, connecting you with people who are genuinely interested in what you have to say. Aside from lead conversions and customer retention, inbound marketing can do wonders for social media shares, brand awareness, and search engine optimization efforts. A robust inbound marketing program allows customers to engage with your brand at any time. This allows you to generate qualified leads for much less money than traditional marketing. As the creation of data continues to increase—according to IBM, we create 2.6 quintillion bytes of data per day—information abundance and attention scarcity will only continue to climb. The empowered buyer has all the information they need to make a buying decision at their fingertips any time, any place. Detail specs, pricing, and product/service reviews are right in their pocket, not to mention social media's impact on information sharing. In order to be successful in this evolving landscape, visibility through inbound marketing is key.

"Inbound marketing is so powerful because you have the power to give the searcher/consumer exactly what answers they are looking for at the precise point that they need it. That builds trust, reputation, and authority in whatever niche you are practicing this form of marketing in."

– Joshua Gill, Inbound and SEO Marketing Consultant, Inbound Authority

Common problems that inbound marketing can solve

When it comes to implementing a long-term strategy, inbound marketing is an investment that will help you increase brand awareness, preference, and ultimately, revenue.

- **Problem: I need to increase my brand awareness.** Up to 93% of buying cycles start with an online search. If your company appears at the top of search results, or is active on a searcher's social network, you can organically increase your brand awareness. To do that, you must make sure you have the right content and messaging in place to show up in these key inbound channels.
- **Problem: I want to improve my brand preference.** By educating, entertaining, and interacting with potential customers before they are thinking about making a purchase, you build trust and increase the likelihood that they will choose you when they are ready to buy. Never underestimate the impact of becoming a familiar face.
- **Problem: I need to generate more leads but have less to invest.** Inbound marketing is a long-term investment that builds on itself over time. Your results will multiply many times over as you become more adept at creating and curating content that naturally attracts organic leads.
- **Problem: I'm not sure I have the staff or budget to do inbound marketing.** Like many things, the more you put into inbound efforts, the more you'll get out of it. But, if you have a good strategy in place that outlines key themes, content, and distribution, you can make sure to avoid wasted efforts.

Content Marketing

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

Why Content Marketing?

Perhaps more important than understand what content marketing is, is understanding why content marketing is important to your business. First we need to understand the four steps of the buying cycle:

1. **Awareness.** Prior to awareness a customer may have a need, but they are not aware there is a solution.
2. **Research.** Once a customer is aware there is a solution, they will perform research to educate themselves. For example, a car buyer will try to find out what different types of cars exist, and which one will fit their needs.

3. **Consideration.** At this point the customer starts comparing different products from different vendors to make sure they're getting a high quality product at a fair price.
4. **Buy.** Finally, the customer makes their decision and moves forward with the transaction.

Traditional advertising and marketing is great when it comes to the second two steps. Content marketing taps into the first two stages of the buying process by raising awareness of solutions and educating consumers about a product they may have never considered before.

Benefits of content marketing

There are nearly infinite benefits to employing a content marketing strategy. In fact, we detailed 99 of them in this eBook.

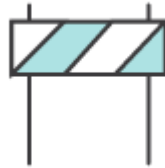Some of the most prominent benefits include:

Cheaper conversions.

Faster sales.

Reduced marketing and sales overhead.

Low barrier to market entry.

Stronger lead generation and qualification.

Measurable, actionable results.

More traffic.

Higher search engine rankings.

Thought leadership.

Mind share.

Reputation management.

Email list building.

ECOMMERCE MARKETING

[Ecommerce](#) marketing is the practice of driving top-of-funnel traffic to convert into sales and customers. And there are hundreds of ways to go about it.

From focusing on organic traffic and SEO to using Facebook or Google ads to drive targeted traffic, you can mix and match paid strategies with non-paid strategies all in an effort to figure out which mix converts the most people.

But not marketing strategy is even static. As marketing tactics and marketplace algorithms evolve, so too must your strategy in order to win the highest return on ad spend – as well as return on operating costs associated with non-paid growth strategies like SEO.

Ecommerce Marketing **Strategies**

Ecommerce websites are profoundly visual. Ecommerce entrepreneurs must leverage social media platforms to steer attention and traffic to their online stores. The business people have to show off the product after all the success on social media depends on the use of imagination to steer attention and traffic to the online shops. It is one kind of the practice of driving top-of-funnel traffic to convert into sales and customers. There are multiple strategies and tactics to make this possible. Some of the top ones include:

- Market Affiliation – The ecommerce site will use banner ads or referrals from better-known websites to guide prospective customers to their page.
- SEO – Increasing organic searches is always a good idea for e-stores, as it can drive relevance and popularity up at once.
- **[Email Marketing](#)** – This is a great way to reach out to current customers, sending them offers and promotions to keep them interested and loyal.
- PPC – This is a viable option. You can pay other websites to advertise on their site, and they will get paid each time a customer clicks on your link.

- Display Advertising – It is a great option for busy sites. You can create images and links that will end up in a clear view of the buyer, providing them with visual stimuli that encourage them to check you out.

Top Ecommerce Companies

To better understand what differentiates an ecommerce company from any website with a shopping cart, there is a list of the top Internet retailers that classify as ecommerce sites. This is where ecommerce marketing really comes in handy, as it allows users who are already a part of these top sites to get involved with new shopping opportunities. Example of some of the biggest ecommerce sites are –

- **Amazon, Inc.** – Founded in 1994 in Seattle by Jeff Bezos, Amazon, since then, has become a familiar name when it comes to online shopping. This online store today has the most significant revenue in the world, but its origins were humble.
- **Jingdong** – This online store is operating from Beijing and is considered to be the first of three major Chinese companies. Challenged by the renowned company – Alibaba, Jingdong obtained over a quarter of a billion registered users till 2018. The company was established in 1998 and started its online trading six years later. Today, the business flourishes with its high tech delivery system which comprises of robots, AI, and a fleet of drones.
- **Alibaba Group Holding LTD.** – Jack Ma, having been rejected from more than 30 job posts in the early 1990s, started producing websites for businesses with his wife and a friend. His business expanded exponentially, and in the year 1999, Alibaba Group was established, the world's largest retailer of present-day, serving in more than 200 countries.
- **eBay Inc.** – It is one of the first prosperous dot-com bubble companies that outlined online shopping. The company was established in San Jose, California, in 1995, and its most unique feature is the online auction feature, besides a conventional buy-it-now shopping option.
- **Rakuten Inc.** -Rakuten is a Japanese e-commerce company that originated in 1997. They serve Japan's largest online bank, in addition to online shopping and credit card payments.
- **B2W Companhia Digital** – It is a Brazilian based online retail firm. B2W Companhia Digital owns a market share of 50%. It was incepted in 2006 and is highly competitive as it holds numerous online ecommerce websites.
- **Zalando** – It is the first European company and is having its headquarters in Berlin. It comprises of the online stores that sell fashion items, such as apparel and shoes.

- **Groupon** – American e-commerce marketplace started in Chicago in 2008, reshaped the idea of group discount in online shopping. It connects its subscribers to local businesses in one of 500 cities worldwide.

Any retail or wholesale business would be interested in pursuing ecommerce marketing as a prime tactic for their niche audience. This type of strategy also encourages Internet competitiveness and a more global reach.

Ecommerce Tools:

Some **ecommerce tools** can be helpful to the business people to pace up with the evolving marketing strategies. Few of them are listed as below –

- EWCart
- Jazva
- Shipedge
- Shopaccino
- Ecom365cloud
- Shopify
- 3D Cart and many others.

AFFILIATE MARKETING

What is affiliate marketing?

Affiliate marketing is an online sales tactic that lets a product owner increase sales by allowing others targeting the same audience—"affiliates"—to earn a commission by recommending the product to others. At the same time, it makes it possible for affiliates to earn money on product sales without creating products of their own.

Simply put, affiliate marketing involves referring a product or service by sharing it on a blog, social media platforms, or website. The affiliate earns a commission each time someone makes a purchase through the unique link associated with their recommendation. Done well, this performance-based opportunity can become an important part of your business by netting you a healthy income.

How does affiliate marketing work?

To participate in an affiliate marketing program, you'll need to take these five simple steps:

1. Find and join an affiliate program
2. Choose which offers to promote
3. Obtain a unique affiliate link for each offer
4. Share those links on your blog, social media platforms, or website
5. Collect a commission anytime someone uses your links to make a purchase

   Commission rates vary dramatically, depending on the company and the offer. On the low end, you'll earn about 5% of the sale but, with some arrangements, you can earn as much as 50%, usually when promoting a class or event. There are also affiliate marketing programs that provide a flat rate per sale instead of a percentage.

source

Benefits of the affiliate marketing model

Affiliate marketing offers several benefits to affiliates (i.e., you), one of which is its ease. Your side of the equation simply involves handling the "marketing" side of building and selling a product—educating customers. You don't have to worry about the harder tasks, like developing, supporting, or fulfilling the offer.

Affiliate marketing is low risk. Since there's no cost to join affiliate programs, you can start making money with an established affiliate product or service without any upfront investment. Affiliate marketing also can generate relatively passive income through commission—the ideal money-making scenario. Though initially you'll have to invest time creating traffic sources, your affiliate links can continue to deliver a steady paycheck.

Finally, successful affiliate marketing offers the potential to significantly scale your earnings without hiring extra help. You can introduce new products to your current audience and build campaigns for additional products while your existing work continues to generate revenue in the background.

Before you get too excited, know that great affiliate marketing is built on trust. While seemingly there are an endless number of products or services to promote, it's best to only highlight those you personally use or would recommend. Even when a product interests you or fits within an [existing hobby](), becoming a great marketer for that product takes a lot of work.

How to find affiliate programs

If you're wondering how to get your feet wet in affiliate marketing, you've got a few options. Not every company offers affiliate programs—some businesses manage their own affiliate programs while others use an affiliate network.

An easy way to find affiliate programs is to visit an affiliate marketplace or platform. Browse your niche to find top performing affiliate platforms. Here are some of the most popular:

- [AffiliateNetwork]()
- [AvantLink]()
- [CJ by Conversant]()
- [ClickBank]()
- [FlexOffers]()
- [LinkConnector]()
- [RevenueWire]()
- [ShareASale]()

  Another option is to visit the websites of the products and services you use and like to see if they have an affiliate program. Large companies often have programs they promote on their site, such as [Amazon Associates]() or the [Shopify Affiliate Program]().

  You also can take a more direct approach. Reach out to the owner of a great product you come across and see if they offer an affiliate marketing program. If they don't, they might be happy to set up an arrangement with you, such as offering you a special coupon code to share with your followers. The best deals often are found when you're the first to inquire and have a relevant distribution channel, such as approaching the seller of a new fitness product if you're a health and wellness blogger.

Youtube has massive traffic and viewers, with over 1,325,000,000 people using Youtube. There are currently 300 hours of video uploaded to YouTube every minute of every day – 5 hours of video content every second! Which only validates the fact that video marketing is a growing trend – the numbers say it all.

The Best Marketing Practices on Youtube

Channels vs. Pages

It's important that you reset the way you look at YouTube channels versus YouTube pages as you begin to think about YouTube strategically. You need to think of YouTube as a kind of second website. Your channel is the homepage that anchors your YouTube website. Your videos are the webpages.

Every video you have on your channel strengthens the website, because every video points back to your channel page. The more authoritative your channel/homepage becomes, the easier it becomes for your site to rank.

Here's a key thing to remember, the rules of good web design apply in YouTube the same way they apply elsewhere.

To build authority, you need to keep your videos relevant to the theme of your channel. Whether your niche is model trains or growing azaleas, you should create a specific channel for each major topic.

In other words: There's no benefit to throwing a ton of unrelated videos on one channel. That would simply dilute your channel's authority.

Video Creation

This is usually the first big challenge that comes up when a first-timer wants to launch a YouTube Channel.

Most people are a bit camera-shy and don't feel comfortable having their face plastered all over YouTube. Well, here's the good news – you don't have to become a YouTube celebrity. In fact, it might actually be better if you don't appear in your YouTube videos.

But before you even begin the creation process, you have a very important decision to make: What purpose should your video serve?

Here's a list of goals you might want your video to achieve:

To build your website's readership – Your video is a great opportunity to encourage viewers to check out your "real" website. This move can often lead to an opt-in or even a sale down the road.

To capture a lead – You can also ask for an opt-in directly in the video. Simply draw attention to a link listed below your video, and explain what visitors will get once they've opted in.

In addition, it's really important that you track all of the leads you get from YouTube – because they're educated about your product. And an informed lead is worth roughly 10 times the value of an uneducated lead.

To build your website's brand – While most brands do this almost exclusive, it's really hard to tell if you're accomplishing anything, because it's not measurable in any way.

To make a direct sale – There's absolutely no reason you shouldn't present a CALL-TO-ACTION in your video and provide a link that goes directly to an order form. We're actually shocked to see how few people actually do this!

To sell an affiliate product – Here are the three best affiliate marketing strategies used on YouTube.

1. Open box buy – In these videos, affiliates will simply open a product in a YouTube video, showing viewers exactly what's inside the packaging. Then, they'll provide their affiliate link to that product on Amazon or elsewhere.

2. Reviews – YouTube reviews are another great way to relieve buying anxiety and provide an affiliate link.

3. Training videos – Lastly, many affiliates make money by simply training viewers how to use a complicated product, and then sending those educated leads to their affiliate link.

Video Sequence

Timing is everything, and sequencing is the key to making sure your timing is perfect. While we're on the subject of timing, the ideal length of your YouTube video is right around 3 minutes.

If yours is an in-depth training video, you may have to go considerably longer. Still, we recommend that you keep it under 10 minutes if at all possible.

Here's a 7-step sequence you can use in your video marketing strategy:

Intro and branding – In the first step of this sequence, you'll want to inform viewers about who you are and where else they can connect with your brand – e.g. Facebook or Twitter.

Tell them what's in it for them – Immediately after your brief intro, you need to explain 2 things: WHY they should watch AND how long the video is going to run (most people don't like open-ended commitments).

Give them the value – The third step is where you actually deliver whatever information you promised in your title. YouTube videos are great places to explain concepts.

So if your video is titled, "What Is Facebook Timeline?" this is the part where you'd explain all the key ins and outs of Facebook's latest overhaul.

Recap with a conclusion – Referring back to our old marketing proverb, this is the part where you, tell them what you told them. You may say something like, "Today we learned what Facebook Timeline is and how it works."

Advise them – Offer some advice based on the information you just gave the viewer. It may be a recommendation, encouragement, or even a warning; you just need to impart some form of helpful advice.

Call to Action (CTA) – You didn't produce this video just because you had some extra time to kill, did you? Of course not. That's why you need to memorize this mantra: READ, LEAD, or BUY.

ALL of your videos should have a CTA that asks viewers to become a reader, subscribe to your list, or buy something. It's amazing to see how many YouTube marketers miss out on this step completely!

Drag at the end – Once you've delivered the CTA, leave a little dead time for emphasis, maybe a minute or two. It may just be silence with an arrow pointing down to the link you're promoting.

You don't want the video to simply end, because Google will immediate suggest other videos inside the player – and your link will disappear.

YouTube is the New Twitter

And finally, this is one very important YouTube concept you need to know: YouTube is no longer just a video search site – it has aspirations to become a top-tier social networking site as well.