Dr. Babasaheb Ambedkar
Open University
(Established by Government of Gujarat)

MBA
SEMESTER - 3
MBA03EM314

Advertising & Digital Marketing

Message for the Students

Dr. Babasaheb Ambedkar Open (University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Ambedkar. We Stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides as many as 54 courses including various Certificate, Diploma, UG, PG as well as Doctoral to strengthen Higher Education across the state.

On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and created a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri Swami Vivekananda:

> *"We want the education by which the character is formed, strength of mind is*
> *Increased, the intellect is expand and by which one can stand on one's own feet".*

In order to provide students with qualitative, skill and life oriented education at their threshold. Dr. Babaasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day to day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

The university following the core motto 'स्वाध्ययाय: परमम् तप:' does believe in offering enriched curriculum to the student. The university has come up with lucid material for the better understanding of the students in their concerned subject. With this, the university has widened scope for those students who
are not able to continue with their education in regular/conventional mode. In every subject a dedicated term for Self Learning Material comprising of Programme advisory committee members, content writers and content and language reviewers has been formed to cater the needs of the students.

Matching with the pace of the digital world, the university has its own digital platform Omkar-e to provide education through ICT. Very soon, the University going to offer new online Certificate and Diploma programme on various subjects like Yoga, Naturopathy, and Indian Classical Dance etc. would be available as elective also.

With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.

Prof. Ami Upadhyay
Vice Chancellor,
Dr. Babasaheb Ambedkar Open University,
Ahmedabad.

MBA
SEMESTER-3 MARKETING
ADVERTISING AND DIGITAL MARKETING
BLOCK: 1

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ADVERTISING AND DIGITAL MARKETING
MBA03EM314
SEMESTER-3

BLOCK-1

BLOCK-2

UNIT – 1	INTRODUCTION TO ADVERTISING AND DIGITAL MARKETING

1.1 Introduction to Advertising and Digital Marketing

1.2 Meaning of Advertising

1.3 Features of Advertising

1.4 Importance of Advertising

1.5 History of Digital Marketing

1.6 Types of Digital Marketing

❖ **Keywords**

❖ **Exercise**

1.1 Introduction to Advertising and Digital Marketing

Advertising is a very powerful communication tool, highly visible, and one of the most important tools of marketing communications that helps to sell products, services, ideas, images, etc. Many believe that advertising reflects the needs of the times. One may like it or not, but advertisements are everywhere. Advertisements are seen in newspapers, magazines, on television and internet and are heard on the radio.

The average consumer is exposed to a very large number of advertisements every day, particularly the urban and semi-urban population. It seems almost impossible to remain totally neutral and not take any notice of modern-day advertising. The most visible part of the advertising process is the advertisements we see, read, hear, praise, or criticise. Many suitable adjectives are used to describe advertising, depending on how an individual is reaching, such as great, dynamic, alluring, fascinating, annoying, boring, intrusive, irritating, offensive, etc. Advertising is an indicator of the growth, betterment and perfection of civilisation. It is part of our social, cultural and business environment. It is not at all surprising that advertising is one of the most closely scrutinised of all business institutions. In today's environment, not only are advertisers closely examined by the target audience for whom that advertisement are meant, but by society in general.

Advertising – Definition "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor." – American Marketing Association. "Advertising is controlled, identifiable information and persuasion by means of mass communications media."

"Advertising is the non-personal communication of marketing-related information to a target audience, usually paid for by the advertiser, and delivered through mass media in order to reach the specific objectives of the sponsor." – John J Burnett.

"Advertising is a message paid for by an identified sponsor and delivered through mass medium of mass communication. Advertising is persuasive communication. It is not neutral; it is not unbiased; it says; 'I am going to sell you a product or an idea."- J Thomas Russell and W. Ronald Lane

1.2 Meaning of Advertising

Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsor. What is advertisement? Any paid form of non- personal presentation and promotion of ideas, goods or services Product Price Promotion Place Advertising and Sales Promotion through mass media such as newspapers, magazines, television or radio by an identified sponsor.

Digital Marketing

Online marketing is another name for digital marketing. Simply expressed, digital marketing is the process of promoting goods or services via electronic or digital media; it makes use of digital channels to draw in specific clients and customers.

Businesses employ a variety of online platforms, such as pay-per-click advertisements, email marketing, online flyers, banners, and social media sites like Facebook, Instagram, LinkedIn, and Pinterest. This makes it easier for companies to connect with their target market.

Any form of marketing that can be measured throughout the consumer journey by marketing experts and that employs electronic devices to provide promotional messaging. When used in practice, internet marketing efforts that show up on a computer, phone, tablet, or other device are commonly referred to as digital marketing. It can appear in a variety of ways, such as social media postings, display adverts, online videos, search engine marketing, and sponsored social media ads. Using websites, apps, mobile devices, social media, search engines, and other digital platforms to advertise and sell goods and services is known as digital marketing.

1.3 Features of Advertising

The features of Advertising are as follows:

1. Paid Form: It is a paid form of communication, as the sponsor has to bear the cost of advertising. So, it is commercial in nature. It involves a huge cost and is never free of cost.
2. Impersonality: As there is no face-to-face contact between the customer and the advertiser, it is considered to be an impersonal method. Since it is a one-sided communication, a monologue is created, not a dialogue.
3. Identified Sponsor: It is always undertaken by an identified sponsor, who bears the cost. The name or the identity of the advertiser is disclosed in the advertisement.

Merits of Advertising

The merits of advertising are as follows:

1. **Mass Reach:** Advertising has a mass reach as it can reach a large number of people at a time. For example, advertisements by the government to get vaccinated against Covid-19 reached mass through advertisements in newspapers, televisions, radio, etc.

2. Enhancing Customer Satisfaction and Confidence: A product that is publicly advertised gets authenticity as there is a proof for it. The products which are advertised widely are preferred more by the customers as they feel more comfortable. Advertising

wins the confidence and trust of the customers about the product and they feel more satisfied.

3. Expressiveness: Advertising has become one of the most prominent mediums of communication as it uses the latest techniques, graphics, and media. Modern advertising makes products more attractive, appealing, and expressive.

4. Economy: As advertising targets mass, it is economical. The total cost of advertising is spread over a large number of people and because of this, the per unit cost of reaching a prospective buyer is less as compared to other promotional techniques.

Demerits/ Limitations of Advertising
The demerits of advertising are as follows:

1. Less Forceful: As there is no direct contact between the buyers and the marketer, it is less forceful. The messages conveyed through advertising are impersonal and buyers sometimes do not pay attention to them.

2. Lack of Feedback: Evaluation of the effectiveness of the advertisement cannot be done easily, as there is no immediate and accurate feedback from the customers. It is one-sided communication.

3. Inflexibility: Advertisement is inflexible, as it cannot be modified as per the requirements of different target groups. It uses standardised messages to communicate with people, and once an advertisement is made, it is very difficult to change it, as it involves a lot of costs.

4. Low Effectiveness: Advertisement has low effectiveness as in this fast-changing world, advertisements are increasing in numbers and it has become very difficult to make the advertisement heard by the target group. Further, there is no scope to clear the queries and doubts of the target groups due to a lack of two-way communication.

1.4 Importance of Advertising

- **To the Customers**

Convenience: Targeted informative advertisements help the customers to make the decision

Awareness: Advertising educates the customers about different products available in the market and their features. This knowledge helps the customers compare different products and choose the best product for them.

Better Quality: Only brands advertise themselves and their products. There are no advertisements of unbranded products. This ensures better quality to the customers as no brand wants to waste money on false advertising.

- **To the Business**

Awareness: Advertising help companies to spread awareness towards companies' products and service among target audience.

Brand Image: Companies want to create unique, favorable and positive image in mind of the customers, through advertisement company can create desired image in mind of the customers.

Product Differentiation: Advertising assists the company in communicating the benefits and features of its product to the intended audience and in setting it apart from those of its competitors.

Increases Goodwill: Advertising restates brand vision and increases the goodwill of the brand among its customers.

Value for Money: Comparing advertising to other components of the promotion mix, it usually offers better value for the money and reaches a larger audience.

1.5 History of Digital Marketing

The 1990s saw the introduction of the phrase "digital marketing." With the introduction of the internet and the creation of the Web 1.0 platform, the digital age really took off. Although users could find the information they needed, sharing that information online was not possible with the Web 1.0 platform. Global marketers were still unaware of the internet platform till then. They were unsure if their tactics would be effective because the internet had not yet been widely used.

The first clickable banner went up in 1993, and HotWired bought a couple of them to use in their advertising. This signalled the start of the shift in marketing towards the digital age. 1994 saw the introduction of new technologies into the digital marketplace as a result of this steady change. In the same year that Yahoo launched.

Google was founded in 1998. Microsoft introduced the MSN search engine, and Yahoo introduced Yahoo web search to the public. When the internet bubble burst two years later, all of the smaller search engines were either left behind or completely destroyed, making room for the industry titans. The first significant upswing in the field of digital marketing occurred in 2006, when search engine traffic was estimated to have increased to over 6.4 billion in a single month. Microsoft, not one to be left behind, shelved MSN and introduced Live Search to take on Google and Yahoo.

With the advent of Web 2.0, people shifted from being passive users to more active participants. Users could communicate with businesses and other users thanks to Web 2.0. Internet terms like "super information highway" started to be used. Consequently, there was an exponential expansion in the volumes of information flow, including the channels that digital marketers used. By 2004, internet advertising and marketing generated around $2.9 billion in revenue in the US alone.

Social networking sites quickly started to appear. The first social networking site to appear was MySpace, and Facebook followed shortly after. Numerous businesses came to the realisation that the plethora of new websites was creating chances for them to market their brands and products. It marked the start of a new chapter in company history and opened up new business opportunities. They required innovative strategies to market their brands and take use of the social networking site now that they had more resources.

Another significant turning point in the history of digital marketing was the cookie. Marketers started searching for alternative strategies to profit from the nascent

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technology. One such method involved monitoring the typical online surfing behaviors and usage patterns of regular internet users in order to customise marketing materials and promotions to their preferences. The original cookie was created to keep track of user behaviours. Over time, the purpose of cookies has evolved, and they are now designed to give marketers more options for gathering actual user data.

Today, 65% of an individual's digital media time is spent on a mobile device. The digital advertising industry is now valued at around $200 billion, with Google Ad Words accounting for 96% of the company's revenue. With an estimated 3.1 billion online users, social networking has led the digital marketing revolution. The rise of bloggers and Instagram has resulted in a $1 billion industry for influencers, which are anticipated to grow. Digital marketing is expected to grow in the coming years, with many new developments and changes in this exciting industry.

1.6 Types of Digital Marketing

- **Social Media Marketing**

Among the most often used kind of digital marketing is social media marketing. More than 308 million individuals use social media at least once a month in the United States alone. Social media is used by people of all ages for commerce, communication with others, entertainment, and information about particular hobbies.

Social media data show that adding social media to your marketing mix can be a wise move for companies looking to increase their visibility and revenue. For 78% of internet users, social media is the primary source of brand information. Consumers in the US report using social media to make purchases in almost half of cases.

Top social platforms include YouTube, Facebook, TikTok, Instagram, WhatsApp, Pinterest, LinkedIn, Snapchat and X (formerly Twitter). New platforms, such as BeReal and Poparazzi, are entering the market regularly.

The social environment is always changing. For instance, Twitter, which is now known as X, used to be a popular social media network, but it now seems to be having trouble. Approximately 32 million people have left Twitter since Elon Musk acquired the service in 2022.

- **SEO**

SEO (search engine optimisation) is a set of processes aimed at improving a website's visibility in search engines, like Google, with the goal of getting more organic traffic. SEO is about fulfilling users' search needs by creating relevant, high-quality content and providing the best possible user experience.

When it comes to digital marketing, search engine optimisation (SEO) is essential for companies who want to increase website traffic. The technique of optimising your website for search engines, like Google, to place it highly on search engine results pages (SERPs), is known as search engine optimisation (SEO).

Increasing organic traffic to your website is the main goal of SEO. With SEO, as opposed to paid advertising, people reach your website through unpaid searches. Every day, almost 8.5 billion searches are made on Google, offering several chances for companies

looking to advertise their goods and services. Getting your website ranked well on Google is essential to increasing visitors.

- **PPC (pay-per-click) Advertising**

  PPC is an online advertising model in which advertisers pay each time a user clicks on one of their online ads

  There are different types of PPC ads, but one of the most common types is the paid search ad. These ads appear when people search for things online using a search engine like Google – especially when they are performing commercial searches, meaning that they're looking for something to buy. This could be anything from a mobile search (someone looking for "pizza near me" on their phone) to a local service search (someone looking for a dentist or a plumber in their area) to someone shopping for a gift ("Mother's Day flowers") or a high-end item like enterprise software. All of these searches trigger pay-per-click ads.

  Google Ads is the largest PPC platform in the world. Many businesses who engage in SEO marketing also engage in PPC advertising on Google. Paid ads on Google appear above organic search results, and that positioning advantage can drive even more traffic to your website.

- **Email Marketing**

  Email marketing is a powerful tool that businesses can use to build stronger relationships with their customers and drive sales. It is the most profitable and cost-effective direct marketing channel.

  To be effective at email marketing, a company must develop a strategy for collecting email addresses from clients and prospects. Many businesses collect emails with every customer encounter, sometimes offering a special incentive for joining an email list. Your business website is also a terrific place to offer incentives to visitors so you can grow your email database.

  Growing and nurturing email lists is vital to successful email marketing. As per the preferences of the customer, the company can send customised messages to the customers. Companies use software for email marketing. Software helps for segmentation, understand customer interest, create attractive email designs, manage email scheduling and measure email metrics, including open rates, click-through rates (CTR), conversion rates and bounce rates.

- **Mobile Marketing**

  Mobile marketing has become a popular digital marketing strategy for businesses. Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones. It uses features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location.

Mobile marketing is a way in which technology can be used to create personalised promotion of goods or services to a user who is constantly connected to a network.

- **Content Marketing**

  Every form of digital marketing relies on compelling content to attract interest and engage prospects and customers. Content marketing is the term used to describe the different types of content you can develop to deploy in your digital marketing campaigns.

  Content marketing can take many forms, including blogs, infographics, whitepapers, eBooks, videos, podcasts, quizzes, slide decks and webinars. Unlike advertising, content marketing is not blatantly promotional but employs more subtle tactics to inform, educate or influence a desired target market.

- ❖ **Key Words**

- **Advertisement**: Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.

- **Digital Marketing:** Digital marketing is the process of promoting goods or services via electronic or digital media.

- **Search Engine Optimisation:** SEO (search engine optimisation) is a set of processes aimed at improving a website's visibility in search engines, like Google, with the goal of getting more organic traffic.

- **PPC:** PPC is an online advertising model in which advertisers pay each time a user clicks on one of their online ads.

- **Mobile Marketing**: Mobile marketing is any advertising activity promoting products and services via mobile devices like tablets and smartphones.

- ❖ **Exercise**

MCQ (Multiple Choice Questions)

1) An Advertisement is a paid form of communication
   a. True
   b. False
   Answer: True

2) The fastest-growing medium of advertising is
   a. Internet
   b. Television
   c. Radio
   d. Magazines
   Answer: Internet

3) Which of the following is the correct depiction of Digital Marketing?
   a. Email Marketingb. Social Media Marketing
   c. Web Marketing
   d. All of the above
   Answer: All of the Above

4) What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems?
   a. Internet Marketing
   b. Direct Marketing
   c. Interactive Marketing
   d. Personal Marketing
   Answer: Internet Marketing

5) Full form of PPC
   a. Purchase Pay Click
   b. Pay Per Click
   c. Pay Purchase Click
   d. Payment Per Click
   Answer: Pay Per Click

Detailed Questions

1) Define the Advertisement and Explain the merits and demerits of the advertisement in detail.

2) Define Digital Marketing. Discuss types of digital marketing.

3) Explain the Importance of the advertisement.

UNIT – 2	ADVERTISING AND COMMUNICATION

2.1 Introduction

What is advertising?

Advertising is a form of marketing communication that aims to persuade and influence people to take a specific action, like buying a product or using a service.

The advertising codes apply to all forms of advertising, including tv ads, radio ads, print ads (e.g. newspapers, magazines), outdoor ads (e.g. posters, billboards), digital ads, advertorials or infomercials, events and sponsorship, social media ads or sponsored content, or direct mail.

The AANA Code of Ethics defines advertising as:
Any material that is published or broadcast using any Medium or any activity which is undertaken by or on behalf of an advertiser or marketer, over which the advertiser or marketer has a reasonable degree of control, and that draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organisation or line of conduct.

In determining whether something is an ad, we consider four key things:

1. **Is it something broadcast, published or organised by an advertiser?**
   The definition is broad and covers much more than traditional advertising. Activities undertaken by an advertiser, such as street performance, may be considered an ad.

2. **Is it under the reasonable control of an advertiser?**
   Even if there is no payment involved in the creation or placement of the content, Ad Standards will consider something an ad if it is something the advertiser has a reasonable degree of control over.

3. **Does it draw the attention of the public to promote or oppose something?**
   If the material or activity draws the public's attention in order to promote (or oppose) a product, service, person, organisation or line of conduct, it is considered an ad.

What is not an ad

Ad Standards does not accept complaints about:

- product packaging or labels
- corporate reports, including corporate public affairs messages in media releases and other media statements, annual reports, statements on matters of public policy
- ads on TV, on-demand TV, and radio , which promote a program or programs on the same channel or station the ad is broadcast on.

2.2 Importance of Communication in Advertising

Advertising is persuasive Communication sent to consumers by companies attempting to sell products or services. However, advertisers are at a disadvantage right from the start. Inc. reports that 96 per cent of consumers do not trust advertisements, and the exponential amount of ads consumers see daily threatens to make them tune out ads altogether.

To advertise your small business, you need to clearly understand your brand's message and devise a strategy that balances direct and indirect communication methods.

What is the Advertisement's Message?

All advertisements try to convey a basic message: Buy our product. But most consumers need a small amount of convincing before they part with their hard-earned money, so the message becomes, "Buy our product because it will make you feel good."

Some advertisements say this directly, whereas others focus on a more psychological approach by eliciting positive feelings in their audience, which could lead to brand loyalty. When this is done well, viewers feel uplifted every time they see the commercial (and thus every time they see the brand). When it's done poorly, viewers are left scratching their heads and wondering how to connect the dots between your brand and what they just saw.

Direct Communication Does not Always Work

Before, consumers were absolutely bombarded with advertisements every day (a phenomenon known as "advertising clutter"), but the "direct communication" approach worked a little better than it does now. Advertisers could explicitly say, "Buy our product because it will make you feel good," and consumers did not have much reason to doubt them.

For example, Business Insider compiled vintage tobacco advertisements that were not shy about claiming how their cigarettes could be life-changing. One advertisement for Lucky Strike cigarettes used the slogan, "Be Happy, Go Lucky!" Other brands took a slightly more subtle approach to imply that smoking their cigarettes would make you more attractive or more energetic.

Perhaps advertisers' ability to convince people to purchase a terribly unhealthy product led to the modern-day distrust most people harbor toward advertisements. Now, marketers rely heavily on implicit or indirect communication methods to invoke certain emotions in viewers while presenting information about their brand.

Implicit or Indirect Communication in Advertising

Some implicit or indirect communication methods used in advertising include elements that you probably do not even notice but that nonetheless send messages to your brain. For example, brands carefully choose their colour schemes based on the emotions or moods they want to be associated with. Colour Matters points out that orange is associated with high energy, which helps companies like FedEx convey a sense of speedy service. Music works similarly, with different tempos or melodies conveying energy, happiness, modernity or peace.
You may have also noticed that most advertisements feature happy people, typically smiling, laughing, dancing, spending time with family, or generally looking like they are living their best life. Commercials might also feature someone down on their luck who inevitably transforms once the product is introduced.

Pharmaceutical commercials are an excellent example of this, but brands may use "heart-warming" moments (like the Budweiser puppy commercial) to create a similar feel-good association with their brand. The next time you're in the beer aisle, you might subconsciously gravitate toward Budweiser because it gives you a good feeling.

Finally, advertisements communicate these same subtle messages through the use of humour. Funny commercials hit the trifecta: They're memorable, help consumers create a positive association with the brand, and get people to engage with the brand by sharing the advertisement or talking about it with friends.

For example, Progressive and Liberty Mutual are two insurance companies that use humor in their advertisements to seem more approachable ultimately. Their message is, "Use our service and you'll feel good about insurance."

2.3 Objectives of Advertisements

The fundamental idea behind an advertisement is to increase the business by selling goods/services. Besides, there are many other objectives of an advertisement, significant of them are:

- Promote newly launched products among potential customers.
- To promote a personal selling program.
- To create awareness among the maximum people about your business in a short period of time.
- To enter national or even international market and motivate new group of customers.
- Enhance goodwill and build credibility among customers by promising to provide better quality products and services.

2.4 Medium of Advertisement

While planning to advertise your business/product/idea, you also need to decide which medium would be the best suited to execute your ad. You can choose from multiple mediums from the list given below:

Print Media
It is one of the oldest, but still popular medium of advertisement. It includes newspapers, brochures, magazines, and fliers. It is the low-budget medium of advertisement, but the rate varies to a great extent depending upon the:

- Geographic location (city, town, etc.)
- Brand (of newspaper & magazine), and
- Space (how much & which part of the page you are booking).

Broadcast/Electronic Media:
It is the most advanced and fastest media, reaching the world's remotest regions in a fraction of a minute. It includes radio, television, and the Internet. Since both video and audio can be run on television and the internet, it is the most popular and effective medium.

Outdoor:
It is the cheapest, but effective medium. It includes hoardings, flags, banners, billboards, motor vehicles, building/fence wraps, events, etc. Outdoor advertisement is used in various ways to increase brand awareness and for the promotion of products/services.

2.5 Characteristics of an Effective Advertisement

The effectiveness and persuasiveness of ads are closely linked. While you often have different goals with ads, the general intent of each is to persuade customers to think, feel or act in a certain way toward your brand. With this in mind, effective, persuasive ads have several common traits.

1. Appealing to Emotions
Persuasion normally requires that you connect with someone's rational or emotional motives in a purchase situation. In many cases, emotional appeals carry more influence. Effective ads typically rely on strong market research to uncover what makes target customers tick, or what benefits and message content will get their attention. Emphasising the benefits that most appeal to a target audience in a way that makes an emotional impact is a key ingredient. For example, associating a perfume with sensuality can appeal to a potential customer's yearning to be attractive.

2. Using Subtlety
The most memorable and resonating ads usually walk a fine line between clarity and subtlety. You want customers to "get" your message, but you also want them to have to think a little bit so you can create some cognitive residue or lasting impact. This is where the role of creativity becomes important. Companies often use metaphors to depict the benefits of their brand in a slightly unique or different message situation. This forces customers to connect the dots to the point you make without completely confusing them about your brand. For example, a gum maker's TV ad might associate a cool mint flavour with a brisk, crisp wintry day by releasing an ad showing someone popping the gum into their mouth and then playing a distant wintry-wind sound effect in the background.

3. Telling a Story
Effective ads can tell stories to connect with customers, often creating settings with characters that can cause the viewer or listener to identify with a character's plight in the ad. For instance, an ad for auto insurance might depict a driver getting into a fender bender and experiencing the frustration of not having adequate auto coverage. Potential customers might relate, either because they have been in this predicament or because they can imagine the stress they would feel if they were.

4. The Medium and the Message
Effective and persuasive ads are delivered in the right way through the right medium. In a TV ad, setting, lighting, sound, character expressions and dialogue all contribute to the mood of the message. In print ads, the design, use of color, and copy impact tone are important. On the radio, the blend of sound and copy set the tone. The medium and message should work together for clarity and impact. Commercials for cologne or perfume often use sensual music, lighting and character gestures to convey messages that the brand offers an attractive, alluring smell.

2.6 Audience

A target audience is a particular cohort of consumers within a target market, identified as the receivers for a particular advertisement or message.

Identifying a target audience in a marketing communication campaign is crucial as it helps focus the individual advertising and promotional efforts.

Listed below are the steps to follow while identifying a target audience:

STEP:1 CREATE A CUSTOMER PROFILE
Usually, a customer profile is created using classic demographics like age, gender, and geography. Now, marketers across the world are witnessing a shift in the type of demographics used. With access to large amounts of data, demographics such as consumer behaviour, attitude, and life stage are used to create a customer profile and identify a target audience.

Companies that hitherto grouped the population based on gender and age are shifting to more specific targeting. For example - Target groups of first-time mothers and first-time car owners.

STEP:2 SELECT A LEVEL OF TARGETING
Through the process of identifying a target audience, marketers have the option of targeting at different market levels:

- Undifferentiated Market
- Differentiated Market
- Concentration Market
- Micro Market

The below descriptions will help you choose a level of targeting based on your product and its market segment.

- **Identifying a Target Audience in an Undifferentiated Market:**
  This approach does not need any detailed identification of a target audience, as the goods and services marketed are of mass appeal. Mass consumption products, like soap or milk, are marketed this way. Marketers tailor marcom campaigns that will appeal to a wide range of audiences.

  However, there is an inherent disadvantage: Marketers identifying a target audience in the undifferentiated market segment will face stiff competition from the focused marketing efforts of other companies.

- **Identifying a Target Audience in a Differentiated Market:**
  In this approach of identifying a target audience, marketers target several audience cohorts with products and services customised for each cohort. This approach can be seen in the marketing strategy of companies like PepsiCo, which has different audiences for its various brands such as Mountain Dew, Mirinda, Tropicana, and Aquafina.

  Like every approach, this too has its disadvantages: Identifying a target audience for every product iteration will be an expensive task involving separate processes of market research, forecasting, and sales analysis for each product.

- **Identifying a Target Audience in a Concentrated Market:**
  The philosophy of identifying a target audience here is simple:

  Going after a large share of a small segment is also known as a niche segment (as opposed to a small share of a large market).

  An example of this approach: Lefty's is an e-commerce site that sells products designed for left-handed people. As 90% of the population is right-handed, this company targets the niche group of left-handers.

  With this approach of identifying a target audience, a company will hold a dominant market position as they know the intricacies of serving their particular niche.

- **Identifying a Target Audience in a Micro Market:**
  Here, a marketer strives to customise their product and services for each customer. An example of this approach can be seen in the marcom campaigns of companies like Nike, which promote Nike ID, a platform that lets users personalise their shoes however they would like.

STEP 3 CONSOLIDATE YOUR RESULTS.
Combining your ideal customer profile with the level of your target market will help you successfully identify a target audience. The answer is

A customer profile helps you create an audience, which is accomplished using tools like Facebook and LinkedIn that have access to huge amounts of consumer data

Depending on your target level, you can use sales automation tools (Eloqua, Outreach, Klenty, Fresh sales, Salesforce) to plan your campaigns to reach the target audience you have identified.

2.7 Advertising Message

What is an Advertising Message?

An advertising message is an underlying idea or point that an advertiser wishes to convey to its target audience. Its purpose is to persuade individuals to take the desired action, such as making a purchase, signing up for a service, making a reservation, booking a hotel, etc.

An advertising message is supposed to evoke favourable emotions by engaging the audience and creating motivation to convert or make a purchase.

An advertising message is a text, visual, auditory, or video information or idea that an advertiser or brand communicates through an advertising campaign with the target customers to persuade them to perform the desired action.

Message advertising can be based upon content, slogans, taglines, catchphrases, graphics, etc to do the storytelling of advertising campaigns and make an emotional appeal to persuade a target consumer.

❖ **Message Development**

Another key relationship between Communication and advertising is message development. Every firm must have a marketing objective and establish the message it will give to the audience. One of the objectives of advertisements in business is to increase the customer base, improve customer attitudes toward the brand, and generate clients and revenue. All these are the messages that firms intend to communicate to the public.

After the management comes up with the objectives, they then communicate them to the audience. Communication must be done in such a way that it drives more people into the business. The main form of communication for business with the public is through advertisements. According to Kokemuller (2014), the marketing process has many facets.

One of the main parts is coming up with an objective for the advertisement. There are different qualities that every ad should have in order for it to have an impact on the audience. Advertisements should be age-appropriate because they have a wide market. Another quality that an ad should have is quality products. Most viewers enjoy advertisements that showcase quality products (Leiss 1968).

Different products have different messages. Some advertisements use pictures and captions to communicate. Pictures give a visual representation of an idea or service. Other advertisements use taglines. Taglines are short statements that summarise the main message of a product. The tagline is very important in any marketing strategy. The tagline should be short, precise and easy to remember.

2.8 Why Advertising Messages are Important?

An ad message serves as a link between your company and its customers and prospects. Brands can establish trusting and long-lasting relationships with their audience via advertising messages. It communicates the right idea to the right people at the right moment.
Creating a compelling message for advertisements adds substantial advantages for the brands. Here are few reasons why advertising message is essential:

1. Raise brand awareness
Well-thought-out advertising techniques attract customers. So, brands that pay heed to effective messaging are more well-known and recognised. Brands can easily optimise their brand awareness via ads-messaging on television, radio, or digital channels.

2. Keep the Customer engaging
Clients may stop purchasing from you if you do not interact with them. Then, they forget about your business. Both targetable and relevant promotional offerings will pull your target audience. As a result, customers will value the fact that you are aware of their issues and can provide the best answers.

3. Convert Leads to Sales
Not all leads will always turn into sales. Leaders might not comprehend how your service operates or how to get the most out of your product. Furthermore, they can become trapped at any point in the sales funnel. You can offer them solutions to their difficulties via an advertising message.

4. Aid in the understanding Target Audience

Analysing how your leads and consumers interact will offer you some helpful information. You will learn from them which offers, channels, and approaches are most effective for your target demographic.

5. Boost revenue

Each of the benefits outlined above leads to an increase in sales. You may increase sales by communicating your message to the right individuals through the channels they choose. Advertising around holidays, clearance sales, and other significant events will benefit you.

2.9 Components of Advertising Message of an Ad Campaign

The structure of advertising messages for effective advertising campaigns will be the same regardless of whether you use online or offline advertising. Components are responsible for building the form of advertising. So here are the components that you need to know.

1. Heading

It is the initial advertisement piece that a user notices at the top. As a result, it should be both appealing and instructive. The headline itself conveys the message and idea. So, marketers strive to develop a headline that sells. It delivers a promise, a piece of breaking news, a command, or a query. It should be short, sweet, and unambiguous to entice people to continue reading.

2. Sub-Heading

Advertisers sometimes overlook this factor, yet it is powerful. Subheadlines support your headline. It is positioned beneath it, making it tough to miss. A sub-headline can be the solution to a query in your headline. These two aspects are a fantastic match for each other. A sub-headline can be up to a sentence long, longer than a headline.

3. Copy

It highlights the worth of your goods. Your advertising message content should answer all conceivable questions a user would have. List your products and their key benefits to help you market them.

4. Images

Image is also the primary component in capturing user attention to an ad. If you use images, people can visualise your product, see its benefits, make associations, and pay attention to it.

5. Call-to-action

It is the action you want people to take after they read your advertisement. It should explain to them what they need to do next to check your product benefits. It can say Buy, visit a website, book a seat, and reserve a ticket.

❖ **How to create an Advertising Message?**

It is not enough to write a great headline and include a lovely image. Here are some tips if this is your first time creating an advertisement.

- **Examine your intended audience**
  You can make a fantastic marketing commercial as you need to target the right audience. Analysing your target audience will offer you useful information. Learn about your target market demographic profile.

- **Determine and solve customers' difficulties**
  Each client chooses your brand as they believe you are the best solution to their problem. Interviews, polls, surveys, and other techniques can help with this. It may determine whether you succeed or fail.

- **Choose the most effective advertising Medium.**
  It helps to study and reveal your target audience preferences. Hence, you can invest in the proper channels where your audience is present. You can use several social media platforms to reach leads. It shows who are already interested in your product. Email campaigns are good to begin with. You may use emails to educate your audience and show off your product from all perspectives.

- **Master each component of Advertising components.**
  Clickbait headlines can be unclear and turn off your readers. So avoid those. List all your product advantages and incorporate the most appealing ones in your ad copy. So that users may understand them, you can include high-quality images of goods in your message. Make a strong call to action. It should be the last chord in your commercial.

  Analyse the findings and take action as a result.
  Keep track of how people react to your adverts. These findings will aid in the development of your plan.

2.10 Advertising Message Example

Bloomingdales' SMS marketing strategy

Bloomingdale is an American luxury department store business. They use SMS marketing in a variety of methods. Bloomingdale's SMS messages focused on the offer specific at the time of sale. There is not a lot of emphasis on items like t-shirts or dresses. Bloomingdale's may also send a special deal for a specific category. Also, they promote an end-of-season clearance event.

Festival Foods discount strategy

Festival Foods is a family-owned and employee-operated grocery chain with locations around Wisconsin. The communications from Festival Foods range from specific discounts. This company is very innovative in writing its text messages. Some of them offer a complete dinner menu with discounts. Others attract customers with mouth-watering images.

Old Navy

Old Navy is clothes and accessory retailer in the United States. Old Navy's message focuses on specific offers. It uses a conversational language that sounds like a regular SMS text message. The brand makes use of many links and a call to action on Instagram.

2.11 Advertisents, PR And Selling

There are different methods of Communication between business and the public. These are advertisements, Public Relations (PR) and selling. Most companies utilise these types of Communication when they want to reach out to the public. However, Other companies use two methods and skip the Public Relations. Advertising mainly take the form of the three types of media.

Print media Ads occur in magazines and newspapers. Broadcast media ads occur on radio and TV while digital ads are on websites and blogs. The companies often target the media with more ratings because this means that the message reaches more people. Public Relations companies communicate positive messages about a firm by promoting it to the external environment. Sales and promotions are impactful because they tell people about upcoming products. This is a way in which companies communicate to the public without advertising.

2.12 The Role Customer Service Plays in Marketing

Why synchronise marketing with customer service?
Customers feel frustrated when each touchpoint of a business is siloed in its own department. It can lead to misunderstanding, a feeling of not being valued, and ultimately a negative view of the brand. Organisations who leverage customer service as a marketing tool understand that by sharing data and feedback, they're able to offer an optimal customer experience. These businesses can:

Offer a personalised and consistent campaign journey
According to the Salesforce State of the Connected Consumer report, 78% of customers expect consistent interactions across departments. When marketing and customer service teams combine to share their knowledge of customers, both groups are able to approach them with an understanding of how the customer likes to be contacted, what they want to be contacted about, particularly within the context of a consistent brand message.

Boost productivity and efficiency using automation through streamlining manual processes such as customer on boarding, issues resolution, and campaign approvals and make better use of resources.

Integrate client views across marketing and service departments
When customer information is disconnected between departments, the possibility of disappointing the customer along their journey is very real. It's as simple as a marketing team reading an enquiry message to the company Facebook page, and forgetting to pass that on to the service team. Or the service team neglecting to inform marketing about a customer's preference to only be contacted via email. In both scenarios, a holistic view of the customer through customer service marketing would mean any enquiry (through any medium) would be visible to either department, or in fact any other departments within the organisation.

How can customer service and marketing work together?
Using customer service as a marketing tool starts with taking advantage of the knowledge they have of your product, your customers, and your organisation as a whole. While only 53% of marketing teams share common goals and issues with service teams, the opportunity for collaboration across departments allows for a

unified brand voice, consistent, personalised communications (backed up by customer history stored in a CRM), and ultimately a more satisfying customer experience.

1. Content creation

All too often businesses fail to realise the latent expertise they have in their staff that could be mined for content. Even if you don't have highly-skilled writers to hand, jot down bullet points and hire a freelancer to craft it for you. Alternatively, (or additionally), produce videos or podcasts.

Your customer service team is well-placed to inform marketing on content ideas - as the first point of contact, particularly for issues resolution, the service team can tell you what customers are struggling with.

2. Social media customer support

40% of consumers won't do business with a company if they can't use their preferred channels. Particularly if your business targets Generations X and Y, it's important to be where they are, ready to answer their queries - and often they're on social media.

Intrepid Group wanted to take their vision for travel to a like-minded audience globally, but first, the business had to adopt new ways of working. The company had the data but lacked the technology to personalise the customer journey across its brands.

By using Salesforce Social Studio, they were able to schedule their social media posts, allowing their team to deliver quick responses to customer support needs. Their transformation using social media customer support helped them to a 17% year-on-year growth as well as a 31% increase in sales.

3. Product development

Customer service and marketing can collaborate to inform other parts of the business on what the customer wants and how the organisation can improve its product.

Adidas wanted a better understanding of customer journeys and their preferences. Using Service Cloud, Adidas were able to capture what they knew about the customer's preferences to improve and innovate products and keep them one step ahead.

Beyond simply presenting information or content to a shopper, Adidas uses its knowledge of individual consumers — and their preferences, gained through Commerce Cloud — to create better products and, in an increasing number of cases, even custom-made products. These products can be manufactured on the fly and delivered to consumers remarkably fast.

4. One voice across multiple channels

Ensuring messages are consistent across channels from social media chats through to emails, MMS, TV, and online advertising means a connected customer experience with a solid brand voice.

As REA Group began to expand globally, they needed to align customer service responses with marketing and brand operations to make sure their communications were consistent regardless of the medium.

Their solution called for a single customer view across seven businesses in seven countries, with multiple languages, currencies, and tax systems. It provided each business with a standard and scalable process that allowed automated quoting and

invoicing to increase turnaround time and service delivery to customers - all with the same brand voice.

5. Improved customer understanding
Customer service and marketing can bring forth new insights on customers.

M Capitol recently made the switch from mortgage broking to mortgage management, and are aiming to provide a more personal and digital-centric experience to their customers. They implemented Sales Cloud and Service Cloud to better understand customers and use predictive intelligence to recommend additional products. They're also planning to use Marketing Cloud to further personalise customer journeys and send automated alerts at each stage of the origination process. These products are tools that support M Capitol in better understanding their customers, which has led to a 10x increase in average partner referrals per week.

❖ **Exercise:**

Theoretical Questions:

1. Discuss the process of Message development in advertising.
2. Define Advertising and its importance.
3. Discuss the role of customer service in Marketing.

❖ **Short notes:**
1. Importance of Communication in Advertising
2. Mediums of Advertising.
3. Print Media and its importance.
4. Components of Advertising

❖ **Multiple Choice Questions:**

1. Advertising is persuasive Communication sent to consumers by companies attempting to sell products or services. (True/False)
2. Before consumers were absolutely bombarded with advertisements every day it is known as (Advertising clutter/Indirect advertising)
3. _____ is one of the oldest, but still popular medium of advertisement. (Print media/social media)
4. Every firm must have a marketing objective and it must establish the message that it will give to the audience. (True/False)
5. Clients may stop purchasing from you if you do not interact with them. (True/False)
6. _____ ads occur in radio and TV. (Broadcast media/Print media)
7. When customer information is disconnected between departments, the possibility of disappointing the customer along their journey is very real. (True/False)
8. Image is also the primary component in capturing user attention to an ad. (True/False)
9. An _____ message is an underlying idea or point that an advertiser wishes to convey to its target audience. (Advertising/social media)
10.   Pictures give a visual representation of an idea or service. (True/False)

UNIT – 3	ADVERTISING DESIGN

3.1 Introduction

The most brilliant and original advertising ideas will be wasted if they are not presented through the right media in the right place at the right time to the right people. Hence, selecting the right media is important for achieving advertising objectives. However, before explaining the factors that should be kept in mind for selecting the right advertising media, it is essential that we must know the meaning of advertising media. An advertising media is a means or vehicle of delivering a definite message. It is a means through which an advertising message or information is passed on to prospective customers, readers, viewers, listeners or passers-by. For instance, a producer seeks to keep in touch with old customers through advertisement media as well as attract new customers. Media are subject to intensive buying and selling activity. Examples of media are newspapers, magazines, radio, television, direct mail, posters, film, catalogues etc.

Advertising design refers to creating and organising visual artwork used in advertisements (ads) for products and services. Graphic designers create the designs used in advertising, and advertising agencies as well as the advertising departments of corporations employ these professionals to create and execute brochures, direct mail, web ads, and print ads. The design elements used include fancy lettering, borders, cartoons, illustrations, and photographs. The main difference between ad design and regular

mainstream artwork is that advertising art must be designed to reach and compel the target audience to purchase products and services.

3.2 Meaning of Media Advertising

Advertising media refers to the various media channels through which advertising is done. Advertising media is used for showcasing promotional content which is communicated in various forms such as text, speech, images, videos using TV, radio, online, outdoor etc.

3.3 Meaning of Advertising Design

Advertising design is the creation of artwork used in ads, typically for products or services. Getting more specific, the goal of advertising design is usually (but not always!) to drive sales—and when an ad's goal isn't to drive sales, it's to drive some other specific action, usually an action that will eventually lead to a sale.

This targeted focus is where advertising design differs from other kinds of design. While other types of design like marketing have a range of purposes such as communicating brand values and introducing a product to the market, advertising design is carefully calculated to specific audiences to sell products or services. That doesn't mean advertising design can't also be aesthetically pleasing, on the contrary. But in order for it to be successful, it needs to drive sales directly.

Advertising design is a subset of marketing design. Marketing is the overall strategy of engaging with your prospective and current audiences, advertising is the more direct act of telling them to buy.

For example, your marketing strategy could involve using social media to identify and engage with your audience to drive engagement and brand awareness. And advertising design would be to create an effective Facebook ad that prompts your target audience to buy your product or service.

3.4 Factors Affecting the Selection of Advertising Media

Every advertising media has a significant and separate role in the promotion of a business and its products and services. It is important to select or choose the right media for advertising, when inappropriate advertising media is selected it directly reduces the chances of achieving advertising objectives or wrong messages are delivered to the target market.

The advertising media such as press, print, audio, radio, visual, display, web, etc. have different roles and can be used as per different necessities as they have unique effectiveness. However, the selection of best advertising media generally depends upon the following factors,

1. Nature of Product:
The nature of the product itself is one of the major factors that greatly affect the selection of advertising media. The products are usually made of two consumer and industrial products.

Such as if the product's durability is short it may not need expensive advertisings while more life expectancy products may need. Similarly, products like movies, vehicles, hotels, resorts, etc. need advertising on television.

2. Nature of Potential Market:
The potential market's nature also determines the advertising media's choices, as well as the demographics of consumer groups, such as age group, income level, religion, status, spending habit, literacy level, development areas, etc.

1. Television and movies advertising may be suitable for young people,
2. Newspapers and magazines may be appropriate for educated people,
3. Radio advertising may be suitable for rural people.

3. Advertising Objective:
The objective of the company and advertising are also unforgettable factors that affect the selection of advertising media. The advertising objectives may just inform the people about the product or service, persuade them to buy, remind them, and so on.

Depending upon the objectives, the choices of advertising media differ,

1. If the primary objective of advertising is to communicate or persuade all the people of the country, the mass advertising media like newspapers, radio, and TV, may be effective,
2. If the objective is to cover the local market only, posters and direct communication may be more effective,
3. If the marketers want immediate response from the people, direct and speciality advertising may be the best fit,
4. If the marketers want to build up company or product goodwill, mass advertising media especially newspapers and magazines, may be appropriate.
5. Availability of Budget
6. Since advertising is any paid form of promotion, it needs a certain budget. If the firm has an adequate amount of budget classified for the advertising, it can choose any media or more than one media to promote its products and services.

But if the firm has limited funds for advertising and wants to continue the advertising of its products, then for the firm it is better to use cheap media such as newspapers, display, and direct communication, door-to-door advertising, etc.

4. Availability of Media:
In general, all the advertising media in all the markets may not be available. Sometimes, for a marketer, the desired media may not be available in the market. In such a situation, the marketer has to use the available media because he has no other choice.

However, in the market, if there is a variety of advertising media and agencies, the marketer can select the most suitable media that best fits his budget and objectives.

5. Types of Selling Message:
Media selection is often based on the message an organisation wants to communicate to the target market. The message like,

i. If the advertiser wants to communicate with people with attractive colours or pictures and verbal or non-verbal messages, he must use television or film advertising.
ii. Radio advertising may be suitable if advertising wants to communicate people only with verbal messages.
iii. If he wants to attract people regularly with nonverbal but attractive color combinations, advertising through electronic signs may be suitable.

6. The Distribution Strategy:
Direct advertising may be appropriate if the advertiser wishes to communicate with customers. However, if the firm wishes to motivate and persuade at each level in the distribution system, such as agents, wholesalers, retailers, advertising should be done through the distribution channels.

7. Extent of Coverage:
While selecting the advertising media, the advertiser should also consider how much audience or area he wants to cover through his advertising. Every media is a significant feature in its coverage.

If the marketer wants to cover the whole audience of the country, he may opt for radio, TV, or national newspapers. If the marketer wants to cover only the local market, poster, direct communication, local newspapers, and magazines he may opt. Depending upon his coverage objective, the marketer also can select the advertising media.

8. The Level of Competition:
The market competition level also affects the selection of appropriate advertising media. If the market has high competition, the marketer has to go for expensive advertising as such he needs to add more attractive elements, more features, benefits, etc. in his advertising to attract the attention of the target market. He has to spend a lot of time and money to win the competition.

Since the competition is high in the market, in high budget and expensive advertisement, the marketer can also reach a low audience as there are other competitors targeting those audiences.

However, in a low competition market, the markter can easily reach many audiences on low budgets and has not had to spend a lot of time.

3. 5 Features of Good Advertising Design

When designing an ad, you must focus on some things to ensure it catches attention and makes a great impression.

1. Alignment:
When designing an advertisement, it must ensure that the image or video is appropriately aligned. People looking at the photos should not feel confused trying to make sense of it. The ad should look comprehensive, and there should be a proper order that the audience can follow.

2. **Repetition**:
When we say repetition, it doesn't only mean the catchphrase, logo, or slogans. Of course, every brand focuses on repeating these elements repeatedly because it will help your brand gain recognition. While developing the advertising design, you should also repeat the fonts, colour schemes, layouts, etc., to ensure that people recognise you through these elements.

3. Contrast:
Using contrast in advertising design can help catch attention. To make the difference prominent, advertisers can use bold shapes and colors. The distinction should be easy to spot, and people should distinguish between the two sets of information. The information you want people to retain should be more prominent and easily distinguishable from the rest of the advertisement.

4. Balance:
Good advertising design is well-balanced and feels informative and entertaining simultaneously. Making perfect use of symmetry and negative space can help your design achieve a more balanced feel. An excellent advertising design uses white space to allow all the primary information to stand out and grab attention. When an ad is balanced, it creates a sense of harmony and order.

3.6 Strategy of Creative Design

A clear-cut idea and a well-defined strategy are integral parts of a creative design. Strategy includes some of the essential components, such as

1. Simplicity:
   Try to keep the layout simple. Put large pictures on top, a headline beneath that, a content body in the middle, while logo and address on the right side at the bottom.

2. Balance:
   To focus on some points, you need to create a symmetry in design. The key part of creative designing is to organise all elements including images, blocks, headlines, content body, and illustration so that they seem balanced.

3. Proportion:
   The size and color of all graphic elements must be determined by their significance and surroundings of the illustration. For example, important idea, image, or design must be larger, brighter, and bolder so that it appears distinct from other elements

4. Unity:
   First find out the focal point of the ad where you want people to focus. Once done, highlight it as a central point by dimming the surrounding and background design and

colour. One point to always keep in mind is that all elements of your design - the visual language and presentation should be in unity.

5. Contrast:

Create contrast so that it can grab people's attention. For example, among a bunch of mango, an apple grabs attention.

6. Consistency:

Maintain the consistency. Page to page consistency is indispensable for an eye-catching ad. It helps people understand the meaning of different elements of an ad.

7. Photo Design:

Generally, photo attracts people first. Selection of a good photograph and placing it smartly in an ad is another smart way to grab people's attention.

8. Proximity:

Proximity is one of the most significant elements of creative design. It compels people to think about the design (ad). Therefore, designing proximity is a cerebral task. For example, remember the ad Marlboro.

9. Colour Design:

The selection of colour is also a very important task. Normally, black and white is boring, but some ads demand only black and white colours. Ads that must be colourful must be designed very carefully to maintain consistency and proportion. Excessive use of colours or excessive brightness distracts people's attention.

3.7 Video and Commercial Ads

Until 2006, we generally found this type of ad on TV. However, when YouTube gained popularity (accounting for 60% of internet traffic), innovative brands like Nike saw an opportunity to break through the noise and advertise through online videos.

Now, video ads live everywhere: on YouTube, Instagram, TV, blogs, etc. Generally, video ads are a bigger investment because they often require much more production than traditional images or graphic design. However, when done right, the results can be worth the investment.

There are many studies around the effectiveness of video in advertising, such as brands experiencing a 20-30% increase in conversion rates when their Facebook ads used video instead of stills. It's hard to ignore the power of video!

With a larger investment, a person wants to ensure that money is used wisely. Not only does the message resonate with the audience, but how the advertisement portrays that message is equally important.

Benefits of Video Advertising:

It's always critical for marketers to find new, effective, and unique tactics and techniques that help a product or service stand out in a market overwhelmed by competitors. Video

advertising is not a new kid on the block. It's an established way of communication with consumers that brings visible results to businesses. With its help, entrepreneurs create quality and unique content that boosts their outreach, sales, and brand recognition.

It's not a secret that people who lead a hectic lifestyle would rather watch a short video and obtain all the necessary information about a product rather than read long articles. Although this one is the key pro, there are even more to consider.

Video advertising also helps:
- obtain great sales volumes;
- tell a story;
- communicate the necessary information fast;
- receive high organic traffic;
- educate people on a topic in an interactive and engaging way;
- gain more social shares;
- go viral;
- attain wider customer reach;
- establish brand awareness.

There are many benefits that can reap after implementing video advertising. However, to reach goals, the company should identify the most suitable video ad formats.

Types of Video Advertising:
Outstanding video ads can help brands reach customers and grab their attention. They can run videos on YouTube or other video-sharing platforms to gain more exposure. To choose the right video ad format for the brand, the company needs to know more about the available options and their features.

1. In-stream ads:
People can see this ad type when video content is played before, during, or after the main video on YouTube or other platforms. In-stream ads can be both skippable and non-skippable. In the first scenario, a viewer can skip the video. These ads help establish brand awareness, reach leads and customers, and drive organic traffic to a website.

2. Out-stream video ads:
These are mobile-only ads users can find outside of YouTube. Out-stream video ads appear in apps and partner websites. You can easily recognise out-stream ads since they play with a sound-off. If a viewer is interested in the promoted product, this person can tap the video to unmute it and receive all the necessary information. This video ad type is perfect for companies that need to increase their reach at an affordable price and boost brand awareness.

3. Bumper ads:
These are unskippable 6-second ads that can appear before, during, or after the main video. People can encounter this type of video ad on YouTube, sites, and apps. Brands that use bumper ads pay for them based on the number of ad impressions. If a company strives to reach out to its target audience with a clear and short message, this type is a perfect choice.

4. Video discovery ads:

These ads can be found in related YouTube videos, YouTube search results, or on the YouTube homepage for mobile devices. The ad includes a thumbnail (a snapshot of a video) and short text. The length of this promotional video can vary depending on the placement, but this ad type always contains an invitation to watch the video.

5. Masthead ads:

The format is perfect for promoting a new product and boosting awareness. It will help reach a wide audience and create a buzz within a short timeframe. Viewers can see an advertising video playing automatically with the sound off for around 30 seconds at the top of the YouTube Home feed.

3.8 Display Advertisements

Display ads can be found on websites, apps and social media channels and are created in a variety of formats, including:

- Text
- Images
- Video
- Audio
- Or a mix of multiple mediums

Generally, this advertising medium garners a high volume of impressions but a low volume of click-through rates. A lot of the time, this is because people do not even notice the ad. When it comes to this channel, advertising design can make or break success. Display ads often try to win views and clicks in an already stimulating environment. That's why it's crucial to design something visually captivating to the audience.

Effective display advertising management relies on visuals to get the campaign's core message to the audience. The aim is to make sure that users are automatically drawn to an ad when they visit a website or a social media platform. So, here are a few different options you should experiment with when outlining your display advertising management strategy.

1. Banner ads:
Banner ads are the most common display advertising format, as they stand out on any webpage. They are named after their shape, which is banner-like. They are nothing more than hyperlinked, image-based ads in the shape of a strip. They are usually placed on the top of a webpage to draw the user's attention immediately.

2. Rich Media:
Considering that roughly 30% of Internet users find traditional banner advertising distracting, advertisers are exploring more innovative ways to display their ads. The use of rich media is one such new tactic that involves using interactive elements such as video, audio, and clickable elements to make the advertisement more engaging.

3. Interstitial ads

These ads appear as a separate webpage before you are directed to the original page you wanted to visit on the internet. They effectively capture the user's attention as they take up the entire screen.

4. Video ads

When it comes to display advertising costs, video ads are slightly more expensive but worth it. Platforms like YouTube and Instagram have made it convenient for marketers to run video ads and attract a lot of attention and engagement.

3.9 Social Media Ads

Depending on your business model, social media ads offer a massive opportunity to bring leads and sales through the door. But when the norm on social media is just to mindlessly scroll through your feed, creating ads that capture a viewer's attention is critical to your campaign's success; luckily, that's easily achieved with good design!

Open Care has been popping up like crazy regarding social media ads (and they're killing it!). What makes their social ads so great?

- The images they use are visually exciting
- Their brand is consistently visualised across every ad
- They mix their ads up between images and video
- Their advertisements are very on-trend (like the example below, hopping on the Disney+ wagon)

When it comes to social media advertisements, it is important to really understand your audience. What accounts do they follow? What do those feeds look like? How does that relate to your business? Please find a way to blend your ad in so that it feels natural in their feed while capturing attention in under 3 seconds.

3.10 Direct Mail

Direct mail is a type of advertising medium in which messages are sent to target customers through the mail. The terms "direct mail" and "mail order" are often used interchangeably. The best way to distinguish these similar, yet different, terms is to remember that direct mail is simply an advertising medium, like print or broadcast media. Print media messages are delivered through the printed word, usually in newspapers or magazines, while broadcast media messages are delivered through the airwaves, on television or radio. In direct mail, advertising and other types of messages are delivered through the mail.

Mail order is a particular way of doing business, like retail or personal selling. A mail-order business delivers its products through the mail. It may also use direct mail to send out advertising messages or catalogues. Direct mail is simply one advertising medium that direct marketers employ, although it is among the most frequently used.

Direct mail is a particularly attractive option for small business owners, as it can communicate complete information about a product or service and reach almost any conceivable target group, all for a relatively low cost. Direct mail can provide the basis for a business or be used to supplement a company's traditional sales efforts. For example, a small business could use direct mail to inform potential customers about its offerings, then follow up with a phone call or a visit from a salesperson. Owners of start-up businesses may find direct mail an effective method of creating awareness and interest in a new product, while owners of existing companies may find it useful in generating new business outside of their usual customers or geographic area. Another advantage of direct mail is that it is testable, so entrepreneurs can try out different sales messages on various audiences to find the most profitable market for a new product or service.

Uses of Direct Mail:

Direct mail is the most heavily used direct marketing medium, and its popularity continues to grow despite postage increases. While most advertisers use third-class mail, a significant number of mailings are sent first class, making it difficult to arrive at accurate statistics about the volume of advertising mail being sent.

The primary application of direct mail is to reach consumers by offering traditional goods and services. Direct mail is also an effective medium in business-to-business marketing. Since business orders are usually of larger value than consumer purchases, it often takes more than one mailing to make a sale. Imaginative packages are often used to get through to hard-to-reach executives whose secretaries screen mail. In addition to making sales, business-to-business direct mail can be used to generate sales leads and reinforce the personal selling effort.

Outdoor Ads

Billboards, street furniture, and transit ads are all different kinds of outdoor ads. So, how do you capture the attention of passerby who are likely glued to their phone screens? With creative ads that engage your audience. When you're creating an outdoor ad campaign, a pretty poster design isn't enough. You need to engage people so much that they're taking the action you intended, such as buying a product with your promo code, visiting your website, and so on.

Sometimes, advertisers will use promo codes on these displays to help measure the ad's overall effectiveness. This is smart, considering tracking outdoor ads is much less clear than digital where marketers can see anything from clicks, views, and saves, to subsequent purchases and website visits.

3.11 E mail marketing

Email marketing is a type of direct digital marketing method that uses emails to engage with a business's audiences. It involves sending promotional or informational content. Email marketing is typically used to create product or brand awareness and generate leads or sales.

Email marketing can play a pivotal role in a company's marketing strategy, helping it build customer relationships and keep customers engaged in between purchases. As an email marketer, you are a guest in your customer's inbox; this allows you to communicate with them on a more personal level.

3.12 Event advertising

Event advertising is exactly what its name implies: advertising your event. It means exploiting every channel possible to maximise coverage, spread the word, and ensure your event is a sellout.

Event advertising is a strategy marketers use to promote their brand, product, or service with an in-person or real-time engagement. Events can be online or offline, and companies can participate as hosts, co-hosts, participants or sponsors. Whether online or in-person, event advertising is the ultimate way to connect with your audience, showcase your brand, and drive results.

Tips to advertise an event:

1. **Timing is everything:**
Get the word out early so guests can reserve the date. Gradually build up your advertising as you get closer to the event. Older guests will plan earlier while younger guests tend not to plan quite so far ahead.

2. **Enlist a celebrity or influencer:**
Find a celebrity your target market will identify with and hire them or enlist their help. Social media influencers work best for younger markets and reach more people in a single Tweet or Facebook post than it could take you weeks to reach.

3. **Include ticket offers, giveaways and prizes:**
Never underestimate the power of a freebie. If one person wins a ticket, they may bring others who will buy theirs. It creates buzz, will be shared widely and can do a lot of good for your event.

4. **Never forget offline advertising**:
The internet and social media are powerful mediums, but they aren't everything. Remember magazines, news, radio, signage, billboards and other offline methods too. Use what is most appropriate for your target audience.

3.13 Newspapers and Magazines

These are the important forms of press advertising; newspapers are the most effective and powerful advertising medium. Newspapers contain valuable information with regard to different current events. It may be referred to as 'a storehouse of information'. There are daily, bi-weekly and weekly newspapers. Newspapers have the widest circulation and read by many people. The newspapers may be local, provincial or national.

Magazines or periodicals are other important media of communication. Magazines may be released weekly, monthly, quarterly, bi-annual or annual. These are read with more interest by the readers than newspapers. Advertisements given in magazines are more descriptive and attractive. They are usually in coloured form, which depicts the product nicely and gives a lasting impression to the reader.

There are magazines or journals meant for the general public and special people. There are exclusive industry, trade, finance and economics magazines. There are also special magazines for men, women and children. The magazines have a longer life and are very suitable for advertising specific goods.

Types of Newspaper Advertising:

1. Insert Advertisements:
Inserts are probably the best alternatives for direct mail because the latter option is not cost-effective. An insert is a full-page detachable ad in a newspaper. That means the reader can detach the complete page out of the newspaper.

2. Display Ads:
They are probably the most common type of newspaper ads. Display ads are printed in boxes or chunks on the newspapers and may cover the 1/8th to a full newspaper page. Display ads are often based on everyday products such as home goods, electronics, cosmetics, etc.

3. Classified Ads:
Classified ads are mostly specified listings and make things easier for people to find their relevant ads. Generally, classified ads are charged on a "per-word" basis. Examples include announcements, pets for sale, local activities, employment wanted, etc.

4. Coupons:
Companies attach their coupons to newspapers to advertise their products or services. Coupons attached to newspapers have been effective in generating sales. Moreover, it is easier to assess the effectiveness of these campaigns because customers can only gain the advantage of these offers by redeeming the coupons.

❖ **Conclusion:**

Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).

The advertising industry comprises companies, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualisers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, its ideals and values, the target segments, and so on. The agencies convert the ideas and concepts to

create the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit.

❖ **Keywords**:
1. **Advertising**:
Advertising is a means of communication with the users of a product or service.

2. **Advertising media**:
Advertising media is the group of various media channels through which an advertising message is delivered to the target audience.

3. **Print media**:
Marketing communications in the form of printed publications.

4. **Broadcast media**:
Marketing communications in the form of audio and video content. Examples include television and radio advertisements.

5. **Interactive media:**
Comprises marketing communications in the form of text, audio, video, animation, etc., on digital platforms.

6. **Advertising design**:
Advertising design is the creation of artwork used in ads, typically for products or services

❖ **Exercise**:

Long Question:

1. What is Media Advertising?
2. Define Advertising Design.
3. Explain factors affecting Advertising Media.
4. Write notes on video and commercial ads.
5. Explain display advertisement.
6. Discuss social media ads.
7. Write notes on direct mail and email marketing.
8. Explain event advertising.
9. Discuss outdoor ads.
10. Explain ads through newspaper and magazines.

Short Question:

1. What is advertising media?
2. What is advertising?
3. Define Advertising design.
4. Discuss benefits of video advertising.
5. Explain types of video advertising.

6. Mention Types of Newspaper advertising.

❖ **MCQ**:

1. What is advertising?
A. publicity
B. sales promotion
C. paid information
D. all of the above

2. Advertising is affected by _____ forces
A. Economic
B. Social
C. Technological
D. All of the above

3. A television commercial produced from semi-finished artwork, generally used only for test purposes, is _____.
A. Cinematic
B. Systematic
C. Animatic
D. Diplomatic

4. _____ allows the prospect to respond directly to the advertiser rather than going through a retailer or other middlemen.
A. Direct advertising
B. Indirect advertising
C. Instant advertising
D. Mixed response advertising

5. _____ involves targeting specific areas where possible customers are likely to be, using public information lists to help identify prospective clients.
A. Direct mail
B. Community directories
C. Radio
D. Point of sales display

6. _____ is the creation of artwork used in ads, typically for products or services.
A. publicity
B. sales promotion
C. paid information
D. Advertising design

7. _____ media marketing communications in the form of printed publications.
A. Radio
B. Print
C. Display
D. Tv

8. _____ is a means of communication with the users of a product or service.
A. Advertising
B. Promotion
C. Plan
D. Finance

9. Direct mail is a type of advertising medium in which messages are sent to target customers through the mail.
A. Direct mail
B. Event advertising
C. Email marketing
D. None of the above

10. Event advertising is exactly what its name implies: advertising your event.
A. Direct mail
B. Event advertising
C. Email marketing
D. None of the above

11. Email marketing is a type of direct digital marketing method that uses emails to engage with a business's audiences.
A. Direct mail
B. Event advertising
C. Email marketing
D. None of the above

12. _____ is a subset of marketing design.
A. Post
B. sales promotion
C. paid information
D. Advertising design

Answer:

1. D. All of the above
2. D. All of the above
3. C. Animatic
4. A. Direct advertising
5. A. Direct mail
6. D. Advertising design
7. B. Print
8. A. Advertising
9. A. Direct mail
10. B. Event advertising
11. C. Email marketing
12. D. Advertising design

UNIT – 4	ADVERTISING BUDGET

4.1 What is an advertising budget?

4.2 Advertising budget basis

4.3 Process of creating an adverting budget

4.4 Advertising budget methods

4.5 Factors affecting the advertising budget

4. 6 Strategies

4. 7 Advantages of Advertisement Budget

4. 8 Importance of Advertisement Budget

❖ **Keywords**
❖ **Exercise**

4.1 What is an Advertising Budget?

An effective marketing plan requires a budget for advertising. The advertising budget is the total money a company intends to use over a predetermined time frame, such as a year or a quarter, for paid advertising for the company's products and/or brand.

Companies use this budget to pay for creating and generating ad creatives, running ads (typically measured in clicks or impressions), and other associated costs like employing an agency to handle their advertising campaigns. Brand's campaign ideas and tactics may be influenced by the amount allotted for advertising.

An advertising budget is an estimate of a company's promotional expenditures over a certain time period. More importantly, it is the money a company is willing to set aside to accomplish its marketing objectives.

4.2 Advertising Budget Basis

The process of creating an advertising budget necessitates a careful examination of numerous variables. Here are some essential foundations and elements to consider while creating an advertising budget.

❖ **Business Goals:**

First, make sure the advertising budget is in line with overall company objectives. Whether a company want to launch a new product, increase sales, expand into new areas, or raise brand awareness, make sure advertising efforts are focused on achieving these goals. Begin by matching company's advertising budget to business objectives. Establish exactly what company wish to accomplish with advertising campaigns, be it boosting sales, introducing a new product, growing into new markets, or raising brand awareness.

❖ **Available Resources:**

Determine the amount of money the company has available. A reasonable and sustainable advertising budget should be part of company's entire financial plan. Think about earnings, profit margins, and capital available to a company.

❖ **Percentage of Revenue:**

A popular strategy is to set aside a specific portion of earnings for advertising. Business size and industry might have an impact on this. While larger, more established organisations might devote a smaller percentage to advertising, smaller businesses might devote a higher amount to this form of brand building.

❖ **Competitive Benchmarking:**

Find out and evaluate the amount of money other companies are spending on advertising. Gaining knowledge of market benchmarks can help companies stay competitive and offer insights on potential budgetary needs for the company.

❖ **Historical Performance:**

Analyse how well previous ad campaigns performed. Analyse the return on investment (ROI) of various channels and utilise the information to guide the allocation of funds for the next campaigns.

❖ **Customer Acquisition Costs (CAC):**

Find out how much it usually costs to bring in a new client. This can assist in establishing reasonable expectations for advertising spend and guaranteeing that the cost of customer acquisition is consistent with the company's plan and targeted profitability.

❖ **Seasonal Variations:**

Consider any cyclical or seasonal patterns in a business. During periods of strong demand, such as during peak seasons, allocate a larger budget to advertising.

❖ **Advertising Channels:**

Costs for various advertising channels vary. Determine which distribution methods will work best for the target demographic and set a budget accordingly. Digital channels like social media and online advertising might be more affordable for certain businesses.

❖ **Campaign Objectives:**

Make sure your budget is tailored to the particular goals of each campaign run by company. A campaign aimed at reinforcing a brand, for example, might need a less budget than the launch of a new product.

❖ **Testing and Optimisation:**

Allocate a portion of budget for testing and optimisation. Experiment with different ad creatives, messaging, and targeting strategies to identify what resonates most with your audience. Use the insights gained to refine your future campaigns.

❖ **ROI Tracking:**

Implement robust tracking mechanisms to monitor the performance of advertising campaigns. Regularly evaluate the return on investment for each channel and adjust budget allocation based on performance.

❖ **Flexibility:**

Keep budget flexible to adapt to changes in the market, consumer behavior, or the performance of advertising channels. Be prepared to reallocate resources based on the effectiveness of different strategies.

By considering these bases and factors, company can develop a well-informed and strategic advertising budget that maximises the impact of campaigns while staying within financial constraints. Regularly review and adjust your budget based on performance data and changes in business environment.

4.3 Process of Creating an Adverting Budget

Any company trying to market its goods or services has to have a strong advertising budget. To guarantee that resources are used effectively and that advertising initiatives align with overarching corporate objectives, the budgeting process entails several crucial processes. This is a condensed overview of the budgeting process for advertisements. For every company trying to advertise its goods or services, coming up with a good advertising budget is essential. A number of crucial processes are included in the budgeting process to guarantee that resources are used effectively and that advertising campaigns complement overarching corporate objectives. An overview of the budgeting procedure for advertisements can be found here:
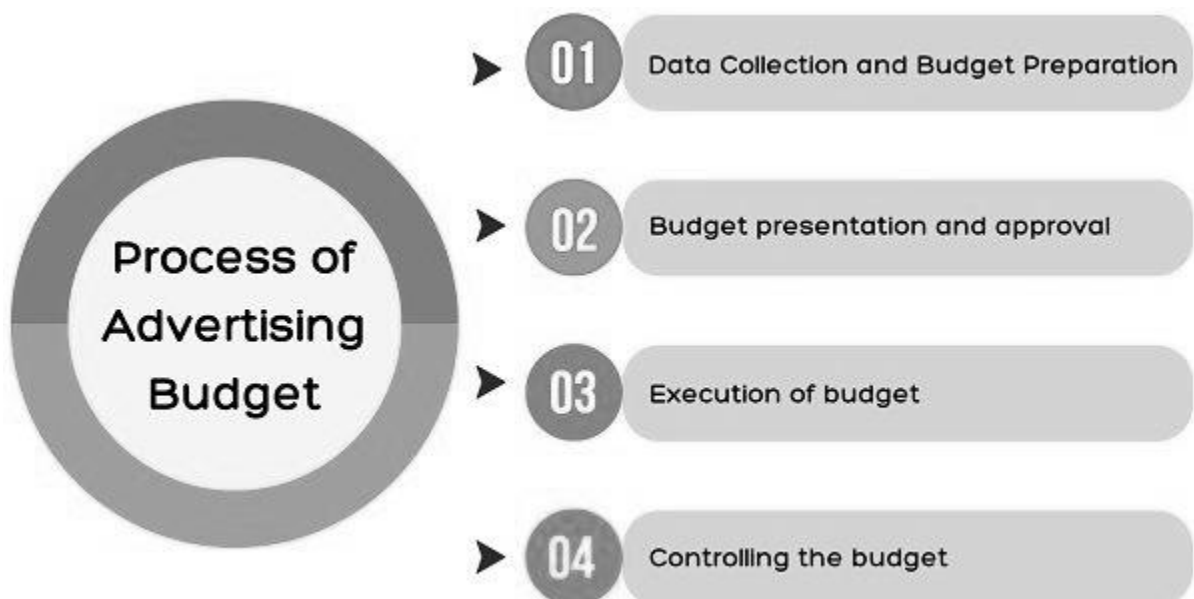
Step 1: Data Collection and Budget Preparation

The advertising budget process starts with ascertaining the size of the advertising appropriation. In this regard, the management needs to collect the relevant information considering:

- Product
- Packaging
- Target market
- Advertising copy
- New product introduction
- Consumer type and
- Degree of competition.

After deciding these factors, the advertising manager determines the amount available for spending. Thereafter, apportionment of the fund takes place.

Step 2: Budget presentation and approval

In order to receive approval, the concerned department submits the planned budget to the budget committee or upper management of the business. The committee or management will examine the suggested spending to reach the targeted sales, as the case may be. The company's sales targets are considered in this situation. The committee or management will adopt the proposed budget after analysing it and making any necessary revisions.

Step 3: Execution of the budget

It's time to put the budget into action. For this reason, the advertising manager will monitor fund expenditures. It is essential to ensure that funds are used economically and in accordance with approval. The advertising budget must be adjusted as needed in the event that the marketing environment changes. Therefore, there should be room for flexibility in the budget. There must also be a contingency plan in place.

Step 4: Controlling the budget

Controlling the budget is the last phase in the advertising budget process. The primary responsibility of the advertising manager is to verify if actual spending adheres to the budget.

4.4 Advertising Budget Methods

1. Percentage of sales method

This approach finds the advertising budget amount by multiplying the prior year's sales value for the budget period by a pre-established percentage, so the advertising budget amount is equal to past year sales x predetermined %.

This approach is less complicated than having a company's advertising budget based on sales. However, this approach is not often employed due to shifting market conditions, and looking solely at historical sales data is not considered a reliable indicator.

2. Objective and task method

The objective and task method is a highly recommended approach for allocating the advertising budget. This approach considers the company's goals and determines the tasks that can be completed to meet these goals. A company wishing to use this strategy must have a good assessment of its internal and external business goals, including things like sales, profit, brand image, etc. The most effective approach is the objective and task technique, in which the company bases its marketing budget on specified goals rather than deciding on a random number or basing it just on sales revenues or estimates.

3. Affordable method

Using this approach, the business will determine its advertising budget based on what it believes it can afford. Small enterprises are the main users of this technique. The money that remains after a business pays for all fixed and inevitable expenses is set aside for advertising. Sometimes the budget is really small because money is allocated to other collaborative projects, yet, there's a chance that a sizable sum will be left over for advertising. Long-term planning is not encouraged by this approach.

4. The unit of sale method

The unit of sale determines the budget's size. Using your experience and industry knowledge of the amount of advertising required to sell each product unit, you allocate a predetermined amount for each unit to be sold under the unit-of-sales technique. For both industrial and durable commodities, the budgeting process starts with the unit of sale. This approach can be used for an extended amount of time.

5. Return on investment method

This method shows a correlation between advertising budget and sales and earnings. A year's worth of advertising expenses results in sales across many years. Using this approach, the advertiser invests in advertising until the rate of return on investment approaches a regular level. Like plant and equipment, advertising and promotions are regarded as investments in the ROI budgeting method. Put otherwise, there are returns associated with advertising investments. Like other facets of the company's endeavors, marketing and advertising are anticipated to yield a specific profit.

4.5 Factors affecting the Advertising Budget

Big budgets are not necessarily effective in generating sales. So, ensuring that the budget aligns with promotional and marketing objectives is a key factor.
Several factors to consider in determining an advertising budget are:
- Marketing goals

- Target audience

- Types of products

- Selected media types and their frequency

- Expected profit

- Product life cycle stage

❖ Marketing goals

Businesses should match budgets for advertising with their overarching marketing objectives. Let's say that increasing penetration in the mass market is the aim of marketing. Businesses may be able to afford high advertising costs because they need to reach a wider audience and raise consumer awareness. Additionally, media selection and other factors that influence advertising budget are influenced by marketing objectives.

❖ Target audience profile

Determining the sort of media to utilise and the efficacy of the campaign depends on knowing the profile of the target audience. For instance, online advertising might be more appropriate than print newspaper advertising if a business targets millennials. The explanation for this is that they use digital media more frequently than they do print newspapers.

❖ Types of advertising media

Not every media is appropriate for every audience. The choice of medium has an impact on expenses in addition to the efficiency of advertising message delivery. While some media are only available locally, others are available globally. Which is more appropriate? The target market, target audience, and marketing objectives of the business all play a role. For instance, advertising on television is more expensive than on the internet. They are comparable in their range. Nonetheless, some family items might be better suited for television promotion than others. When selecting advertising media, frequency of advertising is just as crucial as cost. Advertisements appear more frequently on television and online than print newspapers and magazines.

❖ Types of products

The kind of promotion that is employed also depends on the kind of product. Some products might not actually require a lot of advertising. Heavy machinery or production machines typically call for a more individualised approach. Thus, businesses require less advertising. Similarly, more adverts for furniture and laptops appear in publications than on television. Meanwhile, businesses use mass advertising for mass-produced goods. In this instance, the business selects media and advertising formats with a wide audience.A distinct budget is needed for both new and current product advertisements. Because consumers are unaware of new products, marketers must present them. Usually, a much larger budget is needed.

❖ **Projected sales and profits**

Certain companies might employ measurements like advertising elasticity. Management can determine how responsive sales are to changes in advertising budget by looking at this indicator. Such a measurement is less precise, though. Advertising only has an impact on the intangible part, or the audience's perception. Therefore, measuring the direct impact of advertising on sales is difficult. Therefore, businesses typically utilise revenue predictions as a tolerance when determining their advertising budget. This is helpful to ensure that the business doesn't overspend or underspend on advertising.

❖ **Product life cycle**

The advertising expenditure is also impacted by the life cycle of the product. Businesses typically spend more on advertising during the launch and expansion phases. The product is unfamiliar to the customers. Thus, educating people and raising their awareness of the product should be the company's primary priority. More extensive marketing will be needed. There will typically be less need for promotional spending after the product reaches maturity. Usually, businesses concentrate on making their products stand out or cutting costs. It might still be required to do some advertising, but primarily to keep up current sales.

4. 6 Strategies

- **Social Media Marketing**: To start, create company profiles on sites like Facebook and Instagram. This is a cost-effective way to connect with a wider audience.
- **Benefits from Referrals:** This tactic asks clients to recommend your company pages to their friends and acquaintances. In this sense, your clients promote you on your behalf. When these referrals purchase things, you award them with rewards and points.

- **Content marketing**: Launch a blog and post engaging content to attract readers. The business will gain from this strategy when it is integrated with other strategies.
- **Email marketing**: The potency and pertinence of your database will determine this tactic.
- **Pay-per-click advertising**: In this strategy, you pay per ad you run on social media platforms. The ad is run and reaches the audience based on your selected target audience.

4. 7 Advantages of Advertisement Budget

Advertising budget allocation is crucial to a company's overall marketing strategy. Properly managing and allocating funds to advertising can yield several advantages for a business. Here are some key advantages of having a well-defined advertising budget:

Strategic Planning:
An advertising budget forces businesses to plan and think strategically about their marketing efforts. It helps in outlining clear goals, target audiences, and desired outcomes.

Resource Allocation:
Setting an advertising budget allows for effective allocation of resources, ensuring that the company invests its financial resources wisely in various advertising channels.

Measurable ROI:
By defining a budget, businesses can better measure their advertising campaigns' return on investment (ROI). This enables them to evaluate the effectiveness of different channels and adjust their strategies accordingly.

Financial Control:
An advertising budget provides financial control by setting limits on expenditures. This prevents overspending and ensures that the company stays within its financial constraints.

Consistency:
A consistent advertising budget helps maintain a steady presence in the market. This regularity is crucial for building brand awareness and customer loyalty over time.

Competitive Edge:
Businesses that allocate sufficient funds for advertising often gain a competitive edge. A well-funded marketing strategy allows for more visibility, better messaging, and increased chances of attracting customers compared to competitors with limited advertising budgets.

Brand Building:
A dedicated advertising budget supports brand-building efforts. Consistent and impactful advertising helps create a strong brand image, leading to increased customer trust and loyalty.

Adaptability:

With a predetermined budget, businesses can be more adaptable in adjusting their advertising strategies based on market conditions, competitor activities, and changes in consumer behaviour.

Optimised Campaigns:

An advertising budget allows for the optimisation of campaigns. By analysing the performance of different channels and tactics, businesses can refine their strategies to focus on the most effective methods for reaching their target audience.

Enhanced Negotiation:

When negotiating with advertising platforms, having a clear budget can provide leverage. It allows businesses to negotiate better rates and terms, maximising the impact of their advertising expenditures.

In summary, having a well-thought-out advertising budget contributes to effective planning, financial control, and the overall success of marketing efforts. It enables businesses to make informed decisions, measure performance, and stay competitive in the market.

4. 8 Importance of Advertisement Budget

An advertising budget is crucial since it serves as a financial plan that allots funds for promoting a good, service, or brand. Here are a few factors emphasising its importance:

Resource Allocation: An advertising budget facilitates the efficient use of financial resources. It guarantees that a business spends the right amount of money—neither too little nor too much—to meet its marketing objectives.

Planning and Goal Setting: Creating precise marketing objectives is strongly related to creating a budget. It aids in establishing attainable and realistic objectives for the marketing campaign, such as raising sales, expanding brand recognition, or connecting with a target market.

Measurable Outcomes: The success of advertising campaigns can be evaluated with the help of a precisely set budget. Businesses are able to evaluate the return on investment (ROI) and make well-informed decisions for their upcoming campaigns by comparing the allocated funds to the actual results.

Financial Control: You may manage your advertising expenses financially by creating a budget. It keeps companies within their budgetary restrictions and stops ad hoc expenditure. Sustaining overall financial stability requires doing this.

Strategic Decision-Making: A budget guides strategic decision-making in terms of where and how to allocate advertising funds. It helps determine which advertising channels, platforms, or strategies will most effectively reach the target audience.

Competitive Edge: In competitive markets, advertising is essential for maintaining or gaining a competitive edge. A well-thought-out budget allows companies to compete effectively by ensuring a consistent and visible presence in the market.

Risk management: Businesses can more effectively control the financial risks connected to marketing initiatives by organising and budgeting for advertising costs. It permits modifications and reallocations if some tactics fail to produce the anticipated outcomes.

Long-Term Planning: Part of the entire marketing plan, the advertising budget aids in long-term planning. It assists companies in matching their advertising campaigns to more general organisational strategies and objectives.

Customer Engagement: Retaining customer loyalty and engagement is facilitated by consistent advertising. By implementing a well-planned budget, companies can maintain consistent connection with their audience, boosting brand recognition and fostering consumer loyalty.

Flexibility: A budget permits flexibility. A budget offers a structure for modifying advertising campaigns to remain responsive and relevant when market conditions, consumer behaviour, and other factors change.

To sum up, an advertising budget is an essential instrument that helps with financial decisions as well as reaching marketing goals, gauging success, and keeping a competitive edge in the market.

❖ **Keywords**

Allocation: The distribution of the total advertising budget across different media channels or campaigns.

Campaign: A specific, organised series of advertising activities with a defined goal and timeframe.

ROI (Return on Investment): The measure of how much revenue is generated compared to the cost of the advertising campaign.

Target Audience: The specific group of people that the advertising campaign aims to reach.

Cost-Effective: Achieving the advertising goals with the least amount of expenditure.

Social Media Advertising: Social media platforms are used for advertising, often with a separate budget.

Reach: The total number of unique individuals exposed to an ad.

❖ **Exercise**

MCQ

1. Which term refers to the specific, organised series of advertising activities with a defined goal and timeframe?
a) Impressions
b) Media Mix
c) Campaign
d) Conversion
Answer: C

2. In advertising, what does ROI stand for?
a) Return on Investment
b) Reach of Impressions
c) Revenue Over Income
d) Return on Interest
Answer: A

3. What is the measure of how much revenue is generated compared to the cost of an advertising campaign?
a) CTR (Click-Through Rate)
b) Conversion
c) ROI (Return on Investment)
d) Ad Spend
Answer: C

4. What does the term "Media Mix" refer to in advertising?
a) The combination of different types of media used in an advertising campaign
b) The cost of advertising on various media channels
c) The number of media outlets covered by an ad campaign
d) The diversity of content within a single media channel
Answer: A

5. Which term represents the maximum amount allocated for an advertising campaign?
a) Ad Spend
b) Budget Cap
c) Campaign Limit
d) ROI Cap
Answer: B

6. What does the frequency of an advertisement measure?
a) The number of times an individual is exposed to an ad
b) The cost of running an ad on multiple platforms
c) The duration for which an ad is displayed
d) The engagement level of the audience
Answer: A

7. Which term refers to the specific group of people that an advertising campaign aims to reach?
a) Media Mix
b) Target Audience
c) Conversion Group
d) Ad Segment
Answer: B

8. What is the term for the process of experimenting with different elements of an ad campaign to optimise performance?
a) Targeting
b) Allocation
c) Testing
d) Benchmarking

Answer: C

9. In the context of social media advertising, what is the term used for the total amount of money spent on advertising?
a) Social Spend
b) Ad Allocation
c) Ad Budget
d) Ad Engagement
Answer: C

Write long Questions

1) Discuss budgeting Methods with Suitable Examples.
2) Define the Advertising Budget and Explain the Importance of the Advertising Budget with a suitable example.
3) Discuss the process of the Advertisement Budget.
4) Describe the basis for the Advertisement budget.

| UNIT – 5 | ADVERTISING MEDIA PLANNING |

5.1 Introduction

Media planning is a strategic process that involves carefully deciding the how, when, where, and why of sharing your business's media content with your target audience. This comprehensive approach entails thoughtful consideration of the type of media to be shared and the channels through which it will be disseminated. The ultimate goal is to enhance reach, foster engagements, drive conversions, optimise return on investment (ROI), and achieve other key objectives for your business.

Media planning, in short, answers questions such as:
  (i)   What is our target audience, and how do we reach it?
  (ii) How many times should we reach it?
  (iii) When should we reach it?
  (iv) Where should we reach it?
  (v)   At what cost should we reach it?

Media planners work in close cooperation with creative people. The creative execution often decides the direction of media planning. Conversely, media planning also shapes creative execution.

The Media Plan is derived from the advertising plan. The advertising plan itself, in its turn, is derived from the marketing plan. The marketing plan considers the total marketing environment and sets the marketing objectives. To realise these objectives, we formulate marketing strategies. There is an action plan to implement

these strategies. An advertising plan is derived from the marketing plan, and a promotional strategy is a part of it. We also set advertising objectives in terms of sales and communications before us. To realise these objectives, an advertising plan formulates the advertising strategy. Advertising strategy is, in other words, the message strategy that decides what to say. Art directors execute this strategy by selecting proper production values. It is called creative strategy or execution. The whole advertising plan is to be implemented to a pre-determined cost - the advertising budget.

The Media plan is derived from the advertising plan. It sets the media objectives. The objectives are realised through media strategies. We have to select media vehicles and a media schedule.

The following diagram illustrates the concept of media planning:

> **Marketing Plan**
> Situation
> Marketing Objectives
> Marketing Strategy
> Action Plan
>
> ↓
>
> **Advertising Plan**
> Promotional Strategy
> Advertising Objectives
> Advertising Strategy
> Creative Execution Budget
>
> ↓
>
> **Media Plan**
> Media Objectives
> Media Strategy
> Media Vehicles
> Media Schedule
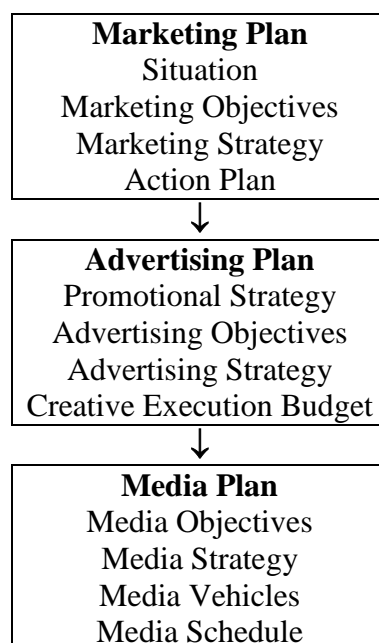
Media Planning in Perspective

Media Objectives

Setting media objectives is the first step in media planning. Media objectives are in harmony with the advertising and the marketing plans. Thus, while launching a new product or repositioning an existing product, specific objectives will guide our media decisions. These objectives must be measurable. It facilitates coordination and evaluation once the campaign is over.

Revlon in India can set a specific media objective in the first year of its introduction:

To reach 50 per cent of all urban upper-middle and top-class women aged 20-45, an average 6 times during the month through media.

The objective is specific. It has a magnitude and a timeframe. The two components are - a goal of reaching the target audience (upper-middle and top-class urban women aged 20-45) and a goal of distributing the message (50 per cent).

Target Audience: How to Reach

Which is the audience for our product? This happens to be the most important consideration in the media decisions. We first examine our market plans and advertising plans. These provide us with details about the audience for our product. Detailed studies of our audience can be made. We can describe our audience in terms of age, religion, sex, and education, which are demographic characteristics. We can describe it in terms of their income and occupation. The audience can also be described in psychographic terms, such as activities, interests, opinions forming a lifestyle, personality traits, and brand preferences. After obtaining a complete picture of our target audience, we will undertake the study of media readership in terms of demographic, economic, and psychographic aspects.

Agencies conduct their own media research. Even the media itself provides a demographic profile of their readers. There are readership surveys to guide us. We have to select those media vehicles whose demographic profile matches the target audience of our product. We can target our product to a segment of the market. Then, we have to select the media vehicle that reaches this segment. We may have to use another media vehicle to reach some other segment. It should, however, be seen that a united image is projected, and consistency of message is maintained through different media mixes.

Message Distribution

The first step in setting up objectives was to define the target audience. The next step is the distribution of the message to this audience. The number of messages and the frequency of their appearance matter a lot. We must decide whether a single message is sufficient or several repetitions should be. These lead us to the concepts of reach and frequency, which are to be balanced.

The overall constraint on both these concepts is the advertising budget. We also have to calculate the total message weight of the campaign.

Reach

Reach indicates a percentage of the target audience who is exposed at least once in a given period to a particular media vehicle. It does not matter how many times they actually see or hear the ad message. We concentrate on one exposure only. Thus, if 3000 out of a target audience of 10000 tune in to the FM radio one or more times during a month, the reach is 36 per cent, i.e., 1000 divided by 10000.

Though reach measures exposure, it does not actually measure those who have noticed a particular ad. The objective of reaching 30 p.c. of the target audience is based on the people who tune in to FM radio, regardless of whether these people have taken cognisance of our ad.

Frequency:

Frequency indicates the number of times people in the target audience are exposed to a media vehicle during a given period of time. Average frequency gives the average number of times people or households in our target audience are exposed to a media vehicle.

$$\text{Average Frequency} = \frac{\text{Total Number of Exposures}}{\text{Total Audience Reach}}$$

If 1500 people in the target audience tune in an FM radio Programme 3 times during a four-week period, and 1 500 people tune in 6 times, the calculation would be:

Total Number of exposures   = (1500 x 3) + (1500 x 6)
                             = 13500
Total audience reach   = 1500 + 1500
                             = 3000

Average frequency $= \dfrac{13500}{3000} = 4.5$

In our example, we reach 3000 people 4'/2 times on an average. It does not necessarily mean that everyone has 4.5 exposures. It is just an average.

Generally, a single exposure may not create awareness or provoke someone to buy. The more exposures, the better the impact. Besides, more exposures make us rise above the competitive noise. It is good to plan how many times we would like our audience to see the message in a given medium. While introducing a new product, we need more frequency. When the ad size is small, we need more frequency. When the message is complex, we need more frequency. Higher frequency helps us stand out in the clutter.

We have to decide the effective frequency - it is not the frequency that is needed to communicate effectively with the target audience. It is a difficult thing to settle. There can be a minimum frequency and maximum frequency to be effective. Less frequency makes communication ineffective. Higher frequency may be a waste of ad resources. There can be also ad fatigue if there are too many repetitions.

While we talk of effective frequency to set the least number of exposures needed, we also consider effective reach to indicate the percentage of the target audience exposed to the ad, some minimum number of times or more. This adds the dimension of repetition to the concept of reach and frequency. Greater reach and frequency stretch the media budget. It is necessary to optimise both reach and frequency. Balancing is difficult, especially when two or more ads are employed, or two or more media are used. Therefore, we must consider the message weight of the entire media plan.

5.2 Media Planning and Buying

Media planning aims to solve the problem of how media choices can help meet marketing objectives of reaching the target audience in the best possible way. The elements of the traditional media strategy document are:

- **Media Objectives and Strategies**: A traditional media objective attempts to generate as many product sales as possible, whereas an interactive media objective should spell out exactly how many sales the marketer should aim for with this campaign. This makes it easier to gauge success during and after the campaign.

- **Marketing Objectives and Strategies:** The traditional strategy document kicks off with a statement of marketing objectives and strategies.

- **Target Audience:** The advertiser has to know the targets of the products and how to reach them effectively and efficiently.

- **Consideration of media options:** One of the main elements of the strategy is to consider various media categories and media vehicles suitable for the product offerings.

- **Budget:** The budget allocated for the promotional activities is the deciding factor of selecting the media options.

5.3 Following factors are to be considered before selecting Media

Advertisers and agencies should select media in terms of the following factors:

- **Audience profile and compatibility with campaign target**: Audience data is available in terms of standard demographic segments; these can be matched with the advertiser's target market to suggest the best opportunities.

- **Audience size:** The larger the audience, the more rapidly will the segment be reached; circulation (applicable for newspapers and magazines) and viewership figures (applicable for television channels) should be collected from independent sources like ABC (Audit Bureau of Circulation) or TAM.

- **Avoiding wastage:** Although some media offer large audiences, they may contain a high proportion of people not in the target market. For example, when expensive per- fumes or designer clothes are advertised in a TV serial every audience viewing the serial is not a potential customer. Decisions to select these media options will cause wastages.

- **Number of opportunities to see or hear the advertisement**: An advertisement in a hobby magazine or a single poster may be read and re-read several times, while television, radio, cinema, and press offer the opportunity to repeat and vary advertisements.

- **Technical and creative capabilities:** Some media have a more prominent impact than others, and their creative potential differs: for example, products that need to be shown will not be advertised on radio; some media can be bought at shorter notice than others.

- **Relationship of advertising to the media context**: Television advertisements can be booked into spots either side of, or within, programmes of interest to the target market segment (e.g. alcohol advertising during live sports coverage); press advertisements can be placed in the relevant section of a newspaper (e.g. financial services); poster sites can be bought in shopping malls, adjacent to petrol stations, etc.

- **Status of the media (with audience and advertisers):** Both viewers and advertisers are liable to see advertisements in terms of the status of the media in which they appear; thus, advertising in prestige media (e.g. Inside Outside magazine or prime-time television) will reflect well on a products' pedigree or market strength.

- **Value for money (VFM) criteria:** VFM is very subjective; it can be calculated simply on the cost of reaching 1000 audience members, but such a figure takes no account of qualitative factors (e.g. relevance to the audience, attention paid to the

advertising; timing in relation to buying decision; creative value of the medium etc.).

5.4 Importance of Media Planning in the Advertising Process

Media planning that requires knowledge of both marketing and mass communication skills is the process of determining deals with the biggest portion of the advertiser's budget in terms of cost for buying placement of advertisement. Media planners have two main roles: analysing the market and evaluating media channel effectiveness to place the advertising message before a target audience. The findings from the research influence the creative and media plans for all aspects of marketing communication including advertising.

Traditionally, media planning was essentially based on a client's media strategy. The ad agency was responsible for developing the media plan, usually devised jointly by the agency's media department, the account and creative teams, and the marketer's brand management group. Once the plan was formed, a media buying unit, sometimes attached to the ad agency, executed it. An advertising client is just as likely to outsource media planning to an agency as it is to develop its own plan. Because of these shifts, the line between media planning and media buying has become hazy.

Some experts describe media planners as the hub or central point in the advertising wheel, where all campaign elements symbolised by the wheel's spokes are joined. The basis of this opinion is the sheer volume of data and information that media planners must gather, sort, and analyse before media decision-making can begin in many ad agencies, account planners collect, gather, and analyse some of this market and creative information, especially if it relates to the target audience, message design, or brand image.

1. Media Strategy

Media strategy is the way we seek to realise our media objectives. When formulated correctly, it enables an advertiser to rise above ads' clutter and stand out in the competition.

Media strategy expects media planners to be creative when using the media. The use of the media should complement and supplement each other. The ad should be consistent with the media's editorial environment. The placement should be strategic. The media's creative potential is fully used. The ad should provoke readers to look at it more than once. It should be engaging enough, say, incorporating a crossword puzzle in the copy of the ad. We can use non-traditional media like a Tamasha show or a magic show. Media can be used to build credibility.

Media strategy has to cover decisions taken in the areas of (i) geographic selectivity, (ii) scheduling of the ad, (iii) media selection, and (iv) cost efficiency of the selected media.

2. Geographic Selectivity

Our media strategy is based on our market coverage. If we market our products nationally, we will select all Indian newspapers and magazines. However, if our market is limited to a particular region, we shall select vernacular popular media. In this way, we do not waste our resources by advertising our product in the regions in which it is not available. We have to see how strong a product is in a particular

geographical region and advertise more in high-potential areas.

Marketers may measure the sales strength in a particular market by making use of two ratios - the brand development index and the category development index.

3. Brand Development Index

The brand development index (BDI) measures the sales strength of a brand in a particular area of India.

$$\text{BDI} = \frac{\text{Percentage of brand's total sales in the market}}{\text{Percentage of total Indian population in the market}} \times 100$$

This index enables a media planner to allocate the media budget by setting his priorities.

4. Category Development Index

It measures the sales potential of the product category. Thus, it takes into account the potential of all competitors selling the same category.

$$\text{CDI} = \frac{\text{Percentage of product category's total all India sales}}{\text{Percentage of total Indian population in the market}} \times 100$$

When both BDI and CDI are high, we will have to spend more on media to maintain them. If there is low BDI but a high CDI, we have to see why our brand fares poorly and devise good competitive strategies. We can consider higher frequency during peak purchase cycles. If BDI is high but CDI is low, we have to be careful about media spending. Media spending is used to improve purchase frequency. If both BDI and CDI are low, we have to examine advertising initially, and question whether it will do any good.

5. Media Scheduling

Media scheduling decisions are the decisions about the ads' timing, continuity and size. We must see when to advertise, for how long, and for what period. We have to see the size and placement of our ad.

Timing: Advertising messages can be timed in four ways depending on our objectives.

(i) To time the message in such a way that the customers are most interested in buying that type of product, e.g., fridges in summer, soft drinks in summer, woollens in winter, gift items during Deepavali.

(ii) To time the message in such a way that it stimulates demand in the lean period, e.g., ice creams in winter holiday resorts in monsoons.

(iii) To time in such a way that it bypasses competitive campaigns, e.g., Pepsi commercials are to be aired when there are no Coke commercials.

(iv) To time in such a way that the media carries the message when the audience is receptive to it, e.g., household products in the afternoon slot of TV when housewives watch TV.

6. Size and Placement

The decisions about the size of the ad and its placement are also important in scheduling. There are several size options in print media right from a small portion

of the page to a full page to several pages.

In electronic media, we have options to select commercials for various lengths of time, 10 seconds, 30 seconds or 60 seconds. The size decision is based upon our objectives, the creative execution necessary, the budget and the reach and frequency decisions.

A full-page ad does not cost twice the half-page ads. It is less than that. By sacrificing the size of the ad, we can save costs but we miss on attention. However, we can buy more ads with less space if we sacrifice size; thus, reducing the size may satisfy a higher frequency objective. Small ads can be more effective with suitable layouts and copy.

The placement of the ads in the medium also affects the impact of the ad. Covers are the preferred medium for their impact in magazines. The placement near important editorial matters is also preferred. Media charges are slightly higher if we specify a particular position, and so we must do a proper benefit analysis.

5.5 The Aperture Concept in Media Planning

In media planning, the "aperture" concept is about finding the perfect time and place to reach potential customers with an advertising message. This ideal moment can be when the customer is ready to make a purchase or when they are gathering information before deciding. The media planner aims to present the advertiser's message at these crucial points. The aperture is like hitting a home run in baseball – it's when the advertising message connects with the consumer at the best time and place for maximum impact.

Identifying the aperture opportunity is a key task for the media planner. They need to analyse the advertiser's marketing position and decide which media opportunities will work best. This task requires accurate market research, a good message understanding, and a keen awareness of mass communication channels. In simpler terms, it's all about getting the right message to the right people at the right time and place for the best results.

5.6 Finding Target Audiences in Media Opportunities

Media planners face two major challenges while searching the media for target audience opportunities:

1. Discrepancies between the language and approach of internal strategic research and external media research Company research often can provide profiles of the firm's valued customers and prospects. These profiles often contain descriptions of people's interests, activities, and attitudinal concerns, deemed to be valuable insight into the company's target audience. The problem for media planners is that the mass media does not use these profiles to describe their audiences. Due to this discrepancy forces, planners have to translate the company's marketing research language into the language of mass media information sources.
2. With no media measurement of this attitude, finding another indicator of environmental concerns is necessary. Suppose you are a media planner handling the account of lead-free "green" oil. Ideally, you will look for prospects with solid environmental concerns for which they may be willing to buy eco-friendly fuel

despite of its high price. One need to check their home ground for many aspects. One should consider the following points.

Sales Geography

Sales geography is an important part of many advertising plans. Although companies may distribute goods and services in many cities and states, but sales are seldom consistent across all areas, no matter how popular the brand is. This happens due to the difference in income level, taste, lifestyle, and so many other factors.

This difference in sales volumes obviously influences the media planners in allocating money required to run the campaign. For the media planner, a system is needed to distribute the advertising budget accurately and fairly all across the region in proportion of present sales performance and/or future prospects. For example, advertisements of pesticides or batteries should be more aimed towards rural regions; hence, adequate channels like hoardings in rural hat (weekly marketplace) are an absolute fit for the advertised products.

A company needs to allocate its promotional budget over various locations. For example, a national-level company generally places its ads all over the country by buying national-level newspapers and television programmes. But it also extensively advertises in local media, especially in special local occasions like Durga Puja in Bengal or Dussehra in Northern India. For this, the companies create Areas of Dominant Influence (ADI) or Designed Marketing Areas (DMA), whereas the promotional decisions are taken at the local level.

Timing

The concept of aperture suggests that advertising is most effective when people are most receptive to the product information. Exposing consumers to the ad at this time is easier said than done. Media planners might have to juggle a number of variables to make correct timing decisions: how often the product is bought, whether it is used more in some months than in others, and how heavily it is advertised by competitor's month to month. Each combination of influences makes the timing strategy unique to each company and brand. Timing decisions relate to factors such as seasonality, holidays, days of the week, and time of day.

Duration

Duration involves issues relating how many days of the sales year should the advertising run. If there is a need to cover most of the weeks, the advertising will be spread rather thin. If the amount of time to cover is limited, advertising can be concentrated more heavily. The selection of pattern depends on a number of factors, including the advertising budget, consumer use cycles, and competitive strategies.

Schedule and the Advertising Budget

If advertising allocations were unlimited, most companies would advertise every day. Not even the largest advertisers are in this position. Therefore, advertisers must rely on shorter schedules with stronger levels of advertising.

Consumer Use Cycles

Continuity should match consumer use cycles (the time between purchase and repurchase), especially for products and services that demand high usage rates, such as soft drinks, toothpaste, candy and gum, fast-food restaurants, and movies. The advertiser views these cycles as chances to gain or lose customers.

Competitive Advertising

Advertisers are never willing to ignore competitors' advertising activity in crowded product categories like household products, food, and durable goods. In such situations, media planners make scheduling decisions based on the amount of competitive traffic. The objective is to find media where competitors' voices do not drown out the advertiser's voice. This concept, often called share of voice, defined as the percentage of total advertising messages in a medium used by one advertiser, might mean scheduling to avoid the heavy clutter of competing advertising.

An advertiser can choose a single medium or a mix of media to take its message to the target audience. Media mix - a combination of several media is used when it is impossible to reach the target audience with one medium adequately and with a good impact. Marketers segment a market, and suitable media can be chosen to match a specific segment. Creative execution becomes varied when a media mix is used. In a media mix, one medium can be used to promote a product and the other as reminder, thus, reinforcing each other. A combination must be synergistic, where the sum total of effects is greater than the sum of individual medium's effect.

Each media has a particular readership or viewership. We have to understand the size and characteristics of the readership or viewership. We have to match the target audience of our product to the demographic characteristics of the readers/viewers of the media as far as possible. Media research helps us in this matching the product and the media. Each medium has different attention value. But attention given to a medium also depends upon the message and its execution. Each medium has a motivation value whereby it stimulates readers to respond. Each medium has its own editorial environment provided by its contents which surround the ad. This environment should be compatible with the product and its benefits. The environment should also be consistent with the mood of the desired audience. A commercial of an airline is not consistent with the news of an air crash. The audience mood is not conducive to the reception of the message. Several media provide an environment of respectability. We have to consider the placement of the ad and the editorial material, and keep on changing the same if necessary.

Our competitors also vie with us for the attention of the same target audience. We must understand their media strategy, budgets and mixes. It helps us in setting our strategy correctly. We can confront them head on. We can change the media mix. We can bypass a media they selected. We can change our geographic allocation. A competitor's share of voice can be studied. It is given by:

$$\text{Share of Voice} = \frac{\text{Brand expenditure}}{\text{Product category expenditure}}$$

One has to decide whether we can match a competitor's share of voice or exceed it. We can use another medium in which we have a large share of voice.

One should not forget that we never buy media. We only buy audiences. The client pays the agency to buy the audience attention to his brand.

5.7 Implementation of Media Plan

The media strategy needs the approval of both the agency and the client. After this, it is put into Mellon. A media plan has the following components:

(i)   Media objectives
(ii)   Situational analysis
(iii)   Media strategy
(iv)   Media schedule and   budget.

The agency can summarise the whole plan in an overview. An alternative media plan can be developed. Media plan facilitates the implementation of the media strategy. Maybe, an advertiser uses several agencies for different products. Media buying is then assigned to an Agency of Record (AOR). AOR buys all the space and time for the client by negotiating with the media. Media buyers are important even when there is no AOR. They actually implement the media plan. They take advantage of media offers. They see that the ads are run as per schedule.

To achieve the key plan objectives of who (target), where (location), when (time frame), how long (duration), and what (the size of the ad), media planners use a selection process to choose the best alternatives and methods to satisfy the plan's needs. In all cases, the final media strategy must reflect the advertising objectives. This section discusses some common strategies that companies use to meet business objectives: target audience, geographic, timing, duration, and size strategies.

1. Target Audience Strategies: New Technology of Measurement.

Media planners are limited by mass media audience research. However, future developments may help them overcome this limitation so that they can better execute their target audience strategies.

Retail Scanners: With the expansion of scanning at cashier stations and checkouts, marketing researchers are gaining extensive knowledge about the individual consumer's purchasing behaviour.

Database Developments: Software technology has revolutionised the old-fashioned customer list. Businesses can store an individual's product preference by name and address in a database. A database is a list of customers and their various characteristics, gathered with or without their knowledge and stored electronically. Businesses may be only a small step away from storing customers' media preferences regarding what they watch, hear, and read. These specific data sources on individuals could eventually make the industry's use of demographics or psychographics obsolete. Of course, data are different from useful information.

Marketing Mix Modeling: Marketing mix modelling enables marketers to determine the precise impact of the media plan on product sales. This science has been evolving gradually among packaged goods marketers since the emergence of supermarket scanner data, but it is now spreading throughout a wide array of product categories.

Internet Audience Measurement: The fast-growing Internet media segment presents new measurement horizons, which include:

• Measuring hits—how many URLs were opened
• Measuring unique visitors—how many different people visited a site during a gives period
• Visits—how many times those people returned to the site
• Page impressions— total number of pages those people looked at while at the site

2. Geographic Strategies: Allocating Media Weight

When a regional or national marketer's sales patterns are uneven, the media planner is often responsible for balancing sales with advertising investment market by market. The formula planners use to allocate advertising dollars may rely on any or all of the following market statistics: target population, distribution, strength, media costs, and company sales results. Geographic strategies can also help local businesses fight the power of national corporations.

The planner's ideal advertising allocation provides enough budget to meet each area's sales objectives. Planners typically do not make heavy allocations in weak sales areas unless strong marketing reasons indicate significant growth potential. Conversely, strong sales markets may not receive proportional increases in advertising unless clear evidence suggests that company sales can go much higher with greater advertising investment. Successful allocation strategy entails the combined efforts of the media planner and marketing management.

3. Timing and Duration Strategies

When to advertise can mean seasons, months, or parts of the day or week, but it all fits within the aperture concept. The strategy for meeting time and duration objectives involves balancing the available advertising budget and the length of the campaign. Advertisers need to ensure both reach and economy in advertising.

After choosing the media for the campaign, advertisers must schedule the ads. The media schedule designates the media to be used, the specific vehicles (such as the TV show), and the insertion dates of the advertising. It takes more weight, more effort, and more repetition, to get the ad campaign into peoples' heads. Flighted schedules focus on advertising in flights or bursts at irregular intervals throughout the year. Continuity schedules do not. They try to maximise the reach each week and minimise the frequency, thereby staying on air for as many weeks of the year as the budget will allow.

Media timing depends on the product. For example, it differs for frequently purchased, highly seasonal, low-cost convenience products. The timing also depends on the degree of advertising carryover and the habitual behaviour pattern in consumer brand choice. Advertising carryover refers to the rate at which the effect of an advertising expenditure y wears out with the passage of time. For example, a carryover of 50% per month means that the current effect of a past advertising is half of its level in the previous month. The frequency for this case should be higher than for ads with higher carryover rates. Habitual behaviour indicates how much brand repeat would occur independent of the level of advertising. For example, habitual behaviour with the value of 0.75 would mean that 75% of the total buyers will repeat their brand choice without the effect of advertising. In this scenario, advertising frequency should be minimised.

In choosing media, the planners face 2 kinds of situations: macro scheduling and micro scheduling.

Macro scheduling
It involves scheduling the advertising and other promotional programmes in relation to seasons and the business cycle. The company decides its strategy of promotional

expenditures depending on the seasonal variations in 3 possible ways:

- Companies can follow the seasonal pattern. For example, you will rarely see the ads of ice cream in winter season

- Companies may oppose the seasonal pattern. For example, in winter, the soft drink companies like Coca-Cola and Pepsi announce various schemes of price-offs and competitions to maintain its sales.

- Companies may keep their promotional activities constant throughout the year. For example, electronics goods company like LG, Samsung or Videocon do not alter their promotional campaign depending on seasonal variation.

Micro scheduling

It involves scheduling the advertising and other promotional programmes within a short period to obtain maximum impact. The most effective pattern depends upon the communication objectives in relation to the nature of the product, target customers, distribution channels and other marketing factors. The timing pattern should consider 3 factors. These are:

- Buyer turnover: It expresses the rate at which buyers change their brand choices; the higher this rate, the more continuous the advertising should be. For example, FMCG companies adopt this policy, as there is high degree of buyer turnover in this sector.

- Purchase frequency: This refers to the number of times during the period that the average buyer buys the product; the higher this rate, the more continuous the advertising should be. For example, the convenience products like soap, washing powder, toothpaste have a very high frequency for their mass scale use and relatively lower price and hence should be advertised regularly.

- Forgetting rate: This indicates the rate at which the buyer forgets the brand; the higher this rate, the more continuous the advertising should be.

A mass approach to advertising frequency is still the most appropriate strategy to get a new campaign into people's heads. The frequency depends on how different the new campaign is and how it is related to the 'wear-in'. When a new campaign or a new ad is introduced, it takes time to1 wear in'. The more it is different from the one before, the longer it takes to 'wear in'. The more similar it is to the one before, the less time and repetitions it takes to 'wear in' because less learning is involved. On the other hand, wear-out occurs when successive exposures no longer positively impact the audience. The more radical the change in positioning, the greater the change in the attribute claim, or execution style, the longer the new ad or campaign takes to wear in, and the more repetitions it is likely to get in the reinforcement/reminder stage.

The smart advertiser should try as far as possible to design campaigns that tap into and build on what went before, rather than abandoning what has been built in favor of something entirely new. Sequels are one way of overcoming these 'wear-in' problems because they have the ability to mentally integrate their material with what went before. They don't require washing out the previous ad/campaign to allow the new. Consider Pepsi's "Iski to gayi" campaign involving Sachin Tendulkar, Shane Warne and Carl Hooper that successfully created sequels.

There are four broader media schedule types.

Four broader media schedule types

Types	Descriptions	Examples
Continuous Media Schedule	Advertising is run steadily, continuously and evenly throughout the period.	Any detergent or toothpaste ad
Flighted Media Schedule	It is characterised by alternating periods of intense advertising activity and periods of no advertising (hiatus). This on-and-off schedule allows for a longer campaign without making the advertising schedule too light. The hope in using non-advertising periods is that the consumers will remember the brand and its advertising for some time after the ads have stopped.	Television ads for new movies just 1 or 2 days before the release
Pulsing Media Schedule	Advertising combines continuous scheduling with flighting. Although schedules cover most of the year, but still provide periodic intensity before an open aperture and then reduction in advertising to much lower levels until the aperture opens again. The pulse pattern has peaks and valleys.	Gift companies (such as Archie's) run ads heavily before Valentine's Day. Fast-food companies (such as Domino's Pizza) intensify activity to accommodate special events or festival (such as Durga puja, Diwali) through new menu items, merchandise premiums, and contests.
Seasonal Media Schedule	Advertising is run only when the product is likely to be used.	Glycerin soap in winter or raincoat in monsoon

Recency planning is the theory of scheduling now commonly used for scheduling television advertising for frequently purchased products. The main premise is that advertising works by influencing the brand choice of people who are ready to buy.

Following figure illustrates this awareness change. The jagged line represents the rise and fall of consumer awareness of the brand. If the flight strategy works, there will be a carryover effect of past advertising, meaning consumers will remember the product until the next advertising period begins. The advertiser will then have fewer worries about low share-of-voice conditions.

5.8 Media Selection Procedures

Although setting objectives and recommending strategies help focus the media plan, but while considering various media categories, media planners must consider the following variables:

Product: Different media has different ability for demonstration, visualisation, explanation, believability, tone and color of the product. For instance, the cars and

bikes are best presented in television, as this medium is able to demonstrate the functionality of the automobile products. On the other hand, the jewellery items, apparel and other fashion accessories are best advertised in magazines as this medium can show the product's design, style and presentability through glossy paper, high quality graphics and attractive photographs.

Message: Timeliness and information content of the message determines the media planning option. For example, the highly technical product message requires specialised medium instead of mass medium. But the message that requires instant recognition or easy demonstrability, the mass medium like radio, TV or outdoors should be used.

Media habits: The media planners must consider their target market's media habit. For example, if the teenagers constitute the target audience, the media should be television, in-film advertising or the Internet.

Company policies: Exposure value should be adjusted for companies' ad placement policies and extra services. For example, the newspaper like Times of India with successful regional (TOI has many leading regional editions all over India) and occupational section (Ascent) creates more effective exposure.

Media vehicles are the ways through which a promotion is carried out through a particular media category. For example, TV is a media category, whereas serials like Kyun Ki.... are the media vehicle. Selecting specific vehicles depends on:

Circulation: This is the number of physical units carrying the promotion material. This is very critical factor in case of print medium. The ABC (Audit Bureau of Circulation) report, published twice a year for January-June and July-December, gives the sales figures for all newspapers and magazines. The more the ABC circulation figure of a newspaper or a magazine, more is the number of ads carried by that newspaper or magazine.

Audience: The other factor is how many people are using the media vehicle. For example, one single bought newspaper is read by a number of people. National Readership Survey (NRS) and Indian Readership Survey (IRS) reports show the estimated number and composition of readers of newspapers or magazines, which help the media planners to find out how many people and what kind of people belonging to what social, educational occupational and economic strata determined by Socio Economic Classification (SEC) data are actually reading a particular newspaper or magazine. For example, a mass newspaper or television serial may be exposed to a large audience, but they are not suitable for premium product like Mercedes Benz car because almost all of them cannot afford to buy that.

Effective audience: This shows the number of people with target audience characteristics exposed to the vehicle. For example, a family of 6 members while watching a cricket match may see the ad of Complain, but it is targeted mainly for the 2 young family members. So, the effective audience is 2; not 6, which is actually the whole audience.

Effective ad-exposed audience: This shows the number of people with target audience characteristics who is actually exposed to the vehicle. In the above-mentioned example, the family may have 2 young members, but only 1 member was

present during the cricket match. Hence, although the effective audience is 2, the effective ad-exposed audience is only 1.

Unbiasedness: The ads are chosen to be placed in publications that are respected for their objectivity, hoping that it will rub off as some kind of endorsement of their ads.

Expertise: Ads can usually be expected to reflect the degree of expertise associated with the area of interest of the vehicle in which they appear. Hence, camera companies like Canon or Nikon will obviously consider advertising in magazine like Photography even though it has low circulation and high ad rate.

Prestige: The vehicle's prestige is another attribute commonly considered to be important. Hence, the reputed publication like The Statesman enjoys favorability for the products of high heritage even though the paper does not enjoy very high circulation or readership.

Audience involved: An involving vehicle generates a superior commercial exposure than a vehicle that is not very interesting to the audience. Ads that interrupt highly involving programmes should benefit because that involvement should spillover to the processing of the ad itself. Consider India is playing a match against Pakistan where they need 8 runs in last over. The ads being shown in this tense moment are supposed to get maximum noticeability as the carryover of the involvement in the cricket match.

Mood created by the vehicle: We have to know what kind of mood the vehicle creates and how much that mood is congruent with the brand itself. This is why a lighter magazine like Femina or Cosmopolitan carries so many ads of fashion products.

In addition to above factors, planners must also consider three other factors to select the specific advertising media for the message. These yardsticks measure the number of different people exposed to the message (reach), the degree of exposure repetition (Frequency), and the efficiency (cost) of the selected vehicles.

5.9 Reach in Media Planning

An important aspect of an advertising campaign is how many different target audience members can be exposed to the message in a particular time frame. Different, or unduplicated, audiences are those that have at least one chance for message exposure. Most advertisers realise that a campaign's success is due in part to its ability to reach as many people as possible.

Reach is the percentage of the target population exposed at least once to the advertiser's message during a specific time frame. The media planner calculates the reach of a schedule according to research estimates that forecast the unduplicated audience. Planners measure most mass media this way, although the estimate is only a statistical probability for some media. This means the reach is not based on actual data but is calculated from the laws of chance. Reach can be calculated only when the planner has access to media audience research or projections from statistical models, ft is not guesswork.

So, reach means the number of different persons or households exposed to a particular media schedule at least once during a specified time period. Cumulative audience is a more restrictive term, used to designate the reach of two or more issues of the same

media vehicle where the duplication being subtracted out is the Internal Overlap of people who see or read 2 issues or shows of the same media. For example, somebody watches back-to-back episodes of Baywatch or reads the consequent issues of India Today. In such situations, the number of new i.e. non-duplicated readers or viewers picked up by the media vehicle in its second issue or episode is called Accumulation. When the duplication being subtracted out is between two or more different media vehicles, it is called External Overlap, such as between one week's issues of India Today and Week.

5.10 Frequency and Media Planning

As important as the percentage of people exposed (reach) is the number of times they are exposed within the specified time period. This rate of exposure is called frequency. Whereas the reach estimate is based on only a single exposure, frequency estimates the number of times the exposure is expected to happen.

For example, let us consider that magazines A and B have 20 lakhs and 10 lakhs of readership, of which 5 lakhs read both. So, subtracting this duplication of 5 lakhs, we arrive at net reach or Opportunities to See (OTS) of 25 lakhs. Here the average frequency is 30 lakhs divided by 25 lakhs or 1.20 over that relevant period. In case of TV slots, the basic unit of counting is the Gross Rating Point (GRP) or TGRP (for target) as it is always calculated with specific target audience in mind, which is the percentage of the potential audience. The highest rated period is Prime Time (8-11 pm) followed by the period just before prime time termed as Early Fringe (7-8 and 11-12 pm). The rating of the Programme is the percentage of audience who has seen the ad in that programme at least once. Now, the average frequency of a particular TV programme having 25 rating points 3 and 142 GRPs can be found out by dividing GRP by rating point, which is in this case is 5.68.

5.11 Frequency is most important in following cases

•**Strong competitors:** In a highly competitive market where the competitors are very active, the companies have to build high frequency in their promotional campaign to create a "hammering" effect in consumers' minds. Take the case of soft drink market where both Coca-Cola and Pepsi conduct their promotional campaigns continuously.

•**Frequently-purchased products:** In case of frequently purchased products like soap, washing powder, shampoo, the frequency element should be very high in media campaign, because consumers have a tendency to switch their brands very frequently, Hence, FMCG companies like HLL and P&G regularly promote their brands like Lifebuoy, Surf, Tide, Ariel, Sunsilk etc. to remain relevant in consumers' consideration set.

•**High consumer resistance or indifference:** Frequency is also needed in cases where the companies face high consumer resistance against their offerings. Take the examples of various social awareness campaigns Organised by the government and various NGOs like Polio vaccination programme, eye and blood donation awareness programme or AIDS awareness programme (remember famous "Balbir Pasha" campaign), which are promoted regularly to obtain a sustainable effect.

•**Complex product offerings:** When a company introduces a technologically or conceptually complex product, the promotion has to maintain frequency to educate the

consumers. For instance, the electronics companies like Sony or Philips advertise about flat or plasma TVs frequently to make people understand about this high-level technology product. In case of newly conceptualised product offerings like the postpaid offers by Reliance Mobile, the company had to promote regularly through various media options to clarify the consumers about the offer.

According to Joseph W. Ostrow, the important factors in determining

5.12 Frequency Levels

Marketing factors

- **Brand history:** New brands generally require higher frequency levels than established brands.
- **Brand share:** An inverse relationship exists between brand share and frequency. The higher the brand share, lower the level of frequency required.
- **Brand loyalty:** An inverse relationship exists between loyalty and frequency. The higher the loyalty, lower the level of frequency required.
- **Purchase cycles:** Shorter purchase cycles require higher frequency levels to maintain top-of-mind awareness.
- **Usage cycle:** Products used daily or more frequently need to be replaced quickly, so a higher level of frequency is desired.
- **Competitive share of voice:** Higher frequency levels are required when a lot of competitive advertising exists and when the goal is to meet or beat competitors.
- **Target group:** The ability of the target group to learn and to retain messages has a direct effect on frequency.

Message or creative factors

- **Message complexity:** The simpler the message, the less the frequency required.
- **Message uniqueness:** The more unique the message, the lower the frequency level required.
- **New versus continuing campaigns:** New campaigns require higher levels of frequency to register the message, compared to continuing campaigns.
- **Image versus product sell:** Creating an image requires higher levels of frequency than does a specific product sell.
- **Message variation:** A single message requires less frequency; a variety of messages require more.
- **Wear out:** Higher Frequency may lead to wear out. This effect must be tracked and used to evaluate frequency levels.
- **Advertising units:** Large units of advertising require less frequency than smaller ones to get the message across.

Media factors

- **Clutter:** The more advertising appears in the media, the more frequency is needed to break through the clutter.
- **Editorial environment:** The more consistent the ad is with the editorial environment; the less frequency is needed.
- **Attentiveness:** The higher the level of attention achieved by the media vehicle; the less frequency is required. Low attention-getting media require more

repetitions.

- **Scheduling:** Continuity scheduling requires less frequency than does flighting or pulsing. Number of media used: The fewer the media used, the lower the level of frequency required.
- **Repeat exposures:** Media that allow for more repeat exposures (for example,' monthly magazines) require less frequency.
- **To measure the frequency of a schedule, planners use two methods:** a shorthand summary called average frequency and the preferred frequency method, which shows the percentage of audience reached at each level of repetition (exposed once, twice, and so on). Reach and frequency measures are the basis for most media planning and are terms familiar to everyone working in advertising.

Average Frequency

Only two numbers are needed to figure the average frequency: the gross rating points (GRPs) of a schedule and the reach estimate. Media planners can also calculate the average frequency from the gross and unduplicated impressions if ratings are unavailable. Average frequency is calculated as:

Average Frequency
= Gross rating points / Reach (or)
= Gross audience impressions / Unduplicated impressions

5.13 Frequency Distribution

Average frequency can give the planner a distorted idea of the plan's performance. Suppose, there is a schedule which states that that the ad could be seen a maximum of 20 times. If we figured the average from one person who saw 18 and another who saw 2 exposures, the average would be 10. However, 10 exposures aren't close to the experience of either audience member. Most planners who consider frequency tend to calculate frequency distribution whenever possible. The distribution shows the number of target audience members.

The frequency distribution method is more revealing and thus more valuable than the average frequency method of reporting repetition. However, frequency distribution data are expensive because they're available only from special research tabulations or sophisticated math models.

5.14 Combining Reach and Frequency Goals

As can be understood form the above discussion, the reach of an audience alone is not a sufficient measure of an advertising schedule's strength. Because of the proliferation of information and clutter, many media planners believe there should be a threshold or minimum frequency level before considering an audience segment exposed to the advertising message. In other words, for anyone to be considered part of the reached audience, he or she must have been exposed more than once. This theory essentially combines the reach and the frequency elements into one factor known as effective frequency.

The media planners have to find out the most cost-effective combination of Reach and Frequency within a given promotional budget. In order to achieve this objective, total

number of Exposures (E) is obtained by multiplying Reach (R) with the average Frequency (F), denoted by E=R*F

The ratings' aggregate total (the sum) is called Gross Rating Points or GRPs. 1'the sum of the ratings of a specific demographic segment may be called Target Audience GRPs or more simply TRPs. The term GRPs is generic and may refer to household GRPs or io specific target segment GRPs.

Reach as explained earlier, is the number or percent of different homes or persons exposed at least once to an advertising schedule over a specific period of time. Reach, then, excludes duplication.

On the other hand, frequency is the number of times the average household or person is exposed to the schedule among those persons reached in the specific period. Because it is an average frequency, the dispersion of frequency of exposure will differ between specific schedules and day-part mixes.

> GRPs, reach, and frequency are mathematically related in the following ways:
> GRPs = Reach X Frequency
> Reach = GRPs / Frequency
> Frequency = GRPs / Reach
> Source: Media Math, NTC Publishing

5.15 Impact on Media Planning

Impact refers to the qualitative value of an exposure through a given medium. As the exposure-counting approach to media decisions implicitly assumes that all exposures to an individual will have equal impact, hence 10 exposures to an individual are as desirable as 2 exposures to each of 5 people. Clearly, there is a need to achieve minimum or threshold or critical mass level of frequency against every reached individual, below which that person would not have been effectively reached. Such a frequency level is called Effective Frequency.

The tool required for finding out most cost-effective combination of Reach, Frequency and Impact within a given promotional budget is Weighted number of Exposures (WE), which is actually Reach times average Frequency times average Impact (I), denoted by WE=R*F*I.

5.16 Challenges of Media Planning

1. **Media Evolution:**
   Media has changed rapidly due to digital technologies and shifting consumer behaviours in the past decade.

2. **Shift from TV Dominance:**
   TV used to dominate advertising, but consumer attention has shifted with the rise of smartphones, social media, and new technologies.

3. **Adaptation Challenges:**
   Media agencies need to adapt quickly. They require a diverse skill set and innovative tools to navigate the evolving landscape effectively.

4. **Diverse Skill Sets Needed:**
In the era of big data and automation, agencies seek professionals with a wide range of skills such as strategists, data analysts, content producers, developers, econometricians, and search technicians.

5. **Talent Acquisition Challenges:**
Finding the right talent is challenging. No one excels in all areas, so agencies must strategically approach talent acquisition throughout the entire organisation.

6. **Non-Standardised Media Strategy:**
Unfortunately, there's no standardised approach to media strategy, leading to challenges in its establishment and effectiveness.

7. **Challenges in Media Strategy:**
Major challenges include insufficient information, inconsistent terminologies, time pressures, and difficulty in measuring effectiveness.

8. **Insufficient Information:**
Media planners often lack necessary information. Some data, like continuous radio listenership, are limited due to cost constraints. Timing and seasonality also affect the availability and relevance of audience data.

9. **Timing Challenges in Measurement:**
Audience measurements are often limited to specific times of the year, making future planning decisions based on potentially outdated data. New show audiences and seasonal variations pose additional challenges.

10. **Information Gap for Small Advertisers:**
Small advertisers face a greater challenge due to financial constraints. They may lack access to crucial information, relying on limited or outdated data provided by media or none at all.

❖ **Keywords**

1. **Advertorial:** It is an advertisement created in an editorial style.

2. **Airtime:** Time used to broadcast or televise an ad, or time allotted to it for such broadcasting.

3. **Art buyer:** In an agency, this employee is assigned the job to buy creative services from outside freelancers. Such services include artworks consisting of photographs or illustrations.

4. **Average frequency:** Average opportunities to see (OTS). It is given by gross reach divided by net reach.

5. **Average Issue Readership:** An estimate of the number of people who claim to have read/seen an average issue of a publication.

6. **Awareness:** Penetration of an ad or a product or a concept into the conscious mind.

7. **Brief:** A synopsis outlining the objectives of the campaign, and the rules

governing the creation of the campaign. It is agreed between the client and the agency.

8. **Campaign:** A series of ads and other promotional measures like PR, direct marketing, etc. which are based on a consistent strategy and a common theme over a period of time.

9. **Cluster analysis:** Here, the individuals are grouped on the basis of their common characteristic such as age, income, sex, attitude, etc. for research purposes.

10. **Comparative advertising:** A comparison in an ad between the product advertised and the Competitive products.

11. **Convergence:** Technologies such as computers, telecom and TV overlap or converge.

12. **Creative:** A person who works in the creative department of an agency. An original ad.

13. **Direct Marketing:** Marketing effort directed to an individual as opposed to mass marketing.

14. **Exposure:** It is expressed as an opportunity to see (OTS) or opportunities to hear (OTH).

15. **Full-service agency:** An agency providing broad spectrum of services such as planning, research, creative development, production, media, etc.

16. **Integrated communications:** A communication package where consistency is maintained. There is synergy in the mix.

17. **Jingle:** Set of words set to music specially for use in advertising.

18. **Lifestyle:** A description of the population in terms of activities, opinions and interests.

19. **Media:** A vehicle through which ad messages are conveyed. Media is read/heard/seen mainly for its editorial matter.

20. **Media buyer:** An ad agency that books ad space or time with a media company.

21. **Media mix:** A part of the media budget that spells out how the money is allocated amongst media vehicles and its rationale.

22. **Media planner:** An agency executive who decides the media strategy that enables a client to reach its target audience most effectively and at an optimum cost.

23. **Media schedule:** An agency and the advertiser agree about the media chosen, its costs, and the details of the media strategy.

24. **Penetration/coverage:** The percentage of the target audience having an OTS.

25. **Pitch:** A meeting with a client in which the agency presents ideas to get the account.

26. **Point of Sale:** Promotion at the point of sale, e.g. shop windows, shop shelves,

etc.

27. **Reach:** Percentage or number of people in the target audience that has had exposure to a campaign at least once in a specific period.

28. **Readership per copy:** Number of people who read an average circulated copy of a publication. Mathematically, it is the average issue readership divided by circulation.

29. **Recall:** When we mention the product category, if a consumer remembers the brand, it is called recall. It shows how effective the ad is.

30. **Response Rate:** It denotes the number of questionnaires duly filled in. It is expressed as the percentage of the total number of questionnaires sent. It is also applied to interviews. It is a term used in marketing research.

31. **Share of spend:** An individual advertiser's ad spends expressed as a percentage of the total ad spend of all the advertisers of that particular product category.

32. **Share of voice:** An individual advertiser's GRP expressed as a percentage of the total GRPs of all the advertisers of that particular product category.

33. **Spot advertising:** This advertising is bought on market-by-market or station-by-station basis in broadcast ads

34. **Tagline:** Memorable words at the end of the ad which encapsulate the ad message.

35. **Virtual Advertising:** Ads are superimposed digitally on virtual billboards in televised programmes. They are seen by TV viewers, but not by spectators at the Programme.

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<table>
<tr><td>UNIT – 6</td><td>WORKING OF AD AGENCY</td></tr>
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6.1 Introduction

Advertising agencies are specialised firms that provide a wide range of services to assist businesses, organisations, and individuals in effectively promoting their products, services, or brands to their target audience. These agencies serve as strategic partners, working closely with clients to develop and execute advertising campaigns that achieve specific marketing objectives. From strategic planning and creative development to media buying and digital marketing, advertising agencies play a crucial role in helping clients navigate the complex landscape of advertising and marketing to reach and engage with their audience effectively. With their expertise, creativity, and industry knowledge, advertising agencies contribute to building brand awareness, driving sales, and fostering meaningful connections between brands and consumers.

Advertising agencies have a rich history dating back to the late 19th century when the modern advertising industry began to take shape. As businesses recognised the importance of promoting their offerings to a broader audience, specialised agencies emerged to meet this demand. Over the years, advertising agencies have evolved in response to changing consumer behaviour, technological advancements, and shifts in media landscape.

6.2 Meaning of Advertising Agency

A traditional ad agency or digital agency provides advertising, media, marketing communications, public relations (PR), event organisation, and other services to help businesses and organisations raise awareness, sell products and services, and create dynamic brands.

An advertising agency is a company that provides services such as creating, planning, and handling advertising campaigns for clients. They may offer a range of services, including market research, creative design, media planning and buying, and campaign analysis. Their goal is to help businesses or organisations effectively promote their products or services to their target audience.

An advertising agency is a professional service firm that specialises in creating, planning, and executing advertising campaigns for businesses, organisations,

or individuals. These agencies typically offer a wide range of services to help clients effectively promote their products, services, or brands to their target audience.

6.3 Common Ad Agency Services

Advertising agencies come in different types. Whether they are a specialised boutique or full-service advertising agency, creative firms usually provide a wide range of services, including:

1. Ad campaigns

Advertising campaigns are a set of linked ads that focus on conveying a single brand message. Creative directors and their creative teams of art directors and copywriters produce campaigns to meet specific client business or awareness goals, often generating sales leads and conversions.

To create the campaign, an agency works on a specific strategy that is often a product of client input, market research, and creative brainstorming. Running a large campaign across many advertising media platforms is common.

An example of this is the Nike ad campaigns built around the slogan "Just Do It," originally conceived by the Wieden + Kennedy ad agency in 1987. Agency founder Dan Wieden found inspiration for the line in the unlikely source of convicted killer Gary Gilmore, who said, "Let's do it!" just before his execution by a firing squad in 1977.

In the hands of the agency's creative team, the "Just do it" tagline became an inspirational rally cry for amateur and professional athletes around the world. It has been used as the centrepiece of commercials, billboards, posters, print ads, merchandise, event signage, and other sundry parts of ad campaigns that helped turn Nike into one of the world's major sporting goods brands. Moreover, its rallying cry is still heard today.

2. Social media management

As social media consumption increases, so does the importance of marketing to audiences through their chosen platforms, including Facebook, Twitter, Instagram, Pinterest, YouTube, Snapchat, TikTok, LinkedIn, and others.

Online marketing could include display or pay-per-click (PPC) ads, social media influencers, targeted content, and more. Social media management is often part of a larger digital marketing strategy, which could include:

- Mobile apps
- Blogs
- Website content
- Email campaigns
- SEO (search engine optimisation)
- Inbound/outbound marketing campaigns
- Content creation

As consumers become more resistant to straight-out advertising messages, they often need to be wooed by soft sales like those delivered through targeted content found in blogs, site content, social media posts, and much more.

Advertising firms and content agencies, often working hand in hand with SEO professionals, will create content according to different stages of the sales or marketing funnel: hooking interest and winning trust at first and then converting to paid customers later.

3. Graphic design

Graphic design is an essential service offered by advertising agencies or provided by design partners or suppliers. It is the practical art of creating visual concepts—by computer or hand—intended to communicate concepts that inspire, inform, and captivate consumers.

Graphic design can be seen in everything from company logos to ad and publication designs to websites that are pleasing to the eye, easy to navigate, and function well. The importance of design goes beyond graphics to cover online user experience, 3D and product design, software design, game design, and more.

4. Strategic planning

An advertising strategy provides an overview of and broad direction for a campaign, setting measurable objectives to ensure everything stays on track during execution. It outlines an ad project's goals, how you will achieve them, who will do the work, and what metrics are used to determine success.

Because strategic planners must pay close attention to the target audience, they're often considered the "voice of the consumer" by the ad agency team. The duties of a strategic planner include liaising with other departments, aligning advertising and business goals, creating campaign calendars, and allotting budgets.

5. TV/web/radio commercials

Traditionally, broadcast commercials for TV and radio had a much bigger place in the hearts of advertising agencies because their budgets and the attention received were much greater than traditional print vehicles.

With ubiquitous high-speed internet connections, videos are increasingly important online marketing vehicles, often gaining more interest than simple picture-and-text posts. An agency often has to differentiate its approach between traditional broadcast and online commercials.

With network TV, for example, viewers expect to see commercials and receive direct advertising messages. However, people go to sites for specific purposes and expect any videos they watch to give them the information they need or answer a question they have.

Online advertising usually costs less than traditional broadcast ads and offers the potential to reach a wider audience, but it must contend with a very competitive landscape.

6.4 Major Functions of an Advertising Agency

1. Onboard New Clients:

The simplest yet most important principle in running an ad agency is this: without clients, an agency won't generate any revenue, which could mean it won't survive

long. That principle applies not only to ad agencies but also to other service-based businesses. So that's why client onboarding is a crucial process.

Client onboarding is the process of acquainting prospective clients to the nature of your business. It's a way of introducing them to your company's benefits and satisfactions. Many agencies use client onboarding as part of their marketing strategies, and it worked. With the media platforms that we have today, client onboarding is more convenient than ever. So, make sure to add it to your to-do checklist.

Based on a report by Wyzowl.com, 97% of individuals see video as an excellent tool to educate and welcome new clients or customers. So, when you conduct client onboarding, doing it through video would be the best option.

2. Manage Client Accounts:

Advertising agencies cater to multiple clients simultaneously. Effectively keeping tabs of all clients is near impossible without a systematic method. For that reason, ad agencies include client account management as one of their standard procedures. Each account contains details of a client's biodata, business, project, advertising needs, demands, preferences, and payment records. By managing client accounts, an ad agency can easily track their clients' status.

Thanks to modern digital tools, account management has become less of a hassle. There are even account management programs that are available for purchase online. With their help, service-based businesses like ad agencies were able to optimise their account management efficiency. So consider purchasing one when you launch your agency.

3. Conduct Market Research:

The main role of ad agencies is to promote their clients' businesses. But before they can do that, they must understand their clients' target market. Because of that, market research is an essential step in their operations. They never overlook or skip it. If they do, their clients will be unhappy and unsatisfied in the end.

Market research enables ad agencies to know the behaviours of their clients' consumers. It gives them ideas on what strategies to formulate to precisely promote their clients' business. Aside from consumers, ad agencies can study their clients' competitors through market research. That's also important because their clients want to stand out against their competitors. So they must help them in that department.

With those in mind, always take note of market research. Make sure to integrate it into your standard operating procedures soon. Market research is key to delivering a quality advertising service to your future clients.

4. Devise Advertising Plans:

After doing market research, ad agencies don't just go straight ahead to create advertisements. They devise advertising plans beforehand. Advertising plans contain every bit of info about what they're going to advertise and how they'll do it. Ad agencies usually present their advertising plans to their clients. They act as a proposal to inform their clients about the strategies they'll take.

Some clients might not approve of the proposed advertising plans. In such cases, agencies may have to revise them. But, if they can explain how their tactics will work, their clients will give them the green light to execute them. That's actually a typical approach among ad agencies. They have to convince their clients that their suggested plan will work, which is fitting. After all, they're the real experts in advertising, not their clients.

5. Produce Advertisements:

It's a general fact that ad agencies produce advertisements. Even people who aren't business gurus can instantly get the impression that ad agencies create ads. With that said, you can say that advertisement production is the most significant function of ad agencies. It's their bread and butter.

The people responsible for creating ads are an agency's creative team. They produce ads that capture the interests of the clients' target consumers across multiple media platforms. Examples of what they create are TV commercials, radio commercials, web ads, billboards, posters, flyers, and brochures.

Without a creative team, producing high-quality ads will be difficult. So, when your ad agency is up and running, see to it to have a talented creative team in your workforce.

6. Coordinate with Stakeholders

The stakeholders of an ad campaign are mainly the clients and distributors. It's every ad agency's responsibility to coordinate with them for the successful launch of ad campaigns. For one, they need to confirm if the ad met the standards of their clients. In fact, they have to involve their clients during planning and production. When it comes to the distributors, they must communicate regarding the specific media channels where the ad will appear. They must also discuss particular distribution patterns to ensure ads reach the intended audience. When your agency starts producing ads, the company has to be ready for this matter. Through coordination, you can bridge gaps that hinder the consistency of your future agency.

7. Establish Public Relations

One of the core functions of ad agencies is to establish good public relations. Public relations refers to the practice of maintaining an organisation's reputation by conveying a positive image or brand. How do ad agencies do that? Well, through the ad campaigns that they produce for their clients.

Public relations is among the reasons why ad agencies must create ads carefully. What's at stake is the identity of their clients' business and their reputation as outsourced advertisers. So, keep this in mind in running your ad agency soon.

8. Keep in Touch with Clients

Once services are complete and an agency presents a quotation to a client, their relationship doesn't stop there. Even after the success of an ad campaign, ad agencies still communicate with their clients. They cultivate their relationship with them for future collaborations. When their past clients have new projects, they might schedule a meeting with them for a rehire.

In running a service-based business, retaining clients is vital for steady revenue. Always remember that. All of the things we've discussed here aren't just functions of

ad agencies. They're also planning and management tactics that you must apply. What you've learned here will guide you in building a reputable advertising agency.

6.5 Types of Advertising Agencies

Advertising agencies play a pivotal role in helping businesses communicate effectively with their target audience. These agencies come in various forms, each offering distinct services tailored to the needs of their clients. Understanding the different types of ad agencies can help businesses choose the right partner to achieve their marketing objectives. Here's an in-depth look at various types of advertising agencies:

1. Full-Service Agencies:

Full-service agencies are comprehensive in their offerings, providing end-to-end solutions for advertising and marketing needs. They handle everything from market research and creative development to media planning and buying, digital marketing, and campaign management.

These agencies are ideal for clients looking for a one-stop solution to manage their entire advertising strategy and execution process.

2. Creative Boutiques:

Creative boutiques specialise in the development of compelling creative concepts and content for advertising. They excel in crafting visually appealing and emotionally engaging advertisements across various mediums.

These agencies often collaborate with other firms for services like media planning and buying, focusing solely on the creative aspect of advertising.

3. Media Buying Agencies:

Media buying agencies specialise in media planning and buying services, helping clients identify the most suitable media channels to reach their target audience effectively. They negotiate advertising space or airtime on behalf of their clients to secure the best rates.

These agencies play a crucial role in optimising ad placements to maximise reach and impact within budget constraints.

4. Digital Agencies:

Digital agencies focus on leveraging online platforms and technologies to execute digital marketing strategies. They offer services such as search engine optimisation (SEO), social media marketing, content marketing, email marketing, and website development.

In today's digital age, these agencies are in high demand as businesses seek to establish a strong online presence and engage with digital-savvy consumers.

5. PR Agencies:

Public relations (PR) agencies specialise in managing clients' public image and reputation through strategic communication initiatives. While not strictly advertising-focused, they often collaborate with advertising agencies to ensure consistent messaging across various channels.

PR agencies play a crucial role in building brand credibility and maintaining positive relationships with stakeholders.

6. In-House Agencies:
Some large companies opt to have their own in-house advertising departments or agencies to handle their marketing needs internally. These agencies work exclusively for the parent company, offering services similar to full-service agencies.

In-house agencies provide greater control over branding and messaging and can be more cost-effective for companies with ongoing advertising needs.

7. Specialised Agencies:
Specialised agencies cater to specific industries, target audiences, or types of advertising. Examples include healthcare advertising agencies, automotive advertising agencies, multicultural advertising agencies, and youth marketing agencies.

These agencies possess deep industry expertise and insights, allowing them to develop highly targeted and effective advertising campaigns tailored to their niche markets.

8. International Agencies:
International agencies have a global presence and offer advertising services across multiple countries and regions. They have the capabilities to navigate cultural nuances and market differences, ensuring that advertising campaigns resonate with diverse audiences.

These agencies are essential for businesses seeking to expand their reach and establish a global brand presence.

In conclusion, the diverse landscape of advertising agencies provides businesses with a wide range of options to choose from based on their specific needs and objectives. Whether it's crafting compelling creative content, executing digital marketing strategies, or managing global advertising campaigns, there's an agency type suited to every requirement.

6.6 Advertising Agency Basic Principles

Basic Principles of Client-Agency Relationship:
These principles are:
(i) The agency avoids advertising a close substitute competing product. The client, too, avoids engaging the services of another competing agency.
(ii) The agency receives the green signal from the client for all the expenses incurred on its advertising.
(iii) The agency keeps the media commission for itself, and the client is obliged to foot the bill promptly.
(iv) If the media grants any cash discount, it is passed on to the client.
(v) The agency is not taken to task for media lapses in terms of scheduling, positioning, etc**.**

Basic Principles of Agency-Media Relationship:
These principles are:
(i) The agency alone is responsible for payment to the media.

(ii) The agency does not allow any cut from the commission received from the media to go to the client.

(iii) The media do not discriminate amongst the agencies dealt with and follow a uniform policy for all the agencies.

(iv) The media do not alter the advertising material without the agency's prior consent.

The average tenure for a client-agency relationship is 9-10 years in India and about 5-7 years in the developed countries. The frequent client-agency breaks now are attributed to more involvement of top management in ad decisions and more changes in the top management itself. Global alignments also affect the local accounts.

Some clients keep separate agencies to handle different categories worldwide. A client may walkout whenever there is a brand or creative fatigue. Creative agencies generally have shorter tenures, because they tend to continue a particular creative even when the market situation changes.

When an agency is changed, generally a brand is repositioned, e.g., Thums Up was a fun brand. Then it became a "taste the thunder brand". Now it is 'I want my thunder' brand. While such repositioning is done, the brand's core values are kept constant.

6.7 Role of ad Agency

The role of an advertising agency is comprehensive and encompasses various functions aimed at helping businesses effectively promote their products, services, or brands to their target audience. Here's a detailed breakdown of the key roles and responsibilities of an advertising agency:

1. Strategic Planning:

Market Research: Ad agencies conduct thorough market research to gain insights into the client's industry, target audience demographics, preferences, behavior, and market trends.

Campaign Objectives: Based on research findings and client input, agencies define clear advertising objectives, whether it's increasing brand awareness, driving sales, launching a new product, or changing consumer perceptions.

Strategy Development: They develop comprehensive advertising strategies outlining the approach, messaging, creative concepts, media channels, budget allocation, and timeline to achieve the campaign objectives.

2. Creative Development:

Conceptualisation: Ad agencies conceptualise creative ideas and campaign themes that resonate with the target audience and effectively communicate the client's message or value proposition.

Content Creation: They produce compelling advertising content across various mediums, including ad copy, visuals, videos, audio, and interactive elements, tailored to each platform and audience segment.

Brand Consistency: Agencies ensure that advertising materials align with the client's brand identity, voice, values, and guidelines to maintain brand consistency and strengthen brand equity.

3. Media Planning and Buying:

Media Strategy: Ad agencies devise media strategies to reach the target audience through the most relevant and effective channels, considering factors such as reach, frequency, demographics, geography, and media consumption habits.

Media Negotiation: They negotiate with media outlets, publishers, broadcasters, digital platforms, and outdoor advertising vendors to secure optimal advertising placements and favourable rates that maximise reach and ROI.

Campaign Optimisation: Agencies continuously monitor media performance, adjust media plans based on real-time data and insights, and optimise ad placements to improve campaign effectiveness and efficiency.

4. Campaign Management:

Project Coordination: Ad agencies manage all aspects of the advertising campaign, coordinating with internal teams, external vendors, and client stakeholders to ensure seamless execution and timely delivery of deliverables.

Budget Management: They oversee campaign budgets, allocate resources judiciously across different activities and channels, and track expenses to ensure adherence to budgetary constraints while maximising the campaign's impact.

Performance Tracking: Agencies track campaign performance metrics such as impressions, clicks, conversions, engagement rates, and ROI, using analytics tools to measure the effectiveness of advertising efforts and identify areas for improvement.

5. Digital Marketing:

Online Presence: Ad agencies develop and implement digital marketing strategies to enhance the client's online visibility, engage with target audiences across digital channels, and drive traffic to their website or e-commerce platform.

Social Media Management: They manage the client's social media accounts, create and curate engaging content, interact with followers, run targeted ad campaigns, and monitor social media metrics to foster brand awareness and engagement.

Search Engine Optimisation (SEO): Agencies optimise the client's website and online content to improve search engine rankings, increase organic traffic, and attract qualified leads through keyword research, on-page optimisation, link building, and content optimisation.

6. Analytics and Reporting:

Data Analysis: Ad agencies analyse campaign performance data, user behaviour data, website analytics, and customer feedback to gain actionable insights into audience preferences, campaign effectiveness, and areas for optimisation.

Reporting: They prepare comprehensive reports and presentations detailing key performance indicators (KPIs), campaign metrics, trends, successes, challenges, and recommendations for future campaigns, providing clients with transparency and accountability.

Overall, advertising agencies serve as strategic partners for businesses, leveraging their expertise, creativity, market knowledge, and resources to develop and execute advertising campaigns that drive business growth, build brand equity, and foster meaningful connections with consumers. Their role is to navigate the complex advertising and marketing landscape, helping clients navigate trends, challenges, and opportunities to effectively achieve their marketing objectives.

6.8 Conclusion

Advertising agencies are dynamic entities at the forefront of the advertising industry, driving creativity, innovation, and strategic thinking to help clients achieve their marketing objectives. With their diverse expertise, collaborative approach, and relentless pursuit of excellence, advertising agencies continue to shape the way brands communicate and engage with consumers in an ever-evolving digital landscape.

Advertising agencies are integral players in the world of marketing and communication, serving as trusted partners for businesses seeking to enhance their brand presence and connect with their target audience. Through strategic planning, creative execution, and expert media management, these agencies help clients navigate the complexities of the advertising landscape and achieve their marketing objectives effectively. By leveraging their diverse expertise, innovative approaches, and cutting-edge technologies, advertising agencies play a vital role in shaping consumer perceptions, driving brand engagement, and, ultimately, driving business growth. As the advertising industry continues to evolve and adapt to changing consumer behaviours and technological advancements, advertising agencies remain at the forefront, driving creativity, innovation, and impactful storytelling to help brands stand out in a competitive marketplace.

❖ **Keywords**:

1. Advertising Agency:
   An advertising agency is a company that provides services such as creating, planning, and handling advertising campaigns for clients.
2. KPI: key performance indicators
3. SEO: Search Engine Optimisation
4. PR: Public relations
5. PPC: pay-per-click
6. ROI: Return on investment

❖ **Exercises**:

Questions:

1. Define the Meaning of Advertising Agency.
2. Explain Common ad agency services.
3. Discuss the Major Functions of an Advertising Agency.
4. Explain Types of Advertising Agencies.
5. Write a note on the Role of the ad Agency.
6. Define an advertising agency and discuss its services.
7. Explain the basic principles of advertising agencies.

MCQ:

1. What type of advertising agency specialises in developing creative concepts and content?
   a) Full-Service Agency
   b) Media Buying Agency
   c) Creative Boutique
   d) Digital Agency
   Answer: c) Creative Boutique

2. Which type of agency focuses primarily on media planning and buying services?
   a) PR Agency
   b) In-House Agency
   c) Media Buying Agency
   d) Specialised Agency
   Answer: c) Media Buying Agency

3. What kind of agency specialises in digital marketing services such as SEO, social media marketing, and content marketing?
   a) Full-Service Agency
   b) Creative Boutique
   c) Digital Agency
   d) International Agency
   Answer: c) Digital Agency

4. Which agency specialises in managing clients' public image and reputation through strategic communication initiatives?
   a) Digital Agency
   b) Media Buying Agency
   c) PR Agency
   d) Specialised Agency
   Answer: c) PR Agency

5. What type of agency caters to specific industries, target audiences, or types of advertising?
   a) Full-Service Agency
   b) Specialised Agency
   c) Creative Boutique
   d) Media Buying Agency
   Answer: b) Specialised Agency

6. Which agency often works exclusively for a parent company and handles its advertising needs internally?
   a) In-House Agency
   b) Digital Agency
   c) Media Buying Agency
   d) Creative Boutique
   Answer: a) In-House Agency

7. What type of agency offers a comprehensive range of advertising services, including market research, creative development, and media planning?
   a) PR Agency
   b) Digital Agency
   c) Full-Service Agency

d) Media Buying Agency
Answer: c) Full-Service Agency

8. What is the primary function of an advertising agency?
   a) Selling products directly to consumers
   b) Conducting market research for clients
   c) Creating and managing advertising campaigns
   d) Providing customer service to clients
   Answer: c) Creating and managing advertising campaigns

9. Which function involves identifying the most effective media channels to reach the target audience?
   a) Market research
   b) Media planning and buying
   c) Campaign management
   d) Creative development
   Answer: b) Media planning and buying

10. What role does an advertising agency play in developing compelling advertising content?
    a) Media negotiation
    b) Strategic planning
    c) Creative development
    d) Campaign optimisation
    Answer: c) Creative development

11. Which function involves overseeing the entire advertising campaign to ensure it achieves its objectives?
    a) Market research
    b) Media planning and buying
    c) Campaign management
    d) Analytics and reporting
    Answer: c) Campaign management

12. What role do advertising agencies play in analysing campaign performance data?
    a) Media negotiation
    b) Creative development
    c) Analytics and reporting
    d) Strategic planning
    Answer: c) Analytics and reporting

13. What function involves negotiating advertising space or airtime on behalf of clients?
    a) Creative development
    b) Market research
    c) Media planning and buying
    d) Campaign management
    Answer: c) Media planning and buying

14. Which function involves understanding the client's industry, target audience, and competitors?
    a) Campaign management

b) Media planning and buying
c) Market research
d) Analytics and reporting
Answer: c) Market research

Answer the following statements are true or false.

1. Advertising agencies are responsible for creating and managing advertising campaigns for businesses or organisations.: **True**

2. Market research is not a core service offered by advertising agencies.: **False**

3. Creative development involves negotiating advertising space or airtime on behalf of clients. : **False**

4. Media planning and buying services include identifying the most effective media channels to reach the target audience.: **True**

5. Campaign management entails overseeing the execution of advertising campaigns to ensure they achieve their objectives.: **True**

6. Advertising agencies typically handle only traditional advertising channels and do not specialise in digital marketing.: **False**

7. In-house agencies are external agencies that provide advertising services to multiple clients.: **False**

8. Creative boutiques focus primarily on the development of advertising creative concepts and content.: **True**

9. Media buying agencies specialise in media planning and buying services.: **True**

10. Digital agencies specialise in digital marketing services such as SEO, social media marketing, and content marketing.: **True**

11. PR agencies specialise in managing the public image and reputation of clients through strategic communication initiatives.: **True**

12. Specialised agencies focus on specific industries, target audiences, or types of advertising.: **True**

13. In-house agencies work exclusively for a parent company and handle its advertising needs internally.: **True**

14. Full-service agencies offer a comprehensive range of advertising services, including market research, creative development, and media planning.: **True**

15. Advertising agencies create and manage advertising campaigns for businesses or organisations.: **True**

16. Market research is often conducted by advertising agencies to understand consumer behaviour and market trends.: **True**

17. Campaign management involves analysing campaign performance data and providing insights to clients.: **False**

18. Media planning and buying services involve identifying the most effective media channels to reach the target audience.: **True**

19. Creative development focuses on generating engaging and persuasive advertising content.: **True**

20. Analytics and reporting involve analysing campaign performance data and providing insights to clients.: **True**

21. In-house agencies are internal departments or divisions within a company that handle advertising and marketing activities exclusively for the parent company.: **False**

UNIT – 7	DIGITAL MARKETING MEDIA

7.1 Introduction

Digital marketing refers to the practice of promoting products or services using digital channels and technologies. It has become an integral part of modern business strategies due to the increasing reliance on the internet and electronic devices in people's daily lives. Unlike traditional marketing methods, which primarily relied on print, television, and radio, digital marketing leverages online platforms such as websites, social media, search engines, email, and mobile apps to reach target audiences.

One of the key features of digital marketing is its ability to provide precise targeting and measurement. Through various tools and techniques, marketers can analyse consumer behaviour, preferences, and demographics to tailor their campaigns effectively. It allows for more personalised and relevant communication, leading to higher engagement and conversion rates.

Digital marketing encompasses a wide range of tactics and strategies, including content marketing, search engine optimisation (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, influencer marketing, and more. Each channel offers unique opportunities for businesses to connect with their audience, build brand awareness, drive website traffic, generate leads, and, ultimately, increase sales and revenue.

Overall, digital marketing has revolutionised the way businesses reach and interact with their customers, offering unparalleled targeting capabilities, real-time analytics, and cost-effectiveness. As technology continues to evolve, so too will the strategies and techniques used in digital marketing, making it an essential aspect of any modern marketing strategy.

7.2 Meaning of Digital Marketing

Digital marketing is promoting products or services using digital channels such as websites, search engines, social media, email, and mobile apps. It encompasses a range of tactics aimed at reaching target audiences, driving engagement, and ultimately achieving business objectives such as increased sales and brand awareness.

Digital marketing is an all-encompassing term that consists of digital channels, such as content marketing, Opens a new window, SEO, email marketing, social media marketing, mobile marketing and so on, to create elaborate strategies to reach and connect with prospects and customers.

An average user consumes content via the television, computer, tablet, smartphone, radio, and other traditional media. This constant exposure to various media types has led to information overload, further complicating the buyer's journey. Digital marketing has allowed brands to stay relevant by making themselves visible through different channels and touchpoints.

Apart from traditional marketing channels, such as television, newspapers, billboards, and so on, marketers use these digital channels to guide prospects through their purchase journey and keep in touch with their existing customers.

7.3 History of Digital Marketing

The term Digital Marketing was first used in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment.

In 1993, the first clickable banner went live, after which HotWired purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace. The very same year, Yahoo was launched.

Also known as "Jerry's Guide to the World Wide Web" after its founder Jerry Yang, Yahoo received close to 1 million hits within the first year. This prompted wholesale changes in the digital marketing space, with companies optimising their websites to pull in higher search engine rankings. 1996 saw the launch of a couple of more search engines and tools like HotBot, LookSmart, and Alexa.

1998 saw the birth of Google. Microsoft launched the MSN search engine, and Yahoo brought Yahoo web search to the market. Two years later, the internet bubble burst and all the smaller search engines were either left behind or wiped out, leaving more space for the giants in the business. The digital marketing world saw its first steep surge in 2006 when search engine traffic was reported to have grown to about 6.4 billion in a single month. Not one to get left behind, Microsoft put MSN on the back burner and launched Live Search to compete with Google and Yahoo.

Then came Web 2.0, where people became more active participants rather than remain passive users. Web 2.0 allowed users to interact with other users and businesses. Labels like 'super information highway' began to be applied to the internet. As a result, information flow volumes –including channels utilised by digital marketers- increased manifold, and by 2004, internet advertising and marketing in the US alone brought in around $2.9 billion.

Soon, social networking sites began to emerge. MySpace was the first social networking site to arrive, and Facebook soon followed it. Many companies realised that all these fresh new sites that were popping up were beginning to open new doors and opportunities for them to market their products and brands. It opened fresh avenues for business and signalled the beginning of a new business chapter. With new resources, they needed new approaches to promote their brands and capitalise on the social networking platform.

The cookie was another important milestone in the digital marketing industry. Advertisers had begun to look for other ways to capitalise on the fledgling technology. One such technique was to track common browsing habits and usage patterns of frequent users of the internet so as to tailor promotions and marketing collateral to their tastes. The first cookie was designed to record user habits. The use of cookies has changed over the years, and cookies today are coded to offer marketers a variety of ways to collect literal user data.

Products marketed digitally are now available to customers at all times. Statistics collected by the Marketing Tech blog for 2014 show that posting on social media is the top online activity in the US. The average American spends 37 minutes a day on social media. 99% of digital marketers use Facebook to market, 97% use Twitter, 69% use Pinterest and 59% use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are far more likely to buy from brands they follow. 83.8% of luxury brands have a presence on Pinterest. The top three social networking sites used by marketers are LinkedIn, Twitter, and Facebook.

7.4 Types of Digital Marketing Channels

Before we delve into other aspects of digital marketing, let's quickly review the top eleven types of digital marketing channels:

1. Website
The website is often the home to the Organisation's digital marketing efforts. Brands and organisations use websites to host content while using other mediums to distribute it. Most of the Organisation's digital marketing activities will link back to the Organisation's website, where an action is expected to occur, and the conversions are tracked. For example, the download of a file, the booking of a product or a service, and so on.

2. Content Marketing
Content creation is the spine of the Organisation entire digital marketing strategy. Whether Organisation has a documented content marketing strategy or not, Organisation's

creating content to inform, entertain, inspire, or persuade organisation buyers through other channels. Some of the most common formats of content include text (blog posts), videos, images, infographics, podcasts, slide decks, and eBooks.

3. Search Engine Optimisation (SEO)

SEO acts as a jetpack for organisational content marketing efforts. SEO consists of on-page and off-page activities to boost the Organisation's website's visibility in search engine result pages (SERPs) for the Organisation's preferred keywords. Earlier, SEO was primarily text-based, but in recent years, voice search has also gained prominence, which is why Organisation SEO activities need a conversational approach.

4. Digital Advertising

Digital advertising is an umbrella term for various online advertising strategies. The typical pricing/bidding strategies for digital advertising are cost-per-click (CPC) and cost-per-mile (CPM), i.e., per thousand impressions. Common formats of digital advertising are searching engine marketing (SEM), display advertising, native advertising, social media advertising, and programmatic advertising.

5. Email Marketing

Email marketing is the process of maintaining a database of cold and warm contacts and sending them email alerts about the Organisation brand, products and services. It is an effective channel to communicate with the Organisation audience on an ongoing basis. Email marketing is useful for building Organisation subscriber base, onboard new customers, retain existing ones, promoting discounts and offers, and distributing content.

6. Social Media Marketing

Social media marketing ensures organisations are present on the platforms on which organisation users spend the most time. These include Facebook, Twitter, LinkedIn, Snapchat, and Instagram, where Organisation can distribute content through organic and paid channels. Social media has also played a vital role in propagating video marketing and the ephemeral content wave. It enables two-way communication, and Organisation fans and followers can interact with Organisation-on-Organisation content through likes, comments, direct messages, or by posting on Organisation official pages.

7. Affiliate Marketing

The concept of affiliate marketing is similar to commission-based sales. Organisations provide custom links to their affiliates. Affiliates earn a specific cut/commission every time someone buys through their custom link. Influence marketing could be considered a modern and evolved spin-off of affiliate marketing.

8. Mobile Marketing

The number of smartphone users across the world is expected to grow to 3.5 billion in 2020. To bank on this opportunity, brands connect with their users on their smartphones through mobile apps, emails, mobile-friendly websites, and social media. By connecting with users on the go, brands have optimised their marketing strategies and sent timely messages.

9. Online PR

Online Public Relations is a type of earned media. This is when a member of the press (journalist or online publication) mentions the Organisation brand through their stories, interviews, and so on. Product reviews by customers and Influencers mentioning the Organisation brand or products, whether paid or organic, also contribute to the Organisation's online PR.

10. Conversational AI

The rise of technologies such as artificial intelligence (AI) and machine learning (ML) have paved the way for more evolved marketing strategies such as conversational AI. As the adoption of voice search, chatbots, and digital assistants becomes prevalent, conversational AI becomes vital to digital marketing.

11. Web Analytics

Web analytics is the practice of collecting, measuring, analysing, and reporting data. This is commonly tracked through Google Analytics, but websites could also build their analytical tools. The data collected could be quantitative or qualitative. Web analytics helps marketers understand the sources of traffic, what's working and what's not, the return on investments (ROI), and how they can enhance their digital marketing efforts.

7.5 Benefits of Digital Marketing

There are several key advantages of using digital marketing. Here are the top benefits:

1. Budget-friendly:
Organisation can engage in some forms of digital marketing, such as email and social media, with little to no money.

2. Measurable results:
Most forms of digital marketing allow Organisation to measure key performance metrics, including total number of impressions, CTRs, cost per conversion, overall conversion rates and more.

3. Improved brand awareness:
With so many people using digital devices to access social channels, texts and emails, Organisation have near-unlimited potential to generate awareness for Organisation brand and products.

4. Strong engagement:
Digital marketing lets Organisation create compelling content via text, images and video, leading to strong customer engagement.

5. Strong ROI potential:
Digital marketing often earns more ROI than traditional marketing and advertising tactics.

6. Global and regional reach:

Depending on the digital marketing tactics Organisation chooses to limit Organisation reach to a local or regional area or use digital channels, such as YouTube and TikTok, where Organisation content can reach a global audience.

7. Flexibility:

Company can change or adopt new digital marketing strategies relatively quickly.

7.6 Digital Marketing Best Practices

While digital marketing can be very effective for building business results, Organisation must understand the drivers of success. When Organisation embrace direct marketing best practices, Organisation are far more likely to achieve the stellar results Organisation want.

1. Establish Organisation Digital Marketing Goals

Organisations must establish SMART goals before engaging in any type of digital marketing. Specifically, what do Organisation want to accomplish? Examples of top digital marketing goals include:

- Increase website traffic
- Build brand awareness
- Boost brand engagement
- Become known as an expert in the industry
- Generate more qualified leads
- Expand the email prospect database
- Increase sales

2. Define Target Audience

Organisations must have a well-defined audience before selecting digital marketing channels and content marketing strategies. Otherwise, Organisation risk creating messaging or using digital marketing tactics that are off the mark.

Defining a target audience begins with identifying shared attributes, including age, gender, income and education levels, geographic locations, interests and purchasing patterns. Next, Organisation needs to identify the specific problems Organisation audience is facing or their pressing desires. Once Organisation target audience is defined clearly, Organisation can develop digital marketing messaging that highlights how Organisation business solves its top problems or satisfies its needs.

3. Determine Digital Marketing Budget

Establishing a digital marketing budget will keep Organisation from under or overspending. Setting clear marketing goals and success targets will ensure digital marketing spend is on target.

Organisations may establish a budget for each digital channel or an overall budget for all efforts. Having a good handle on digital marketing costs is important to set a strong budget. Be sure to consider the technologies the Organisation will need to deploy digital marketing efforts, including SEO software, email marketing software, website hosting services and social media management tools.

If Organisation plan to do PPC advertising, Organisation must research costs related to the platforms Organisation intends to use. PPC costs are platform-specific, and Google Ads and most social media channels offer extensive information about PPC costs on their advertising portals.

Other costs may need to incorporate into Organisation digital marketing budget include marketing services for copywriting, videography and design. If budget allows, Organisation can work with a traditional marketing agency.

4. Select Digital Marketing Methods

Launching a company website is many businesses' first step in digital marketing. The additional digital marketing methods the company choose depend on what the Organisation is selling, where Organisation ideal audience is spending their time and how much money the company want to spend on digital marketing. Social media, SEO and email are the most popular digital marketing techniques, but Organisation may find a different mix that works best for companies target market.

5. Track and Analyse Results

The beauty of digital marketing is that it's relatively easy to track results. In setting goals, establish what company are hoping to achieve. In the analysis stage of digital marketing, Organisation measure how well Organisation are performing against established goals.

Set a cadence for how often the Organisation will monitor digital marketing performance data: daily (which is only advised in the initial stages or when digital marketing spending is high), weekly or monthly. Very few digital efforts achieve stellar results out of the gate, so do not be disheartened if Organisation are not hitting stretch goals on the first iteration of Organisation marketing efforts. Learn from Organisation analyses to refine Organisation digital marketing strategies accordingly going forward.

7.7 Method of Creating a Digital Marketing Strategy

Getting started with digital marketing can be difficult for many small businesses and beginner digital marketers. However, you can create an effective digital marketing strategy to increase brand awareness, engagement, and sales by using the following steps as Organisation starting point.

1. Set SMART goals

Setting specific, measurable, achievable, relevant, and timely (SMART) goals is crucial for any marketing strategy. While there are many goals Organisation may want to achieve, try to focus on the ones that will propel Organisation strategy forward instead of causing it to remain stagnant.

2. Identify Organisation audience

Before starting any marketing campaign, it's best to identify Organisation target audience. Organisation target audience is the group of people who want Organisation campaign to reach based on similar attributes, such as age, gender, demographic, or purchasing behaviour. Having a good understanding of Organisation target audience can help

Organisation determine which digital marketing channels to use and the information to include in Organisation campaigns.

3. Create a budget

A budget ensures Organisation are spending Organisation money effectively towards Organisation goals instead of overspending on digital marketing channels that may not provide the desired results. Consider the Organisation SMART goals and the digital channel the Organisation is planning to use to create a budget.

4. Select Organisation digital marketing channels

From content marketing to PPC campaigns and more, organisations can use many digital marketing channels to their advantage. Which digital marketing channels Organisation use often depends on Organisation goals, audience, and budget.

5. Refine Organisation marketing efforts

Make sure to analyse Organisation campaign's data to identify what was done well and areas for improvement once the campaign is over. This allows Organisation to create even better campaigns in the future. With the help of digital technologies and software, Organisation can obtain this data in an easy-to-view dashboard. Mailchimp's digital marketing analytics reports will help Organisation keep track of all Organisation marketing campaigns in one centralised location.

6. Digital marketing creates growth.

Digital marketing should be one of the primary focuses of almost any business's overall marketing strategy. Never before has there been a way to stay in such consistent contact with Organisation customers, and nothing else offers the level of personalisation that digital data can provide. The more Organisation embraces digital marketing possibilities, the more Organisations will be able to realise Organisation company's growth potential.

7.8 Digital Marketing vs. Social Media Marketing

Digital marketing is an umbrella term that includes social media marketing as an integral part. Though both techniques are geared toward reaching the maximum number of people, engaging them, and increasing conversions, they are distinct.

Parameters	Digital Marketing	Social Media Marketing
Online Channel	Emails, websites, and social media platforms encompass online channels for digital marketing	Social media marketing channels including Twitter, Instagram, TikTok, WhatsApp, and Facebook
Audience Engagement	Audience engagement is based on visiting websites, blog posts, social media platforms, and emails	Audience engagement depends on social media platforms only
Goal	Digital marketing strategies aim to acquire new customers, create brand	The prime goal of SMM is to drive traffic to websites, generate leads, and make

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	awareness, and make conversions	sales cost
Cost-effective	Digital marketing efforts include using advanced technologies, which can be expensive for small businesses	Social media platforms enable marketers to post content free of cost
Strategy	SEO, SMM, and PPC are some of the proven digital marketing strategies	Blog posts, videos, and podcasts are some of the SMM tools

7.9 Conclusion

Digital media marketing has transformed the landscape of marketing, offering businesses unprecedented opportunities to reach and engage with their target audiences in a dynamic and measurable way. Through various online channels and tactics, such as search engine optimisation (SEO), content marketing, social media marketing, email marketing, and more, businesses can effectively connect with customers across multiple touchpoints throughout their digital journey.

One of the key strengths of digital media marketing lies in its ability to provide precise targeting and personalised communication. By leveraging data analytics and consumer insights, marketers can tailor their messages to specific demographics, interests, and behaviours, resulting in higher engagement and conversion rates.

Furthermore, digital media marketing offers unparalleled scalability and flexibility. With the ability to adjust campaigns in real time based on performance metrics, businesses can optimise their strategies for maximum effectiveness and return on investment.

Additionally, digital media marketing enables businesses to build and nurture relationships with customers over time. Through consistent and valuable content, personalised interactions, and responsive customer service, brands can foster loyalty and advocacy, turning customers into long-term advocates for their products or services.

Overall, digital media marketing has become indispensable for businesses looking to thrive in the digital age. By embracing the power of digital channels and technologies, businesses can reach a wider audience and engage with them in meaningful ways, driving growth and success in an increasingly competitive marketplace.

❖ **Keywords**:

1. WWW: World Wide Web
2. SEO: Search Engine Optimisation
3. AI: Artificial Intelligence
4. ML: Machine Learning
5. CPC: Cost-Per-Click

6. CPM: Cost-Per-Mille
7. SEM: Search Engine Marketing
8. SERPs: Search Engine Result Pages

❖ **Exercises:**

Long Questions:

1. Explain the meaning of Digital Marketing.
2. Write a note on the History of Digital Marketing.
3. Discuss types of Digital Marketing Channels.
4. Explain the Benefits of Digital Marketing.
5. Write a note on Digital Marketing Best Practices.
6. Method of creating a digital marketing strategy.
7. Write the difference between Digital Marketing and Social Media Marketing.

❖ **MCQ (multiple choice questions):**

1. Which of the following is a primary social media platform for brand promotion?
   a) LinkedIn
   b) Snapchat
   c) Pinterest
   d) All of the above

2. Which digital marketing channel is best suited for real-time customer engagement?
   a) Email marketing
   b) Content marketing
   c) social media marketing
   d) Search engine optimisation

3. Which advertising model charges advertisers only when users click on their ads?
   a) CPM (Cost Per Thousand Impressions)
   b) CPA (Cost Per Action)
   c) CPC (Cost Per Click)
   d) CPV (Cost Per View)

4. Which digital marketing channel is most effective for generating high-quality leads?
   a) Email marketing
   b) Pay-per-click advertising
   c) Search engine optimisation
   d) social media marketing

5. Which of the following is NOT a form of content marketing?
   a) Blogging
   b) social media posts
   c) Display advertising
   d) Video marketing

6. Which of the following is a primary advantage of digital marketing over traditional marketing?
   a) Limited audience reach
   b) Difficulty in measuring ROI
   c) Higher cost per impression
   d) Targeted audience segmentation

7. Which benefit of digital marketing allows for real-time campaign adjustments for better performance?
   a) Global reach
   b) Cost-effectiveness
   c) Instant feedback
   d) Limited competition

8. How does digital marketing contribute to improved customer engagement compared to traditional marketing?
   a) One-way communication
   b) Limited interaction opportunities
   c) Personalised communication
   d) Slow response time

9. Which aspect of digital marketing enables businesses to compete with larger corporations on a level playing field?
   a) High entry barriers
   b) Limited scalability
   c) Accessible tools and platforms
   d) Restricted targeting options

10. What benefit of digital marketing allows businesses to measure the effectiveness of their campaigns more accurately?
    a) Reduced visibility
    b) Ambiguous metrics
    c) Detailed analytics
    d) Limited tracking capabilities

11. What is the primary goal of search engine optimisation (SEO)?
    a) Increasing website traffic
    b) Improving website design
    c) Enhancing user experience
    d) Generating sales leads

12. Which digital marketing channel focuses on building relationships and trust with potential customers?
    a) Email marketing
    b) social media marketing
    c) Pay-per-click advertising
    d) Content marketing

13. What is the main advantage of pay-per-click (PPC) advertising?
    a) Guaranteed top search engine ranking
    b) Immediate results
    c) Long-term sustainability
    d) Minimal investment required

14. Which metric is commonly used to measure the effectiveness of email marketing campaigns?
    a) Click-through rate (CTR)
    b) Impressions
    c) Conversion rate
    d) Bounce rate

15. Which digital marketing strategy involves creating valuable content to attract and engage a specific audience?
    a) Influencer marketing
    b) Affiliate marketing
    c) Content marketing
    d) Display advertising

❖ **Answers**:

1. d) All of the above
2. c) Social media marketing
3. c) CPC (Cost Per Click)
4. c) Search engine optimisation
5. c) Display advertising
6. d) Targeted audience segmentation
7. c) Instant feedback
8. c) Personalised communication
9. c) Accessible tools and platforms
10. c) Detailed analytics
11. a) Increasing website traffic
12. d) Content marketing
13. b) Immediate results
14. a) Click-through rate (CTR)
15. c) Content marketing

Answer the following questions, whether they are true or false.

(1) Digital media marketing allows for highly targeted advertising, reaching specific demographics or interests.: True
(2) It provides measurable results, allowing marketers to track engagement, conversions, and ROI accurately.: True
(3) Digital media marketing can be cost-effective compared to traditional forms of advertising like print or TV.: True
(4) It facilitates two-way communication between brands and consumers, fostering engagement and brand loyalty.: True

(5)   Digital media marketing is constantly evolving, with new platforms and technologies emerging regularly.: True

(6)   Digital media marketing guarantees immediate success and high conversion rates without proper strategy and optimisation.: False

(7)   It is only suitable for businesses targeting younger demographics; older demographics are not active online.: False

(8)   Once a digital media marketing strategy is in place, it does not require regular updates or adjustments.: False

(9)   Quantity of followers or likes is the most important metric for measuring success in digital media marketing.: False

(10) Digital media marketing is entirely separate from traditional marketing channels and does not require integration.: False

(11) Social media marketing can effectively engage and build relationships with your target audience.: True

(12) Email marketing remains one of the most cost-effective ways to reach and nurture leads.: True

(13) Search engine optimisation (SEO) is crucial for improving your website's visibility and driving organic traffic.: True

(14) Content marketing helps establish your brand as a thought leader in your industry and attracts qualified leads.: True

(15) Pay-per-click (PPC) advertising allows for precise targeting and immediate results.: True

(16) Digital marketing channels are a one-size-fits-all solution for all businesses.: False

(17) Paid advertising guarantees immediate sales and conversions.: False

(18) You can set up a successful digital marketing campaign and forget about it without any ongoing optimisation.: False

(19) Having a presence on all digital marketing channels is necessary for success.: False

(20) Digital marketing is only relevant for B2C companies, not B2B.: False

| UNIT – 8 | SEARCH ENGINE OPTIMISATION |

8.1 Introduction

Over the last few decades, the way businesses market their products and advertise their services has evolved rapidly. All thanks to the advent of the internet and its billion-plus users, brands have moved on from traditional marketing, and the attraction towards digital marketing has never been crazier before - presenting new job roles and career potentials. Every aspect plays an equally important role, from content marketing to PPC, and social media marketing to SEO. SEO, however, has a lot of aspects, from on-page to off-page and backlinking to interlinking.

SEO is part of the broader topic of Search Engine Marketing (SEM), a term used to describe all marketing strategies for search. SEM entails both organic and paid search. With paid search, you can pay to list your website on a search engine so that your website shows up when someone types in a specific keyword or phrase. Organic and paid listings appear on the search engine but are displayed in different locations on the page.

So, why is it important for your business" website to be listed on search engines? On Google alone, over 694,000 searches are conducted every second. Think about that. Every second that your website is not indexed on Google, you are potentially missing out on hundreds, if not thousands, of opportunities for someone to visit your website, read your content, and potentially buy your product or service. Practising SEO basics and more advanced techniques after those can drastically improve your website's ability to rank in the search engines and get found by your potential customers.What about paid search? Yes, you can pay to have your website listed on the search engines. However, running paid search campaigns can be quite costly if you don't know what you are doing. Not to mention, about 88% of search engine users never click on paid search ads anyway. Because the sole purpose of a search engine is to provide you with relevant and useful

information, it is in everyone's best interest (for the search engine, the searcher, and you) to ensure that your website is listed in the organic search listings. In fact, it is probably best to stay away from paid search altogether until you feel you have a firm grasp of SEO and what it takes to rank organically.

8.2 Search engine optimisation

Search engine optimisation (SEO) refers to techniques that help your website rank higher in organic (or "natural") search results, thus making your website more visible to people who are looking for your product or service via search engines.

Search engine optimisation is the science of improving a website to increase its visibility when people search for products or services. The more visibility a website has on search engines, the more likely it is that the brand captures business.

Search engine optimisation (SEO) is the art and science of getting pages to rank higher in search engines such as Google. Because search is one of the main ways people discover content online, ranking higher in search engines can lead to increased website traffic.

In Google and other search engines, the results page often features paid ads at the top of the page, followed by the regular results or what search marketers call the "organic search results". Traffic that comes via SEO is often referred to as "organic search traffic" to differentiate it from traffic that comes through paid search. Paid search is often referred to as search engine marketing (SEM) or pay-per-click (PPC).

8.3 SEO Process

Before beginning a search engine optimisation (SEO) project, it is important to understand the process involved in an effective SEO campaign. To that end, the process breaks down into the six steps below and describes the activities involved in each step.

1. **Research:**

   (i) **Keyword Research:**
   Keyword phrase research involves identifying a group of keyword phrases that will be used in optimisation. This initial step is critical and requires considerable time to find a good set of phrases that offer a balanced combination of two important factors: high usage by searchers and relatively low competition within the search engines.

   Determining the most used phrase that contains your targeted keyword(s) is relatively easy. Online tools allow you to enter a particular keyword or words and will return all the ways in which searchers used that word(s) in the last month and in what volume. However, the most used phrase(s) is also likely the one with the greatest competition within the search results and may, therefore, not be where you would want to devote your optimisation efforts. A more effective approach is

finding a set of phrases (10 is a nice round number) that are heavily used by searchers but somewhat less competitive in terms of the total search results.

For example, assume you own a business that leases apartments in a particular metropolitan area, "Big City." Your apartments are in only one metro area, so you will not select general terms such as "apartments;" you are only interested in those searchers seeking an apartment in your city. The logical place to start is with the name of your city and the word "apartments." You may find that the most used phrase is "big city apartments." However, when you do sample searches in Google and Yahoo for that phrase, you realise that the competition for that phrase is steep. If you go back to your findings from the keyword tool, you might find that a phrase such as "apartments in the big city" is still heavily used by searchers but is far less competitive. Those phrases are the ones you will then target in the site optimisation portion of the SEO work.

(ii) **Competitive Research:**
Once armed with the target keyword phrases, we do a thorough competitive analysis of the subject site against its 7 – 10 biggest competitors (using both offline and online competitors). We use a series of SEO metrics, including indexed content, Alexa rating, inbound links, domain age, and social media following. Through this process, we are able to gauge the client site's starting position against its competition and identify areas requiring priority in the subsequent work. For example, if we see that the client's site has 50% less indexed content relative to the competition, then content building would be a priority in the goal setting in the next phase.

2. **Reporting & Goal Setting:**

After establishing targeted keyword phrases and starting positions relative to the site's competitive set, it is important to understand the subject site's starting position within the search engines. Doing so ensures that you know the specific areas that need work and provides a baseline against which to gauge the subsequent campaign's success.

Access to site traffic information (analytics) is very important. These statistics show how searchers find and interact with the subject site, e.g., which search engines, what keyword phrases are being used, bounce rates, most popular content, etc. Understanding the site's traffic level and the source of its referrals can also be critical in making other online marketing decisions.

After developing a complete picture of the site's starting position, goals are set for the SEO plan. These goals are measurable (one big advantage of SEO over other advertising options) and tied to the specific business objectives of the site. In the ongoing reporting and follow-up process, progress towards the plan's goals are analysed and reported. Adjustments to the SEO plan can be made according to the findings of these progress reports.

3. **Content Building:**

Content is king in search engine optimisation. Search engines love text; high-volume, high-quality content related to your business will serve in a couple of important ways.

First, a site loaded with high-quality content of interest to site users will give them a reason to stay and a reason to come back. After all, they came to your site to find information. Second, you will benefit from serving up exactly what the search engines want – content. Search engines will have more information to store about businesses and products; that information will translate directly into the ranking they give sites for related keyword phrases. For more information on content development and specific ideas about ways to expand the site's content, read our content is still king.

In the Competitive Research phase, it is often found that the client's site is falling behind its competitors in the amount of indexed content. In those cases, this phase of the process takes on additional importance.

4. **Page Optimisation:**

Following the addition of new, high-quality content, we tackle on-page optimisation. See our piece on Page Optimisation Basics for more information on this topic.

(i) Page Titles:
Ensure that the site's page titles say something other than your company name or "welcome." Ideally, they need to lead off with a targeted phrase for that page and then follow with your company name.

(ii) Prominence of Targeted Keyword Phrases:
It is not enough to have your keyword phrase(s) somewhere on the web page; the placement and prominence given to them also affect your search engine placement. For example, leading off the site's first paragraph with your keyword phrase gives it more weight than burying it halfway down the page in the middle of a paragraph. Also, using larger font sizes and bolding the text can emphasise its importance and positively affect the page's ranking for that phrase.

(iii)Site Map:
Developing a site map that includes a well-organised list of links to all the important pages of your site and includes a text link to the site map on your home page is the ideal way to make sure that all the site's pages are indexed by the search engines when they visit the subject site. Google's Search Console is ideal for this purpose.

(iv)ALT and META data:
These tags are not seen by the site's users but are embedded in the site's code. ALT tags refer to the text that describes an image — words that you see pop up as you mouse over some images. In optimising your company's name, an ALT tag placed behind the image of your company's logo is ideal. Meta tags are lines of code included in the uppermost section of your site's code. They communicate the page's subject matter and relevancy to the search engines. Further, the short

description of your site included in some search results is pulled from the meta description tag of the home page and should, therefore, be used to the site's advantage.

(v) Technical SEO:
There are a number of important technical issues that impact SEO efforts that need to be verified and corrected if needed. These include site speed, site security, URL structure, crawlability, and mobile responsiveness.

5. Social & Link Building

(i) Social Media:
In marketing, you fish where the fish are. The number of fish using social media is increasing. The power of online sharing through social media provides tremendous opportunities for companies willing to commit the time to using it. During this process phase, we help clients establish a social media presence and consult with them on how best to use those social media profiles to share site content and connect with customers and potential customers. Of particular importance to local businesses, we consult with our clients on how best to use Google My Business to increase visibility for local searches. We have specific Local SEO packages for local businesses; learn more about Local SEO here.

(ii) Building In-Bound Links:
Each new, quality link to your site increases the likelihood of both the search engines' spiders running across your site as well as searchers looking for services or products like yours. Google views links to your site (as long as they are links from high-quality sites) as votes for your site and rewards the site accordingly. You can check the popularity of your links with a variety of free online tools. In addition, Google's Search Console provides information regarding the inbound links to your site. A word of caution: free-for-all link sites and other low-quality sites of that nature are of no use and, in fact, detract from your progress with penalties from search engines. This became even more important with Google's release of the Penguin algorithm update. We consult with our clients on ways to build their online reach and influence with new, high-quality inbound links.

6. Follow-Up Reporting And Analysis:
The same reporting done in the campaign's initial phase is done again at regular intervals, post-optimisation. Rankings, site traffic levels, social signals, and other key metrics can then be compared to pre-optimisation levels, giving measurable results for the SEO campaign. The specific metrics used in an SEO plan will depend on that site's goals.

8.4 SEO Benefits

Search engine optimisation is an essential marketing activity to make a website or business visible on the web. However, it also provides several other benefits to companies.

1. **Builds trust and credibility:**
   Sites that rank high on SERPs are considered to be of the highest quality and most trustworthy. Results on the first page are the most relevant, resulting in more credibility for the business or website. Having the right content on the site and a good user experience will help the website rank higher.

2. **Provides a competitive advantage:**
   When good SEO is deployed consistently, those who do it more and better will outrank the competition. Many businesses feel they cannot afford to not be on the first page of a search result. But if a team works toward that goal and shows ahead of the competition, they will have a competitive edge.

3. **Reaches more people:**
   SEO helps attract any user with intent at any time, regardless of the phase of the customer journey that user is in. It relies on keywords and phrases to attract audiences to specific products and services. Businesses can create a list of keywords for which they would like to rank then build content around those keywords.

4. **Supports content marketing:**
   By having a list of keywords to rank for and building content around them, users are more likely to find the information they seek. Content and SEO work in harmony with each other. A site will rank better by creating useful, high-quality content that is optimised for those keywords. Ensuring the keywords are present in headings, meta descriptions and the body of the content will improve rankings for those terms.

5. **Ranks better in local searches:**
   The use of local searches are becoming more common, with users looking for products or services "near me." To improve listings in these searches, a company can create a Google My Business account and optimise the listing for local searches. Along with that and the localised content on the website, a user will be more likely to see local search results in their queries.

6. **Understand web environment:**
   Users who stay up to date on the ever-changing internet will be better able to execute the ongoing SEO needs of a website. By staying up to date, businesses can better understand how search works and make more informed decisions on how to change and adapt their strategies.

7. **Relatively inexpensive:**
   Companies need to invest time and resources to have an effective SEO strategy. Some companies can hire SEO experts to manage their strategies, but companies with the right team can do it themselves.

8. **Get quantifiable results**:
   Tools and analytics data can be tapped into to measure the effectiveness of SEO efforts. Google Analytics can provide comprehensive data about organic traffic.

Data includes pages that customers engaged with and keywords used in the search. That data can then be cross-referenced with intended actions taken to see how SEO played a role in customer engagement or acquisition.

8.5 Top SEO Tools

As a fairly technical discipline, SEO relies on many tools and software to help optimise websites. Below are some commonly used free and paid tools:

1. **Google Search Console**:
   Google Search Console (formerly known as "Google Webmaster Tools") is a free tool provided by Google, and is a standard tool in the SEO's toolkit. GSC provides rankings and traffic reports for top keywords and pages and can help identify and fix on-site technical issues.

2. **Google Ads Keyword Planner**:
   Keyword Planner is another free tool Google provides as part of its Google Ads product. Even though it is designed for paid search, it can be a great tool to use for SEO since it provides keyword suggestions and keyword search volume, which can be helpful when doing keyword research.

3. **Backlink analysis tools**:
   There are a number of link analysis tools out there, the two primary ones being AHREFs and Majestic. Backlink analysis tools allow users to analyse which websites are linking to their own websites or competitors' websites, and they can be used to find new links during link building.

4. **SEO platforms**:
   Many different SEO platforms combine many of the tools that SEO needs to optimise sites. Some of the most popular include Siteimprove, Moz, BrightEdge, Searchmetrics and Linkdex. These platforms track keyword rankings, help with keyword research, identify on-page and off-page SEO opportunities, and many other SEO-related tasks.

5. **Social media**:
   Most social media sites do not have a direct impact on SEO. However, they can be a good tool for networking with other web admins and building relationships that can lead to link-building and guest-posting opportunities.

8.6 Working of Search Engine

Search engines are used by people when they have a query and are searching on the internet for the answer. Search engine algorithms are computer programmes that look for clues to give searchers the exact results they are looking for. Search engines rely on algorithms to find web pages and decide which ones to rank for any given keyword. There are three steps to how search engines work: crawling, which is the discovery stage; indexing, which is the filing stage; and ranking, which is the retrieval stage.

1. **Step 1: Crawling**

   The first step is crawling. Search engines send out web crawlers to find new pages and record their information. We sometimes call these web crawlers' spiders' or 'robots'. Their purpose is to discover new web pages and periodically check the content on pages they have previously visited to see whether they have changed or been updated.

   Search engines crawl web pages by following links they have already discovered. So, if you have a blog post linked from your homepage, when a search engine crawls your homepage, it will look for another link to follow and may follow the link to your new blog post.

2. **Step 2: Indexing**

   The second step is indexing. Indexing is when a search engine decides whether it will use the content that it has crawled. If a crawled web page is deemed worthy by a search engine, it will be added to its index. This index is used at the final ranking stage. When a web page or piece of content is indexed, it is filed and stored in a database where it can later be retrieved. Most web pages that offer unique and valuable content are placed into the index. A web page might not be placed in the index if:

   - Its content is considered duplicate
   - Its content is considered low-value or spammy
   - It could not be crawled
   - The page or domain lacked inbound links

3. **Step 3: Ranking**

   The third step is really the most important step, and that is ranking. Ranking can only happen after the crawling and indexing steps are complete. So once a search engine has crawled and indexed your site, your site can be ranked.

   Search engines use more than 200 ranking signals to sort and rank content, and they all fit under the three pillars of SEO: technical optimisation, on-page optimisation, and off-page optimisation. Some examples of signals that search engines use to rank web pages are:

   - **Keyword presence in title tag**: Whether the keyword or a synonym was mentioned on the page and within the title tag.

   - **Loading speed of web page**: Whether the web page loads quickly and is mobile-friendly.

   - **Website reputation**: Whether the web page and website are considered reputable for the topic being searched.

8.7 SEO Marketing

SEO marketing is a subset of digital marketing that involves the optimisation of websites and web pages for major search engines like Google. As these search engines

became a predominant way of finding just about anything, various practices have emerged to help organisations improve the visibility of their digital assets.

The term "search engine optimisation (SEO)" refers to a blend of internal and external tactics. The major search engines each have their own formula or "secret sauce" for ranking pages within search results. Referred to technically as algorithms, these formulas are closely guarded practices that major search engines protect as trade secrets.

Through trial and error over time, marketing SEO experts effectively reverse-engineer aspects of these algorithms to isolate best practices for search engine marketing. Organisations can improve their visibility and ranking within the major search engines by employing tried and true SEO tactics.

8.8 Elements of SEO Marketing:

There is not just one way to do SEO. Companies can implement one or more of the types of SEO strategies into their website to give content a better chance of ranking on the SERPs. Let's look at four types of SEO strategies you can implement.

1. **On-Page SEO:**
   As the name suggests, on-page SEO uses keyword elements directly on the page to help users properly find and use the information you provide. It helps people navigate the website in a useful way. On-page SEO involves several key components.

   The key components to on-page SEO include:

   1. **Title tag**:
      This is a shortened version of your page's title. Ideally, it should be less than 60 characters long and include your primary keyword, possibly your secondary keyword and your brand's name. This is how the title appears in SERPs and is a fundamental way that people choose your content to view.

   2. **Meta Description**:
      The meta description is a summary of the content on the page you are referencing. It should be less than 160 characters to read when you fully see it in the SERP. It generally tells readers what to expect from the article and gives them a reason to click. The meta description should contain your primary keyword or a synonym.

   3. **Images**:
      Content should have at least one image that is optimised with its description. The description should include a keyword. You will also want to include alt text on the image, which is a description of the image.

   4. **URL**:
      The URL is the web address of the page. You should keep it simple and avoid numbers and dates. Instead, use a version of your title with each word separated by a hyphen. This makes it easy to read and identify.

5. **Internal linking:**
Internal links are hyperlinks that reference other content you have written on your website. It lets search engines know that your content is part of a bigger, more relevant topic on which you are an expert. When creating the hyperlink, use a keyword as the anchor text. Do not use "click here" as your anchor text; that is not a natural way to introduce the topic.

6. **Content**:
This is the meat of the web page. It is the article you write. Use the keyword in the first 100 words and ensure the page is written with the search intent in mind. Use keywords or synonyms throughout the content to reinforce what the page is about. Make sure to use proper grammar and write the page so that it is understandable to a wide range of people and academic backgrounds.

2. **Off-Page SEO:**
Any business loves getting referrals. Referrals mean people like and trust you and are satisfied when working with or buying from you. Think of off-page SEO as your referral program. This is an effective but sometimes difficult strategy to execute.

Off-page SEO occurs when other websites link to your content. It helps the search engines recognise that your content has authority since other websites trust the data enough to link to it. Many businesses work on off-page SEO by reaching out to other companies' web content and pointing them to relevant content on their own site.

However, this is what can make off-page SEO difficult. Other websites need to have a good reason to refer to your website. Note that paying other websites to link to you is done by some but is considered a black hat technique, meaning it is frowned upon and can get penalised by Google if the tactic is recognised.

Besides getting backlinks from other websites to your content, another off-page strategy is getting online reviews for your company, products or services. This can be a formal review by another website or customer testimonials through third-party review sites such as Google Business Profile or Yelp.

Another component of off-page SEO is brand signalling. This is when search engine users put your company name directly into the search query. It shows that people are looking for you and your brand and that your company is relevant.

3. **Local SEO:**
Local SEO is especially important for small businesses looking to build a local brand within the community. It can be useful when looking for a local ice cream shop or pet store. Local SEO is achieved through:

1. Having your name, address and phone number (NAP) on every website page

2. Including the business contact information in business directories such as the Chamber of Commerce or local business publications
3. Ensuring NAP data is accurate on all pages, directories and social media
4. Establishing and maintaining a Google Business Profile page
5. Local SEO helps you compete in your local marketplace. It tells searchers that you are an open and relevant company that consumers should use.

4. **Technical SEO**
   Technical SEO has to do with how your website is built—the architecture of your website. Search engines want to recommend fast and reliable websites so that users can get answers quickly and reliably. The cornerstones of technical SEO are:

   - Utilising ways to increase your site's speed. This is how fast the page loads. You want the page to load within three seconds or faster.
   - Rectifying site errors:
     Google doesn't want to send readers to a place where there are a lot of errors going on.
   - Having a mobile-friendly website:
     A majority of readers view content on smartphones or tablets. You need to be mobile-friendly to rank well.
   - Creating and maintaining a site map:
     This is what the search engine crawls and indexes.
   - Eliminating and avoiding duplicate content.

8.9 SEO Strategies and Best Practices

1. **Always search the keyword**:
   What you think users look for when they perform a particular search in Google may not be what they're looking for. Keyword intent matters, so always search the keywords you're trying to target to ensure you have an intent match.

2. **Be patient**:
   SEO takes time. Like, a lot of time. It can take a few months before the organisation really starts to see the fruit of efforts, but once the impact starts, the benefits compound over time—so do not give up prematurely!

3. **Focus on quality**:
   Google is always updating its algorithm and coming out with new SERP features, but at the end of the day, it is all designed to surface the best content out there. So, the focus should always remain on consistently creating useful, trustworthy content. That is the best SEO strategy above all else.

4. **Maintain content**:
   While the consistent publication of quality content is the top Google ranking factor, this should not be at the expense of letting old content go stale. Regularly refresh evergreen pages to preserve their SEO value and get consistent traffic growth over time.

5. Track and measure:
   Report on your traffic and site data regularly so the organisation can see what topics resonate most with the audience, detect issues, and set goals for traffic growth.

❖ **Conclusion**:
Search Engine Optimisation (SEO) refers to methods and techniques you can apply to a website to increase traffic, rank, and visibility in a search engine's results page. When you optimise your website, it has a greater chance of appearing in the search engine top results, which subsequently increases the traffic to your website. The optimisation process includes many techniques and methods applied to the website itself or other sites related to the website content. Understanding the SEO process requires learning how the search process works, the search page layout, and the different search engines you target.

The correct and standard use of search engine optimisation techniques, known as White Hat SEO, helps put your site link at the top of the search engine results. Subsequently, this drives more traffic to your website and produces higher rankings. On the other hand, misusing search engine optimisation techniques may negatively impact the site's indexing and ban it from appearing in the search engine results, known as Black Hat SEO.

❖ **Keywords**:

1. **Referrals**:
   Referrals mean people like and trust you and are satisfied when working with or buying from you.

2. **White hat SEO:**
   The correct and standard use of search engine optimisation techniques.

3. **URL**:
   The URL is the web address of the page

4. **Meta Description**:
   The meta description is a short summary of the content on the page you are referencing.

5. **Search engine optimisation:**
   Search engine optimisation is the science of improving a website to increase its visibility when people search for products or services.

6. **Internal linking**:
   Internal links are hyperlinks that reference other content you have written on your website

7. **Crawling**:
   Search engines send out web crawlers to find new pages and record information about them.

8. **SEO marketing**:

SEO marketing is a subset of digital marketing that involves the optimisation of websites and web pages for major search engines like Google.

❖ **Exercise**:

- **Long Question:**

1. What is Search engine optimisation? Explain its Process.
2. Write a note on SEO benefits.
3. Explain SEO tools in detail.
4. Discuss the Working of Search Engine.
5. What is SEO Marketing?
6. Explain Elements of SEO Marketing.
7. Explain white hat SEO and black hat SEO.
8. Explain the SEO process in detail.

- **Short Question:**

1. What is SEO Marketing?
2. What is SEO?
3. Give the full form of SEO.
4. Mention the full form of SEM.
5. Give the full form of PPC.
6. Explain black hat SEO.
7. Explain white hat SEO.

- **MCQ (Multiple choice questions)**

1. _____ is a subset of digital marketing that involves the optimisation of websites and web pages for major search engines like Google.
   A. SEO marketing   B. SEO data
   C. SEO define   D. SEO card

2. Full form of SEM is _____.
   A. search energy marketing
   B. so engine marketing
   C. search engine marketing
   D. search engine making

3. Full form of PPC is _____
   A. pay per case
   B. pay per click
   C. per per click
   D. pay plus click

4. _____ is the science of improving a website to increase its visibility when people search for products or services.
   A. Search engine optimisation
   B. So engine optimisation

C. Search energy optimisation

D. Search engine order

5. The term _____ refers to a blend of internal and external tactics.
   A. SEB   B. SEO   C. SEPD. SSS

6. The full form of SEO is
   A. Search engine optimisation
   B. So, engine optimisation
   C. Search energy optimisation
   D. Search engine order

7. The correct and standard use of search engine optimisation techniques, which is known as _____.
   A. White Hat SEO
   B. Black Hat SEO
   C. Red Hat SEO
   D. Pink Hat SEO

8. Misusing search engine optimisation techniques may negatively
   impact the site's indexing and ban it from appearing in the search engine results, which is known as _____.
   A. White Hat SEO
   B. Black Hat SEO
   C. Red Hat SEO
   D. Pink Hat SEO

9. The URL is the web address of the page.
   A. URL   B. USP   C. ACA   D. BBS

10. The _____ is a short summary of the content on the page you are referencing.
    A. URL   B. meta description   C. ACA   D. BBS

11. There are ___ steps how search engines work.
    A. 2   B. 3   C. 4   D. 5

12. _____ mean people like and trust you and are satisfied when working with or buying from you.
    A. Referrals   B. Image   C. Past D. Future

- **Answer:**
1. A. SEO marketing
2. C. search engine marketing
3. B. pay per click
4. A. Search engine optimisation
5. B. SEO
6. A. Search engine optimisation
7. A. White Hat SEO
8. B. Black Hat SEO

9. A. URL
10. B. meta description
11. B. 3
12. A. Referrals

- **Answer the following statement are true or false.**

1. Search engine optimisation (SEO) refers to techniques that help your website rank higher in organic (or "natural") search results, thus making your website more visible to people who are looking for your product or service via search engines.: **True**

2. Traffic that comes via SEO is often referred to as "organic search traffic" to differentiate it from traffic that comes through paid search. : **True**

3. Paid search is often referred to as search engine marketing (SEM) or pay-per-click (PPC).: **True**

4. Technical SEO has to do with how your website is built—the architecture of your website.: **True**

5. The term "search engine orphan" refers to a blend of internal and external tactics. : False

6. Google Search Console (formerly known as "Google Webmaster Tools") is a free tool provided by Google.: **True**

7. Local SEO is especially important for small businesses looking to build a local brand within the community.: **True**

8. Keyword phrase research involves identifying a group of keyword phrases that will be used in optimisation: **True**

9. Internal links are hyperlinks that reference other content you have written on your website.: **True**

10. In search engine ranking can only happen after the crawling and indexing steps are complete.: **True**

11. Title tag is a shortened version of your page's title.: **True**

9.1 Introduction

9.2 Marketing Efforts to Improve Social Media

9.3 Benefits of Social Media Marketing

9.4 Social Media Marketing Statistics

9.5 Social Media Marketing Strategy

9.6 Creating Your Social Media Marketing

9.7 Social Media Marketing Tips

9.8 The Best Social Media Marketing Platform

9.9 Social Media Marketing Course

9.10 Social Media Marketing Service

❖ **Exercise**

9.1 Introduction

Social media marketing is the study of how brands and businesses can effectively use social media platforms to achieve their marketing goals. It involves understanding the principles and strategies behind promoting products or services on social media sites and analysing consumer behaviour and engagement.

Some key concepts in social media marketing theory include:

1. **Audience targeting:** Identifying and segmenting target audiences on social media platforms based on demographic, psychographic, and behavioural characteristics.

2. **Content creation:** Developing engaging and relevant content for social media channels to attract and retain followers.

3. **Engagement**: Encouraging interactions, comments, likes, and shares from followers to increase brand visibility and reach.

4. **Influencer marketing:** Partnering with influencers or individuals with a large following on social media to promote products or services.

5. **Metrics and analytics:** Measuring the performance of social media campaigns through key performance indicators (KPIs) such as reach, engagement, and conversion rates.

By understanding and applying social media marketing theory, businesses can effectively leverage social media platforms to build brand awareness, drive website traffic, generate leads, and ultimately increase sales and revenue.

9.2 Marketing Efforts to Improve Social Media

1. **Develop a strong brand presence:** Create a consistent and recognisable brand image across all social media platforms, including a cohesive colour scheme, logo, and messaging.

2. **Share valuable and engaging content:** Focus on sharing content that is relevant to your target audience, provides value, and encourages interaction, such as how-to guides, industry news, and customer testimonials.

3. **Utilise visual content:** Use eye-catching images, videos, and infographics to grab your audience's attention and make your posts more engaging.

4. **Engage with your audience:** Respond to comments, messages, and mentions in a timely manner, and participate in conversations to show that you value and appreciate your followers.

5. **Collaborate with influencers:** Partner with influencers in your industry or niche who have a large following and can help promote your brand to a wider audience.

6. **Run social media contests and giveaways:** Encourage engagement and increase reach by hosting contests requiring participants to like, share, or comment on your posts.

7. **Use analytics to track performance:** Monitor key metrics such as engagement, reach, and conversion rates to measure the effectiveness of your social media efforts and make data-driven decisions on how to improve them.

8. **Stay updated on social media trends:** Keep up to date with the latest trends, algorithms, and best practices to ensure your marketing efforts remain relevant and effective.

9.3 Benefits of Social Media Marketing

Social media marketing offers several benefits for businesses looking to reach and engage with their target audience. Some of the key benefits include:

1. **Increased brand awareness:** Social media platforms allow businesses to reach a wider audience and increase brand visibility. With billions of active users across different platforms, businesses have the opportunity to reach potential customers they may not have been able to reach through traditional marketing channels.

2. **Higher website traffic:** Social media marketing can drive traffic to a business website or online store. By sharing relevant content, promotions, and updates on social media platforms, businesses can direct users to their websites to learn more about their products or services.

3. **Better customer engagement:** Social media platforms provide businesses with direct communication with their customers. Through social media, businesses can engage with their audience, respond to queries and feedback, and build real-time relationships with customers.

4. Improved customer satisfaction: By addressing customer concerns, providing timely updates, and offering valuable content, businesses can improve customer satisfaction levels and build trust with their audience.

5. Cost-effective marketing: Social media marketing is a cost-effective way for businesses to promote their products and services. Unlike traditional advertising methods, such as TV or print ads, social media marketing allows businesses to reach a large audience at a fraction of the cost.

6. Targeted advertising: Social media platforms offer advanced targeting options that allow businesses to reach specific demographics, interests, and behaviours. It means businesses can create highly targeted advertising campaigns more likely to resonate with their target audience.

7. Insights and analytics: Social media platforms provide businesses with valuable insights and analytics to track the performance of their campaigns. To optimise their social media marketing strategies, businesses can monitor key metrics such as engagement, reach, and conversions.

8. Increased brand loyalty: By engaging with customers, providing valuable content, and building relationships through social media, businesses can increase brand loyalty and customer retention.

Overall, social media marketing can help businesses boost brand awareness, drive website traffic, engage with customers, and achieve their marketing goals cost-effectively and targeted.

9.4 Social Media Marketing Statistics

(1)   There are over 4.2 billion active social media users worldwide.
(2)   97% of marketers use social media to promote their business.
(3)   73% of marketers believe their social media marketing efforts have been somewhat effective for their business.
(4)   Facebook is the most popular social media platform for marketing, with 94% of marketers using it for their campaigns.
(5)   Instagram is the second most popular platform for marketing, with 73% of marketers using it for their campaigns.
(6)   LinkedIn is the most effective platform for B2B marketing, with 80% of B2B leads coming from the platform.
(7)   Video content is the most popular type of social media marketing, with 49% of marketers using it for their campaigns.
(8)   50% of consumers follow brands on social media to learn about new products or services.
(9)   71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to others.
(10)   54% of consumers use social media to research products before purchasing.

9.5 Social Media Marketing Strategy

Social media marketing is a strategy that involves using social media platforms to promote a product, service, or brand to a target audience. There are several key components to a successful social media marketing strategy:

1. Set clear goals and objectives: Before implementing a social media marketing strategy, it is important to establish clear goals and objectives. These goals could

include increasing brand awareness, driving website traffic, generating leads or sales, or improving customer engagement.

2. Identify your target audience: Understanding who your target audience is and what platforms they are active on is crucial for a successful social media marketing strategy. Conduct research to determine your target audience's demographics, interests, and behaviours, and tailor your content accordingly.

3. Choose the right platforms: There are numerous social media platforms available, each with its own unique features and audience. It is important to select the most relevant platforms to your target audience and align with your marketing goals.

4. Create valuable content: Engaging, high-quality content is key to a successful social media marketing strategy. Content should be relevant, informative, and visually appealing to capture your audience's attention and encourage engagement.

5. Build relationships and engage with your audience: social media is a two-way communication channel, so it is important to engage with your audience by responding to comments, messages, and mentions. Building relationships with your followers can help to foster trust and loyalty towards your brand.

6. Monitor and analyse performance: It is important to regularly monitor the performance of your social media marketing efforts and analyse key metrics such as engagement, reach, and conversions. Use this data to make informed decisions and optimise your strategy for better results.

A successful social media marketing strategy requires careful planning, consistent effort, and a focus on creating valuable content that resonates with your target audience. By following these key principles, businesses can effectively leverage social media to achieve their marketing goals and drive business growth.

9.6 Creating Your Social Media Marketing

Social media marketing is a set of principles and strategies that drive a brand's social media presence and engagement with its audience. It is important to have a clear theory in place to guide your social media efforts and ensure that you are effectively reaching and engaging with your target audience. Here are some key elements to consider when developing your social media marketing theory:

1. Understand your audience: Before you can effectively market on social media, you need to deeply understand your target audience. It includes their demographics, interests, behaviours, and preferences. Knowing your audience can tailor your content and messaging to resonate with them and drive engagement.

2. Set clear goals: Define your objectives for social media marketing, whether it's increasing brand awareness, driving website traffic, generating leads, or boosting sales. By setting clear goals, you can measure the success of your social media efforts and adjust your strategy accordingly.

3. Develop a content strategy: Create a content strategy that outlines the types of content you will share on social media, how often you will post, and the tone and style of your messaging. Your content should be relevant and engaging and provide value to your audience.

4. Utilise the right platforms: Not all social media platforms are created equal, and it's important to identify which ones are most effective for reaching your audience.

Focus your efforts on the platforms where your audience is most active and engaged, whether it's Facebook, Instagram, Twitter, LinkedIn, or others.

5. Engage with your audience: social media is a two-way conversation, and it's important to actively engage with your followers and respond to their comments, questions, and feedback. Building relationships with your audience can help foster brand loyalty and drive repeat business.

6. Measure and analyse results: Track your social media metrics, such as engagement rates, reach, clicks, and conversions, to evaluate the success of your social media efforts. Use this data to identify what's working well and where there are opportunities for improvement.

By developing a social media marketing theory that incorporates these key elements, you can create a strategic and effective approach to connecting with your audience and achieving your marketing goals.

9.7 Social Media Marketing Tips
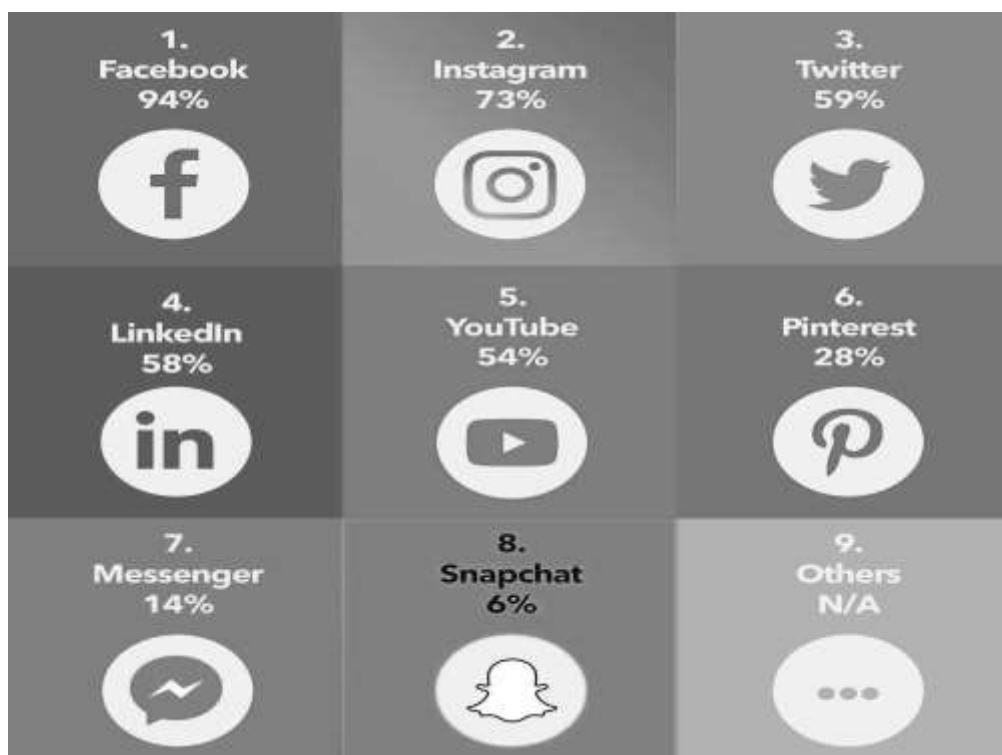
1. Define your target audience: Understand who your ideal customers are, their interests, and the social media platforms they use.

2. Create a content calendar: Plan out your social media posts in advance to ensure a consistent and cohesive brand message.

3. Use visual content: Visuals such as images and videos tend to perform better on social media platforms than text-only posts.

4. Engage with your followers: Respond promptly to comments, messages, and mentions to build relationships with your audience.

5. Collaborate with influencers: Partner with influencers in your industry to extend your reach and credibility.

6. Utilise hashtags: Use relevant and trending hashtags to increase the visibility of your posts and reach a larger audience.

7. Analyse your performance: Monitor the performance of your social media campaigns using analytics tools to track engagement, reach, and conversions.

8. Stay up-to-date with trends: Keep an eye on emerging trends and adapt your social media strategy accordingly to stay relevant and competitive.

9. Encourage user-generated content: Encourage your followers to create and share content related to your brand to foster community engagement.

10. Experiment and iterate: Try out different tactics, strategies, and content types to see what resonates best with your audience and adjust your approach accordingly.

9.8 The Best Social Media Marketing Platform
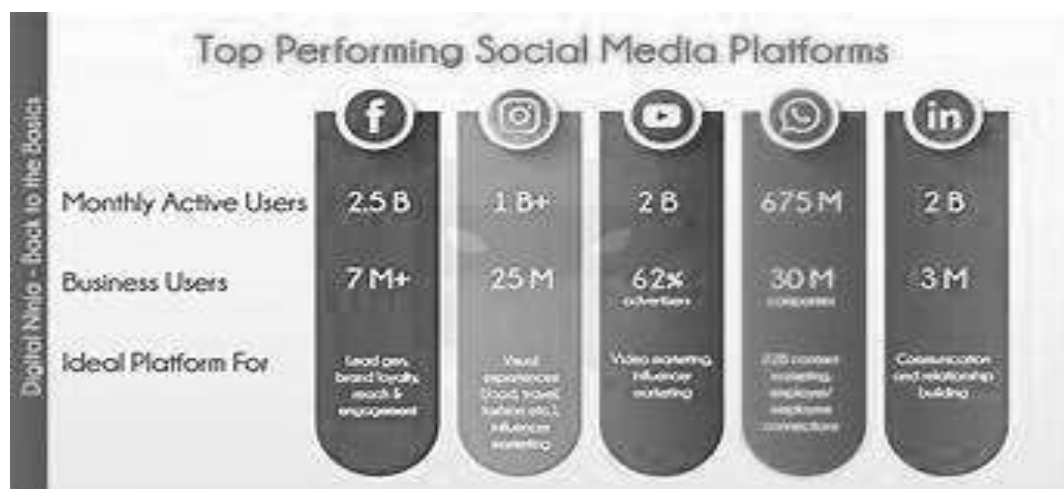
It's difficult to say definitively which social media marketing platform is the best, as different platforms are better suited for different types of businesses and target audiences. However, some of the most popular and effective social media marketing platforms include:

1. Facebook: With over 2.8 billion active users, Facebook is a powerful platform for reaching a wide audience and targeting specific demographics through its advertising options.

2. Instagram: Particularly popular among younger demographics, Instagram is a visual-focused platform that is great for showcasing products and engaging with followers through visually appealing content.

3. LinkedIn: LinkedIn is the go-to platform for B2B marketing, as it allows businesses to connect with professionals in their industry and share industry-specific content.

4. Twitter(X) : Twitter(X) is a great platform for real-time engagement and news updates, making it ideal for businesses looking to stay relevant and engage with their audience in real time.

Ultimately, your business's best social media marketing platform will depend on your target audience, industry, and marketing goals. Researching and testing different platforms is important to see which ones yield the best results for your business.

9.9 Social Media Marketing Course

Social media marketing courses are designed to teach individuals how to effectively market products and services on various social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and Pinterest. These courses cover topics such as creating social media strategy, content creation, paid advertising, analytics, and engagement tactics.

Some common topics covered in social media marketing courses include:

1. Understanding social media platforms and their algorithms

2. Developing a social media marketing strategy

3. Creating engaging content for social media

4. Using tools and techniques for social media management

5. Understanding paid advertising on social media platforms

6. Analysing and measuring the effectiveness of social media campaigns

Social media marketing courses are beneficial for individuals who want to enhance their digital marketing skills, entrepreneurs looking to promote their business online, or marketing professionals looking to stay updated on the latest trends in social media marketing.

Many online platforms and educational institutions offer social media marketing courses, ranging from free introductory courses to more comprehensive certificate programs. It is important to research and choose a course that suits your level of expertise and learning goals.

9.10 Social Media Marketing Service

Social media marketing is a digital marketing strategy that involves using various social media platforms to promote a business or its products and services. A social media marketing service helps businesses create and implement a comprehensive social media marketing strategy to increase brand awareness and engagement and drive sales.

Some of the key services offered by a social media marketing agency include:

1. Social media strategy development: The agency will work closely with the business to develop a strategic social media marketing plan tailored to its specific goals and target audience.

2. Content creation: Creating compelling and engaging content such as posts, images, videos, and infographics that resonate with the target audience.

3. Social media management: Managing and monitoring the business's social media accounts, including posting content regularly, interacting with followers, and responding to comments and messages.

4. Social media advertising: Creating and managing targeted social media ad campaigns to reach a larger audience and drive traffic to the business's website or landing pages.

5. Influencer marketing: Collaborating with social media influencers to promote the business and its products to their followers.

6. Analytics and reporting: Tracking and analysing the performance of social media marketing campaigns to measure ROI and make data-driven decisions for future strategies.

Overall, a social media marketing service helps businesses leverage the power of social media to increase brand visibility, attract new customers, and build long-lasting relationships with their target audience.

❖ **Exercise**

- **Theoretical Questions:**

1. How does social media marketing impact brand awareness and brand perception?
2. What strategies can businesses use to increase engagement and interactions on social media platforms?
3. How can businesses measure the success of their social media marketing efforts?
4. What are the key differences between organic and paid social media marketing?
5. How can businesses effectively target and reach their desired audience through social media marketing?

- **Short Notes:**

1. Influencer partnerships
2. User-generated content
3. Hashtag campaigns
4. Social media advertising
5. Engagement strategies
6. Content strategy
7. Analytics and metrics
8. Audience targeting
9. Brand storytelling
10. Live streaming events
11. Social media contests
12. Mobile optimisation
13. Video marketing
14. Community management
15. Social listening
16. Trends and viral content
17. Crisis management
18. Customer service on social media
19. Social media tools and platforms
20. Collaboration with other brands or businesses.

- **Multiple choice questions:**

1. Which of the following is a social media platform commonly used for marketing?
   a) Snapchat

b) LinkedIn
c) Spotify
d) Pinterest

2. What is the main purpose of social media marketing?
a) To increase website traffic
b) To build brand awareness
c) To generate leads
d) All of the above

3. Which of the following is NOT a key component of a social media marketing strategy?
a) Content creation
b) Target audience analysis
c) Print advertising
d) social media monitoring

4. Social media marketing can be an effective tool for customer engagement and communication.
a) True
b) False

5. Which social media platform is known for its short video content and hashtags?
a) Twitter
b) TikTok
c) Facebook
d) Instagram

6. Which metric is commonly used to measure the success of a social media marketing campaign?
a) Followers
b) Impressions
c) Engagement rate
d) All of the above

7. Which of the following is an example of paid social media advertising?
a) Organic posts
b) Sponsored content
c) Hashtags
d) Influencer partnerships

8. What is the recommended frequency for posting content on social media platforms?
a) Once a week
b) Once a day
c) Multiple times a day
d) Twice a month

9. Which of the following is a common social media marketing mistake to avoid?
a) Ignoring negative feedback
b) Focusing only on self-promotion
c) Posting sporadically
d) All of the above

10. Which social media platform is best for business networking and professional connections?
a) Instagram
b) Facebook
c) LinkedIn
d) Snapchat

11. What is the benefit of using social media influencers in marketing campaigns?
a) Increased brand credibility
b) Higher engagement rates
c) Access to a larger audience
d) All of the above

12. Which social media platform is known for its visual content and storytelling capabilities?
a) Twitter
b) LinkedIn
c) Pinterest
d) TikTok

13. How can social media marketing be used to improve customer service?
a) Responding to customer inquiries in a timely manner
b) Providing real-time updates
c) Soliciting feedback through polls and surveys
d) All of the above

14. Which of the following factors should be considered when targeting a specific audience on social media?
a) Demographics
b) Interests
c) Location
d) All of the above

10.1 Introduction

10.2 Types of Web Analytics

10.3 Matrices for Web Analytics

10.4 Tools for Web Analytics

❖ **Keywords**

❖ **Exercise**

10.1 Introduction

In the world of digitalisation, website acts a face for any organisation. A role of website is not limited to providing the information about the organisation and their products/services, but also allowing the excess to order and purchase product/services. The rise in average time buyers spend online shopping has also contributed to increased website traffic. Therefore, the need to analyse the traffic and tendency of the visitors is a need of an hour.

Web analytics is gathering, synthesising, and analysing website data to improve the user experience. The analysis is useful for managing and optimising websites, web applications, or other web products. The approach is highly data-driven and assists in making high-quality website decisions. Also, web analytics refers to collecting website data and processing, reporting, and analysing it to create an online strategy for improving the website experience and making it customer-friendly.

In a simple word, web analytics allows the web owner to refine their web marketing campaign, understand the tendency of web visitors, analyse website conversions, enhance the website User Experience (UX), boose search engine ranking, understand and optimise user experience and above all it, boosts sales. Also, web analytics allows for tracking the performance matrix such as bounce rate, conversion rate, monthly unique visitors etc.

Product managers, data scientists, user experience (UX) designers can use web analytics to enhance their website or product experience and meet customer needs. They need to know which website metrics to track while also being mindful of the shortcomings of web analytics.

Some of the important aspects that web analytics cover for organisations are listed and elaborated as follows:

➢ **Understand the website visitors**
   Web analytics tools reveal key details about website visitors, including their average time spent on page, whether they are new or returning users, and which content draws in the most traffic. With this information, organisation will understand more about what parts of the website and product interest users and potential customers the most.

   For instance, an analytics tool might show that a majority of the website visitors are landing on electronic section of an e-commerce website. The website owner can use this information to offer discounts for electronic products or increase the price of electronic products.

> **Analyse the website conversions**
> Conversions could mean real purchases, signing up for your newsletter, or filling out a contact form on the website. Web analytics can provide information about the total number of these conversions, how much a company earned from the conversions, the percentage of conversions (number of conversions divided by the number of website sessions), and the abandonment rate. Website owner can also see the "conversion path," which shows how website users moved through the site before they converted. After considering the above data, the website owner can identify the conversion rate and design a strategy for conversion rate optimisation (CRO). Web analytics tools enhances the tracking of top selling products.

> **Boost the search engine optimisation**
> Connecting the web analytics tool with Google Search Console makes it possible to track which search queries are generating the most traffic for the website. With this data, owner will know what type of content to create to answer those queries and boost the site's search rankings.
>
> It's also possible to set up onsite search tracking to know what users are searching for on the site. This search data can further help generate content ideas for the website, especially if one has a blog.

> **Understand top performing content**
> Web analytics tools will also help learn which content is performing the best on the site, so one can focus on the types of content that work and use that information to make product improvements. For instance, one may notice blog articles about design are the most popular website. This might signal that the users care about the design feature of the product (if one offers design as a product feature), so one can invest more resources into the design feature. The popular content pieces on the website could also spark ideas for new product features.

10.2 Types of Web Analytics

There are 7 types of web analytics useful for the websites.

1) **Click-through, scroll-tracking, and heat maps**
   These are methods of identifying exactly how the users are interacting with the website. Click-through report indicates the ratio of users who click on a specific link to total numbers of viewers. Scroll-tracking measures how far users are scrolling down a page. Heat maps provide a visual look at the webpage's most popular and unpopular areas based on how users interact with them.

2) **A/B and multivariate testing**
   These are both methods of testing how changes to the page design might impact results. With A/B testing, one creates two or more separate versions of your landing page. They can have subtle or significant differences. The data one gets allows to see which version is the most effective for your KPIs. Multivariate testing only alters specific sections of a page, but the goal is the same, to see which variation has the greatest impact on the user experience.

3) **Usability testing**

This involves direct observation of a user's experience on website. One don't solicit feedback from the testing. One can do usability testing using either experts in the field or complete strangers. Usability testing can show if users can successfully complete a task and how long it takes. It's a good idea to conduct this testing before a public release so you can catch any issues early.

4) Customer satisfaction survey

Internal testing tells a lot about website. But it is also important to get feedback directly from the customers. By developing a survey, one can learn how they felt about their experience and how likely they are to return to the website. Keeping these surveys brief can increase the likelihood that users agree to complete them. Helpful questions can include the purpose for their visit, if they were able to fulfil that purpose and how they would rate their overall experience.

5) Keyword/SEO research

If customers cannot find your site easily, you are starting at a disadvantage. That is why your search engine ranking is so important. Ensuring you have the right keywords is essential role in keeping you near the top. Researching keywords and search engine optimisation strategies helps you identify which terms are seeing the highest volume of searches. That allows you to target the most popular topics for your content, increasing your visibility. Keyword and SEO research is important to do regularly because results frequently change.

6) Social media analysis

It's not just the main website that matters to the user experience. The social media presence is also a big part of how customers find and interact with the company. Tracking how users interact with the company on Facebook, Twitter, and other social media platforms can tell a lot about your audience's demographics and interests. Organisations will also learn how effective messaging is at bringing users to the website.

Metrics that can be tracked include clicks, comments, shares and video views. Combined with the other analytics reports, one better understands the most effective ways to meet the goals.

7) Competitive analysis

It's important not to focus too narrowly on the website but also to be aware of how competitors perform. A thorough competitive analysis helps to identify where one has already provided value and where there might be an opportunity for growth.

10.3 Matrices of Web Analytics

Website performance metrics vary from company to company based on their goals for their site. Here are some examples of Key Performance Matrices that businesses should consider tracking as a part of their web analytics practice.

1) Page visits / Sessions

Page visits and sessions refer to the traffic to a webpage over a specific period of time. The more visits, the more the website is getting noticed. Keep in mind traffic is a relative success metric. If you are seeing 200 visits a month to a blog post, that might not seem like great traffic. However, if those 200 visits represent high-intent views from prospects considering purchasing the product, that traffic could make the blog post much more valuable than a high-volume, low-intent piece.

2) Sources of Traffic

Web analytics tools allow easily monitoring of traffic sources and adjusting the marketing strategy accordingly. For example, if a web owner sees lots of traffic from email campaigns, one can send out more email campaigns to boost traffic.

3) Total website conversion rate

Total website conversion rate refers to the percentage of people who complete a critically important action or goal on your website. A conversion could be a purchase or when someone signs up for the email list, depending on what one defines as a conversion for the website.

4) Bounce rate

Bounce rate refers to how many people visit just one page on the website and then leave the website. Interpreting bounce rates is an art. A high bounce rate could be both negative and positive for the business. It is a negative sign since it shows people are not interacting with other pages on the website, which might signal low engagement among your site visitors. On the other hand, spending quality time on a single page might indicate that users are getting all the information they need, which could be a positive sign. That's why you need to investigate bounce rates further to understand what they might mean.

5) Repeat visit rate

The repeat visit rate tells the website owners how many people visit their website regularly or repeatedly. This is the core audience since it consists of the website visitors you have managed to retain. Usually, a repeat visit rate of 30% is good. Anything below 20% shows that the website is not engaging enough.

6) Monthly unique visitors

Monthly unique visitors refer to the number of visitors who visit the website for the first time each month. This metric shows how effectively the website attracts new visitors each month, which is important for business growth. Ideally, a healthy website will show a steady flow of new visitors.

7) The shopping cart abandonment rate

It shows how many people leave their shopping carts without actually making a purchase. Leaving a shopping cart indicates that the product/offering has not attracted to the shoppers or shoppers found them less lucrative compares to other sellers/other offers. This number should be as low as possible.

8) Average order value

This matrix is useful for e-commerce website. The average value indicates the money per order customer spent and the amount of trust they have on the website, products and offerings. The greater the average order value, the better the website's performance.

10.4 Tools for Web Analytics

The most popular web analytics tool is Google Analytics, although many others on the market offer specialised information such as real-time activity or heat mapping. Many of these tools also integrates directly to your content management system (CMS).

The following are some of the most commonly used tools:
- Google Analytics - the 'standard' website analytics tool, free and widely used

- Piwik - an open-source solution similar in functionality to Google and a popular alternative, allowing companies full ownership and control of their data
- Adobe Analytics - highly customisable analytics platform (Adobe bought analytics leader Omniture in 2009)
- Kissmetrics - can zero in on individual behavior, i.e. cohort analysis, conversion and retention at the segment or individual level
- Mixpanel - advanced mobile and web analytics that measure actions rather than pageviews
- Parse.ly - offers detailed real-time analytics, specifically for publishers
- CrazyEgg - measures which parts of the page are getting the most attention using 'heat mapping'

With a wide variety of analytics tools on the market, companies must decide to choose the tool wisely. The objective and goals of companies help them select the right tool for them. Some of them are free of cost and others need some spendings.

One of the prominent ways to use analytics and present them is through the Web Dashboard. A dashboard is nothing but a way to present the data in a systematic way through charts and graphs with comparisons. A website analytics dashboard is a visual report that displays and tracks web performance metrics like website traffic, bounce rate, conversion rate, and session duration. Website analytics dashboards and reports can be built-in tools like Google Analytics or Adobe Analytics. Marketers also use analytics and business intelligence tools to combine website analytics with other marketing metrics and KPIs.

A website analytics report should include metrics such as the number of visitors, bounce rate, session duration, average time on page, and website conversions. These metrics are the foundation of your reporting, but you should also include dimensions such as traffic channels, what device(s) visitors are using, and new vs returning visitors to provide context for deeper analysis.

1) Web users
2) Sessions
3) Goal conversions
4) Session duration
5) Bounce rate
6) Engagement rate
7) Page views
8) Traffic by source
9) Traffic by device

A web analytics dashboard lets your entire team monitor the website's performance in real-time. Additionally, a web analytics dashboard makes key metrics accessible to team members who are unfamiliar with marketing tools like Google Analytics. A web analytics dashboard shares website insight in a concise, simple way.

❖ **Exercise**

- **Detail / Descriptive Answer**

1. Explain the usage of web analytics
2. What are web analytics?
3. Explain the importance of web analytics

4. Describe in detail, the matrices to measure the performance of web analytics.
5. Explain in detail the types of web analytics.

- **MCQ**

1. The value per order for e-commerce website can be measured through ___
   A. Customer rate   B. Average order value
   C. Bounde Rate   D. Order rate

2. The analysis of traffic on the website is popularly called ____
   A. Web analytics   B. Facebook analysis
   C. Social media analysis D. Linked-in analytics

3. The no of customers leaves the website without purchasing is called ___
   A. Order rate   B. Average order value
   C. Bounce rate   D. Customer rate

4. The ratio of users who click on a specific link to total numbers of viewers is called ___
   A. Click-through rate   B. Bounce rate
   C. Shopping rate   D. Customer rate

5. The method of testing how changes to the page design might impact results is called___
   A. A/B experiment   B. Web page analysis
   C. Bounce rate   D. Order rate

- **Answer**

(1) B (2) A (3) C (4) A (5) A

- **Difference**

1. Differentiate between Bounce rate and Click-through rate

- **Sums (Practical)**
1. Student can run website analysis through an assignment on Google console

યુનિવર્સિટી ગીત

સ્વાધ્યાયઃ પરમં તપઃ
સ્વાધ્યાયઃ પરમં તપઃ
સ્વાધ્યાયઃ પરમં તપઃ

શિક્ષણ, સંસ્કૃતિ, સદ્ભાવ, દિવ્યબોધનું ધામ
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી નામ;
સૌને સૌની પાંખ મળે, ને સૌને સૌનું આભ,
દશે દિશામાં સ્મિત વહે હો દશે દિશે શુભ-લાભ.

અભણ રહી અજ્ઞાનના શાને, અંધકારને પીવો ?
કહે બુદ્ધ આંબેડકર કહે, તું થા તારો દીવો;
શારદીય અજવાળા પહોંચ્યાં ગુર્જર ગામે ગામ
ધ્રુવ તારકની જેમ ઝળહળે એકલવ્યની શાન.

સરસ્વતીના મયૂર તમારે ફળિયે આવી ગહેકે
અંધકારને હડસેલીને ઉજાસના ફૂલ મહેંકે;
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેંકે, મન મંદિરને ધામે
સુખની ટપાલ પહોંચે સૌને પોતાને સરનામે;
સમાજ કેરે દરિયે હાંકી શિક્ષણ કેરું વહાણ,
આવો કરીયે આપણ સૌ
ભવ્ય રાષ્ટ્ર નિર્માણ...
દિવ્ય રાષ્ટ્ર નિર્માણ...
ભવ્ય રાષ્ટ્ર નિર્માણ

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