

BLOGS

What is a Blog?

- A blog (a truncation of "weblog") is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries(posts).
- The emergence and growth of blogs in the late 1990s coincided with the advent of web publishing tools that facilitated the posting of content by non-technical users who did not have much experience with HTML or computer programming.
- Started as online personal journals. A website (or part of a website) where users post information in chronological order and display information in reverse chronological order.
- Provide comments about various topics, most allow feedback from readers
- The short form, "blog," was coined by Peter Merholz, who jokingly broke the word weblog into the phrase we blog in the sidebar of his blog Peterme.com in April or May of 1999
- This was quickly adopted as both a noun and verb ("to blog," meaning "to edit one's weblog or to post to one's weblog").

TYPES OF BLOGS

- A blog comprising videos is called a vlog,
- one comprising links is called a link log,
- a site containing a portfolio of sketches is called a sketch blog
- one comprising photos is called a photo blog.
- Blogs with shorter posts and mixed media types are called tumble logs.
- An Artlog is a form of art sharing and publishing in the format of a blog, but differentiated by the predominant use of and focus on Art work rather than text.
- A rare type of blog hosted on the Gopher Protocol is known as a Phlog

Use Advertising Programs

- To Place Ads on your blog pages themselves
- More advertising program options for bloggers than ever before.
 - Google's AdSense
 - BlogAds
 - Chitika eMiniMalls
- Some programs for RSS Advertising such as Pheedo
- Some network designed to match bloggers with advertising opportunities such as Jim Kukral's BlogKits BlogMatch Network

Use Affiliate Programs

- With affiliate Marketing, a company agrees to pay you a commission for helping to sell their products.
- Visitors see the company's ad on your weblog and, if they click through the company's Website and do a particular thing, you'll get paid.
- The particular things are "Pay Per Click," "Pay Per Lead" or "Pay Per Sale"
- Four of the biggest affiliate programs on the Internet
 - Amazon
 - Linkshare
 - ClickBank
 - CommissionJunction

CONTENT MARKETING

What is content marketing?

Content marketing is using the relevant and valuable information to attract potential customers. Content will engage your target audience and drive profitable action to your business.

Content as a way of interacting and communicating with your customers without selling.

A successful content marketing strategy will deliver consistent valuable information to your target market when this strategy works you turn the consumers you have targeted into buyers.

How content marketing helps?

Content marketing is more cost effective than traditional marketing and can be utilised by marketers/brand owners without deep pockets. To do it right you need to invest money but much less compared to push advertising/marketing options (including) search engine marketing

Content (marketing) when done right helps in the following ways,

- Captures and keeps the attention of prospects. A customer may reach your website through a search. If she finds your content valuable, she will come back for more. If your content is really good, the customer may even subscribe to your newsletter. Through this newsletter you can continue the relationship until the first sale is made and after that as well.
- Creates brand loyalty. There is an old proverb that says, 'out of sight, out of mind'. This is true for a brand as well. After the sale is made - if your brand is seen by a customer on a regular basis, in the right light - it will create brand loyalty.
- Generates leads. An email subscriber is a lead. Later, you can capture more details by offering such subscribers free resources. This can be done by using an app like Wish Pond(corp.wishpond.com)
- Increases direct sales. With all the trust generated through the right content marketing, prospects are motivated to make a purchase like in the case of Apple iPhones.

Content marketing vs traditional marketing

- By an estimate, content marketing costs 62% less than traditional marketing
- For every rupee spent - content marketing generates approx three times as many leads as traditional marketing
- More than 80% customers ignore TV advertising
- More than 40% customers ignore direct mails
- Majority of the people feel more positive about a brand after reading custom content
- Interesting content is one of the main reasons (the other reason is a discount) people follow brands on social media

Steps in content marketing – the process

I. Assess staff and resources

The first step is to assess your existing content assets. **Content assets are blogs, ebooks, landing pages and all other content formats that you will learn about soon.**

In case you are doing it for your employer, you need to understand the level of commitment that you have from the management. It is important that you get a buy-in from the management so that you will get approval on the resources and investment when you need them.

Using the data points shared below, you can get the management to see the value of content marketing if they don't already see it.

II. Review marketing objectives

Identify products or initiatives that will be supported by content marketing.

Also identify core values and strategic objectives. Understanding of values will define the voice/tone of the content. For example, the content that IBS creates for their brand is big for quality education with focus on placement. Understanding your objective will make sure that your content marketing efforts serve a clear purpose.

III. Track competition

- Make a list of prominent content channels being used by your competition.
- Monitor what type of content on which channel gets the best engagement for them.
- Share the findings with your content marketing team

IV. Outline your content marketing objectives

Make a list of what you want to achieve through content marketing during the next 12-18 months. It can be more sales/leads, better brand visibility or a new image for the brand.

V. Understand buyers

- Identify buyer personas - the type of buyers you want to target
- Define buying process stages – meaning, list down all the stages in your sales cycle and identify what type of content will suit your customers at each stage of the buying process

VI. Identify Gaps (very important)

- List your existing content marketing assets
- Identify content by stage - what is most appropriate at each stage of the buying process.
- Identify gaps in content.

VII. Build content

Put all this understanding that you acquire through the steps above to use, by building awesome content. Here is how to do it

- Generate Ideas for content
- Identify key messages
- Outline standards for quality
- Build a roster of contributors (in-house) or outsourced

- Ensure consistency
- Re-purpose content

VIII. Organize distribution

First some stats.

- B2B marketers use an average of 12 content marketing tactics or activities
- About a quarter of them use 5-9 different tactics
- About 10% use over 20 different tactics
- Companies with over 10,000 employees use 18 tactics on an average

You may be curious. What are these activities? Don't worry, you will know soon enough.

Select the right channels for marketing your content.

- Social media sites and blogs are the biggest
- Sites with blogs have four times more pages indexed in search engines
- On an average, companies with blogs produce 67% leads per month
- Use social media sites to distribute content

Build landing pages and microsites to get people warmed up to your content before they give you their name, email or both.

IX. Measure return on investment

Content marketing does not end after distributing content. You need to measure effectiveness of your content. It can be done by focusing on a few key metrics.

These metrics are:

1. Web traffic
2. Sales leads (also the lead quality)
3. Social media sharing

The big list of content marketing activities

These are the tactics that you can use to tell the story of your brand, attract and acquire new customers in the process.

Blogging: This is what most people think of first when they hear 'content marketing'. Blogging takes time but it is a sure shot strategy to build trust and improve SEO.

Email marketing: Deliver value through your emails by sharing how to tips, discount coupons, etc.

Social media: Choose social media platforms based on your business. Facebook and Twitter work well for most brands. Pinterest and Instagram work for consumer/lifestyle brands. LinkedIn works well for B2B brands. When you choose your list of platforms - be consistent in sharing on those platforms. 4 tweets, 2

Facebook updates and 2 updates on other social platforms each day are good. Be social on social platforms. Like, Follow and Comment on the content posted by others.

Mobile apps: This is a must in an increasingly mobile world. It does not cost much. You can deliver value through an app - like you do via emails - share tips, service locations or guides that can help your audience.

Guest blogging: More will be shared about this in the session on blogging.

Consistently blog on sites that are bigger than your site as well as on the ones that do not compete with you. Some sites let you publish your existing blog posts.

Video: Incorporating a 'how-to' video on your website detailing helpful product or service information, an explainer video describing how your company works or a short introduction of a company leader, creates valuable interaction with your company and, when posted on your website, increases SEO. Keep videos short (1 ½ - 2 minutes is optimal) and engaging. Be sure to optimize them for search.

Interactive game, quiz, contests: Keeping users engaged with your content is literally, the name of the game. Offering a contest, a game or a quiz encourages user interaction. It also motivates them to opt-in and receive email offers. Contests can be promoted via your website, your social media platform or via your app.

Images: Use quality images in your blog posts and also with the content that you post on Facebook, Twitter, etc. It would be ideal to use real product images. If that's not possible - invest in high quality images.

Infographics: Infographics help illustrate information in a visually engaging way. They get a lot of social shares and get a lot of visibility for your brand. You can use piktochart.com or infogram to create infographics.

Develop case studies: Create a case study to describe how your company solved a problem or met a challenge. Tell a story

How you sold Coco cola to the African tribal. How Nandan Nilekani of Infosys convince the Government and the masses through guest blogging.

Consider the PRO template: outline the Problem, Resolution and Outcome for developing your case studies. Case studies help showcase capabilities and also improve engagement because people want to know how others benefited from your product before they take the plunge.

Offer white papers: White papers originated in politics. Businesses now use whitepapers as in-depth reports about their product or service so that readers might better grasp an issue, understand a problem and its solution, or describe the technical aspects or benefits of a business offering. They are persuasive in nature and are normally offered by large enterprises.

Create a comprehensive FAQs page: An FAQs page lists and answers the 'Frequently Asked Questions' about your business. It helps visitors get replies to many questions that they may have - because almost all customers have a similar set of questions about your product. If your replies are satisfactory - then the customer moves a step ahead in the buying process.

Pubble (pubble.co) helps you pull Q and A from different conversations to feed your FAQ page.

Create e-books: A series of blog posts about a particular topic can be repurposed into an ebook. They also help in building customer trust. **Podcast:** Think of a podcast as a spoken blog that is downloadable from your website or other podcast platforms. Podcasts allow your audience to listen to you on-the-go. There has been

a resurgence of podcasts during the past couple of years. To understand them better - start with this - Six Pixels of Separation Podcast (twistimage.com/podcast)

Host a Webinar: A webinar is a ‘seminar on the web (and mobile)’ that gives you an opportunity to deliver your message to an audience potentially far greater than those that would need to show up in a physical space. Using video conferencing software, a webinar creates the ability to interact with your audience as opposed to a webcast, which is a one-way delivery of information. You can create a webinar using GoToMeeting.

Host events/meetups: Put together an event that spotlights your company while providing information the attendees will find valuable (enough to make them travel to the location). Events come in all sizes - a lunch for 10, dinner for 50 or a weekend extravaganza for hundreds. The idea is to get in front of as many people as your budget affords and provide a networking opportunity for attendees. Plan ahead and promote like crazy.

Speak at conferences: Speak at business networking groups, conferences, and meet-ups. If your company sells to businesses, these speaking gigs can get you highly valuable customers without much pitching. It works for B2C brands also. Baba Ramdev promotes his brand Patanjali at his discourses and implores his followers to buy the ‘Swadesi Herbal’ products instead of brands from the foreign MNCs. Listening to him improved the perception of the brand.

Make your website a well-rounded hub: Think of your website as the hub of all of your marketing activities. It should offer content that allows people to find you (via SEO) and find out more about you.

It’s where you present your business — what it does, the types of products or services sold, an indication of your ideal customer, the benefits of working with your company and your ‘big idea’ or differentiator: what is it that your business provides that is different (read better) from your competitor.

A well-designed site with user-friendly navigation and content that speaks to your audience, is important. Frequently updated content, optimized for search and that is valuable, helpful and relevant to your audience, generates leads and helps convert prospects into customers. If you run an ecommerce website, every product should tell a story to the extent possible, High quality pictures, engaging words, user friendly navigation all these helps.

Create Slide Share presentations: Nicely designed presentations can be a great way to reinforce the message of your brand.

Create a press release: A newsworthy item about your business (breakthrough process, client acquisition, new hire, for example) can justify telling the world about it. Press releases are great for SEO when distributed via a service like PR Web or Market Wired. Build your own PR list of industry publications, media outlets, writers or bloggers that cover your industry. Stay in touch with this group with the goal of having them learn more about your company and hopefully, feature it in their work. Don’t push them to publish, just share. **Develop high quality marketing collateral:**

Print is not dead. When going for a meeting, carry something that you can leave behind.

Try direct mail: If you think your email marketing might be getting lost in the mix, consider creating a printed mailer. Design, copy and visuals are crucial. Paper quality and printing, are also equally important. A print version of your Company Newsletter can be an effective marketing tool. Now, get ready for this. A couple of

years ago, I signed up a business for Google Ads. About 15 days into the campaign I received a printed letter from Google - offering to help with the campaign. I could not believe this - of all companies in the world, Google is doing this! Because amidst the digital clutter, print helps you stand out. If you can afford the cost, try it.

Develop research reports: The findings of research reports and surveys get great marketing mileage. Offer them as a giveaway on your website (in exchange for an email address), tell people about these reports via a press release and use the results in other content you create. For example, if you run or work for a healthcare brand - you can interview 25 healthcare experts and ask them for their best fitness tip with research to support it. Once done, you can compile their comments and offer it your prospects.

Sponsor events: As the sponsor of an event or a series of events, you can tell your story in multiple ways. For example, your company bio and logo could be featured in the print and web promotion of the event. Your logo may appear on marketing materials or on the event website. You may be given an opportunity to make a short speech at the event, invite attendees, etc. All of these helps.

Develop a resources page: On your website, a Resources Page can be a generous way of providing detailed information about your industry to site visitors. You may want to include books, publications, articles, websites, white papers and other content that could provide in-depth background information. There is no need to create all these resources yourself. You can link to quality resources created by others as well. While you may be directing your visitors off your site and on to those of others, you are reinforcing your status as a knowledgeable source, well-versed in a wide range of industry knowledge. An FAQ Page that explains terminology, acronyms or processes inherent to your industry is another way to help your audience. It also helps in SEO.

Develop microsites: Mini-websites are designed as independent promotional channels or as sites-within-a-site. Typically, they might focus on a specific event, product or service that is not covered in great detail on a company's regular site. They may be short-lived, as in a seasonal offering or limited time offer.

Use advertorials: Masked as an editorial piece, an advertorial is, instead, a lengthy 'article' whose purpose is to inform and to sell. The appearance usually mimics the look and feel of the publication in which it appears. Sometimes, but not always, a disclaimer acknowledging the 'Advertisement' intent will appear adjacent to the advertorial.

Use native advertising: The online version of an advertorial — the content and appearance follows that of the platform on which it appears. Promoted tweets on Twitter and sponsored ads on Facebook are good examples. This form of advertising is now being adopted by publishers like the Huffington Post, Washington Post and Forbes Magazine.

Use packaging to tell a story: Single Malt Whiskey brands make their uniqueness through storytelling it is strategically used to help people believe they are a part of an exclusive group of fellow drinkers. Rolls Royce car has several stories of patronage from the Kings and Princes. Virgin Atlantic and Marriott Hotels thrive on stories of customer delights and who-is-who they served recently.

Offer premiums/giveaways: Cello Plasticware offered to thousand so email subscribers for using 'Cello' instead of 'Hello' in their salutations a gift hamper. Your company could also benefit from an inexpensive giveaway that you create to increase brand engagement.

Develop in-depth guides: A mattress brand can create a guide on good sleep and give it away to their email subscribers and later email them about their products. Someone who signs up to download a sleep-related guide is a highly potential prospect for a mattress company.

Checklists and templates: This will make the job easier for your customers and generates leads for your business. For example, if you run a web design agency you can create a 20-point website health checklist. In this checklist, create a simple document - listing 20 features a healthy (well-optimized) website should have - with a tick box next to each row. In the end, you should suggest that anyone with a score of less than 10 should get their website fixed and invite these users to connect for a custom quote.

You need not use all tactics shared here. Start with one and then continue to add more. Drop those that don't work. If you do it on a regular basis, it will help build your company's brand and increase exposure to new customers.

Your content marketing tool set

All apps and software shared above will be a part of your content marketing tool set.

In addition to these, there are sophisticated collaboration tools available in the market for executing large content marketing campaigns. These tools help in streamlining the content marketing efforts of a brand.

Content collaboration tools

- *Divvy* - This platform combines web-based calendars, content management and online collaboration to help global content teams plan, schedule and produce any type of content across an organization.
- *Gather Content* - Organize and streamline your website content using drag and drop features, create content guidelines, collaborate with a content team, and export content using this online collaboration tool. • Google Drive – Create, store, and share including spreadsheets, text documents, drawings, forms, and presentations.
- *Kapost* - This content marketing platform allows marketers to collaborate, distribute, and analyze all content types within a single platform.
- *Marketing-AI* – Using this platform, users are able to collaborate with team members in a calendar, build a content strategy using a framework and promote published content as well as measure its impact.

Content marketing on a tight budget Content marketing can be done on a very small budget - even for free.

Finally, **CONTENT IS KING**

MOBILE MARKETING

What is mobile marketing?

Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.

Here are some scenarios where you experience mobile marketing, When you are notified of some offer at a store

through a text message

- When you receive an invitation to check out the new store in your vicinity through a picture or video message on your cell phone.
- When you're encouraged to download an app for free to conveniently shop from your Smart phone.

Look at some examples below:

Looks familiar? All mobile users experience mobile marketing. Some messages are permission-based and others are spam.

Mobile marketing can be defined as:

- Any promotional activity designed to be delivered to mobile devices, such as cell phones, smart phones, tablets, or other handheld devices.
- Any promotional activity conducted through a widespread network to which receivers are constantly connected.
- Any type of marketing communication, advertising or distribution of content or information through the use of the mobile medium.
- Promotion of ideas, goods and services using a mobile network in order to provide customers personalized and time and location sensitive service.
- Communication with customers via mobile in any form.

Mobile phones have turned from an innovation to a necessity. It has made mobile phones a key combat zone for businesses, for customer retention and lead generation.

Carriers of marketing communication on Mobiles

SMS (Short Message Service) was the first carrier of a mobile marketing campaign. Also known as text messaging, it became increasingly popular in the early 2000s. With the rapid advancement in mobile technology came a number of other ways to send marketing communication. These include:

- MMS (Multimedia Message Service) – mobile content delivered in the form of images, videos, and audio.
- Push notifications: Forwarding notifications of third party applications to mobile devices, in the form of custom text alerts or sounds. It's called 'push' because it involves notifying users of new events or developments even when the user is not actively using an application.
- App-based marketing: Advertising or marketing through mobile apps.
- In-Game mobile marketing: Ads appearing within mobile games.
- Advertising powered by Bluetooth: A permission-based mobile advertising that utilizes Bluetooth technology, to send messages, ads or any other marketing communication to phones or tablets.
- Advertising using QR codes: Advertisements, brochures, posters and billboards sent to the mobile devices in the form of QR codes (Quick Response Codes) that are linked directly to the landing pages on a website.
- Proximity marketing: Distribution of marketing content through localized wireless means to specific groups or all users within a given location.
- Location-based service: Custom information or marketing communication to cell phone users in a particular location or based on their current location.

Advantages of Mobile Advertising

- Lower Cost and Efficiency – less expensive than other media
- Relevant and accurate data for powerful analytics and targeting – personal device offers high accuracy on response and data
- Better engagement – personalised connecting builds excitement Use context and profile – communicate with TG specific segments Dedicated Mindshare – consumed alone, by choice
- High reach – sheer volume of mobile penetration Localised and targeted communication – Network & GPS
- Media Dark Communication – reaches remotest media-blind areas Personalised communication – no spill over to unwanted audience
- The versatility of message formats – text, image, voice, video & interactive formats

Mobile Marketing Toolkit

POE- Framework (Paid, Owned & Earned)

| Paid | | | |
|--------------------|--|---|-------------------|
| Text Ads | Voice | Display | Video |
| Owned | | | |
| Brand Mobile Sites | Content | Applications | Campaign Property |
| Earned | | | |
| | Interactions | Advocacy | |
| | <ul style="list-style-type: none"> • Conversations • Referrals | <ul style="list-style-type: none"> • Loyalty Program Users | |

Text

- Text messages are the fastest, most efficient way to communicate with everyone
- Almost 20 billion text messages sent around the world every day, 98% of text messages are opened and 95% of those texts are read within the first 3 minutes of being sent!
- Text messages not only have higher open rates than emails, they're also the most preferred method of contact if customer and employee satisfaction is your goal.
- So if texting is the future?

Fastest and Cheapest

- Create and send text messages to all your subscribers in less than 30 seconds. No more miscommunication or missed messages.
- Instead of texting everyone individually to let them know about a schedule change, flash sale, or inclement weather update, write one message and MSP will make sure all your subscribers receive it.
- Send an unlimited number of texts to stay in touch with everyone who joins the list.
- Language options

Mobile Radio

Unique platform to fill the gap of FM in rural India
 More than 20 million subscribers for radio service on Airtel, BSNL, Idea, etc. 60% subscribers from non-metro
 IVR based contests

SMS Marketing

Why SMS? Why now? – The Mobile World

- Our world is more Mobile now than ever.
- Consumers are always on the move and it is increasingly hard to reach them through traditional channels like TV, Radio and Internet.
- In Jan'17 there were more than 8 billion subscriptions
- Penetration into the most rural areas, mobile networks cover more than 90% of the world's population.
- Availability, affordability and ubiquity make the mobile phone an essential platform for retail marketing and business to customer communication.

SMS is must-have strategy

- The mobile phone has become the new “must have” for any serious “innovative” marketing project.
- Due to the rapidly expanding capabilities of smart phones, there is a misconception that ‘archaic’ technology such as SMS is not up to the task at hand.
- The truth is far from it. Mobile SMS gets highest reach.
- SMS is the least expensive medium
- Most brands now choose SMS as a must-have when planning their mobile strategy. Why?
- Ubiquitous: 2 Billion Smart phones; 6 Billion Feature Phones
- All phones have SMS built-in capability.

Why SMS? Why now? – The Mobile World

- 8 Billion subscriptions / 90% density
- Consumers are always on the move. (Increasingly hard to reach them through traditional channels)
- Can also reach media-dark regions of the world
- All mobile phones support SMS
- SMS does not require data connections or apps.
- Mobile is the most personal channel. SMS is direct and immediate
- SMS has a greater open rate than any other traditional alternative.(E-mail)

SEARCH ENGINE MARKETING (WITH GOOGLE ADS)

SEM or Search Engine Marketing was used as an umbrella term under which all digital marketing tactics fall, whether free or paid. SEM is a part of Online Marketing which deals with driving traffic to a particular website through organic (free) means and paid means

The ultimate goal of SEM is to increase the company's website visibility on search engines — and by search engines we mean Google, Yahoo, Bing(MS), Baidu and Yandex. Organic traffic can be driven by way of increasing the website's visibility in SERPs (Search Engine Results Pages) through SEO (Search Engine Optimization)

Search engine optimization (SEO) and pay-per-click (PPC) fall under the SEM umbrella. SEM has become a crucial part to a company's marketing strategy. SEO brings organic traffic to the website through optimization of content.

GOOGLE Ads (Formerly called Adwords)

Google Ad network consists of Google Search Network (GSN) and Google

Display Network (GDN), you can decide which on which networks you want to place your advertisements.

The GSN gets your ads in front of people who are searching for specific products or services. Your Ad will appear in all Google properties; Google Maps, Google Shopping (earlier Google Product Listing), YouTube, other Google Sites and non-Google Search Partners like AOL, all of which show AdWords Ads matched to the search terms on SERPs.

The GDN appear on non-search websites, mobile apps, and videos. Display ads can help you promote your business when people are browsing online, watching YouTube videos, checking Gmail, Blogging, or using mobile devices and apps. Google Display Network reaches 90% of Internet users worldwide, across millions of websites, news pages, blogs and Google sites like Gmail and YouTube

Google Ads offers services under a pay-per-click (PPC) pricing model. Although an advanced bidding strategy can be used to automatically reach a predefined cost-per-acquisition (CPA), this should not be confused with a true CPA pricing model.

Google Ads' system is based partly on cookies and partly on keywords determined by advertisers. Google uses these characteristics to place advertising copy on pages where they think it might be relevant. Advertisers pay when users divert their browsing to click on the advertising copy. Partner websites receive a portion of the generated income.

GDN enables you to choose the audience type as well as where on the target content webpage your ads appear with a wide variety of rich and engaging ad formats enabling achievement of specific marketing objectives like brand building,

Google Ads enable you to generate leads and pay only when an interested potential customer clicks on your advertisement. Google Ads helps marketers to know which part of their campaign is working so that marketing budgets are well targeted.

Types of Google Ads Campaign

1. Search: targets potential customers who are searching specifically for your kind of product or service The SERP shows text Ads as above on top or side panel depending on your price or bid amount.
2. Display: targets potential customers who are browsing online with text, image, video and rich media ads. This type of campaign is for advanced or more experienced advertisers.
3. Hybrid: "Search Network with Display Select" targets new advertisers only. A single campaign simultaneously targets both Search Network as well as Display Network. This campaign type is easy to set-up, but biggest drawback is that it is inefficient, as it blurs the features and options available on the first two options.

Google Ad Options

Standard: Simple and straightforward, lets you use targeting of basic location,

language, bidding, budget settings and some ad extensions. Good for a beginning and serves the basic idea of placement of your brand or product on the internet.

Special Features: allows you more granular targeting, like display keywords, placements, site category options and remarketing. Remarketing enables you to target your existing customers and those who have already visited your website and ready to be converted into a lead and then to a customer. Remarketing works based on cookies which are placed on the potential customer's browsers which allow you to serve ads to them while they browse online.

Ex: If you have recently bought posted your requirement of used car on OLX and browsed 'Cars24', AutoCar, CarsDekho, FirstChoice, etc will keep targeting with their remarketing advertisements.

Keywords targeting

Google Ads use keywords or phrases that are relevant to your product or service, to show ads to potential customers searching for similar terms on Google or its search partners' websites.

'Broad match' type targets a wider audience, while on the other hand, 'exact match' targets a very specific audience. It is best to use a 'Wide to Narrow' keyword strategy, while you start off with broad match keywords and keep adding phrase and exact matches based on keyword performance over a period of time.

Campaign structuring and keyword categorization

One must structure the Google Ad campaign on the lines of structure of the website to enable organise the campaigns based on specific category/themes and products/services.

Example: Designer Jewellery for women, category, function and demography well represented.

Location, language and device targeting

Location targeting helps focus your ads where potential customers are located.

Location targeting allows you to target the customers, globally, nationally, regionally and locally. It can be hyperlocal also. Example: "IBS Mumbai student needs paying guest accommodation", without doubt means 2Kms or 5Kms radius of Hiranandani Knowledge Park, Powai

Language targeting helps you to focus your ads to customers who speak a particular language. Kindly note that AdWords does not translate ads.

Smart Shopping Campaign

This is sub campaign type was introduced in 2018, combines Standard Shopping and Display remarketing features and uses only in Automated bid strategy to promote products listed in Google Merchant Center. Conversion value needs to be passed through website tags to Google Ads in order to use this campaign type. Uses Google Machine Learning and serves responsive ad in Google's Display Partner Websites

Budget and bidding

A daily budget can be set for each campaign indicating the amount you plan to spend per day for a campaign based on the marketing goals. By dividing the monthly

budget by 30 (or number of days of the month) you will get the daily budget. It's better to start small.

Bidding strategy may be aligned with the marketing or advertising goal. Higher the position higher the bid amount. We may use advanced strategies such as bid adjustments to bid more or less competitively across locations, time of day and devices.

Competition research

Information on competitor offerings, promotions, ad spends, keywords targeted, types of ads, ad copy, ad position, profitable keywords, etc will provide precious inputs for designing your campaigns to make them more effective. There are various tools that can be used for doing Competitive Research from simple website visits, Google searches to tools like SpyFu, SEM Rush, iSpionage and many others.

Creating ad groups

After having created your campaign and completed your settings, you can create ad groups to serve your TG

Developing a Keyword list

List all the possible terms a customer associates with your product or service. Then, align your keywords with marketing objectives. The strategy is use broader keywords to target a larger audience and more specific keywords when you want to target a precise segment.

Then group keywords that are closely themed or similar in nature into ad groups. Remember those keywords should also be present on your website. Keywords of two or more words (phrases) tend to work effectively. A long tail keyword 'Artificial Intelligence of Internet of Things Enabled Edge Devices' will drive more relevant traffic.

The Google Ads Keyword Planning Tool can be referred to get keyword ideas and other keyword data like search volume, bid suggestions, competition for keywords, keyword grouping ideas, etc. The Keyword Planning Tool also helps you to see how a list of keywords may perform and choose competitive bids and budgets.

Types of ads

The Google Ads have several options depending on the type and objective of the campaign. There are: text ads, image ads, video ads, and rich media ads (flash ads). Each of these ads types are self-explanatory. All ads have to meet Google policies and only approved ads are eligible to be shown to customers. The time taken for ad approval can vary from a few minutes to a few hours.

Ad copy writing

The more relevant and engaging your ads are, the more clicks you will get. Here are a few questions to answer before you start writing copy for your ads:

Conversion tracking

When you install a conversion tracking code on your website, you can easily track the conversions/ goals that have come through your Google Ads campaigns. It is the action taken by the potential customer after clicking through from your ad – like purchase of your products/services, filling out of a call back form, download of your e-book or signing-up for your newsletter.

It can be very granular and lets you know which campaign, ad and keyword has caused the conversion. Armed with this information, you can optimize your Google Ads campaign by retaining the ones that provide the best results and remove the ones that performed poorly or wasted your money.

Landing page and quality score

The Search Engine Optimized page the searcher reaches after clicking on the SERP. Provides a “bridge” between the search engine/text ad and the main Web site. Continues the same conversation and tone. Takes specific segment needs into consideration. Quickly provide relevant information to show consumers that you have what they are looking for

A Quality Score is an estimate of the quality of your ads, keywords, and landing pages. You can find your Quality Score, which is reported on a 1-10 scale, in your keywords' "Status" column in your Google Ads account.

The more relevant your ad is to a user, as well as how likely a user is to click through and have an enjoyable landing page experience, all factor into your overall Quality Score.

The following elements are critical for a high converting landing page:

1. A clear headline and a supporting sub-header that brings out the USP of the product/service, brand and business.
2. A hero image or video that shows the context of the use of the product or service.
3. Clearly stated benefits of your offering.
4. Clearly supporting Social Proof and Trust Indicators (testimonials, ratings, security badges, etc).
5. A single conversion goal with a big bold Call To Action (CTA). This should get you started with your first search campaign.

Display advertising

GDN allows for Contextual and Managed Placements targeting.

Contextual targeting

Contextual targeting allows you to target your ads at potential customers who are browsing online using keywords or topics

Keywords

Your Display ads are eligible to show on websites whose theme/ content matches your keywords. On the display network all keywords are treated as broad match only.

Topics

Like Keywords, you can choose specific topics of interest and your ads are placed on websites which cater to those topics. Instead of adding words and phrases, you choose topics like ‘Computers & Electronics’, etc.

Audience Targeting

Demographics

You can choose the Demographics of your target customers. You can specifically target – Gender, Age and Parental Status.

Interest and Remarketing

You can target your ads based on these audiences...

Affinity audiences:

You can show your ads to unique audiences based on their lifestyle, buying habits and long-term interests.

Remarketing

Remarketing is also known as Re-Targeting. You can reach past visitors of websites and mobile apps through remarketing. In other words, you can show your ads to customers who visited your website but did not perform the desired action – like fill a form or make a call or a purchase. Remarketing helps you to reconnect with these customers by shows relevant ads when they browse online.

Managed placements targeting

Managed placement targeting allows you to place your ads on specific websites and mobile apps that you choose from the available options. For example, if you are an Online Electronics Store and your customers spend a lot of time on electronic product reviews websites, you can add these specific websites as managed placements.

Setting up your campaign and Ad Groups

Display Planner

Like Keyword Planner, Display Planner is the tool used for developing Display Campaigns on AdWords. Display Planner provides detailed ideas for Keywords, Placements and all other Display Network targeting methods to help you plan your display campaign. Display Planner also helps you estimate how your ideas can perform and historical costs, which will help you decide on bids and budgets.

Campaign management and optimization

Once your campaigns are running, you can track their performance and optimize them to deliver better results.

Performance analysis

Performance analysis is the starting point for management and optimization of campaigns.

Segments analysis

Segments analysis goes a step further from your standard statistics and slices the data by time, click type or device. Here are a few insights that you can find when doing Segments Analysis:

Top vs others: Analyse how your ads are performing when they appear at higher ad positions versus lower ad positions. This gives you insights as to which the best ad position is, for you

Time: Analyse how your ads are performing at different times of the day, week, month, quarter or year. This gives you ideas on how to optimize your campaigns for the best hours or days of the week. *Click type:* Analyse how your ads are performing, by where the potential customer clicked on the ads

– website, phone number, site-links, etc.

Device: Analyse how your ads are performing on different devices. This gives you ideas about consumer behaviour and ROI for each of the channels.

Keywords Performance Analysis

Keywords Performance Analysis can be done with two reports – Keyword Diagnosis Report and Search Terms Report, this is apart from the general statistics available on the Keywords tab.

The Keyword Diagnosis report shows you whether your keywords are triggering your ads and a snapshot of your Keywords Quality Score.

The Search Terms Report shows you the keywords or phrases used by your potential customers which triggered your ads, and the performance metrics for those searches.

You can use the search terms report to add new keywords which are not there in your campaign, add negative keywords which you don't want your ads to show for, refine match types of your keywords and provide insights for ad text/copy refinement, based on what the potential customers were searching for exactly.

Ad performance analysis

Ad performance analysis enables you to see which of your ads performed well against the metrics. Based on this, you can pause the poorly performing ads and add new ads variations.

Ad Extensions Analysis provides you insights into how each of the ad extensions performed. This gives you insights into which extensions the potential customers are clicking – e.g.: if a sitelink on prices is clicked on more often, that means the customers are looking for prices and you can incorporate prices in the ad text to improve your ads' performance

Conversion analysis

The most important performance measure or metric for any AdWords campaign is conversions. Conversions must be measured against marketing or business goals for each of the campaigns. If the conversions are sales or leads – you can measure them through Cost Per Conversion or Costs Per Lead, along with the Number of Conversions and Conversion Rate. If the marketing goal is Brand Awareness – you can measure it through Number of Impressions, Reach and Frequency of Ads, and Customer Engagement.

Bid adjustments

Bid Adjustments can be used to control when and where your ads are shown and to enhance the performance of campaigns, ad groups, ads and keywords that are working for you.

Geo/location-based bid adjustment

Geo or location-based bid adjustment is about increasing or decreasing bids for specific locations (countries, regions, states, and cities). This enables bid adjustments based on performance parameters for that specific location. E.g.: If New Delhi is driving better conversions – you can increase the bids for searches originating from New Delhi. If Bangalore is poor in conversions – you can decrease bids for searches originating from Bangalore.

Device-based bid adjustment

Device-based bid adjustment allows you to increase or reduce your bids for mobile devices. This enables you to target the potential customer on-the-go in a better way.

Ad scheduling-based bid adjustment

Ad scheduling can be used to display ads only in specific times of the day and days of the week. You can use bid adjustments with ad scheduling to increase or decrease the bids to improve the performance of your campaigns for specific day parts or days of the week.

SEARCH ENGINE OPTIMIZATION

SEO is the process of getting traffic from the free/ un-paid listings on search engines to your website. The search engine optimized page appears on top of the organic search results(SERP), but

below the paid / inorganic results of SEM Suppose you search MBA education options in Mumbai and if IBS Mumbai is generating a lot of traffic on the internet and the searcher is from Powai, Mumbai. The organic section of the SERP will show IBS, Mumbai at the top.

This page is called the Search Engine Results Page (SERP). There are two ways a site can be made to rank higher in SERPs.

- a. On page optimization - It covers what can be done on the pages of the website itself.
- b. Off page optimization - It covers activity that takes place elsewhere (e.g. link-building).



Definition of Search Engine Optimization (SEO)

"Natural," or "organic," search engine optimization (SEO) is designing, writing, and HTML-coding a Web site to maximize the chance its pages will appear at the top of spider-based search engine results for selected keywords and phrases

Organic Listings: Listings that search engines do not sell (unlike paid listings)

SEO Basics

Search engine optimization is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results.

Use accurate title tags.

Using a plugin like WordPress SEO (wordpress.org/plugins/wordpressseo) makes it easy to update title tags. The title tags are the text that you see on top on a search results page. (The text you see inside red rectangle.

Keep following in mind while setting up title tags.

The title tag should accurately describe the page's content.

Choose a title that effectively communicates the topic of the page's content.

Avoid:

– Choosing a title that has no relation to the content on the page

– Using default or vague titles like “Untitled” or “New Page1”

Create unique title tags for each page: Each of your pages should ideally have a unique title tag, which helps the search engine know how the page is distinct from the others on your site.

Avoid: Using a single title tag across all of your site’s pages or a large group of pages

Use brief, but descriptive titles: Titles should be both short and informative. If the title is too long, search engine will show only a portion of it in the search result.

Avoid: Using extremely lengthy titles that are unhelpful to other users; and stuffing unneeded keywords in your title tags

URLs rightway.

- Choose a URL that will be easy for users and search engines to understand.
- Use words in URLs instead of numbers.
- Don’t use lengthy URLs with a lots of keywords in them.
- Avoid capitalization in the URL. Users prefer lower-case URLs and remember them better.

Provide one version of a URL to reach a document by setting up redirects. In case you have a URL structure which is not right, you need to update this URL with the new URL structure. But before you do that - you need to make sure that the new URL redirects to old URL. (This is to make sure that users who come to old URL are not shown an error page).

To understand this better - imagine a scenario - where a page from your website is included in SERPs. Users clicks on that link and come to that page on your website. The URL of that page can be domain.com/page1-keywords-10001.htm Now to fix this bad URL issue - you rename this URL as domain.com/keyword

Navigation is very important for search engines.

The navigation of a website is important in helping visitors quickly find the content they want. It can also help search engines understand what content the webmaster thinks is important. Although search results are provided at a page level, search engines also likes to have a sense of what role a page has in the bigger picture of the site.

Plan out your navigation based on your homepage.

All sites have a home or “root” page, which is usually the most frequented page on the site and the starting place of navigation for many visitors. Unless your site has only a handful of pages, you should think about how visitors will go from a general page (your root page) to a page containing more specific content.

Ask yourself,

- Do you have enough pages around a specific topic area that it would make sense to create a page describing these related pages (e.g.root page -> related topic listing ->

specific topic)? Example: <https://www.ibsindia.org/final-placements/2020>

- Do you have hundreds of different products that need to be classified under multiple category and sub category pages?

Use breadcrumbs.

If you run a large site that has pages at multiple levels, use breadcrumbs.

A breadcrumb is a row of internal links at the top or bottom of the page that allows visitors to quickly navigate back to a previous section or the root page. Many breadcrumbs have the most general page (usually the root page) as the first, leftmost link and list the more specific sections out to the right.

Types of Breadcrumbs

There are three main types of breadcrumbs. Location-based

Location-based breadcrumbs show the user where they are in the website's hierarchy. In the example below each text link is for a page that is one level higher than the one on its right.

Attribute-based

Attribute-based breadcrumb trails display the attributes of a particular page. This is usually used on ecommerce sites. In this example from Amazon, you will see how a breadcrumb displays the path to a blender.

Path-based

Path-based breadcrumb trails show users the steps they've taken to arrive at a particular page. Path-based breadcrumbs are dynamic in that they display the pages the user has visited before arriving on the current page.

Give both users and search engines a map to help navigate your site. Prepare two sitemaps: one for users, one for search engines. A sitemap is a simple page on your site that displays the structure of your website, and usually consists of a hierarchical listing of the pages on your site. Visitors may visit this page if they are having problems finding pages on your site. While search engines will also visit this page, getting good crawl coverage of the pages on your site, it's mainly aimed at human visitors. Example. [Amazon.com/sitemap](https://www.amazon.com/sitemap)

XML Sitemap

An XML Sitemap file, makes it easier for search engines to discover the pages on your site.

You can find a XML Sitemap generator by searching for "XML Sitemap generator" or "Google Sitemap generator".

Example. Here is a page where several of Apple's XML sitemaps are listed store.apple.com/robots.txt

Create a useful 404 page

Users will occasionally come to a page that doesn't exist on your site, either by following a broken link or typing in the wrong URL. Having a custom 404 page that kindly guides users back to a working page on your site can greatly improve a user's experience. Your 404 page should probably have a link back to your root page and could also provide links to popular or related content on your site.

Dropbox Drop Box has a very simple but effective 404 page. You can take this at face value, or see it as signifying the inside-out nature of having navigated to a non-existent page. A nice simple hand-drawn illustration that gets the message across well.

Wufoo Form building tool Wufoo's 404 page is a simple static affair that uses the branding effectively to convey the message. A good example of a clean approach to handling errors.

Optimizing Content

Creating useful content and promoting it, will likely influence your website more than any of the other factors discussed here. Still it helps to know.

Organic or word-of-mouth buzz is what helps build your site's reputation with both users and Search Engines, and it rarely comes without quality content.

The most important aspect for keyword research is to get to know your customer.

Know what their desires are and how they think. What questions come to their mind when they think of a particular product. These questions will be your starting keywords.

Keyword Research

Google Ads Keyword Planner ([adwords.google.com/ Keyword Planner](https://adwords.google.com/KeywordPlanner)) helps you discover new keyword variations and see the approximate search volume for each keyword.

(You will need to login with your gmail account to be able to use the tool).

You can click on the keyword ideas tab to see a set of results similar to what you would have seen in the Keyword Tool. To download your keyword ideas, click the download icon at the top of your results. Later you can pick the keywords you want to target.

Enter or Upload Keywords to See How They Perform If you have a list of keywords already planned out, you can enter or upload them using the second option in the Keyword Planner.

Also pay attention to the competition level for each keyword. It is good to go for medium competition keywords with good search volume. They are not too tough to rank for

Other Important SEO Action Items Make effective use of robots.txt

A "robots.txt" file tells search engines whether they can access and therefore crawl parts of your site.

This file, which must be named "robots.txt", is placed in the root directory of your site.

You may not want certain pages of your site crawled because they might not be useful to users if found in a search engine's search results. Note that if your site uses sub domains and you wish to have certain pages not crawled on a particular sub domain, you'll have to create a separate robots.txt file for that sub domain.

Notify Google of mobile sites

Configure mobile sites so that they can be indexed accurately. The world is going mobile, with many people using mobile phones on a daily basis, and a large user base searching on Google's mobile search page. However, as a webmaster, running a mobile site and tapping into the mobile search audience isn't easy.

Mobile sites not only use a different format from normal desktop sites, but the management methods and expertise required are also quite different. This results in a variety of new challenges. While many mobile sites were designed with mobile viewing in mind, they weren't designed to be search friendly.

Here are troubleshooting tips to help ensure that your site is properly crawled and indexed:

Verify that your mobile site is indexed by Google

If your web site doesn't show up in the results of a Google mobile search even using the site: operator, it may be that your site has the following issue: **Google bot may not be able to find your site.**

Google bot must crawl your site before it can be included in the search index. If you just created the site, Google may not yet be aware of it. If that's the case, create a Mobile Sitemap and submit it to Google to inform them of the site's existence. A Mobile Sitemap can be submitted using Google Webmaster Tools, just like a standard Sitemap.

SEO Tools

Some of these tools are free and other are paid. Start with the free tools and explore paid tools with a free trial wherever available. Open Site Explorer - moz.com/research tools

Research and compare backlinks with competitors for intelligent, targeted link building. Identify top pages, view social activity data, and analyze anchor text.

Helps you find less competitive long keywords. woorank.com - good for overall website analysis. google.com/webmasters/tools Google Webmasters Tool (GWT). You should be logged in to your gmail account to be able to access it.

Top Search Engine Ranking Factors

Google takes into account more than two hundred factors while ranking web pages. Here are 10 factors that seem to be the most of important of all these factors. Google gives more weight to keywords found in the beginning of a title tag. Let's say you wanted to rank for the keyword "free coupons" and you were deciding between two headlines: Then "Free Coupons: Find them here" will have more weight than "Find free coupons here".

Content Length.

Several industry studies have shown that longer content (1500+ words) ranks significantly higher in Google. So try and write in-depth posts on your website whenever possible.

Page Load Speed

It is very important. You can evaluate and improve your site's loading speed using Google's Page Speed Insights tool. Use a tool like Pingdom (tools.pingdom.com/fpt) to check the speed of your site.

Keyword Positioning

Include your target keyword in strategic places on your page like

- in your URL
- in the beginning of your title tag
- in the first 100 words of an article
- in the beginning of your article
- in an H2 or H3 tag

This sends a message to Google that your page is about that keyword.

Page Authority / Page Rank

The authority of your page – determined by the quality and quantity of inbound links – is by far the most important ranking signal that Google uses.

Domain Authority (DA)

When ranking a page, Google also factors in the authority of the domain as a whole (that's why sites like Amazon and YouTube rank for almost everything). You can check your Domain Authority using **Open Site Explorer** tool shared above.

You should build your Domain Authority by creating and promoting awesome content.

- ▶ Popular/Authoritative sites are worth more
- ▶ Very difficult, any easy/paid link strategies get found out
- ▶ Cricket – Sachin Tendulkar or Acting – Amitabh would consider have DA

Link Relevance

Google is paying more and more attention to the relevancy of the links pointing to your site. So make sure that most of your links come from sites that are on the same topic as yours. If you run a site that sells pet food, make sure you're getting links from other pet-related sites.

Time on Page

Google pays a lot of attention to what a Google searcher does after landing on your page from a Google search. It tracks if users stick around and visit other pages on your site or do they quickly bounce back to the search results. The amount of time they spend on your site known as dwell time is a super-important ranking signal. Creating a clutter free and useful site is the starting point to improve your site's dwell time.

Optimizing Site for Mobile Users by using Responsive Design

A significant part of web's traffic now comes from a mobile device. Google prefers responsive design vs. a separate mobile website. A fast-loading, mobile-friendly responsive design can give you higher rankings for people searching on smartphones and tablets.

Thin or Duplicate Content

Google wants to rank sites that have robust, original content. Even for the sites that have original content, pages like archive and category pages can be seen as thin / duplicate content pages. It makes sense to delete or “no index” thin pages or pages with duplicate content.

Getting Started with SEO for Your Website.

1. Do a Website Audit.

It should be done in two parts - Content Audit and Technical Audit.

I. The Content Audit

Is your website content high quality?

As you evaluate your content for quality, think about it from your target audience’s perspective. Does this information leave me satisfied? Does it answer all of my questions? Does it give me all the resources relevant to this topic? Do I know what to do next?

Is your website content search engine optimized?

Make sure all your web pages are following on-page SEO best practices. Review basic on-page SEO elements like URLs, page titles, meta description, and copy. Make sure keywords are included where it is relevant.

Is your website optimized for maximum usability? The more visitors you can attract to your website, the more opportunities you’ll have to generate leads, and ultimately, customers. As part of determining the overall efficiency of your website, your audit should check to make sure your site is designed with your visitors in mind. The design should correspond with what a person would come to the site to seek out, such as more information on a business-related topic, resources, product or pricing information, testimonials, etc.

This will largely depend on your individual business conversion rates improve on their own. The main goal here is to make it easy for people to get to the information they’re looking for.

Ask yourself,

- Are all the main value propositions of our business easily accessible via our main navigations/menu items?

- Do we have a simple yet intuitive website design and page layout?

Make sure pages aren’t too cluttered; littered with ads, CTAs, or links; or without internal links altogether.

II. The Technical Audit

Check if your URLs are optimized.

Is your site structure optimized for search engines?

If pages on your site are not internally linked to other pages on your site, those pages are less likely to be indexed. So fix them if they are not interlinked.

Check if there are excessive page sizes and/or long page load and server response times.

Does your site go down frequently? Site speed can be impacted when image files are too large or HTML and CSS needs to be cleaned up, all of which can drastically improve your

site speed . Ultimately, fast loading and optimized pages will lead to higher visitor engagement, retention, and conversions.

Check if you are defining how your web pages are crawled and indexed by search engines.

By using robots.txt you can tell search engine which pages are not to be crawled and by using sitemaps and tags you can tell search engine about segments of content and how search engines should index your site.

2. Keywords

Come up with a list of keywords through brainstorming and using the keyword research process shared above. Pick 10-20 keywords that you want to target. Create a page each on your website for all 10-20 keywords on your website.

3. Analyze Competition

Analyse the website of your competitors and understand their link profiles by using tools listed above and see how you can get similar links.

4. Content Promotion

Promote this content using content marketing. Also promote this content using social media channels available to you.

SOCIAL MEDIA TOOLS

The businesses use several social media channels to promote their brand and products. It is humungous task to maintain independent channels for communications for your brand and product promotions. Social media tools help to integrate all the social media platforms, such as Facebook, Twitter, Instagram, Pinterest, LinkedIn, etc. for a comprehensive 360-degree view of all the platforms on one single dashboard. Social media tools let you have more control over your social media marketing campaign.

To be an effective social media marketer you should look for ways to:

- Spend less time in managing your social media channels
- Have more control on what is posted and when
- Be able to monitor your brand's performance
- Get detailed analytics to analyse the result on your efforts

TOOL HELP ORGANISE

- Schedule & manage posts seamlessly across platforms
- Monitor your brand & marketing communications
- Understand what works better for the brand
- Easy comparison with others
- Discover newer content related to your business
- Track changes in your follower's account
- Predict & plan for future growth
- Calculate the traffic and lead generated on various platforms

DASHBOARD

A robust dashboard will let you connect with all major social media platforms. At the bare minimum, most good tools will sync all your social media channels

- Let's you connect with all major social media platforms.
- All good tools will sync Facebook, Twitter, Instagram, Pinterest and LinkedIn
- Makes it easy to manage multi-platforms
- Enables you to see all your social media analytics on one dashboard
- There are plenty of tools in the market.
- Most are reasonably priced
- Choose the one that suits your business the best

SM AGGREGATION TOOLS

As you all know that number of social media platforms their sheer size and reach is so huge, there is room for several players to operate within the massive space.

Therefore, the market offers a large number of social media tools. Let's take a look at some of these.

BUFFER

Buffer is a software application for the web and mobile, designed to manage accounts in social networks, by providing the means for a user to schedule posts to Twitter, Facebook, Instagram, Instagram Stories, Pinterest, and LinkedIn, as well as analyse their results and engage with their community. (Wikipedia)

HIGHLIGHTS:

- Simplest and authentic engagement
- Tell your brand's story
- Grow your audience with a publishing & analytics Most trusted
- Mix & match their tools, and build a plan that fits your workflow

HOOTSUITE

Hootsuite was created by Ryan Holmes in 2008, Vancouver, Canada and offers 90 days free trial for business accounts. Operates in 175 countries across the world and has 18 million users (2019)

The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn and YouTube

Bulk scheduling

Keep your social presence active 24/7 by automatically scheduling hundreds of social media posts at once, across your social accounts.

Content Creation

Create your content with much ease. Stay on message with pre-approved content your teams can post, stored in your favourite cloud file service. Tagging, searching, and usage stats make curating content a breeze.

Content streams in columns so you can assign different parameters of review and analysis. One can also create Group Streams for a single topic and furthermore the groups very platform specific, ex:

WFH critics on Facebook, X-ray Technician Jobseekers on LinkedIn, Trending clutch-purses on Instagram.

Social Analytics

Hootsuite offers an excellent tool to Track and improve social ROI. Users can measure the impact of their social media campaigns through comprehensive reporting. Measure conversions by social channel and generate separate ROI between owned and paid media.

SPROUT SOCIAL

- Sprout's easy-to-understand toolset, user-friendly, customizable &scalable
- Complete oversight of all connected social profiles from one location
- Compare your performance on social to your competitors'
- Integrated publishing and engagement tools along side analytics

This tool is best for generating reports and integrating them with the ERP solutions or transfer them to MS Excel Document. The multi-various reports offered are:

Group Report- for brands, products falling within a category or SM platform Tag Report- the number of tags and their responses, lead conversions Sent Messages-the aggregation of messages sent to subscribers, institutions, customers, etc.Competitors-offers a complete view on the social media activities of the competitor and their results in terms of lead generation and conversion. It also gives the information on the share of the voice between you and all your competitors.

Paid performance-the tool also gives an analysis on the ROI for the paid services that you have utilized.

Team & Task Performance: The analysis can be drilled down to platform-wise individual, team and tasks performances. This enables you to have a leg-up on your social media optimization strategies

Premium Analytics - You can subscribe for premium analytics, which offers further advances tools such as:

Report builder – used for your personalized reports

Selectable metrics – one can select from a large pool of metrics that fulfil your unique requirements Advanced filter- you can build and select from a large base of advance filter to suit you.

GOOGLE TRENDS

Google Trends is a website by Google that analyses the popularity of top search queries in Google Search across various regions and languages. The website uses graphs to compare the search volume of different queries over time.

Google Trends allows you to find keywords that are trending in a region or demographic that you want to target and use them in your social media posts as hashtags. If you have two, three or more trending hashtags you can optimize your brand reach by targeting them.

Benefits of Google Trends:

It enhances the effectiveness of your social media marketing campaigns through intelligent targeting

based on behavioural mapping and your locational preferences

The Google Trends analyses the popularity of top search queries across various platforms, regions and languages and offers you seamless tools to enable effective targeting

You can find trending topics and keywords in a region or around the world, and tailor them to create a bunch of engaging hashtags

Hashtags are one of the crucial aspects of social media marketing on platforms like Twitter, Instagram, Pinterest, and Tumblr.

Top Ten Social Media Tools of 2019 ([buffer.com › resources › social-media-tools-2019](https://buffer.com/resources/social-media-tools-2019)):

1. BuzzSumo, Google Trends, BufferPublish, Canva, Unsplash, Animoto, Feedly, BufferReply, NativeAnalytics, Todoist

SOCIAL LISTENING TOOLS

Announcements and Alerts that provide information about the events and conversations SM listening tools are meant for media monitoring

It also gives the mood of the people about a brand or product in the form of Sentiment Analysis

The listening tools also track of what people say about brands. Any kind of negative conversation can be tracked and responded

We can know the brand's share of the voice, meaning how many people speak more about the it and the percent of share of total voice in the category

Free Social Media Tracking (<https://brandsfullpac.tistory.com/14#free-social-media-tracking>)

Google Alerts is a content change detection and notification service, offered by the search engine company Google

Mentions.com (Region-wise & 42 Languages). Mention enables brands and agencies to monitor the web, listen to their audience and manage social media

Zapier

Connects to all Apps, integrates them to avoid repetitive tasks while populating each

FEEDLY

Feedly is one of the best news aggregators. This works for various web browsers and mobile devices running iOS and Android. A user can also customize and share the feed with others News aggregator that allow you to know what is happening in the industry Streamlines and delivers your selection of news.

All your subscriptions are aligned and delivered in an email-like interface.

SOCIAL BAKERS

A suite of tools for listening and deep data analytics for brands that market on large social media platforms.

Socialbakers.com website is notable for its massive database of free social media statistics, as well as its blog, research studies, and Industry and Regional breakdowns

The iOS and Android apps allow you to keep a track of social campaigns from anywhere, giving you quick insights and actionable tips whenever and wherever you need them.