



**ONLINE MARKETING IN COVID TIMES**

University of Mumbai



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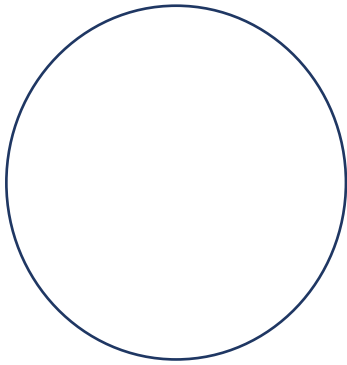
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# CERTIFICATE

This is to certify that Ms Amrita Annu has worked and duly completed her Project Work for the degree of Bachelor in Commerce ( Banking and Insurance ) under the faculty of Commerce and her project work is entitled ,” Online Marketing in COVID TIMES ” under my supervision .

I , hereby certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University .

It is her own work and facts reported by her personal findings and investigation .



NAME &

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NAME &

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**Date of Submission :**

## DECLARATION OF LEARNER

I the undersigned Ms Amrita Annu hereby , declare that the work embodied in this Project Work entitled “ Online Marketing in COVID TIMES. ” forms my own contribution to the research work carried out under the guidance of Dr. Rakhi Bhattacharya , result of my own research work and has not been previously submitted to any other University for any other Degree / Diploma to this or any other University .

Wherever reference has been made to previous works of others , it has been clearly indicated as such and included in the bibliography .

I , hereby further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct .

Name and Signature of the learner

Certified by

Name and Signature of the Guiding Teacher

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## **CHAPTER – 1**

### **INTRODUCTION**

#### **1.1 10 Reasons to integrate Traditional and Online Marketing**



The marketing world has experienced a complete revolution since the introduction of online media. Marketing strategy plays a great role in increasing sales and achieving a sustainable competitive goal. No matter traditional or online , both are equally important.

We all want to earn more profit from our campaigns. The integration of both the Traditional and online ways in our marketing tactics will help you to accomplish your goals in an efficient and quicker way.

##### **1) Increases your public relation**

The combination of digital and traditional PR efforts lets you reach more number of people. We have mixed audience; there are people who still read magazines and other who prefer everything online. So if your blog is published in a magazine and is available online too, then there are better chances of it reaching a wide range of customers.

## **2) Helps you to reach both Active and Passive Audience**

The two techniques complement each other . Traditional marketing is usually passive, while digital marketing involves targeting audience. The intended objectives can be achieved by combining television ads with social media posts. Coca-Cola is a company which uses this combination to actively engage customers and improve the outcomes.

## **3) Builds long lasting relationships**

The traditional marketing techniques are highly effective for reaching broad consumer base whereas other techniques target more on reaching the specific target audience. The integration of both the ways helps marketers to build stronger relationships with Customers. It is an easy way to involve customers with your products and services.

## **4) You can spread across Multiple Relations**

The brands can advertise their products, services or goods in an efficient way by using both the marketing techniques. They can also run print - ads and use social media platform for online advertising of brand. By engaging with more number of channels, the reach of your message will improve it effectively.

## **5) Promote Social Channels via Traditional Media**

You can bring traffic to your social media sites by advertising about them on Television, Radio and other platforms. You can engage more number of people by adding some useful information related to customers.

## **6) Allows you to accomplish Goals**

You can accomplish your goals in a better way by applying the blending mixture of traditional and digital marketing strategies. This way you can reach both the type of customers no matter whether they are online or offline. By using these practices you can easily achieve the market goals with your product.

## 7) Connects the Audience across all the Channels

By using both marketing and communications at once you can **connect with large number of people**. If your advertisement is displayed among all the audience and across all the channels then there are better chances of earning more clicks on it.

## 8) You can organise events through Online Campaigns

**Traditional marketing** also includes holding up meetings, conferences etc. to promote the business strategies. You can attract more number of people towards your meet by advertising about it on social media or channels.

## 9) Your Marketing Strategy gets strengthened

With the advent of digital marketing, it was thought that this would put an end to traditional ways of marketing. But in spite of it both the techniques help in strengthening the marketing methods. Most of the marketers use print - media and online platform in cooperation for advertising and promoting.

## 10) Better Customer Acquisition and Brand Recognition

Integration of old school ways with new ones helps your brand in becoming productive. You can encourage customers by displaying - ad on television to visit an online destination. By applying traditional tactics on online marketing strategy you can increase your brand's customer acquisition.

## 1.2 How to start with Online Marketing

### What will you find in this

- What is online marketing?
- Marketing process
- Importance of online marketing
- Understanding online marketing process
- How to do online marketing?
- Search Engine Optimisation

- Social media marketing
- Email marketing
- Content marketing
- Online reputation management

*After reading this advanced guide on online marketing, you will be able to answer & understand the following*

- •What is online marketing?
- Importance of online marketing
- What is online marketing process?
- How to increase your visibility online?
- How to bring targeted traffic on your website?
- How to engage traffic on your website?
- How to convert traffic into leads?
- Tracking your marketing activities using analytics •Retaining your visitors and customers •How to do online marketing?
- Understand online marketing platforms like SEO, Online advertising, Lead generation, Social Media marketing, Mobile marketing, Web analytics, Email marketing and Content marketing.

Online marketing is doing marketing of products, services, brands or people on Internet using digital devices like laptops, tablets and mobile phones.

Contrary to what most of us think becoming a good online marketer has nothing to do with technical knowledge like HTML, JAVA, Web Development.

To deeply understand onlinemarketing it is important that we understand marketing first. So, what is marketing? Marketing is all about identifying your potential buyers and communicating value to them.

## **Some of the key steps in Marketing Process is :-**

- Identify what customers want
- Research and development
- Identifying potential buyers
- Increasing brand awareness
- Proposing value
- Creating utility
- Advertising
- Promotion
- Sales
- Feedback
- Retaining
- Measurement

So when all of the activities or some of the activities mentioned above are done on Internet, it becomes part of online marketing. So, we reach out to our prospects on Internet using digital devices and propose value of our products and services, create utility and run advertising and promotional campaigns to sell.

Startups, SME's and corporates have identified potential of marketing themselves online (digital marketing) and are constantly identifying ways to reach their prospects on Internet.

Online marketing also known as Internet marketing, Web marketing, Online marketing has changed the way modern marketing is done. It is no more about loading prospects with information but is about engaging them. How your prospects perceive your brand on social media is what modern marketing is all about.

So to summarize everything- **Online marketing is nothing but pure marketing done on Internet using digital devices.**

There has to be some reasons behind digital marketing becoming popular and taking marketers by storm. Let's see why online marketing has become so important and its benefits.

### **1.3 Importance and benefits of Online marketing**

- Wide Reach
- Helps in increasing brand awareness
- Cost effective
- Performance oriented
- You can easily target your niche
- Generate potential business leads
- Track and monitor your marketing campaigns to improve performance
- Cut down on employees' expenses
- Edge your lazy competitors
- Challenge your big fat competitors
- Add extra outlet for sales

Click here to know how online marketing will help any business grow:

So, if you are planning to start with marketing your products/services digitally, then this guide tells you how to do it in the most easy and precise manner.

**10 steps guide on how to start with online marketing-**Things that are must to increase your visibility online-

- **Book a domain name-** Name of your website. One important thing that you should consider while booking a domain is the domain extension. .com is the universal domain extension. However, if you want to buy xyz.com but xyz.com is not available and your business is India specific, then, you may choose .in or .co. In. You may buy domain name from domain name sellers like [www.godaddy.com](http://www.godaddy.com) or [www.bigrock.com](http://www.bigrock.com).
- **Buy web hosting**– For our website to open on web, it needs to be uploaded on a web server. Hence we need to buy a space on web server, where we can upload files and folders of our website which can be then connected to our domain name through Name servers.
- **Plan what content to be posted on your website**– What is it that you want your visitors to know? Whether you want to sell online or you just want to provide information about your business.
- **Conceptualize your website**– This is a very important task that is missed by 99.9% of online marketers. By conceptualizing we mean how your website will look like. What will come where? How many pages will be there on your website? What information will your home page provide and what other pages will have on them. One general mistake that we do is putting too much information on our website home page. Home page should resemble our business or website and should mainly act as a gateway to other pages.
- **Do A/B testing-** Once we have designed a page then there is always a change that it may not perform as per our expectations. So it is always good to create two or three versions of one page, with minor changes in each one, and test which one is performing good. Which one is more engaging? Which one is having a low bounce rate? On which web page visitors spend more time?
- **Get your website developed or get it done on WordPress**– After conceptualizing our website and creating blueprint of all its web pages next task is to have all web pages designed and developed by a web developer. If you are not well versed with coding and HTML then you may go for WordPress as it is world's most common third

party platform where any layman can easily develop a website without messing up with codes. Moreover, there are thousands of WordPress themes available for free and paid to choose from.

- **Have some Social Media visibility by creating a Facebook page.** If you are a company then you can also go ahead and create a page on LinkedIn. Signing up on Instagram is also a good option as it is spreading up in masses really fast.
- **Have a blog section on your website** or start writing blog on free blogging platforms like tumblr.com, hubpages.com, etc. Content marketing is the new form of marketing which helps you to reach masses bring targeted audience on your website and build a positive brand image. If you write a blog regularly, then, it will not only bring added visitors to your website but will also help you generate more leads.
- **Get your website mentioned on your business cards or brochures.** This is the least that one can do. Letting people know that you are not living in stone age and do have enough web presence will send a good message across your clientage.
- **Online advertising**— Advertising online can be tricky at times but if done carefully it can change gears for your business.
- **Google AdWords-** Google AdWords is an advertising program where we can target our potential customers by showing ads on Google search engine result page on target keywords. Suppose we are an e-commerce website selling shoes online. Then, we can show our ads to people who search for queries related to shoes or buy shoes or even buy Nike shoes. Google AdWords is a highly targeted and precise way of reaching out to your potential customers. The best part about AdWords is that it is Pay Per Click (PPC) form of advertising i.e. we do not have to pay anything unless and until someone clicks on our ad and visits our website. Other than SERP targeting Google AdWords also lets you advertise on its network of partner websites known as display network which is having 2.5 million website approximately. For eg- you can advertise on youtube.com or indiatimes.com from AdWords itself.

- **Facebook ads-** Facebook being number one social networking website in World has an excellent advertising platform. Facebook primarily has two types of ads. **1- Newsfeed ads** and **2- Right hand side ads**. Apart from this, Facebook lets you target people on their interest basis, age, gender, geographical location, demographics, occupation, education and online behavior.
- **LinkedIn Ads-** Though LinkedIn ads is very expensive in comparison with AdWords and Facebook, yet are performance oriented, as you tend to reach out to professionals. You can target professionals on the basis of their work profile, age, geographical location, etc.
- **You can further advertise on website which are frequently visited by your targeted traffic.** Suppose you are targeting students, then, you can advertise on websites like meritnation.com or shiksha.com. This form of advertising can be done via agencies or directly by contacting websites. Popular Ebooks

For your reference and to give you a clear understanding of how you can market a brand, product or a service on Internet below are some ebooks on online marketing-

- An ultimate guide to generate potential business leads
- An advanced guide to online marketing
- How to increase brand awareness with limited resources?
- How to earn money in every stage of online marketing?
- How consumer behavior and online marketing can help your business generate more sales

## **1.4 Understanding Online Marketing Process :**

### **Step 1- Planning your visibility on Web**

The first and foremost step in online marketing process is to increase your visibility online. Just like we need some place from where we can operate our offline business and our customers can approach us. Similarly, when you talk about doing online marketing, the first step is to increase your visibility on various platforms where we can be in front of our potential customers.

- Visibility can be increased by having a website.
- Having a business page on Facebook or LinkedIn.
- We can also have a profile on Google my business.
- Writing a blog will also help us in increasing our visibility.

There are 3 different ways on how to increase your visibility online.

- Owned media
- Paid media
- Earned media

### **Step-2 Bring Targeted Traffic**

Increase in visibility leads into traffic coming to our visibility platforms like website, landing pages, Facebook pages, YouTube channel, etc. But it is easier said than done.

We can bring traffic to our website by doing inbound marketing or Outbound marketing. Outbound and Inbound is like push and pull in offline marketing but a lot more effective.

#### **Outbound marketing**

Outbound marketing is like reaching out to your prospects yourself. For example- we have an email marketing list. We prepare a nice emailer with our website link and shoot emails. As a result some of the people on that list open our email and clicks on our website URL.

This is what outbound is. Another example can be advertising on Yahoo.com. Yahoo gets lots of traffic. Some of its visitors see your advertisement, click on it and land on your webpage.

### Inbound marketing

Inbound marketing is a bit challenging but very productive. In inbound marketing we let customers reach us rather than we approaching them. Suppose we have written an eBook on “*How to increase your brand awareness with limited resources*” and have uploaded that on various eBook directories, on our blog and on websites like slideshare.net. Now, let’s say that RAM has just begun with his startup and he is looking to market himself online. But being a startup he is short of marketing budget. So what RAM does is he goes to Google and searches for *how to improve brand awareness online for free*. As a result of this our eBook ranks on first page and RAM downloads our eBook. While reading our eBook RAM visits our website. This would be a perfect example of inbound marketing. In Inbound marketing we write content and let people reach us.

Though inbound may result in less traffic, in comparison to outbound marketing, but it has high conversion rate.

### **Step-3 Engagement**

This is my favorite step under online marketing process. Engaging visitors on website, Facebook page, LinkedIn page, blog, etc. Once we have traffic coming to our website then what do we do. First thing that may come to your mind is to sell and tell our visitors why they should buy from us.

Well, let me share one very important and shocking stat with you. 95% of our website traffic does not visit to buy our products or services. And only 5% of them are either looking to buy or is doing their research and weighing their options.

At most we can sell to 5% of the lot. But what about remaining 95%? If we try to sell them then the first thing that they will do is close the tab of their web browser or hit back button.

So before we can sell to our prospects we shall engage them. Let them move freely within our website pages. Let them do some activities. Let them download an eBook. Let them read our blog. Let them subscribe for free trial/demo if any. All these activities come under engagement. Engaging our visitors will increase their trust in our brand/products/services. Even if they don't want to buy now they will come back to us in future when they are ready to buy.

To demonstrate importance of engagement we will continue with example of RAM. Let's assume that we are an advertising agency. Now RAM had visited our website because he downloaded our eBook. But Ram being a young, new entrepreneur is not having pockets to buy our advertising services. But he did read our eBook and liked it a lot as he gained valuable knowledge out of it. If we can further engage RAM and make him subscribe to our newsletter or bring him back to our website once in a while (as a result of engagement) then this will make RAM trust our website, agency and in future if RAM needs professional advertising solution then he will definitely consider us once. This is the benefit of engagement.

#### **Step-4 Conversion**

Engagement always leads to conversions. But hey... wait. I am not talking only about sales conversions.

Conversions in digital marketing is of 2 kinds- •Micro conversion

•Macro conversion

**Micro conversions-** Micro conversions are those where as a result of engagement visitors do some activities on our website. For example- subscribing to our weekly newsletter, downloading an eBook or any whitepaper, sharing our page on Facebook Following us on

twitter, etc. In micro conversions visitors does not show direct interest in what we are offering or selling. But because we are not trying hard to sell them and have lot of engaging options on our website they will end up in doing some activities which may or may not lead to a final sale. Such actions are termed as micro conversions.

**Macro conversions-** Macro conversions are those conversions where visitors show direct interest in buying our products or services or end up in buying them. For example- registering for a free trial, signing up to receive a call back from our sales team, making payment to buy what is on offer.

One important thing that we shall understand here is that the more we engage our visitors or micro leads and nurture leads the more end/macro conversion we will get.

### **Step-5 Measurement ( Web Analytics )**

Once we are getting conversions (both micro and macro) then the next task is to measure our performance. The biggest advantage of doing digital marketing is that we can, with 100% accuracy, measure performance of our campaigns like SEO, Online advertising, Email marketing etc.

Suppose we are doing a lot of outbound marketing and have a budget of INR 100,000. Out of INR 100,000 we have invested 30% in Google, 30% in Facebook and 40% in email marketing. After one month we are sitting on some sales and total revenue of INR 500,000.

Figures suggest that we are in profit and as a result we are celebrating our achievement. But what if out of the 3 advertising platforms only 2 have performed for us and one did not?

With help of web analytics we can track how many sales we got from Google, what revenue did Facebook generated for us and how did the email marketing performed?

Lets say that after investing 30% on Google we got a 50% of our revenue. Out of remaining 40% we are getting from Email marketing. If we can track this then it is very

clear that Facebook is not yielding results and we need to do something about it. But only if we can track this.

Hence in online marketing website analytics become very important as it will help us to identify the performance of our marketing campaigns and help us to increase our revenue further.

### **Step-6 Retention ( Retaining Visitors and Customers )**

Retention is not just about retaining our present customers but also retaining our visitors.

2 types of retention-

- Horizontal retention
- Vertical retention

**Horizontal retention-** Let us say that due to our good engagement and lead nurturing RAM purchased our email marketing campaign to boost his sales. Now RAM purchased our services for 3 month. After 3 months RAM is free to go to any competitor of ours. But because RAM is happy with our services he come back to us and renews our email marketing services. This is an example of **vertical retention**.

Continuing with same example horizontal retention would be when RAM after 2 months of buying our email marketing services also buys lead generation package.

So if a customer buys same chain of products/services then this is vertical retention. But of customer moves up or down in the ladder of products and buys some other products it is an example of **horizontal retention**.

Just like we try to retain our customers it is highly important that we try to retain our visitors. Unless and until we retain our visitors we will not be able to increase our sales.

Though retention is the last and final step in digital marketing process but it is of utmost importance as it is a continuous process and not an ending one.

## 1.5 How to do online marketing?

To communicate value and create utility with your prospects online we use various platforms like search engines, social networking websites, email marketing, mobile marketing, etc.

Further this article explains how to leverage various online marketing platforms online.

### 1- Search engine marketing (SEM)

One of the most popular platforms in online marketing is marketing through search engines. We all use search engines like Google. As Google is the most preferred search engine so I will be explaining search engine marketing using Google as base example.

When our prospects search for queries, on search engine results pages (SERP), related to products/services that we offer, we can increase our visibility on Google and bring them on to our website. There are two ways in which we can increase our visibility-

- Organic results
- Inorganic results

**Organic results** are the results that Google shows from its database related to your searched keyword (query). As per default settings of SERP there are 10 organic results. However, these results may vary if results also include Google maps.

**Inorganic results** are the paid advertisements that appear on Google SERP. In normal case scenario, there can be a maximum of 11 text ads on one page. 3 ads on top and 8 ads on right-hand side. However, if a search query related to products being sold on e-commerce websites can be 8 image ads along with 11 test ads.

## How to do search engine marketing?

For organic results- one thing that we must understand before proceeding further is that Google ranks webpages and not websites. So we must look after every page as a separate website.

To ensure good position in organic results we have to optimize our website pages as per search engine algorithm and this process is known as Search Engine Optimization (SEO)

## What is SEO?

As per moz.com SEO is- *“The practice of increasing the quantity and quality of the traffic that you earn through the organic results in search engines.”* Wikipedia defines SEO as-

**Search engine optimization** is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) — including Google, Bing, Yahoo and other search engines.

SEO is a process of understanding the parameters on which search engines ranks webpages in search result pages (SERP) and then optimizing a website on those parameters to improve its ranking on targeted search query. SEO is done to increase visibility and get more targeted traffic.

A simple definition of SEO can be that it is the process of ensuring a good rank for your website pages on search results pages in order to bring targeted but organic traffic.

But SEO is so vast that there can be many definitions. Do check out this post where 21 SEO experts have defined SEO as per their experience.

If you are new to SEO then this 30 minutes webinar on SEO, that I recorded recently, will help you to get your basics right.

**Search Engine Indexing:** However, before you can understand what SEO is, you need to understand how search engine works and index web pages in its database.

The only thing that has remained same in SEO since 2008 is constant change in Google algorithm resulting in how we do SEO.

A lot has changed since I heard of SEO for the first time and this made me create this Infographic on how SEO has changed in last 8 years.

## **Keywords**

### **What are keywords?**

Keywords are the search queries that people search on search engines like Google.

### **Why does keywords matter?**

Keywords are important because we need to identify the keywords that are related to our business/website and can bring targeted traffic to our website.

To rank your website pages high in Google search you need to optimize them for keywords.

But how do we know what people are searching for on Google that is related to us?

Keywords research tools are used to find our targeted keywords that are related to our business.

Keywords research process can be done using several keyword research tools. However, keywords research tools is not the only way to find potential keywords to rank on and bring targeted traffic on your website. Check out this post that I wrote earlier on 7 tricks to find more potential keywords.

For any keyword Google has thousands of webpages to choose from. And it is the algorithm that selects which page will rank where. So we must understand the parameters on the basis of which Google algorithm ranks web pages and optimize our website accordingly.

There are over 200 parameters on the basis of which Google ranks webpages. Read this post to know all the 200 ranking factors that Google considers before ranking a page. But not every ranking factor holds same weightage and some are more important like Domain level backlinks, page level backlinks, social media visibility, quality & quantity of content, etc.

## **How to do SEO?**

SEO is a long-term process where you need to understand the ranking factors and optimize your webpages accordingly on targeted keywords that can bring you targeted traffic. However SEO is not a short-term process. SEO starts with providing high quality information on your keywords that provides value to users in a better and easy way than what others are doing.

SEO process is divided in 2 parts-

- On-page SEO
- Off-page SEO

**On-page SEO** includes all the activities that you do on your website. On-page SEO can also be defined as optimization and improvement of web pages to rank high in search engines.

To understand on page SEO better, read out this guide on 10 on-page commandments that every marketer should follow.

Some of the important activities that we take care of in on page SEO are mentioned below but if you want to read a detailed post and have in-depth knowledge on SEO then read this post.

- Web page title- Have you ever purchased a book without a heading? I guess your answer is NO. Then how can we publish a page without a title defining the page? Every web page should have a title.
- Writing page description- Writing a brief description about web page content is helpful and helps search engine crawlers to understand the content of our web page.
- Defining headings hierarchy via H1-H6 tags- •Adding internal and external links to related content
- Ensuring keywords placement in URL, Headings, etc
- Image optimization using alt tags
- Improving user experience
- Reducing bounce rate
- Improving page loading speed
- Improving content quality and quantity
- Increasing content relevancy with targeted keywords
- Usage of multimedia
- Targeting Long Tail keywords

**Off-page SEO** is increasing the visibility of your web pages on web. It is often termed as link building process but is much more than link building alone. SEO professionals uses many link building techniques to build backlinks but building backlinks in order to make your website rank on top is what Google advices you against. As per Google backlinks is a natural process under which people will link your content on their webpages if it is good and provides value.

To understand more of it check out this video of matt cuts, head of web spam team in Google, where he explains what not to do in link building.

To understand On-page SEO and Off-page SEO I would recommend you to read this post that explains both with examples.

You need to understand that just by having your website link on many websites will not rank your website higher. However, there are many basic link building techniques and advanced link building techniques that many SEO professionals adopt.

Talking about link building techniques and not mentioning this post from Dean Brian will probably not do justice to this article. In this post, Dean talks about how to rank on any keyword and I must say that he has done a more than a decent job.

Doing SEO often requires use of tools that makes the entire process easy. Do not miss out on this guide where I have mentioned my personal top 11 tools that make SEO process very easy.

Google also changes its algorithm very frequently. But one of the most imp aspect that Google will never change is user experience (UX).

For example- One of the important parameters that are considered in organic ranking is content quality. So the foremost and basic thing that we should ensure is that our webpages that we want to rank better for selective keywords should have quality content on those keywords. Content should be such that it can solve queries of people reading it. It should be engaging plus visitors should be happy to share your content on social networking websites.

**Inorganic results ranking-** Inorganic results or paid advertisements can be created using Google's advertising program known as Adwords. You can sign up with AdWords, also commonly known as PPC ads, and create search advertising campaigns. While creating a campaign you will have to add keywords on which you are willing to run advertisements.

However, creating an ad campaign does not guarantee a good rank of your ad. We must optimize our campaigns as per AdWords AdRank algorithm. It may take some experience and deep understanding to ensure a good position of your ad on competitive keywords where there are many advertisers willing to run their ads on same keyword.

## **1.6 Social Media Marketing**

Social media marketing is a very common term, yet most of us are not able to understand and do it the way it is supposed to be done.

Social media mainly refers to social networking websites like Facebook, Twitter, Instagram, LinkedIn, YouTube, etc. Our prospects daily spend time on some of these, if not all, networking websites to connect with their friends, colleagues, acquaintances and to build new relationships. Facebook alone is having 1.2 billion users out of which 35% are online any time of the day and 113 million Facebook users are from India.

When our prospects spend so much time on these few websites then why do we search for them elsewhere? Identifying your potential buyers, building connections, communicating, engaging, building a brand image is what social media marketing is. However, most of the marketers use social platforms to push a lot of information to their connections and that's where things start going wrong.

Social media is a very big canvas and success depends on how you paint it. It is not just about sales. It is to let people know what your brand is all about.... What is your brand culture, making people feel connected with your brand, let people know that you value their connection, producing content what people would love to read. This will result in better brand awareness, trust and sales. But if you think that getting in few Facebook likes on your page and then killing people with your sales messages is the way to go then it is a short term strategy and also a thing of past.

## 1.7 Email Marketing

Email is the oldest way of doing online marketing yet remains one of the most effective. Email marketing is a way of doing marketing online which includes sending an email or multiple emails to a list of email ids. Email marketing is categorized in two types-

- Permission based email marketing (opt-in or double opt-in)
- Non permission based email marketing (Spamming)

**Permission based email marketing (opt-in or double opt-in)-** When visitors register with their email Id on your website, or any other visibility platform like Facebook, to get a free trial or subscribe to blog newsletter and you shoot them emails, then this known as permission based marketing.

**Non permission based email marketing (Spamming)-** When you send bulk emails using any software or other service to email id's of people who never registered to receive emails from your end then this form of email marketing is known as non permission based email marketing or spamming. Spamming is also a punishable offence in countries like US. However, doing spamming has become tougher and tougher over the years, thanks to extra smart spam filters of email service providers like Gmail and Yahoo.

### **Content marketing**

Content marketing is a way of attracting and reaching potential customers by writing & sharing compelling content. Content shared is closely related to the products or services you offer. Content marketing is done to increase visibility, bring more targeted traffic, and convert traffic into leads and sales by increasing trust and authority.

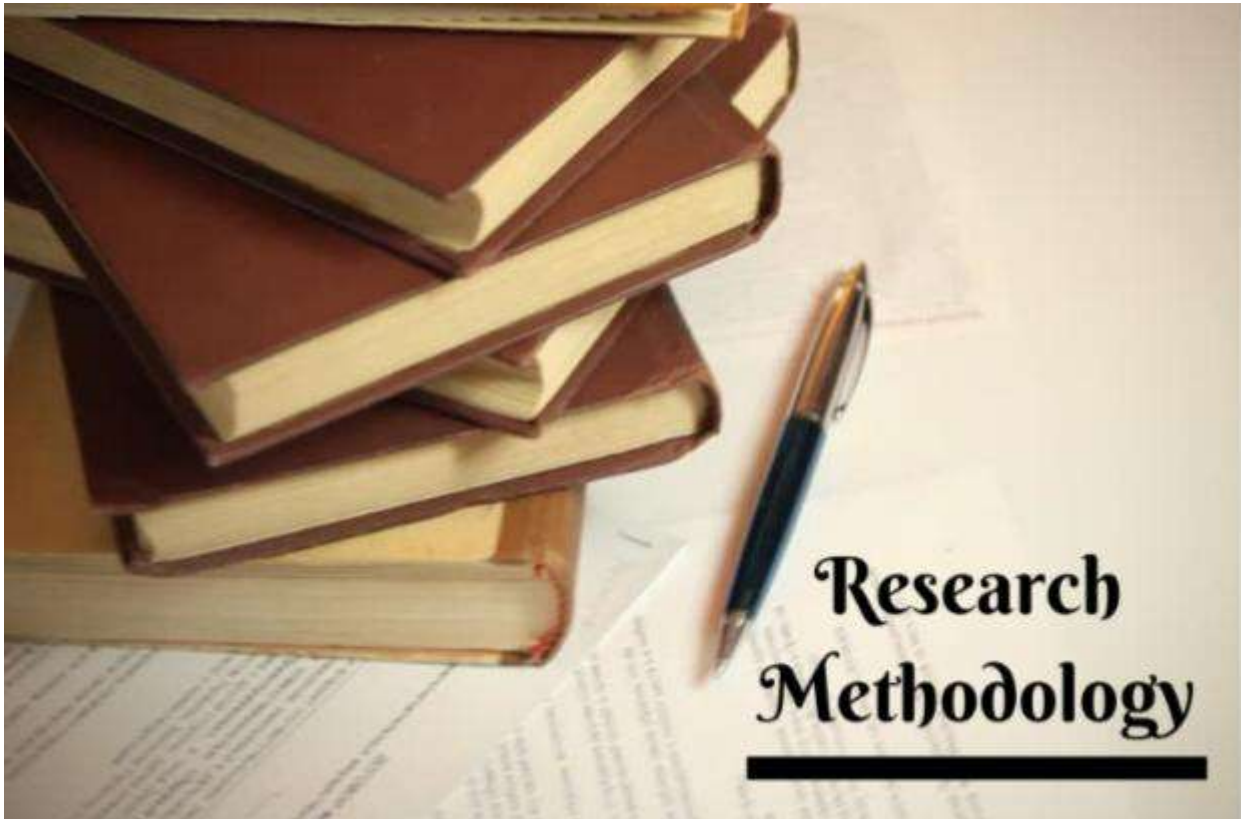
Content marketing is part of inbound marketing strategy.

## **Some of the ways to do Content Marketing is :-**

- Article writing- Reports, case study, News, how to guides, Interviews
- Examples from industry
- Answering questions
- Daily experiences and learning
- Guest posting
- Ebooks
- Infographic
- Podcasts
- Videos
- Advanced guides
- PPT
- Webinars
- Humor content
- Reports
- E-magazines
- Quilting content
- Mobile marketing

## CHAPTER -2.

### RESEARCH METHODOLOGY



Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It's purpose is to find out answer to the question through the application of scientific method.

#### **2.1 Objectives of Online Marketing**

##### **Primary objective:**

- The main objective of study is to understand the consumers buying in digital era.

##### **Secondary objective:**

- To know affinity in customer for collecting information before purchase.
- To understand post purchase behaviour of India. • To figure out how Indian will purchase a product.
- To understand the media consumption of India.

## **2.2 Scope of Online Marketing**

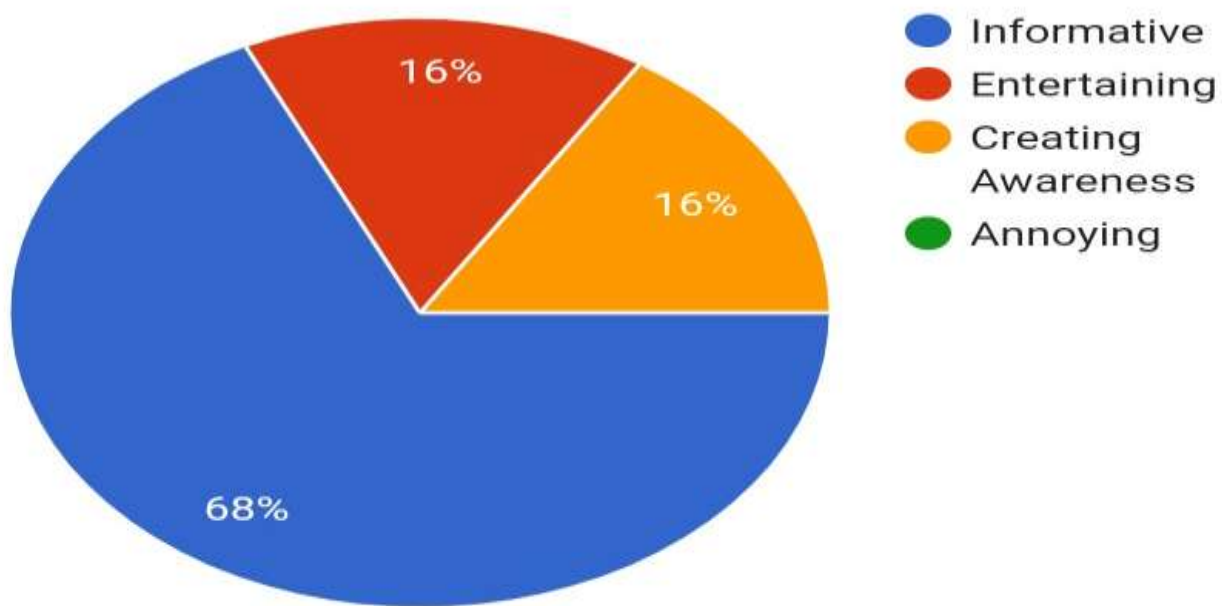
This study is useful for determining the consumer buying behaviour of India. It able to help brand to reach their target group through appreciate media. It will present an idea to brand.

More than half of consumer discover companies through Social Media. Companies leverage social media platforms for both business to business (B2B) and business to consumers ( B2C) online marketing campaigns.

## 2.3 Method of Data Collection

### What to do you think about Digital Marketing

50 responses

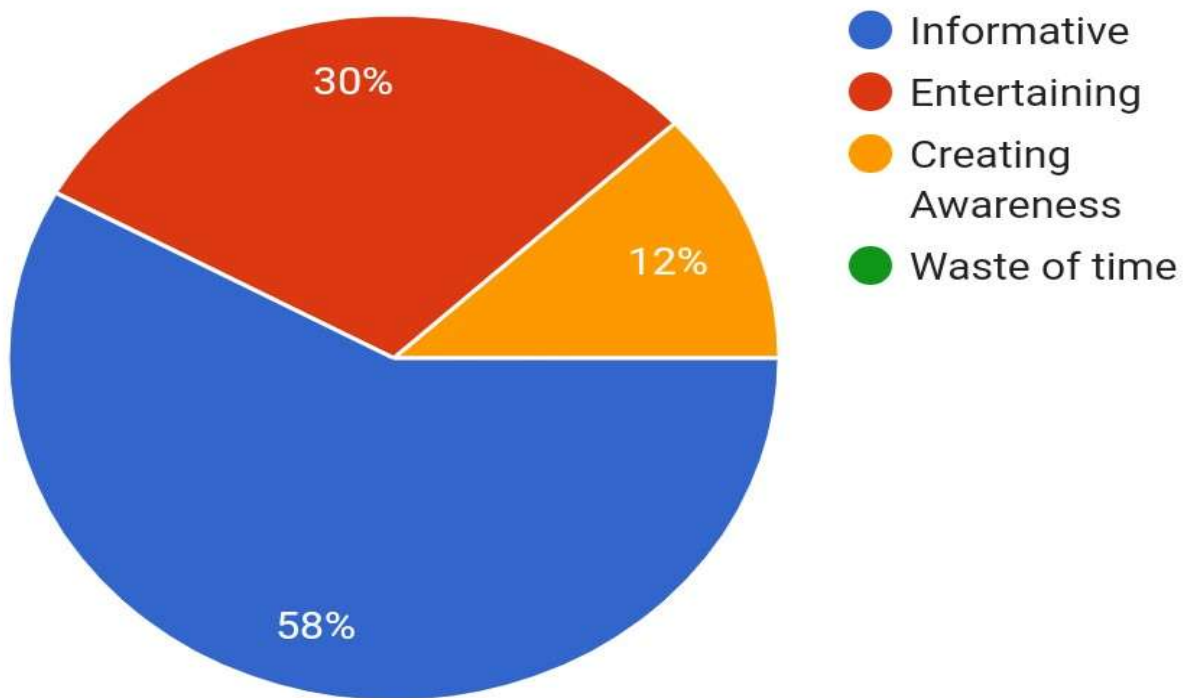


Online marketing is that common platform which provides every well able determined , devotate and entrepreneurs stages. It is the components of market that utilizes internet and online based digital technologies.

# Do you watch the TV / RADIO

## Commercial during commercial break?

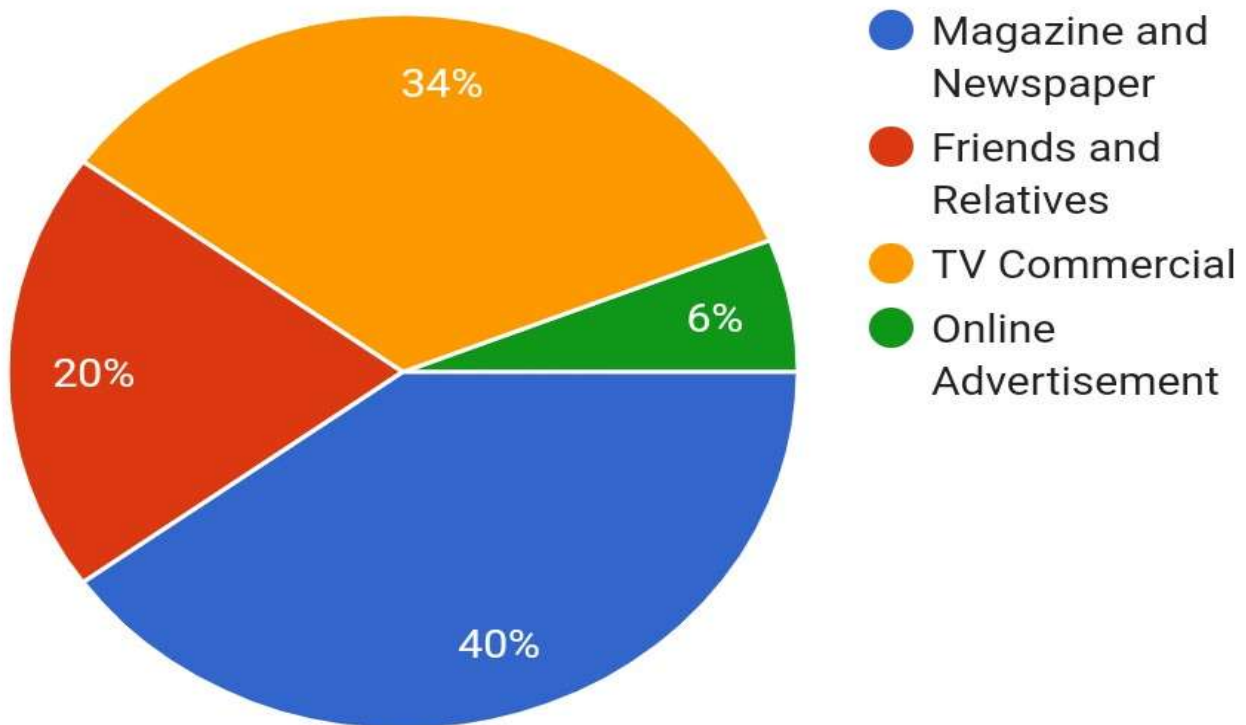
50 responses



Yes, I do watch TV Commercial during commercial break because It gives lot of information which we do not get by reading newspaper or magazine because people not prefer reading so it's better to watch on TV.

# What mode of Advertising influence you to Buy / Suggest any product?

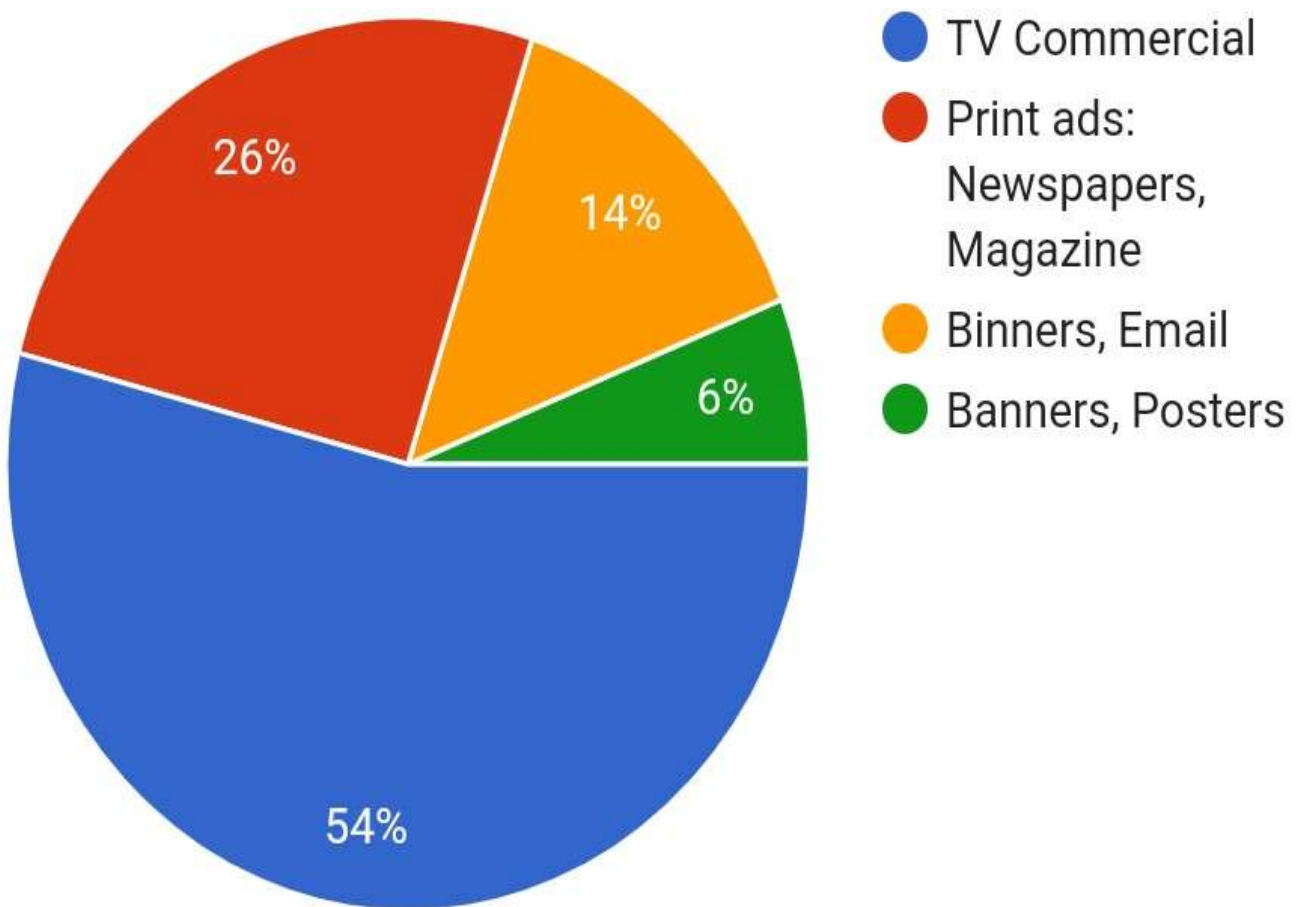
50 responses



According to me , TV Commercial & Magazines and newspaper both play an important role in influencing anyone to buy new product as in both the option it shown in intresting way to attract people.

# Which mode of Advertising would you prefer?

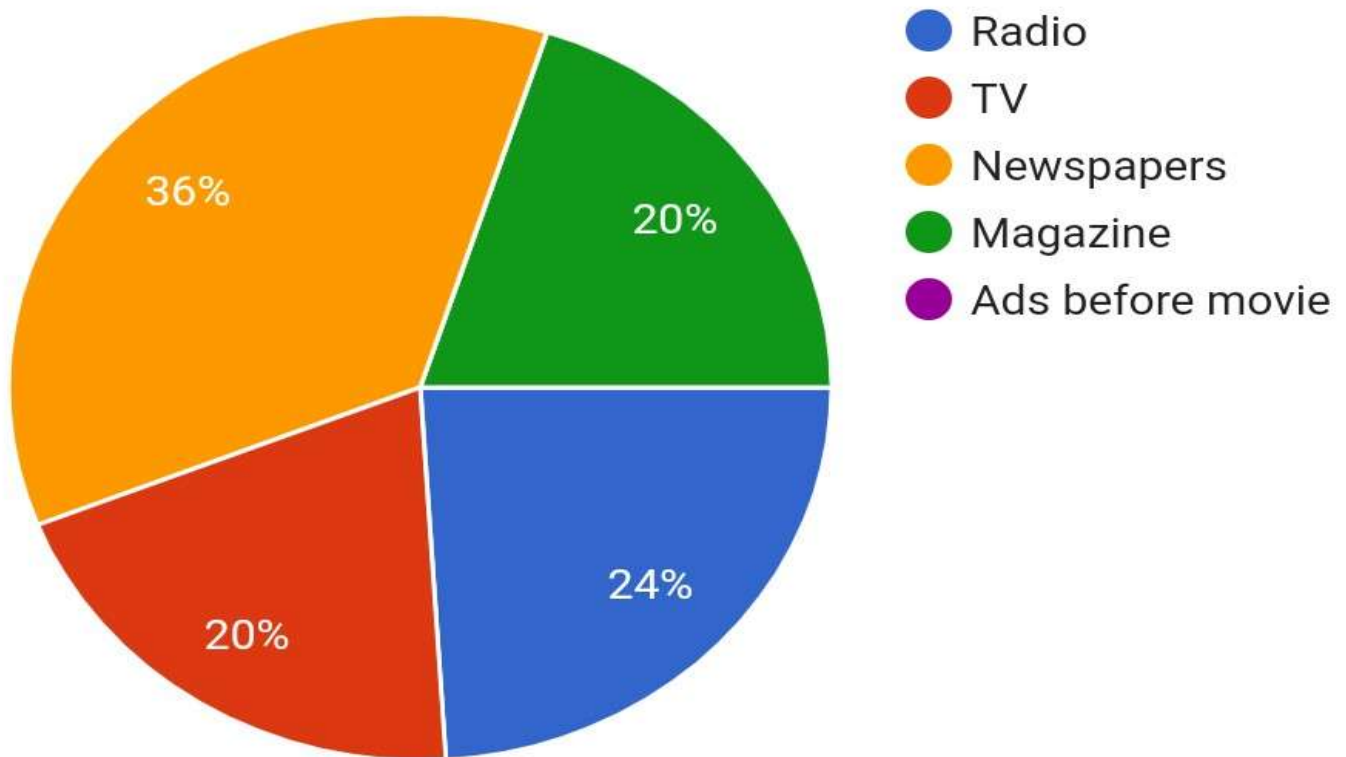
50 responses



Most probably people prefer TV Commercial rather than any other options because TV Commercial is less time consuming and it is presented in interesting manner.

# Which mode of Advertising would you trust?

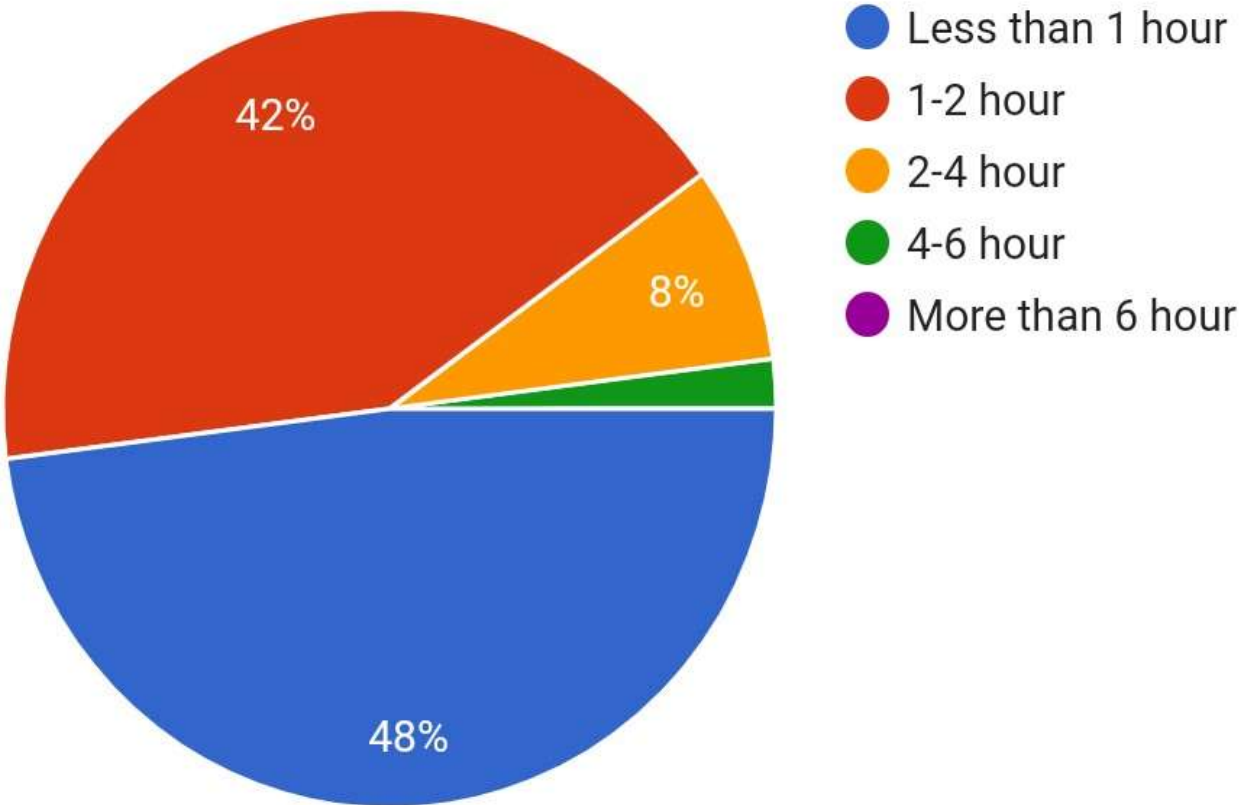
50 responses



People would rather trust Newspaper or radio advertising than any other options because these two can give accurate information than any other options.

# How much time do you spend on TV or Movies

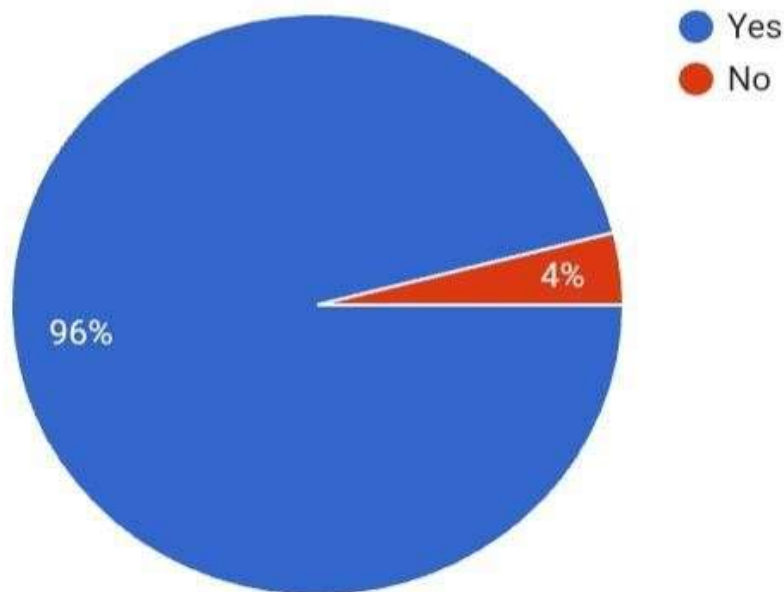
50 responses



Nowadays people rather choose cellphone than TV or Movies because in cellphone you don't need to see any advertising and waste time on it .As we know cellphone have the option to skip advertising which TV or Movies do not have.

Do you think that the face of advertising is transforming in terms of technological and cultural impact?

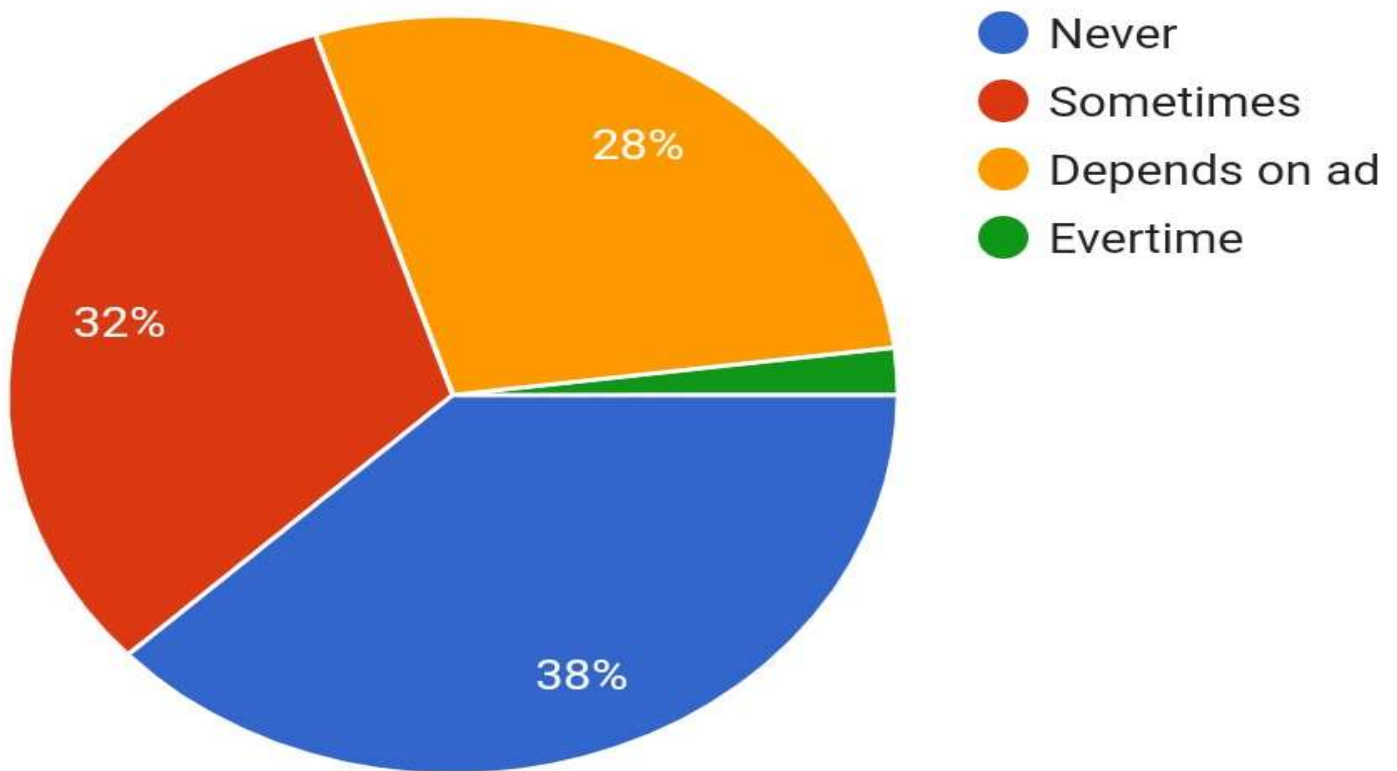
50 responses



Yes, advertising is transforming in terms of technological and cultural impact because nowadays advertising is the best option to attract people to their product.

# Do you see/ check online ads/ email when you surf the internet

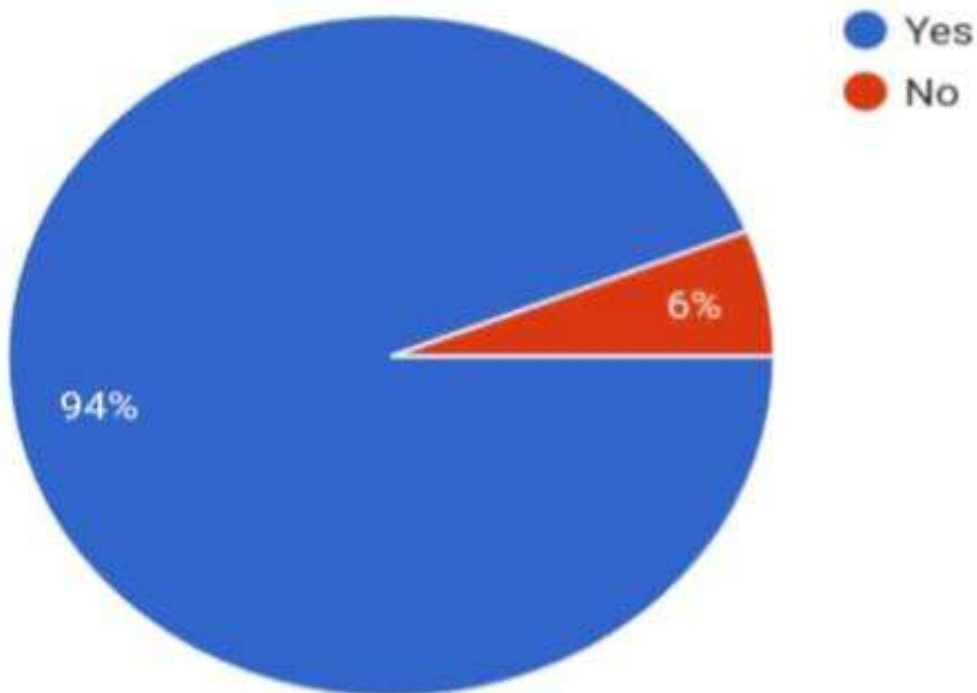
50 responses



Most probably people don't waste time on the ads which come on Internet but sometimes it's

Depend on ads whether ads is informative or not .

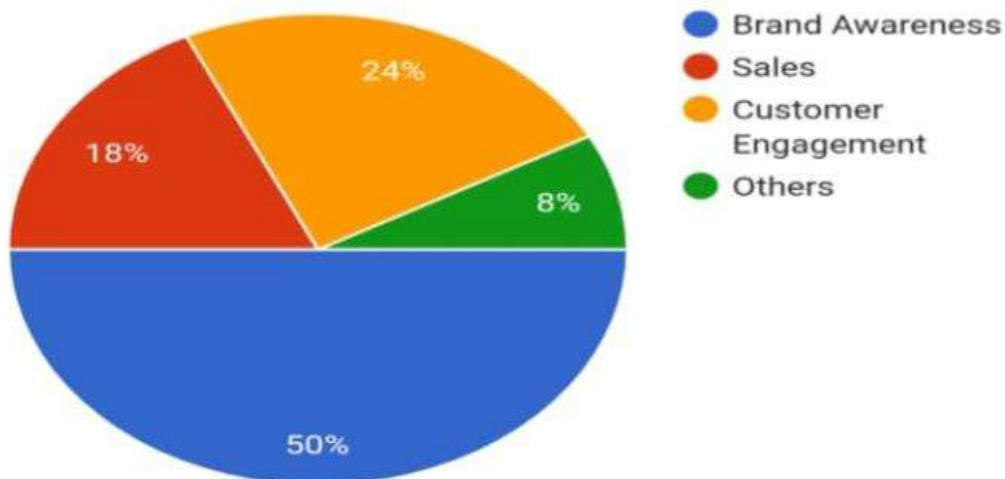
Do you think there is a drastic change in digital marketing during COVID Times?  
50 responses



There is a big drastic change in digital marketing during COVID TIMES because nowadays everything is going online . Nowadays even small shops also have the facilities to pay money online , even many companies are working on online basis . Nobody would have thought this before that we are going to be dependent on digital marketing so much before COVID TIMES .

## What are your goals for digital marketing?

50 responses



The main goal of digital marketing is to create brand awareness and it is not possible to reach to people personally. So, through digital marketing people can reach to us if they like our products.

## CHAPTER – 3

### LITERATURE REVIEW



The purpose of doing research in the area of online marketing is because it seem huge and has become more popular nowadays. Business are looking for clearer picture to start but do not know where and how to start online marketing. In today's time, social media channels such as Facebook, Twitter, Google, Instagram and other social media firms have successfully transformed the attitudes and perceptions of consumers and in the end help revolutionized many businesses.

This was done through measurable vast network of customers with trustworthy data with real-time feedback of customer experience. It is much more convenient for business to conduct surveys online with a purpose to get relevant information from targeted groups and analyzing the results based on their responses.

Potential customers can look for reviews and recommendations to make informed decisions about buying a product or using the service. On the other hand, business can use

the exercise to take action on relevant feedback from customers in meeting their needs more accurately.

Online marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs. Marketing has been around for a long time. Business owners felt the need to spread the word about their products or services through newspapers, magazines, TV Commercial etc..

Online Marketing is becoming popular because it utilizes mass media devices like television, radio and internet. The most common digital marketing tools used today is Search Engine Optimization (SEO). Its role is to maximize the way search engine like Google, Yahoo etc...

Social media with an extraordinary example Facebook has opened the door for business to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using communication strategies to engage the customer and enhance their experience.

Marketing professional must truly understand online social marketing campaigns and program and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audiences accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization marketing communication plan.

Blog as a tool for online marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experience. For business, online reviews have worked really well as part of their overall strategic marketing strategy.

The Internet is the most powerful tool for business. Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at

disadvantage because the Internet is changing the brand, pricing, distribution and promotional strategy.

In the developed world, companies have realized the importance of online marketing. In order for business to be successful they will have to merge online with traditional methods for meeting the needs of customers. Introduction of new technologies has created new business opportunities for marketers to manage their website and achieve their business objectives.

## CHAPTER -4

### DATA ANALYSIS AND INTERPRETATION

#### **Online Marketing Strategy Mix**

Every business needs three things

1. Lead generation
2. Creditability and brand awareness
3. Customer communication

#### **Priority Online Marketing Tactics**

- 1. Pay per click:** It is important to choose the tactic with the highest priority for want to generate leads quickly the tactic to use is Google pay per click.
- 2. Organic Optimization:** Once we have the best keywords for Google from pay per click we can then use the keywords to search engine optimise your website.
- 3. Content Marketing:** When it comes to content marketing that is where we write articles and add them to your website they are how to articles and information articles this is powerful way of marketing.
- 4. Social Media:** We can see that social media also provide a great way to build brand as well as communicating with customers social media can include blogging video syndication participating in online conversation and much more.
- 5. Other Considerations:** Every day new amazing tools and technologies are introduced to help business leverage the internet on the rise in mobile marketing application of one side conversation and measurement tools.

## 7 Ps Of Online Marketing

The 7 Ps of online marketing are:

1. **Product:** Product on internet are usually changes from online and the user experience it electronically in the form of text message, images and multimedia physical goods are usually presented in the form of detailed online category and the customer can browse through technology allow the user to virtually touch and feel the product on the internet.
2. **Price:** Price has drastically changed over the internet let's the buyer decides the price also it gives the buyer the information about the multiple seller selling the same product it lead to the best possible deal for the buyer in terms of price. Pricing is a dynamic cover over internet.
3. **Place:** Place revolves around the settings up the marketing channels to reach the customer directly. The elimination of the intermediate channels allows the producer to pass the reduced the distribution cost to the customer in the form of the discount.
4. **Promotion:** Promotion is extremely necessary to entice the customer to its website as there are current more than one billion webpages. Promoting website include the both online and offline strategies online strategies include search engine optimization banners ads multiple point of entry viral marketing.
5. **Presentation:** The presentation of the online business to have easy use of navigation the look and the feel of the website should be based on the corporate logs and standard about 80% of the people read only the 20% of the webpages.
6. **Processes:** Customer support need to be integrated into the online website. A sale service that the art will be able to answer the question fast and reliable manner is necessary.

7. **Personalization:** Using the latest software it is possible to customize the entire website for every single user without additional cost the mass customisation allow the company to create webpages product and services that suits the requirement of the user.

### **Type of Online Marketing**

1. **E-mail Advertising:** Legitimate a email advertising or email marketing is often known as “option email advertising” to distinguish it from spam.
2. **Affiliate Advertising:** Affiliate Advertising is form of online advertising where advertiser places campaign with a potential large number of publisher who make only paid media fees when traffic to the advertiser is generated.
3. **Pay Per Click:** Search engine place your website on their front page and you pay a set amount or click through site like over venture also run bids for keywords they move bid the higher your site’s appear on the first page of the search result properly these campaign can bring lot of extra traffic to your website.

### **Online Reputation Management-**

Also known as ORM is a process of monitoring and improving a brands image by countering, weakening or pushing back negative comments, if any, by posting positive content that ranks high in search engines and social media.

Experts also call it as controlling what ranks in search engines when someone searches your name or your company’s name. Tools that helps ORM-

- [mention.com](https://www.mention.com)
- Setting up Google Alerts

- Social mention
- Trackur
- Reputation

### **Affiliate marketing**

Affiliate marketing is a process where an individual, known as affiliate or publisher, gets associated with one or more businesses and increase traffic, leads or sales for the business (advertiser) through his/her marketing efforts. In return the business rewards the affiliate by paying commission for the leads generated or sales delivered.

There are 3 parties involved in affiliate marketing-

- Advertiser, the business
- Affiliate
- Affiliate network/agency

Affiliate network or agency acts as a middleman between advertiser and affiliate.

Though, sales and leads are the most common type of action being delivered by affiliates for businesses but, there are many other types of campaigns like CPC, CPL, CPS, CPT, PPC, Hybrid, etc.

To know more about how to do online marketing yourself I would strongly recommend to watch this 3 hours training session on online marketing and its process. This video will also explain how you can work as a freelance digital marketer and make money online.

### **Online Marketing Terms**

That Every Marketer Should Know      What about the circumstances when you get yourself stuck in the middle of any sentence or blog, contemplating about the term it is talking of? It is so self-evident, as the marketing lingo has crazy profundity and it's really difficult to stay aware of the list approving add-ons vigorously.

Well, here we are presenting a handy glossary of the most common online marketing terms to help you save your time when taking a dive into the sphere; read, learn and practice these words and visit us again to read more.

### **1) Website Traffic**

Website traffic is the number of visitors to a website and the pages clicked on by these visitors.

### **2) Paid Traffic**

Any traffic that you have paid to obtain is paid traffic. It comes in many forms.

### **3) Organic Traffic**

Traffic that comes to your site as a result of unpaid search results is called Organic traffic.

**4) Bounce Rate** Bounce rate is the percentage of single-page sessions i.e. the sessions in which users left the site from the entrance page.

### **5) Impressions**

An impression is counted for each ad request that returns at least one ad to the site. It is the number of ad units (for content ads) or search queries (for search ads) that showed ads.

### **6) Visitors**

When a person visits your website, he is referred as a visitor.

### **7) Unique Visitors**

The term refers to a user who visits a site more than once within a specified period of time.

## **8) Domain Authority**

Domain Authority is a score (ranging from 0-100) developed by Moz that predicts how well a website will rank on search engines.

## **9) Link Authority**

Link authority is a measure of the effect or power of a link i.e. the value it derives from related sites.

## **10) Landing Page**

The landing page is the page of a website where people have landed after clicking a hyperlink on another page.

## **11) Engagement**

Engagement is a marketing strategy that openly absorbs users and invites and emboldens them to partake in the development of a brand.

## **12) Conversion Rate**

The conversion rate is the percentage of users who take a desired action on a website.

## **13) Lead**

A lead in a marketing context is a potential sales contact that expresses interest in your offered goods/services.

## **14) ROI (ROI)**

Return on investment is the benefit to an investor resulting from an investment of some resource.

## **15) Adwords**

Adwords is Google's advertising service largely focused on the use of keywords.

**16) PPC, Pay per Click** Pay-per-Click (PPC) is an internet marketing strategy wherein advertisers pay a fee each time one of their ads gets clicked. It's a way to buy visits to a site.

## **17) CPC, Cost per Click**

Cost per Click is the amount of money spent by an advertiser to get his ad clicked.

## **18) CPA, Cost Per Action**

Cost per Action is a metric that measures how much an advertiser pays in order to retain a conversion i.e. to source a specified action from a prospective customer. It is also referred as Cost per Acquisition.

## **19) CTA, Call to Action**

A call to action (CTA) is an instruction to the audience that prompts them to take immediate actions, using imperative line of texts or images. These are “Write Now,” “Call Now,” “Click Here” or others.

## **20) CTR, Click-through Rate**

Click-through rate (CTR) is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.

## **21) Cost per Lead**

The Cost per Lead metric measures how cost-effective your campaigns are when it comes to generating new leads

## **22) SEO**

SEO stands for Search Engine Optimization and is a technique used to upgrade or enhance the ranking of a website in the search result page of search engines.

## **23) SMM**

SMM, Social Media Marketing is a form of Internet Marketing that uses social media platforms and tools to promote a product/service.

## **24) SEM**

Search Engine Marketing, SEM is an online strategy that involves the promotion of websites by growing their visibility in search engine results pages mostly through paid advertising.

## **25) SERP**

A Search Engine Results Page (SERP) is the page displayed by a search engine in response to a query by a searcher.

**26) Viral Content** Viral content is any piece of media that suddenly becomes an online sensation, getting shared, shared and shared on, all super quickly.

## **27) Keywords**

A keyword is a term used in search engines to find relevant content.

## **28) Tags**

Tags are keywords used to classify content.

## **29) Spam**

A spam is usually an unsolicited and unwanted message delivered to a user's device. It may be a text message or an electronic-mail.

## **30) Backlinks**

Backlinks are links on other sites that direct users and search engines to your page.

These are also referred as "Inbound Links."

## **31) Hyperlink**

A hyperlink is a word, phrase, or image that can be clicked on to jump to a new document.

## **32) WordPress**

WordPress is an online open source website creation tool written in PHP.

### **33) Pop-up Ad**

Pop-up ads are a form of online advertising focused on attracting Web traffic, usually generated in a new browser window with the help of JavaScript or Adobe Flash.

### **34) Ad Blocking**

Ad blocking is a technology, which allows for blocking ads before they are loaded by the web browser.

### **35) Banner Ad**

A web banner or banner ad is a form of advertising on the web delivered by an ad server.

### **36) Advertising Network**

An online advertising network or ad network is a company that connects advertisers to web sites that want to host advertisements.

## **Way to grow your brand's online**

If you wish to stand out among all your competitors, then it's must to have a strong presence online. The more online visibility your business has, the more number of people you are likely to attract.

You might be providing better services and products but still not getting the targeted traffic to your website. And, the main reason behind it can be that it does not have a strong online presence.

Here, we have gathered 7 easy ways to help you maximize the online visibility of your business.

## 1. Improving website's SEO to rise the ranks

To higher up your website on SERP (Search Engine Results Page) you need to do SEO of your website. The higher your site will appear on SERP, the more traffic you are likely to get. With the help of this you can effectively improve your online visibility, as it makes it easier for you to reach out to your organic traffic. Other factors by which you can improve SEO are by using relevant keywords, phrases and backlinks.

Getting inbound links for your website effectively improves your online visibility. These linkable assets are necessary for your business website.

## 2. Email Marketing for effective presence

Email marketing not only improves your ROI and conversion rate but it also effectively improves your websites online presence. All those which have shown interest in your website some or the other time can easily be reached out with the help of email marketing. You can share your content with large number of people through email marketing.

Email subscribers are 3 times more likely to share your content with others on social media and other platforms; it opens up more opportunities for your business to reach out to wider group of audience.



### 3 Social Media for building relationships

The Social Media users are increasing at a very fast pace, so it is important to have a prominent presence of your business website on social media. By actively engaging in social media campaigns through Facebook, Twitter and Instagram you can easily improve your online visibility. Social media platforms are continuously enhancing their ad targeting and bringing new options for advertisers, so that they can reach their customers on these platforms.

But to maintain a long lasting relationship with customers, it is necessary to publish quality content on your social media pages. Just placing ads on social media is not enough, publishing content consistently is also essential.

#### 4. Mobile-friendly WebPages to beef up your website

Your website needs to be mobile-friendly, if you do not want to miss out your potential customers, as these days most of the users access web over their mobile devices. So, in order to reach out to maximum number of people you need to make sure that your website's web pages are mobile friendly.

This also provides users the ability to search information faster, as mobile devices have lesser navigation points.



#### **4. PPC Ads to distribute yourself more**

You can easily drive traffic to your website and improve its online visibility by running PPC (Pay per Click) ad campaigns. PPC advertising is that type of advertising where you target those customers who are already looking out for the content that is relevant to your business.

To get targeted traffic to your website and increase the online visibility in a way that it is easy to track and analyze. First get to know the best practices of running a PPC campaign and then, run pay per click ads for your business.

#### **5. Optimizing website to build your brand**

If you want to improve your business online visibility, then optimizing your site is must. Optimal web performance on search engines is one of the most important things, if you want to drive traffic to your business website and improve your brand's visibility.

Your website should also be optimized for loading speed. The optimized loading speed effectively improves your brand's presence online. A dedicated landing page is also must for site optimization.

#### **6 Blogging to grow your presence**

The best tactics which all business should use to make their online presence stronger is by running a blog. Blogging is one of the best ways to reach out to your target audience. And, this not only brings traffic but also links users to your quality content. It also built backlinks and users can also share the write-ups they like with others. It increases your visibility within your target market.

So, while creating an online presence of your website make sure that you incorporate all the above mentioned points. Never make your business website like any of your

competitors, always be authentic and honest about your company to increase your brand value amongst customers

## **Marketing Research tools of Digital marketing**



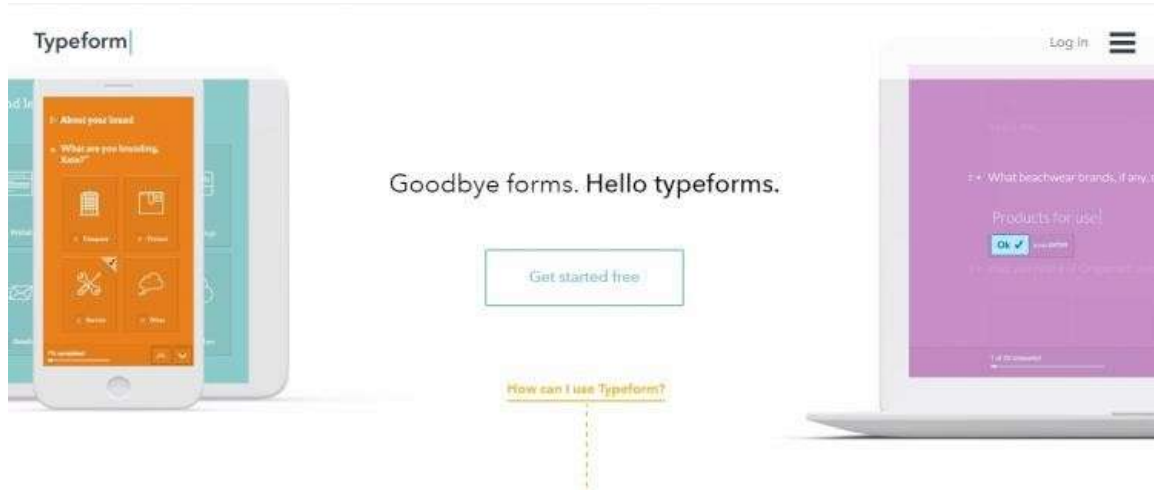
In today's world, market research is essential to you and your brand's continuing success. From product design to customer service needs, evaluating what's happening outside of your four walls is essential for your roadmap.

And, understanding your audience is one of the keys to success with marketing.

Because the market is in a constant state of change, knowing what makes your clients tick is a key to keeping you ahead of your competitors. And, Market research is the best way to do this.

So, here are 10 tools for conducting market research with a technical mindset...

## #1 Typeform



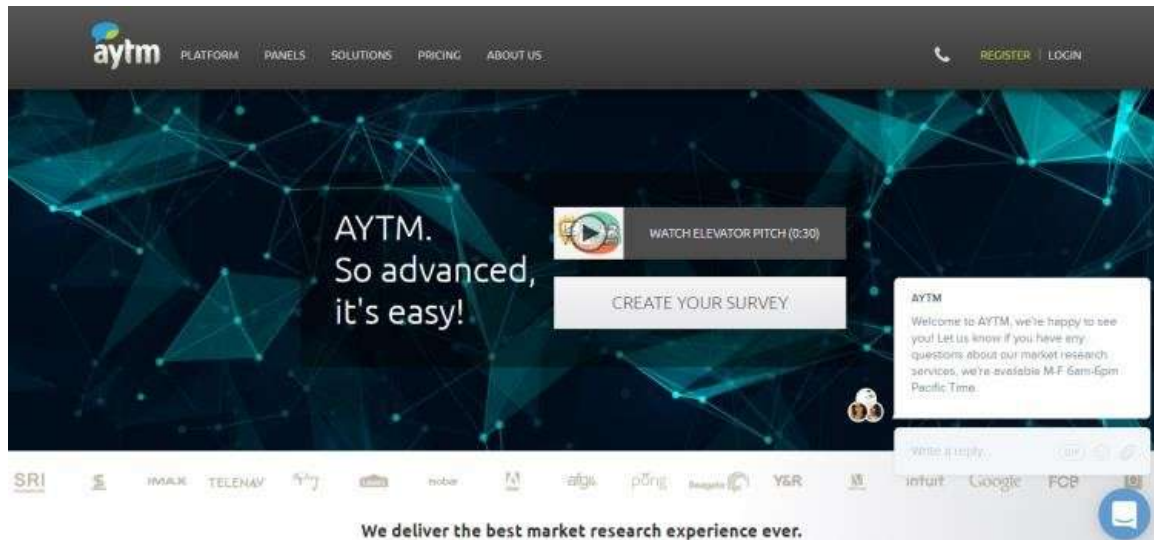
Typeform is a survey provider that specializes in beautifully designed online forms & surveys and excellent user experiences for online market research surveys. It's an easy-to-use, mobile-optimized form builder tool that's great for collecting feedback.

### Key Features & Benefits

- Build beautiful, cross-device online forms, surveys & more
- Free plan with unlimited questions & responses
- Design your own themes or use a template
- Wide choice of pop-up & embed options
- Split-device metrics
- Fully customizable self-notifications (emails) [Pricing](#)

Free/ Subscription

## #2 AYTM (Ask Your Target Market)



AYTM is a tool for creating surveys quickly and efficiently and then being able to send them onto as many as 4.5 million people as defined by your market demographics.

Businesspeople and organizations choose AYTM for their market research tool because it is known as being “better, faster, and cheaper.”

### Key Features & Benefits

- Easy and affordable access
- Custom prequalification questions for precise targeting
- Video questions and responses
- 10 traits supplied with each respondent
- Live support 24/7/365
- Turnaround prediction [Pricing](#)

Free/ Subscription

## #3 Userlytics



Userlytics offers a platform for doing user testing of mobile apps, videos, display ads, and more. Companies can compare the user answers with their reactions on video to understand how people are really cooperating with your creative.

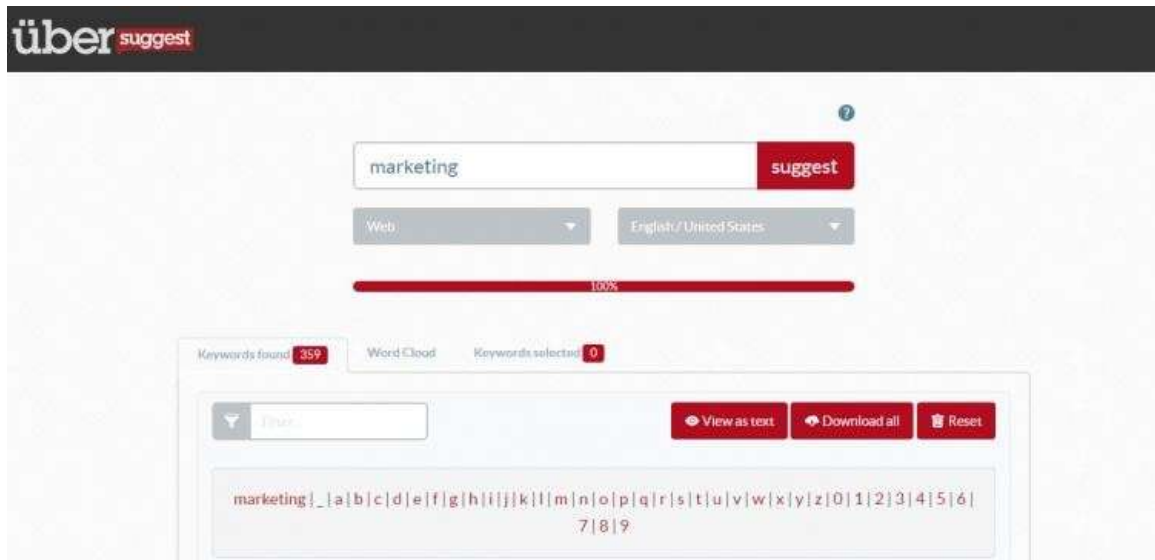
### Key Features & Benefits

- Capture emotional engagement
- Share results with colleagues and clients
- Download and share key clips
- Time saver
- Performs both a webcam and a screen recording

### Pricing

Subscription

## #4 Ubersuggest

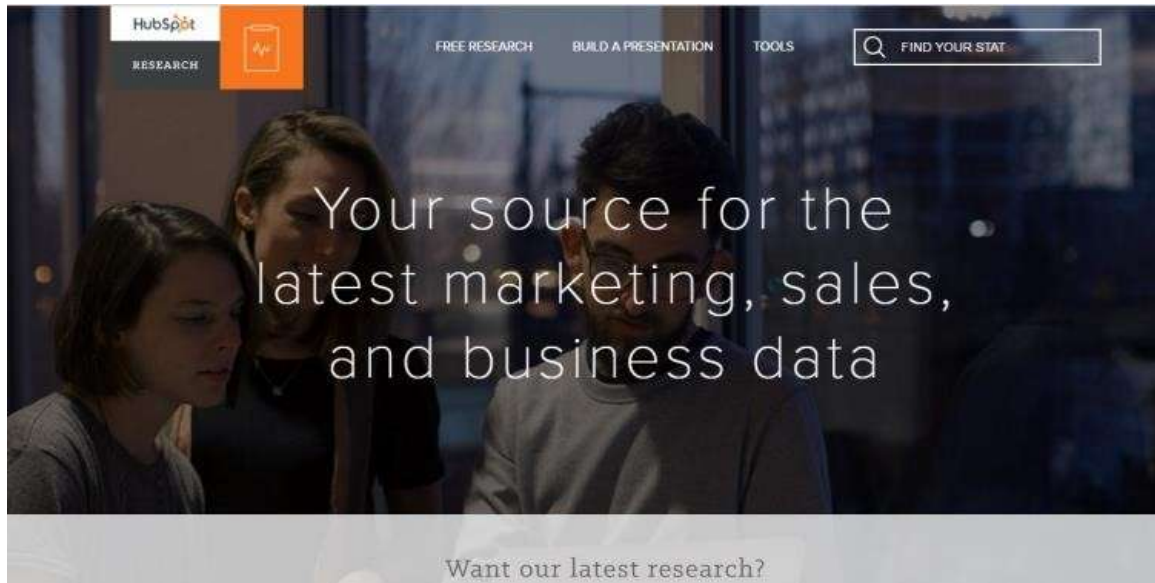


Ubersuggest is an excellent tool for doing keyword and content research. You simply input a keyword and this engine will provide you with ideas.

### Key Benefits & Features

- Comprehensive Keyword Results
- Incredibly Easy to Use
- Real, Reliable Data
- User-centered design Pricing

Free



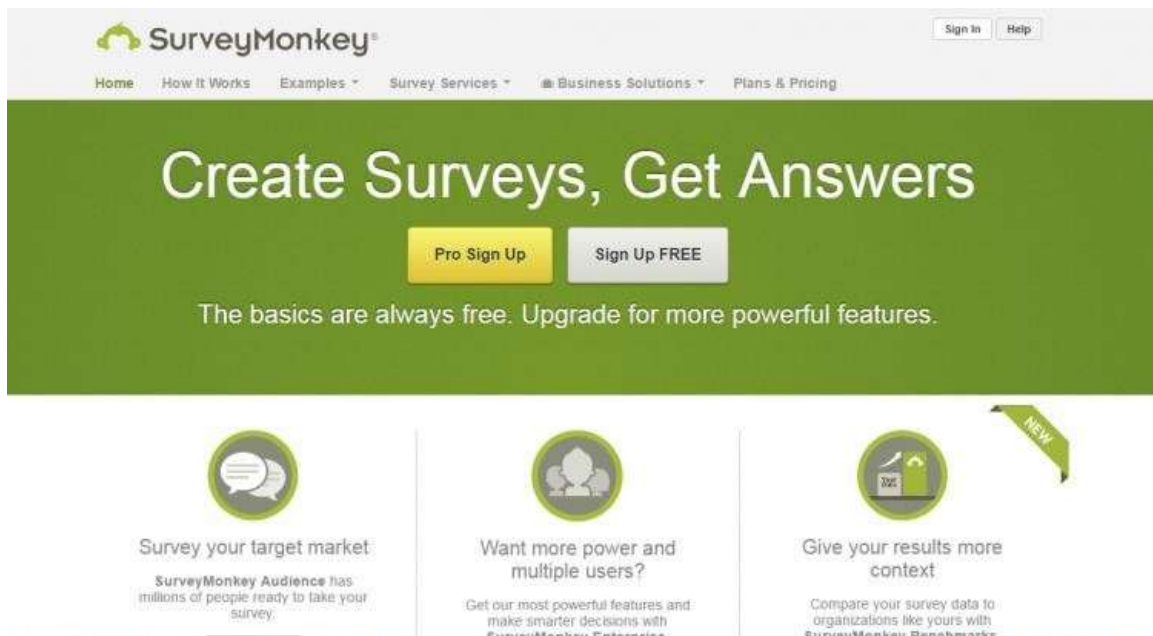
HubSpot Research provides website traffic considering industry, or effective advertising is in different regions around the world.

You can also use [HubSpot Research's presentation-builder tool](#) to easily compile stats and charts into a customized slide deck.

### Key Features & Benefits

- Marketing automation
- Email campaign management
- Marketing Channel Analytics
- CTA reporting
- Full-funnel Analytics Pricing Free

## #6 Survey Monkey



SurveyMonkey is the world's most popular web-based survey tool. It is creating in-depth surveys that will help you understand the market and consumer preferences.

### Key Features & Benefits

- Powerful, yet simple survey creation
- Export Results to Excel and PDF
- Fast & flexible response gathering
- Intelligent reporting & analysis
- Survey Templates
- Customizable Survey Links and Design Themes [Pricing](#)

Free/ Subscription

## #7 Loop11



Loop11 is the SurveyMonkey of usability testing, giving people a platform where they can get quantitative and qualitative usability metrics easily and affordably.

It lets you create your own form and recruit people to take the test through your own website or by using a partner service, such as Cint.

### Key Features & Benefits

- Easy step-by-step wizard
- Set tasks as well as questions
- Support over 40 languages
- No JavaScript code to install
- Create a website link or pop-up
- Recruit participants using an online panel
- Simplified reporting
- Real-time usability metrics at your fingertips [Pricing](#)

Free/ Subscription

## #8 Temper



A super simple way to collect feedback, Temper asks a reader or customer to simply click a smiley face to relate their feelings on a topic. It lets you add a question, grab a snippet of code, and pop it onto your website.

### Key Features & Benefits

- Create Questions
- Measure customer mood
- Spot frustrating experiences
- Know your product pulse
- User targeting
- Ability to provide great customer service [Pricing](#)

### Subscription

## #9 MakeMyPersona



Hub spot recently launched their “Make My Persona” tool designed to simplify the persona building process. It generates buyer personas for you once you answer a series of questions about your ideal customers. It offers plenty of guidance throughout the process, making it really easy for you to sort through the information you have about your ideal audience.

### Key Features & Benefits

- Interactive web tool
- Easy to follow form layout
- Semi-fictional representation
- Good representation of possible persona pictures Pricing Free

## #10 SocialMention



Social Mention is a real-time social media search and analysis tool and monitors more than 80 social media sites and “aggregates user generated content from across the web into a single stream of information.”

Search for a keyword, and Social Mention will show you recent social posts that contain that keyword, along with a list of related keywords and other insights.

It is a great choice as a market research tool because it determines the strength, sentiment, passion, and reach for your brand.

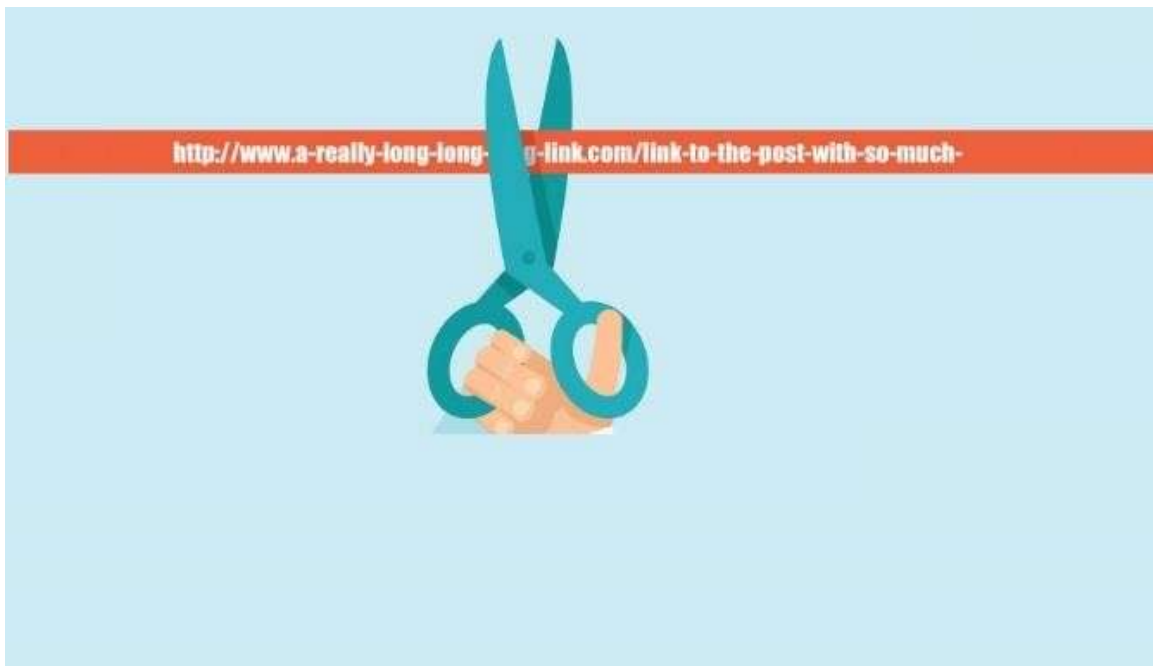
### Key Features & Benefits

- Provides point-in-time social media search and analysis
- Daily social media alerts
- Provides a third-party API
- Monitors the most popular social media sources, including Twitter, Facebook, YouTube, Digg, and more

## Pricing Free

Learning about your audience can be a great step towards creating shareable and engaging content. The above-mentioned great tools offer you market research and better insights for online customers. Any of the tools would be a great beginning idea for market research and discovery.

## Reason why you need to create vanity URLs



Holding your own domain is important in strengthening your brand's presence. And, as you build your business' online presence; you may hear a lot about [the importance of Vanity URLs](#).

The word 'Vanity URL' might sound fancy and technical, but it's a simple method that brings intense effect on your [company's online presence](#).

It provides a wonderful opportunity to fiery social involvement, amplify and extend reach for links, and build traffic and discoverability around a marketing campaign.

*“A vanity URL can increase a marketing campaign’s success rate by up to 35%.”*

## **What are Vanity URLs?**

A vanity URL is a unique web address that is branded for marketing purposes.

A customized, shortened, descriptive URL/domain name that points to a related item indicated within the URL. It is easy to remember and to share URL used to promote a product or services.

It converts a traditional regular URL into a more shortened format. They are frequently used on social media platforms like Facebook, Twitter, Google+ and LinkedIn, which limit the number of characters you can use in an update.

## **When Should Vanity URLs be used?**

If you have planned out your site’s IA (Information Architecture) properly and designed your site with keeping SEO in mind, you should not need to use vanity URLs.

However, this is not always the case and there are times when you may need to use vanity URLs.

**Online Promotion** – Where the desired landing page URLs that you instruct your audience to go to are not easily translated into the promotional material (Flyers, Press Releases etc.)

**Direct users to your products** – A vanity URL lures better user engagement and will encourage users to bookmark and remember your pages.

**Launching a new product or service** – Especially when your CMS causes issues with URL naming and creates a non-user friendly URL. Preferably when you create your pages, they should be created with search engine sociability in mind.

**For most applicable landing page** -As contrary to sending them to your homepage.

## Why You Need Vanity URLs?

There are many reasons to use a vanity URLs when creating your social media platforms, the main one being for the [benefit of search engine optimization \(SEO\)](#).

As studies have shown, descriptive URLs for products and services deliver a higher click-through rate. With vanity URLs, you can describe a product or service using the words people automatically associate with the topic or product, encouraging them to click more.

## How to Create Your Own Short Vanity URL

- Choose a short vanity URL
- Buy the vanity URL
- Shorten your custom domain with [Bit.ly](#)
- Create a DNS record for your new short domain
- Verify your tracking domain
- Share your custom vanity short links!

Here are 7 reasons why you should use vanity URLs for best performance:

### ***#1 Builds trust and awareness***

Adding a vanity URL allows your brand to build both trust and awareness. It's more pleasing to the eye, also builds more trust. The consumers are more likely to click on a brand name link they see online than absurd URLs.

### ***#2 Easier to Share***

Using a shortened version of a brand name rather than random letters and numbers means it's easier to remember and, subsequently, share. URL shorteners make your content & videos more appealing, and focus on the article itself.

Just a small improving change like this can have ahugeimpactonyourmarketingefforts.

### #3 Improves Offline Sharing

We all know there are lots of offline ways people find websites and online social channels. As they look better and are easier to remember, vanity URLs are much better at encouraging activity online as a result of offline media and promotional resources.

And, Vanity URLs turn traditional offline campaigns into trackable, actionable, lead generating machines.



### #4 Keeps

Audience Focused On Your Message The purpose of landing pages & microsites is to add focus to the digital user experience, to make it easier for visitors to speedily find and do what you want them to find and do.

That's why separate microsites and landing pages with vanity URLs are so great, they allow you to engage and interact with users in a focused setting without any outside interruptions to ruin the conversation.



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**Learning to Cook a Good Pot of Rice**

Embarking on a simple culinary quest: learning how to cook a good pot of basic rice.

[nytimes.com](https://nytimes.com)

#### ***#4 Make links more manageable***

Traditional long URLs do have some advantage when it comes to keywords and SEO. However, the long format URLs are often lengthy and are not easy to share on emails, web pages, and especially social media services like Facebook and Twitter. Vanity URLs help to make links more manageable to share.

In the example above, Kissmetrics, TrafficCafe, SearchMarketingExpo have their own “kiss.ly”, “tgcafe” and “smxpo” vanity URLs respectively.

#### ***#5 Track the Success of the Campaign***

Today’s marketer need to show ROI when spending in any campaign. And since almost all SMBs are marketing on a tight budget, it’s severe for them to know exactly what is making value and what isn’t.

Campaigns that drive to a microsite or landing page vanity URL take your audience directly where you want them to go, instead of taking them to a company home page with multiple messages.

It also makes sure that all the traffic, data, and conversions that come from the campaign can be tied back to your specific program instead of your parent brand.



It is much easier to measure exactly how many visitors you have, what those visitors did and didn't do when your [traffic is being engaged to a campaign specific vanity URL](#).

## #6 Lead Your SERP with Vanity URL SEO

When users are looking for a brand, Google put social networks on the search engine results page. This is due to the exact keyword match that you've customized in the URL.

By having the vanity URL to your brand on many web resources, you become able to lead your [SERP](#) with your own marketing message.

Vanity URLs are an excellent [way of establishing a social connection with the customer](#) and generating links.

## The Takeaway

Vanity URLs are becoming increasingly important for [content sharing on social media](#) as leading to more shares, more views, and more clicks than the bulky traditional long URLs.

## **Digital for Social Media Enterprise**

Small Media Enterprises are the heart of an economy. These businesses play the greatest role in the contribution of country's economy and are the largest producer of jobs, GDP and taxes.

But, these are the ones which find it hardest to grow. There is no doubt that growing a business is no easy feat, there are lots of challenges they have to face like market size, competition etc.

In this article, we have collected 8 pain points that SMEs usually face, so that you can consider knowing what are they?

### **1) Designing a Website that Converts**

Many businesses fail to design a highly converting website for them. It is very essential to have a creative and compelling website that can attract visitors towards it. Your first impression matters the most to win out the trust and loyalty of your audience. Most of the websites fail to satisfy their customers and fail to convert them because of not having a converting design of the site.

## 2) KPI



## 2) Using and Developing KPIs

You should always choose a KPI (Key Performance Indicator) that is directly related to your business. A KPI can be related to any of your goals like to improve ROI (Return on Investment), to increase sales or to improve customer service. Most of the SMEs fail to develop a correct Key Performance Indicator (KPI) for them. Monitoring KPI is essential to track your growth.

## 3) Lack of Capital

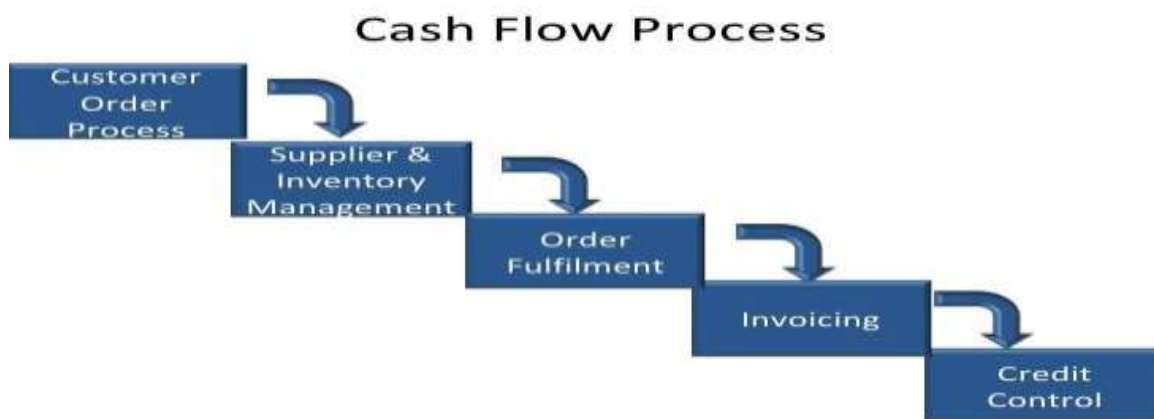
The biggest problem faced by such businesses is that they do have big plans but do not have huge capital. Lack of capital is the most common reason why most of the companies fail. It is necessary for owners to stay in tune with the day-to-day basis expenditures to get an idea that how well they are doing in the market. A small business quickly falls out of operation when they can't get the capital they need

#### 4) Generating Referrals from Existing Customers



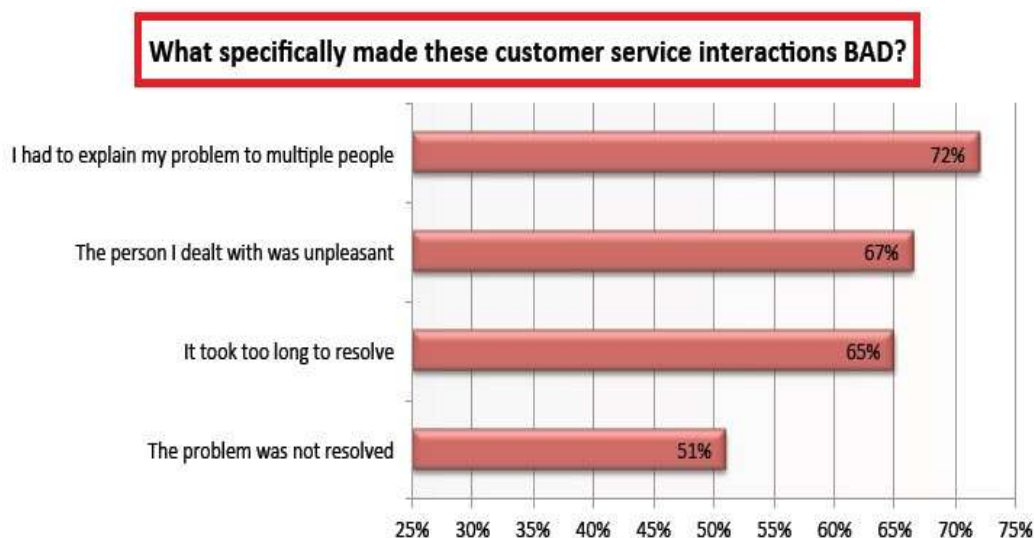
The most qualified leads you can get for your business is the one you can get from your existing customers. 1/3<sup>rd</sup> of new business you get comes from the referrals, so it's essential for small businesses to maintain long-lasting relationships with their existing customers to generate referrals. They should implement Customer Relationship Management (CRM) Software.

#### 5) Managing Cash Flow



SMEs need to have a thorough understanding of their expenditure to manage the cash flow efficiently. The key challenge most of them face is to overcome finance issues like clients stalling payments, outstanding bills etc. These owners can use money management tools to manage their expense. And, by using online invoices that send regular emails these small scale businesses can easily manage their finance.

## 6) Applying Customer Feedback Efficiently



No matter what size of business you are running, customer feedback is must. Customers provide loyal feedbacks that how you can improve your services and a clear perspective of customer experience. So, it is critical to apply customer feedback efficiently for retaining clients. So, SMEs need to be active in taking feedbacks and changing it as per the insights.

## 7) Rising Competition in Market

Running a business is a challenge with high overheads and strong competition. Most of the businesses fail to keep with the existing competition in the market. It's very important for small businesses to give a strong fight to their competitors for staying in the market and winning out the trust of people.

## 8) Protecting Ideas and Commercial Assets

The risk SMEs face is having their ideas stolen by others. They neglect to protect their commercial assets and Intellectual Property (IP) rights, as they are busy running the business properly. But, your business assets need to be protected and kept private. All the information, ideas, financial information, customer database are the core part of your business, so it is crucial to maintain the secrecy of it.

As it turns out, above listed are the 9 great challenges that most of the businesses go through during the course of managing it. So, now be prepared to solve the problems that are coming your way by keeping these pain points in mind.

### Video Marketing strategies



Starting a startup and turning it into something real and recognizable is a result of

hard work and dedication. But that's not the end of it! In fact, that's when the actual work starts.

The marketing approach you follow during the early stages of your startup might decide its success or failure.

In today's online marketing industry, video can be a great source of brand marketing and building. Video marketing plays a commendable role in terms of advertising and marketing of a particular product. The creativity and preciseness of the message in the video makes the video more viable and sells the product more rapid.

This article covers right from the creation of the video, to marketing and using it for audience engagement:

## 1. Creation of Video



In the previous era of technology, video creation was considered as a burden, as the accessibility of the equipment and hardware was unimaginable.

First, we needed a strong storyline with a star acting in the video and a whole team to shoot it, take it to the editing table and then finally it would be done.

But times have changed for good. Now you don't have to spend a lakh to get a video created. Now we don't need such complicated stuff, all we need is a camera, which can even be an iphone, and a right creative idea to make the video more entertaining without having to invest much over the making of video.

You can commission a video on Fiverr for just \$100 to \$500 and get your video done within a week. Tools like Animoto and Powtoon allow you to easily edit videos anywhere and anytime.

## 2. Hire Video and Content Editors



On various platforms like YouTube and Vine, you can find online video editors who can do scripting and storyboarding for you at a relatively lower cost, with faster turnaround time and take care of the actors and editing part.

All you have to do now is promote and market the video and sometimes, even that is taken care of by the creators.

If you want to do some research and find the right creators who can make a video for you, use tools like Vidooly's Creator Wizard.

### **Examples:**

Dollar Shave Club and Will it blend video series are great examples of how videos can actually “build” successful brands.

### **Dollar Shave Club:**

<https://youtu.be/ZUG9qYTJMsI>

### **3. Distribution**

After getting the video done, you need to distribute it in places that matter. You need to know the right audience and channels where to distribute it.

There are a handful of websites which would be considered in sharing the video but and you need to decide and shortlist the ones that can work for you. YouTube, Facebook and Vine can be great platforms for increased visibility for any kind of business.

If your video is useful and entertaining enough, these platforms will give you the reach organically. You don't even have to spend a dime to promote it otherwise you need to pay a little extra to give it a push.

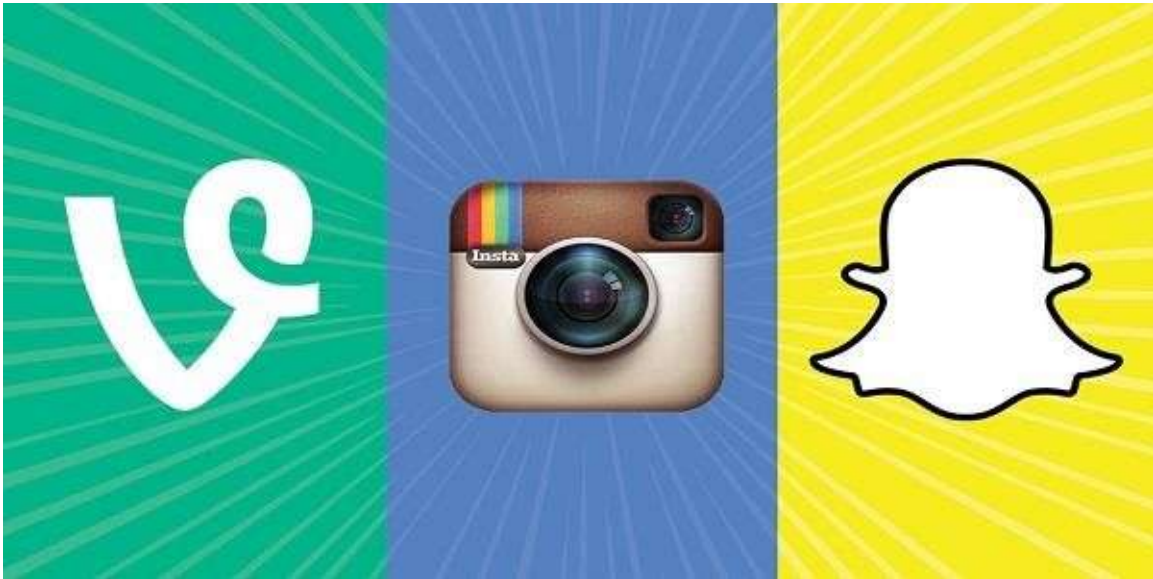
### **4. Optimization and marketing**

After getting the video created and uploading it on platforms of your choice, you need to optimize it to give it the maximum reach. Using the YouTube channel can be considered as an option and the right usage of the tags and keywords to get more eyeballs rolling on your video.

Paid advertising is also a considerable option on YouTube and Facebook, the cost of advertisements on these platforms are comparatively lower than the other blogging websites and with an assurance of higher reach.

If you manage to get good traction on your video in the initial few days, it'll have enhanced long-term reachability and engagement.

## 5. Micro Video Sharing Sites



Micro video sharing websites are hot trending these days and are considerably used more in the western than eastern countries. These websites include Vine, Snapchat, Instagram and Dubsplash.

In today's fast-paced world where the attention span of people has dramatically reduced, utilizing these popular channels can give a lot of visibility to your content. Because these services are built exclusively for smartphones, you might not find it useful if you're targeting older demographic. You have to create more meaning in less span of time which in turn has higher impact.

Snapchat is another great product that can help promote your brand. Its biggest draw is its 100 million active daily users. Taco bell used it to promote the re-release of its Beefy Crunch Burrito. Huffington Post uses it for brand building.

## 6. Live Streaming Videos



Live video can be a vital tool to build communities, encourage audience engagement and interact with its fans and followers. New announcements, founder interviews can be scheduled live to build up excitement among the audience about the product they are launching or some news about the Startup.

## 7. Information, Engage and Entertain

Entertainment with information is the most promising mean of engaging customers in these times; the video which educate and entertains at the same time becomes a promotional video on a YouTube channel. You need to entertain and educate customers as well as sell the product at the same time.

If you run an e-commerce company, Vat 19 can be a great example that you can emulate. It is an e-commerce company where one can order unusual but awesome gifts.

## 8. User Generated Content



Audiences nowadays are more interested in user generated content (UGC) videos. They prefer to watch videos of their fellow users and peers and get more engaged in UGC videos.

If you analyze the top 100 videos on YouTube, Facebook and Vine, 30 per cent of videos on YouTube, 50 per cent of videos on Facebook and 17 per cent of videos on Vine are UGC.

AirBnB's Vine campaign is a great example on how brands can use UGC. They crowd-sourced a whole bunch of Vines and created the first-ever short film made completely of Vines.

## 9. Facebook video



Facebook video is vital in promoting and making your video reachable to the audience. This is not about sharing YouTube video on Facebook, but this is about uploading a video on your Facebook page video library.

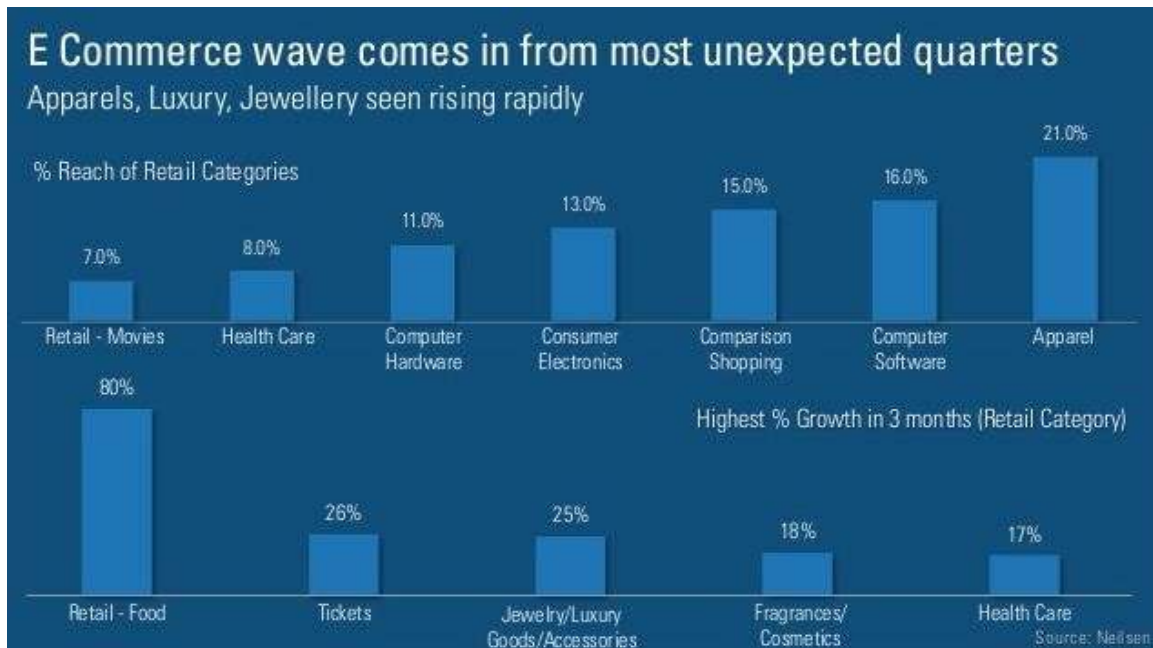
Facebook's newsfeed algorithm places a lot of weightage on videos now and when a video is uploaded natively, you have a much better chance of it being seen by your target audience.

Buzzfeed is a great example for brands on using Facebook video. It already runs four popular video brands on Facebook – BuzzFeed Video, BuzzFeed Food, Tasty (BuzzFeed) and BuzzFeed Life and is gunning to add some more to its fleet

## 9. E-commerce Marketing

Commonly known as e-commerce marketing is actually the short form for Electronic Commerce marketing. It is the marketing carried out over electronic systems such as internet and other online networks. This is one of the most effective and useful ways of conducting business.

As far as creating an eCommerce marketing strategy is concerned, there are a lot of things at your disposal that includes search engine optimization, content marketing, email marketing, social media marketing and so on.

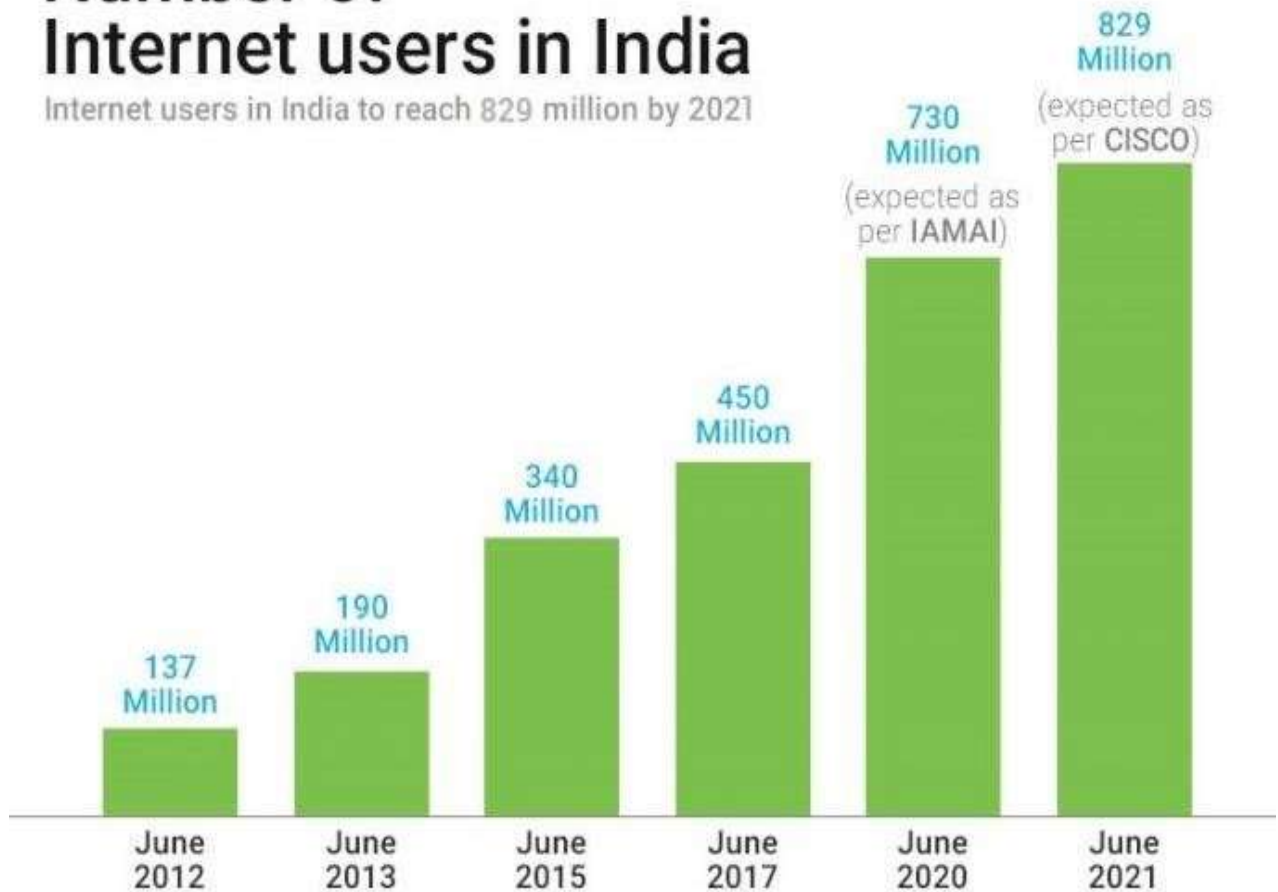


### Growth in Indian Internet user

- The number of internet users in India was at 432 million in December 2016
- The number of mobile internet users in India has reached around 420million by June17
- The numbers will get double by 2021 as digital transformation will take it to estimated 829 million
- This number is growing at very fast pace as there is 38% penetration in India.

# Number of Internet users in India

Internet users in India to reach 829 million by 2021



In this way, you can see obviously as more users get connected, the demand will additionally increase.

## Factors of influence

- A shift from man-made to automated mediums
- Benefits of precise/customized targeting in digital medium
- Rising smartphone penetration; anticipated to boost by 800 million over the next half decade
- The Robotics and AI (Artificial intelligence) upsurge There are several other factors responsible

## CHAPTER -5.

### CONCLUSION

If marketing creates and satisfies demand, online marketing drives the creation of demand using the power of the Internet and satisfies this demand in new and innovative ways. The Internet is an interactive medium. It allows for the exchange of currency, but more than that, it allows for the exchange of value.



## Make a Decision without Regret

Planning and proficiency can help you carry the day and make the right call in any situation. Your marketing analytics reports are necessary for your business's success. More significantly, your team should focus on making an informed decision from those reports.

### ***You can satisfy your organization's desire for more data by:***

Introducing ultimate boundaries on when data collection should stop.

Ensuring all analytics reports include action items.

Creating a subcommittee to follow-up on decisions made after an analytical report.

Your ROI depends on how you create and implement your business strategy. From planning to decision-making, your team can lower costs, increase sales and spread brand awareness.

### **Where is it leading to?**

The ad space is evolving around 6 verticals:

- Social
- Desktop
- Video
- Mobiles
- Native
- Programmatic

50% of the population of India has begun reading the newspaper online rather than the traditional ones. In India, online marketing is the single or one can say the only industry that is burgeoning with more than 30% rate. **In addition, it is expected that this industry will produce more than 30lakh jobs in India by 2020.**

1. Today we can see companies splitting in two groups: either overwhelmed with orders (groceries, household goods, pet supplies, pharmacy, and general merchandise) or lacking orders and interactions (automotive, furniture, luxury, appliances, and hospitality).
2. On the other hand, the general shopping landscape is changing like never before, though factors and circumstances such as:

#### Shoppers Use a Mix of Digital Touchpoints along the Buying Journey

- In the discovery and evaluation part of the journey, search engines, social media feeds, and influencers are popular ways for shoppers to get product inspiration outside a brand's properties.
- In the buying part of the journey, there are new types of purchase points emerge. Mobile wallets are behind e-mail as a place to make purchases. And 14% of shoppers are making purchases through social media.

Customers Still Face Silos Across Channels – there is a gap between customer expectations and the reality

- Customers are accessing multiple touchpoints during a purchase but there is a significant disconnect within companies.
- 75% of consumers expect consistent interactions across all departments.

- However, 58% say that they feel like they're communicating with separate departments and not one company.
- And when it comes to service issues, 70% of customers expect all of the reps to have the same information about them, but 64% say that they have to re-explain issues.

## Online Sales Are Becoming More Active Than Holiday Period

- In today's environment, unified channels and customer service are more important than ever, as non-essential businesses closed their doors to help slow the spread of Covid-19. This meant that retailers and shoppers alike had to pivot overnight to a digital-only reality.
- We see online sales growth by 18% in Q1 2020 compared to Q1 2019
- We see traffic growth by 13% in Q1 2020 compared to Q1 2019 Desktop and Social Surge in Traffic - In addition to the rise in online commerce and traffic, there are two more unusual trends
- The first relates to desktop traffic. In Q1 2019, desktop traffic declined by 9%, but grew by 9% in Q1 2020. With people stuck inside and not on the move, there's a pronounced switch to desktop traffic and purchases.
- Another trend is that traffic from social media has grown quickly. In Q1 2019, the share of traffic coming from social media was 6%. This jumped to 8% for Q1 2020.

## Verticals Experience Different Order Growth - the surge in online commerce is not evenly distributed

- DIY and home related goods clearly saw astonishing growth, up 70% in Q1 2020.

- Toys and learning and active apparel experienced growth over 35% in digital orders in Q1 2020.
- However, luxury and general apparel only grew around 10% in Q1 2020, which is lower than their Q1 2019 performances.

### 3. Marketing technologies can help increase the effectiveness and efficiency of marketing activities

Companies who are the fastest and more flexible in adapting to the new reality will have a huge advantage in the market and will become industry leaders the others will have to follow. For that, marketing is essential in this new race to be recognized as a market leader. It brings more business, new customers and more importantly, it creates and strengthens customer loyalty for the brand.

### 4. Marketing trends and ideas that need to be considered these days:

- Market from Home - Deploy campaigns quickly from home, collaborate across teams and keep marketers engaged with apps
- Engage Customers with Empathy - Listen to your customers, use realtime data to better understand their current situation and needs
- Personalize Online Communications - Accelerate online channel adoptions, deliver the right message, to the right person, at the right time
- Optimize Budget Spends - View unified marketing performance and make real-time decisions to minimize the negative impact
- 

### 5. Next steps/activities for firms in the next couple of weeks/months:

- During this crisis we've discovered that companies move through three stages of response: stabilizing your company, reopening your workplace, and eventually when we emerge from this crisis - growing your business.

- Companies are going through these phases at different rates, each having its own pace. Sometimes, they even have different teams or departments within the company at different stages. Within each stage, we believe it's important to focus on solutions for your leadership, your employees, and your customers, so you can ultimately have that business continuity you're looking for.
- For most companies, they need to stabilize during rapid unexpected change - focusing on employee health and safety, financial stability, and operational decisions. It's all about managing the crisis as quickly as you can.
- Once a business has made rapid stabilizing decisions, they shift to reopen in their new environment. In this second phase, companies focused on enabling remote work for employees, reopening businesses and communities, and finding new ways of communicating with customers, at a massive scale in some cases.
- And finally, companies that have successfully stabilized and normalized, emerge and grow to become a more online, agile company - and begin prepping the 'Next Normal' post-crisis.

### **Consumer behavior and the new normal** Stabilize your company

Start with transparent leadership. Bring together a leadership decisionmaking team and put a crisis plan together. This becomes the guiding beacon for decision making and communicating to employees and customers.

During this crisis, having new and regularly updated data is more important than ever. Building a data culture will help employees and customers understand why you're making trustworthy decisions during COVID-19.

Empowering employees start with their health and safety in Stabilize. For some companies, it might mean closing stores or offices and having employees work remotely. This requires giving them digital tools so they can work from home. For other businesses, safety tools mean protective gear and new operational processes.

And engaging with customers is crucial during Stabilize. This might mean reaching out proactively to top customers and also responding to an influx of inbound calls. To help with this, many companies are setting up virtual contact centers and self-service portals to offer service at scale.

### Reopen your workplace

For business leaders getting back to work starts by building a command center and evolving the V2MOM to meet the changing online needs of the business. With more data sources and dashboards, leaders can make better decisions on stores, plants, regions, and product planning. In this phase, it's critical that leaders are more visible and share as much as they can with employees on their perspectives and insights through all company calls and communications.

To empower employees working remotely, implement new digital tools and resources to enhance productivity at home. During this phase, provide learning tools so they can build new skills or adjust to a new workstyle.

When engaging customers, create personalized journeys across their preferred channels. Begin to realigning products for the new digital world - thinking about how your customers will be able to interact with your business. As customers expect a seamless experience, service channels should be integrated to connect your online touchpoints.

## Grow your business

Once company leaders are transparent through the new processes and have created a data culture around decision making - it's time to expand analytics across the market and economic trends to sense on-coming potential new crises and be prepared with the 'Next Normal' plan that can be quickly put into place.

Employees now expect a personalized and online experience to work from their companies. Employees are collaborating in new ways - regardless if they are in an office or at home. As new technology is built upon to drive online innovation - reskilling for future jobs and career opportunities becomes increasingly important.

## How to do your marketing during COVID-19

Today I will discuss the right online marketing strategies you should follow in the post Covid-19 period in India. Business are confused and clueless how to survive and do better during this Corona pandemic (During Covid times) in India and even globally businesses are suffering. Online marketing & online transformation are the keys here. I will discuss the first thing – online access and online divide in India and some facts about it.

Corona virus is taking tolls on life as well as on global economy. India is not exception. Businesses need survival strategies during Covid-19 and even post Covid 19 period to sustain. So how to market during corona? What effective online marketing strategies you should take during Covid-19? These online marketing strategies though focus more for India but these tips are equally applicable for all businesses globally. Let's discuss.

## Digital access and online divide in India

As per the world economic forum there is approximately 41% active internet users in India. Approximate 1.4% productive consumption of Internet and contribution to online retail sales in India as compared to the developed countries. Developed countries have

14% productive consumption of Internet and contribution to online retail sales. And the third statistics is approximately 28% of active internet users in India are below the age group of 18.

These three statistics that I have shared above are important because our online marketing strategies in the covid-19 period will obviously be dependent on these data.

Most affected industries in India for Covid-19

As per Dun & Bradstreet, find below the industry wide impact of Covid-19 in India along with tentative recovery timeline. Businesses should be well prepared with the contingency plan and move towards a sustainable plan with the help of digital marketing strategies.

[Industry-Wide-Impact-Analysis-Covid-19-IndiaDownload](#)

The impact of Covid-19 in digital media consumption in India

As per comscore, during corona virus / covid-19 peak in 2020, the online media consumption in India has significantly increased for online news sites, business or finance sites , health information sites, healthcare retail sites, online gaming sites, web based streaming sites & online free education sites, where as it has seen sharp drops in travel sites, hotel sites, airlines, car transportation sites & sports sites .

This epidemic, having impacted all sectors; mobile marketing and advertising, is no exception. In the short term, companies have and will curtail their marketing spend, till the situation stabilizes...

What is altered consumer behaviour and the new normal

Now I will discuss five altered consumer behaviour in covid-19 period and I will explain the points one by one.

1. Altered consumer psychology for non essential things and against artificial demands
2. Wait and watch consumer psychology
3. Panic buying psychology
4. Slow and less consumption over a longer period of time
5. The WHY factor of buying behaviour

We have noticed in the covid-19 period that people are mostly focusing only essential things and their skepticism about their spend on non essential things. Also they are identifying easily what is an artificial demand and what is a natural need. so businesses need to try to mold their product and services into the essential category and if your business is under non essential category then you need to think about new innovative ways of driving the business with the digital transformation and the revenue engineering process.

Wait and watch consumer psychology means people now are patiently waiting and watching the market conditions and accordingly they are deciding their spend.

Panic buying psychology is mostly buying out of fear and the most common examples are like unnecessary storing of essential commodities such as groceries, sanitizers, masks and gloves.

The consumers are now slow in consumption and they are consuming less and for a longer period of time.

Before buying anything most of the cases people are questioning why I should buy it so this why factor is important in purchasing decisions of the consumers. Businesses should prepare these answers in their brand messages.

## Digital Transformation Strategies

### Taking Business Online – The preliminary 5 questions

For online of your business, you first consider these following 5 questions and note down the thoughts and answers in pen and paper. Once done, you need to move to the next step. All Indian marketers should work on these digital marketing tips at Covid-19 period.

1. Is my business eligible to take online? If yes, what to do, if no, then what?
2. What are the strategic aspects to take it online?
3. What are the technical aspects to take it online?
4. What is the cost involved?
5. I have initiated taking it online, but now what?

The step-by-step strategic aspects.

Make a 7-point blueprint for your business survival strategies in post Covid-19 in India

1. Look at your touch-points (How you communicate or connected to your team, vendors and clients) – Internal (Team) & External (Vendors, Leads, Client)
2. Look at your communication process.
3. Look at your operational & admin/HR process.
4. Look at your accounting process.
5. Look at your marketing & sales process
6. Look at your delivery process.
7. Look at process optimization (maximizing productivity)

You look at these 7 points and note down your present processes and then think how and what % of these tasks you can automate or take online / digitally. Once you do this practice in pen and paper this will give you a clear idea about what you can do. Please note that 60- 75% businesses can take their processes fully online.

Once this process is done, you should go to the next step of considering the technical aspect of implementing.

Case Examples of businesses how they can adapt onlinemarketing strategies in Covid-19

1. An Institute has started [virtual classroom](#) with zoom or WebEx or Google Meet & created LMS for videos
2. A [restaurant](#) converted it as a food collection center as well to take orders online and deliver through own/swiggy, zomato ubereats.
3. An [automobile company](#) started providing online games with their cars along with 360 degree photos & AR based driving experience to customers. Pre-order or initial booking process or communication is made fully online.
4. A gym instructor/zumba trainer has taken his/her whole class live online and made a membership app for recorded class videos.
5. A shoe store has converted it's website to eCommerce along with customized 1-1 consultation and online form to submit shoe size or other data.
6. [Jewellery stores](#)/luxury goods started online schemes & future possession/virtual possession of items.

How to market during Corona?

1. Go digital. If you don't have a website yet, build it soon.
2. Focus more on educational content on your website.
3. Help others by offering freebies or take freemium model of your product or services.
4. Focus on [creating excellent content](#) for your users that simply add value.
5. [Do SEO](#).
6. Focus on Google My Business for local promotion.
7. Go global with translate & transcribe.

8. Focus on [Social Media Marketing](#) with relevant posts and empathetic softer note.
9. Run ads tactfully (Don't be pushy) for branding.
10. Run bulk emailers with personalization & automation.
11. Participate in facebook groups, WhatsApp group or linkedin groups and start meaningful discussions.
12. Start [comment marketing](#).
13. Start FB live, [Free webinars](#) or make Short but Crisp YouTube videos / premieres / live streaming.
14. You can start podcast.
15. Collaborate with other influencers in your domain and do online group activities.
16. Try to get more positive reviews for your business.
17. Ask directly for help / feedback / suggestions from your customers.
18. Define pricing strategy for mass targeting at affordable or low cost but with better value & clear outcome.
19. Focus more on customer needs, data analysis on buying patterns.
20. Focus on great customer experience.

## **CHAPTER -6**

### **BIBLIOGRAPHY**

#### A) BOOKS & Magazines:

1. The Curious digital marketer
2. Marketing Management – Philip Kotler, Kevin Lane Keller
3. Marketing management – N G kale M Ahmed

#### B) WEBSITES :

1. [www.wikipedia.com](http://www.wikipedia.com)
2. [www.management.com](http://www.management.com)

## QUESTIONNAIRE

1 Name

2 Gender

- Male
- Female

3 Age

- 18 – 30
- 31 – 40
- 41 –50
- 50 and above

4 Occupation

- Student
- Working Professional
- Business
- Unemployed

5 What do you think about Online Marketing ?

- Informative
- Entertaining
- Creating awareness
- Annoying

6 Do you watch the TV / Radio Commercial during commercial break ?

- Informative
- Entertaining
- Creating awareness
- Waste of time

- 7 What mode of advertising influence you to buy / suggest any product ?
- Magazine and Newspaper
  - Friends and Relatives
  - TV Commercial
  - Online Advertisement
- 8 Which mode of advertising would you prefer ?
- TV Commercial
  - Print ads : Newspapers, Magazine
  - Banners, Email
  - Banners, Posters
- 9 Which mode of advertising would you trust ?
- Radio
  - TV
  - Newspaper
  - Magazine
- 10 How much time do you spend on TV or Movies ?
- Less than 1 hour
  - 1 – 2 hour
  - 2 – 4 hour
  - 4 – 6 hour
  - More than 6 hour
- 11 Do you think that the face of advertising is transforming in terms of technological and cultural impact ?
- Yes
  - No
- 12 Do you see / check online ads / email when you surf the internet ?
- Never
  - Sometimes
  - Depends on ad
  - Evertime
- 13 Do you think there is a drastic change in digital marketing during COVID times ?

- Yes
- No

14 What are your goals for Digital Marketing ?

- Brand awareness
- Sales
- Customer Engagement
- Others