

**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower.

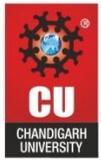
**UNIVERSITY
SCHOOL OF BUSINESS**

LAB MANUAL

Digital Marketing

BAP-656

Mr. Prince Vohra



Vision and Mission of the Department

Vision of the Department

To create excellence in business management for nurturing value driven business leaders with analytical and entrepreneurial mindset to foster innovative ideas in order to transform the world and serve the society.

Mission Statements of the Department

- M1 : Design a unique competency directed and industry relevant curriculum with outcome oriented teaching learning process facilitated by world class infrastructure.
- M2 : Enhance students' cognitive, research, analytical, ethical and behavioral competencies through programs that equip them to meet global business challenges in the professional world.
- M3 : Facilitate student centric sound academic environment with co-curricular and extra-curricular activities to groom and develop future ready business professionals.
- M4 : Design a transparent evaluation system for objective assessment of the program learning.
- M5 : Align meaningful interactions with the academia, industry and community to facilitate value driven holistic development of the students.
- M6 : Develop ethical and socially responsible entrepreneurial attitude for harnessing the environmental opportunities through creativity and innovation for a vibrant and sustainable society.

Program Educational Objectives (PEOs)

Program Educational Objectives (PEOs) are the broad statements that describe career and professional accomplishments that graduates will attain within a few years of graduation. After successful completion of MBA program from Chandigarh University, the graduates will:

PEO1: Make significant impact as successful management professionals with a sound business and entrepreneurial acumen leading to a promising career in the various management domains.

PEO 2: Develop the professional competence for astute decision making, organization skills, planning and its efficient implementation, research, data analysis and interpretation with a solution finding approach.

PEO 3: Be known for their team player qualities to handle diversity and the leadership skills to make sound decisions while working with peers in an inter-disciplinary environment with people of cross-cultural attributes

PEO 4: Be adaptable to new technology, innovations and changes in world economy that positively impacts and contributes towards industry, academia and the community at large.

PEO 5: Be responsible citizens with high ethical conduct that will empower the business organizations with high integrity, moral values, social effectiveness and legal business intelligence.



Program Outcomes(POs)

Program Outcome	After completing the program, the students will be able to:
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision making
PO3	Ability to develop Value based Leadership ability
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Ability to develop innovative and entrepreneurial mindset.

1. Meet Your Instructor

Name:	Prince Vohra
Qualification:	B. Com , MBA, UGC-NET
Teaching Experience:	11 Years
Industry Experience:	2 years
Specialization:	Marketing & Strategy
Contact No.:	8427979309
e-mail:	Prince.e8510@cumail.in
Contact Room:	Room No. 509
Contact time:	



Lab Manual

Subject Name: Digital Marketing – LAB MANUALS

Subject Code: BAP – 656

BAP-656	Digital Marketing Lab	L	T	P	C
	MBA	0	0	4	1
	Pre-requisite: Basic knowledge of Computer and Internet				
	Course Objectives				
	To understand the applications of Digital Marketing to undertake Marketing Campaigns in digital format and how to apply the tools of Digital Marketing to gain competitive advantage in the Market To analyze consumer buying behavior using Web Analytics and offer the right products or services to the right customers				

Course Outcomes:

Course Outcome	After completing the course, the students will be able to:
1	To learn digital marketing tools like search engine optimization and associated analytics.
2	To apply digital marketing tools to a) improve websites' rankings and optimize it in the process. b) Improve the brand's visibility c) improve brands reach which physically is relatively difficult and less effective.
3	To analyze relative importance of digital marketing strategies to optimize digital marketing campaign
4	To evaluate the performance of different social media in conjunction with overall digital marketing plan.
5	To design search engine optimization and search engine marketing campaigns

Content of the Syllabus

Unit-I

Creating the Webstore, registering domain name, web hosting, search engine application, search engine optimization, use of keywords, backlinks, directory submissions, search engine marketing, adwords, using adword planner, bidding for keywords, ad rank.

Unit II

Social Media Marketing, Facebook Marketing Strategies and Implementation, Creating Banners for Facebook, YouTube Marketing Strategies and Implementation, Creating YouTube Videos, Twitter Marketing Strategies and Implementation, Using Tweets, Retweets and Hashtags for Marketing, , LinkedIn Marketing Strategies and Implementation, Creating LinkedIn Pages for Companies, Instagram Marketing Strategies and Implementation, Creating banners and videos for Instagram Marketing.

Unit III

Introduction to Web Analytics, Application of Google Analytics, Application of Facebook Analytics, Application of Twitter Analytics, Application of YouTube Analytics, Application of Instagram Analytics, Analyzing Exit Rate, Bounce rate, Click-Through-Rate(CTR), Conducting A/B Tests.

PO-CO Mapping

Course Name	Course Code	PO/CO	Description of CO	Apply knowledge of management theories and practices to solve business problems (PO1)	Foster Analytical and critical thinking abilities for data-based decision making (PO2)	Ability to develop Value based Leadership ability (PO 3)	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business (PO 4)	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment (PO5)	Ability to develop innovative and entrepreneurial mindset. (PO 6)
Digital Marketing	BAT658	CO1	To learn digital marketing tools like search engine optimization and associated analytics.	2					

		CO2	To apply digital marketing tools to a) improve websites' rankings and optimize it in the process. b) Improve the brand's visibility c) improve brands reach which physically is relatively difficult and less effective.						
		CO3	To analyze relative importance of digital marketing strategies to optimize digital marketing campaign..		2		2		
		CO4	To evaluate the performance of different social media in conjunction with overall digital marketing plan.		3		2		
		CO5	To design search engine optimization and search engine marketing campaigns.				3		
				2	2.5		2.33		

NOTE FOR THE PAPER SETTER

The syllabus has been divided into three units. Paper setter will set 3 questions from each unit and 1 compulsory question spread over the whole syllabus consisting of 5 short answer questions. Compulsory question will be placed at number one. Candidate shall be required to attempt 6 questions in all including compulsory question and selecting not more than 2 questions from each unit.



Teaching - Learning Process

Teaching Aids		Case Study	Project Type Activity	Lab Work	Delivery Mode	
Video, PPT	White Board				Theory/Descriptive	Numerical/Practical
Yes	Yes	Yes		Yes	0%	100%

List of Experiments

Experiment Number	Name of Experiment
1	Digital Marketing Implementation in Business Scenario
2	Create the Digital Marketing Webpage
3	Conducting the Search Engine Optimization and Search Engine Marketing
4	Using Google Analytics to analyze website performance
5	Creating Promotional banner through Canva
6	Facebook Promotion using banners
7	Creating YouTube Channel for Marketing
8	Twitter Marketing
9	Instagram Marketing
10	Email Marketing
Additional 11	Digital Marketing Final Analysis and Report

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Experiment No. 1

Digital Marketing Implementation in Business Scenario

“Digital Marketing is the marketing of products or services using digital technologies on the Internet, including through mobile phones Apps, using display advertising, and any other digital mediums”

--- Damian Ryan and Calvin Jones

What is Digital Marketing mainly used for? Although SEO (Search Engine Optimization), PPC (Pay Per Click) and Web based Marketing still accounts for a major chunk of activities, other areas like CRO (Conversion Rate Optimization), Video Content Creation, App based marketing and Blog based marketing are fast catching up.

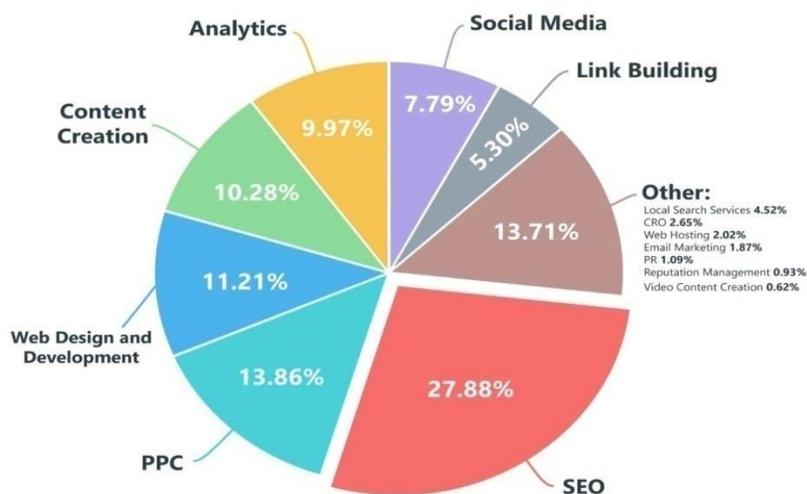
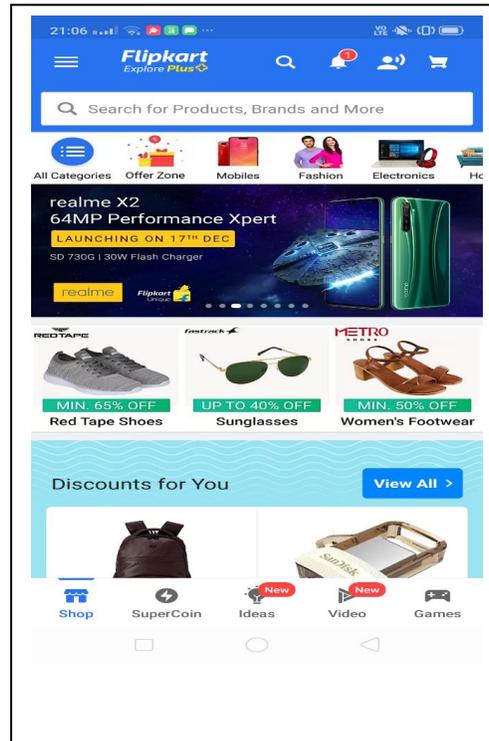
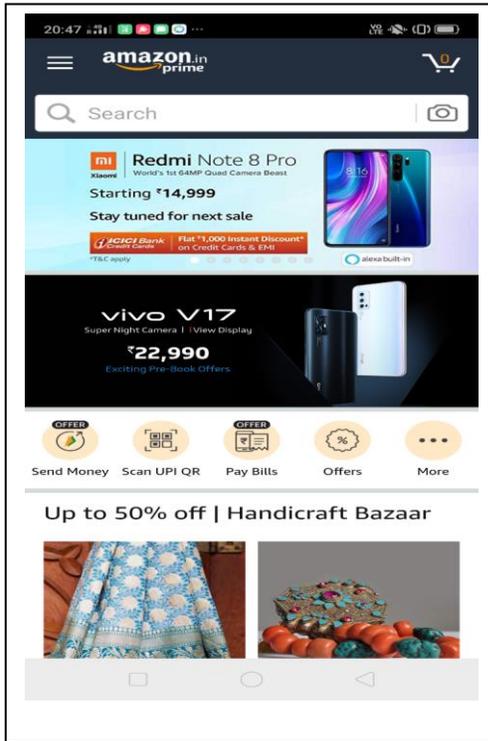


Figure- 1: Use of Digital Marketing Tools

It is now well accepted that Digital Marketing has become a key component of business strategy for all organizations, big or small. Digital Marketing is playing a key role in E-Commerce Companies as well as brick-and-mortar companies. However, the challenge now is to know the correct strategies that will drive maximum returns with minimum investments. The first phase of Digital Marketing has seen companies adopting strategies like SEO (Search Engine Optimization), SEM (Search Engine marketing), SMM (Social Media Marketing) and E-Mail Marketing. The main platforms being used were Google, Facebook, YouTube and Twitter.

The students are expected to perform the following tasks for understanding the strategies used by companies for digital marketing:

1. Open the websites of Amazon, Flipkart, Snapdeal



2. Do a comparative analysis of their product offerings
3. Do a comparative analysis of their landing pages
4. Do a comparative analysis of their call to action (CTA)
5. Do a comparative analysis of website loading and website navigation
6. Find the rankings of Amazon, Flipkart, Snapdeal using Alexa.com

Experiment No. 2

Create the Digital Marketing Webpage

For Digital Marketing or E-Commerce, a Website is the virtual store from where the commercial transaction of buying and selling takes place. The Website gives information about the products and services; the price tag associated with various products and services and provides a mechanism to acquire the products and services through electronic exchange of money. A webstore created for E-Commerce needs to have the following components:

1. **Home Page** that contains information about products and services
2. **About Page** that contains detailed description about the company
3. **Contact Us Page** where the Contact Number, Fax Number, Email, Twitter and Facebook contact details all are given.
4. **Payment Gateway** to make payments through Debit Card or Credit Cards.
5. **SSL (Secure Socket Layer) Certificate**. SSL Certificates provide secure, encrypted communications between a website and an internet browser.

Like people differ from each other, a webstore layout can also differ according to the need of target users and creativity of the web designer. However, a content heavy website with rich graphics will take a long time in loading. A simple website might not be able to catch the attention. This where the rules of optimization becomes important to create a website that is pleasing to the eye and also loads faster than the average ones.

The students are expected to perform the following tasks to create the promotional web page

1. Go to GoDaddy and analyze the different kind of domain names offered there.
2. Go to GoDaddy and analyze the different kind of hosting options offered there.
3. Go to Wix.com and create a promotional web page in a shared hosting service

Wix.com is a website builder that allows you to build a website with no coding. Wix is free to start but to set up a shop, remove branding, connect a custom domain, and more, you must select one of the affordable premium plans.

Pick the Business website template you love

Q E.g music, photography

View by

NEW!

Most Popular

Blank Templates

Categories

See All Templates

Business

- Consulting & Coaching
- Services & Maintenance
- Advertising & Marketing
- Automotive & Cars
- Real Estate
- Finance & Law
- Technology & Apps
- Pets & Animals

> Online Store

> Photography

> Virtue



Coming Soon Landing Page



Mechanic



The Consultant



Vintage Car Garage



Construction Company



Carpenter





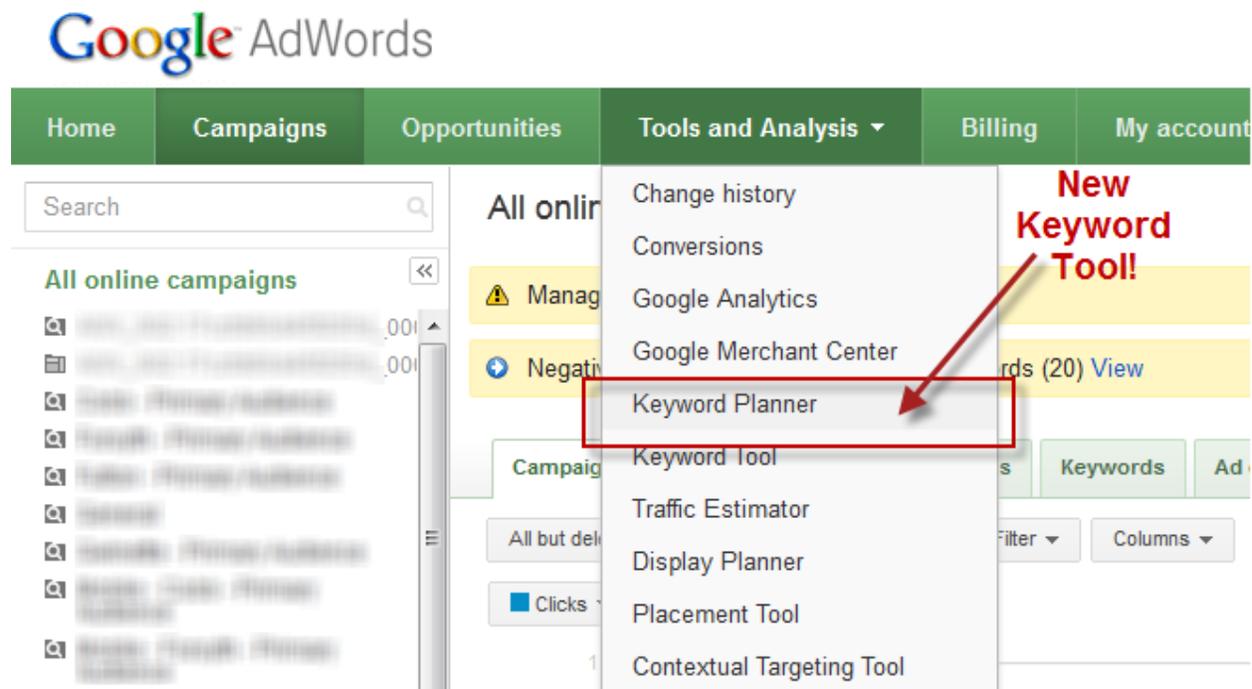
4. Customize the Website using various options given by Wix
5. Publish the website online
6. Find the ranking of your website using Alexa.com

Experiment No. 3

Conducting the Search Engine Optimization and Search Engine Marketing

To do the Search Engine Optimization, the basic task is to insert keywords in the Website.

The right keywords can be determined by using a tool called Keyword Planner which is a free tool offered by Google.



The students are expected to perform the following tasks to create the promotional web page

Step 1: Go To Google Adwords Keyword Planner

Step 2: Find Your Topic

Step 3: Get Keyword Ideas

Sort By Competition: Click the “competition” header at the top of the suggested keywords twice to sort by lowest to highest competition. While these terms will probably have lower search volume, you’ll have less competition to beat for top spots.



Keyword Planner

Where would you like to start?

Find new keywords and get search volume data

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

Your landing page

Your product category

Targeting ?

All locations ✎

All languages ✎

Google ✎

Negative keywords ✎

Date range ?

Show avg. monthly searches for: last 12 months ✎

Customize your search ?

Keyword filters ✎

Keyword options ✎

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include ✎

[Get Ideas](#)

Before you begin

[How to use Keyword Planner](#)

[How to see your organic data](#)

Enter Negative Keywords: Near the top left you'll see "Negative Keywords" in bold. Enter any irrelevant terms here to eliminate them from results.

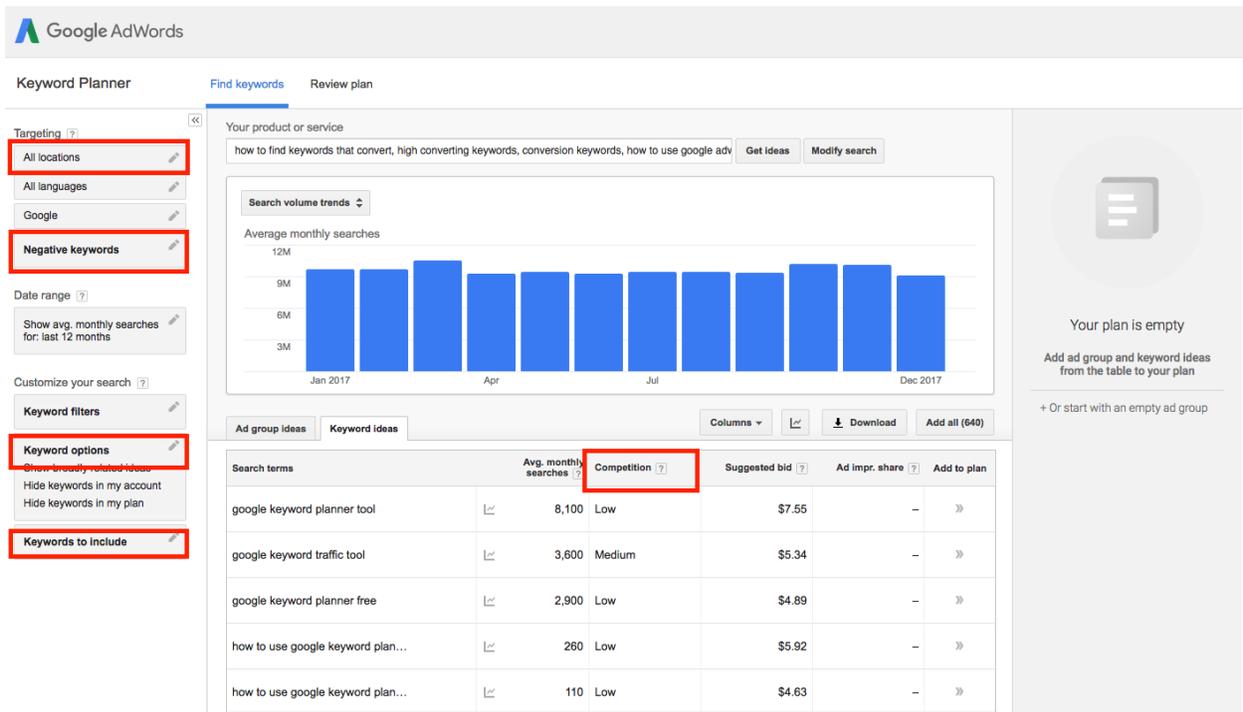
Use Keyword Options: Refine your results using the "Keyword options" box in the lower left. Click "Only show ideas closely related to my search terms" to eliminate some off-topic keywords. This works better when you start with a longer list of keywords.

Include Select Keywords: Towards the bottom left, use the "Keywords to include" box to refine your search by specific terms. For example, if you're only interested in purchase-related

keywords, you might enter “buy,” “prices,” and “for sale.” Any results that don’t contain at least one of the keywords you specify will disappear from the list.

Use Locations: At the top left, you’ll see “All locations.” Here you can enter a country, state, or city to show only results from users in that area. If you’re only interested in customers close to your store, this will be especially helpful. Keep in mind that limiting the pool of results to a small area might also eliminate some niche, long-tail keywords.

Step 4: Pick The Perfect Keyword



The screenshot shows the Google AdWords Keyword Planner interface. On the left, there are several filter options highlighted with red boxes: "All locations", "Negative keywords", "Keyword options", and "Keywords to include". The main area displays a bar chart titled "Average monthly searches" for the period from Jan 2017 to Dec 2017. Below the chart is a table of keyword ideas with columns for Search terms, Avg. monthly searches, Competition, Suggested bid, Ad impr. share, and Add to plan. The "Competition" column is also highlighted with a red box.

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
google keyword planner tool	8,100	Low	\$7.55	-	»
google keyword traffic tool	3,600	Medium	\$5.34	-	»
google keyword planner free	2,900	Low	\$4.89	-	»
how to use google keyword plan...	260	Low	\$5.92	-	»
how to use google keyword plan...	110	Low	\$4.63	-	»

Step 5: Incorporate the Keywords in your website at Wix.com

Experiment 4

Using Google Analytics to analyze website performance

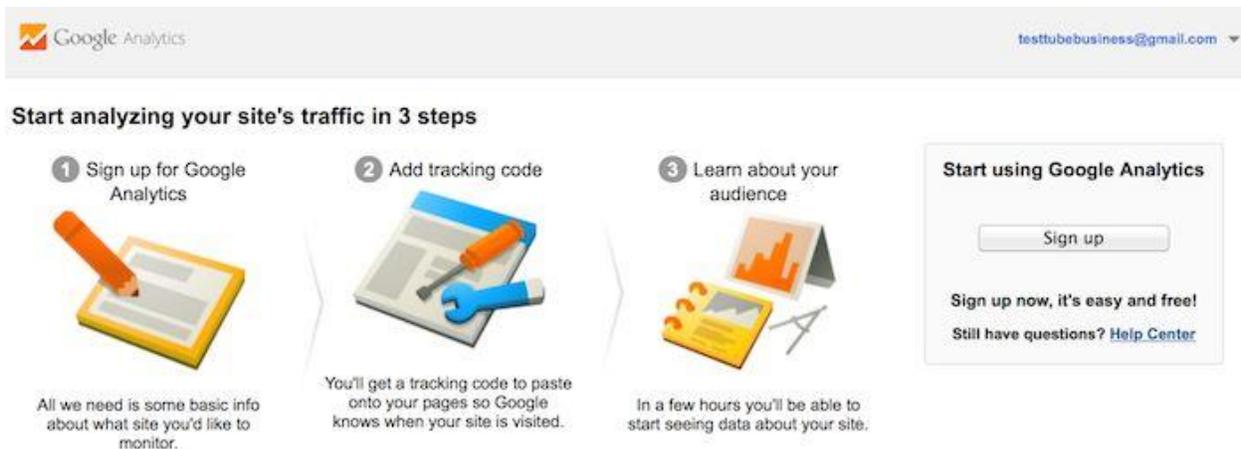
It is important for every business to know their customers and what they want. Companies who are offering products and services as per customer requirement achieve a greater degree of success vis-à-vis their competitors. The same can be said about the digital marketing companies also. For a web based venture, the marketer needs to know how many people visited their website, where did they come from, whether they were unique visitors or repeat visitors, how long they stayed, what were they browsing, whether they bought any products and services, whether they were satisfied with the browsing experience, and where they went after they logged out of the website. The company also needs to do competitive analysis to know their page ranking, traffic, bounce rate and exit rate, conversions, return-on-ad-spend (ROAS) and return-on-investment (ROI).

Fortunately, there are a number of tools that can help in tracking the vital data pertaining to web analytics. The best tool is of course Google Analytics. Google Analytics gives a dashboard with real time analytics reports. You can also get goal flow charts, cohort analysis and customised reports with selected metrics. Apart from that there are tools like Alexa, Chartbeat, Woopra, KISSmetrics and Spring Metrics that also gives a fairly incisive analysis of website usage.

Tasks to be performed

1. Set up the account and property

Once you have a Google account, you can go to Google Analytics and click the Sign into Google Analytics button. You will then be greeted with the three steps you must take to set up Google Analytics.



The screenshot shows the Google Analytics onboarding process. At the top left is the Google Analytics logo and the user's email address, testtubebusiness@gmail.com. The main heading is "Start analyzing your site's traffic in 3 steps". Below this are three numbered steps:

- 1 Sign up for Google Analytics**: Accompanied by an icon of a pencil writing on a notepad. Below the icon, it says: "All we need is some basic info about what site you'd like to monitor."
- 2 Add tracking code**: Accompanied by an icon of a screwdriver and a wrench on a notepad. Below the icon, it says: "You'll get a tracking code to paste onto your pages so Google knows when your site is visited."
- 3 Learn about your audience**: Accompanied by an icon of a laptop displaying a bar chart. Below the icon, it says: "In a few hours you'll be able to start seeing data about your site."

To the right of these steps is a box titled "Start using Google Analytics" containing a "Sign up" button, the text "Sign up now, it's easy and free!", and a link to the "Help Center".

After you click the Sign Up button, you will fill out information for your website.



New Account

What would you like to track?

Website
 Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account

Account Name required

Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required

Industry Category ?

Reporting Time Zone

Administration Business / 123business.com

PROPERTY

- Property Settings
- User Management
- Tracking Info**
 - Tracking Code**
 - Data Collection
 - User-ID
 - Session Settings
 - Organic Search Sources
 - Referral Exclusion List
 - Search Term Exclusion List

PRODUCT LINKING

- AdWords Linking
- AdSense Linking
- All Products

REMARKETING

Custom Definitions

Data Import

Social Settings

ANALYTICS EDUCATION

Tracking Info

Find your basic tracking code, and additional data-collection settings.

The following settings are available only Universal Analytics.

Click **Tracking Code** to find the basic code for a website or to download platform SDK: app (websites & apps).

Click **Session Settings** to configure the length of a session and of a campaign (websites & apps).

Tracking ID
UA-64248213-1

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.

```

<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  ([r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date(),a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window.document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>

```

2. Install tracking code in the website at Wix.com

Once you are finished, you will click the Get Tracking ID button. You will get a popup of the Google Analytics terms and conditions, which you have to agree to. Then you will get your Google Analytics code.

3. Generate reports through Google Analytics

After you install your tracking code on your website, start track several metrics on real time basis like:

Unique Visitors

Unique Visitors is the number of unduplicated (counted only once) visitors to a particular website over the course of a specified time period. Unique Visitors comprise of users that have had at least one session within the selected date range.

Sessions

A session is defined as a group of interactions one user takes within a given time frame on the website. An user may do tasks like browsing pages, downloading resources and purchasing products during a session.

Page Views

Page Views is the number of times a Page was viewed. Each time a user visits a Web page, it is called a page view. Page views, also written "PageViews," are tracked by website monitoring applications to record a website's traffic. The more page views a website has, the more traffic it is receiving. However, since a page view is recorded each time a Web page is loaded, a single user can rack up many page views on one website. Therefore, unique page views are commonly tracked to log the number of different visitors a website receives in a given time period.

Referrer

The referrer is the page URL that originally generated the request for the current page view or object. In the case when the visitor is coming from outside the website, the referrer value is the only way of determining where the visitor came from or who referred the visitor to the website. Furthermore the referrer URL may be accompanied by parameters that convey additional important information. For example, the content that was viewed or the keyword that was searched in the case of search portals may be passed through parameters.

Landing Page

A page intended to identify the beginning of the user experience resulting from a defined marketing effort.

Exit Page

The last page on a site accessed during a visit, signifying the end of a visit/session.

Click-Through-Rate (CTR)

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. It is commonly used to measure the success of an online advertising campaign for a particular website

Bounce Rate and Exit Rate

Bounce rate is the percentage of users who leave your website from the landing page itself. Bounce Rate is the percentage that were the only one of the session. Bounce Rate for a page is based only on sessions that start with that page.

Exit rate is the percentage of visitors who leave your website from a specific page. This has to be beyond the landing or home page, and every page on your website has its own exit rate.

Conversion

Conversion is the completion of a targeted activity. Examples of conversions are a visitor buying a product from the webstore, or filling up a form or downloading a product guide. Using Google Analytics, we can get reports on conversion by keyword, by landing page from organic search, by search engine, conversion by website and referring URL and also conversion by ad content, keyword, or destination URL.

Acquisition

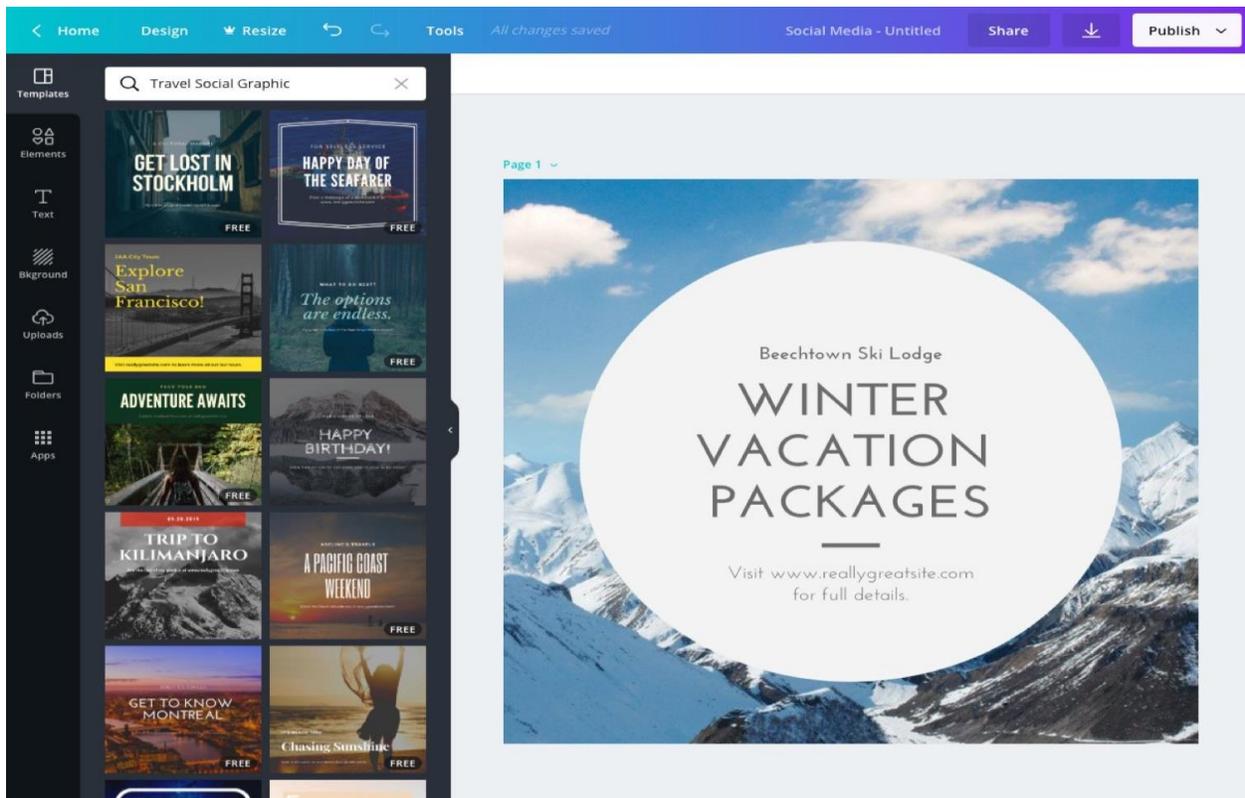
The Acquisition Report in Web Analytics tells us where the visitors originated from, such as search engines, social networks or website referrals. This is a key section which helps to determine which online marketing tactics are bringing the most visitors to the website.

4. Generate the Google Analytics Report using the above mentioned parameters.
5. Comment upon the performance of your website at Wix.com using the Google Analytics Report.

Experiment 5

Creating Promotional banner through Canva

Canva is a simplified graphic-design tool, founded in 2012. It uses a drag-and-drop format and provides access to photographs, vector images, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design



Tasks:

1. Go to Canva.com
2. Create a new Canva account to get started with your banner.
3. Choose from the library, hundreds of professionally designed templates.
4. Upload your own photos or choose from over 1 million stock images.
5. Fix your pictures, add stunning filters and edit text.
6. Save and share.
7. Create a series of banners with different themes with Canva to promote your product.
8. You have to incorporate the banners in your website and also use them for Facebook, Instagram and Twitter Marketing

Experiment 6

Facebook Promotion using banners

Facebook is a social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The main features of Facebook are News Feed and Facebook Messenger. **News Feed** is the constantly updating list of stories in the middle of your home page. News Feed includes status updates, photos, videos, links, app activity and likes from people, pages and groups that you follow on Facebook. News Feed also shows advertisements in the middle of the pages.

Facebook Messenger is an instant messaging service and software application. Facebook Messenger lets Facebook users send messages to each other. Complementing regular conversations, Messenger lets users make voice calls and video calls both in one-to-one interactions and in group conversations.

A **Facebook Page** is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations. Unlike personal profiles, pages do not gain "friends," but "fans" - which are people who choose to "like" a page. Pages can gain an unlimited number of fans, differing from personal profiles, which has had a 5,000 friend maximum put on it by Facebook. Pages work similarly to profiles, updating users with things such as statuses, links, events, photos and videos. This information appears on the page itself, as well as in its fans' personal news feeds.

Facebook Ad is an advertisement created by a business on Facebook that's served up to Facebook users based on user activity, demographic information, device use information, advertising and marketing partner-supplied information, and off-Facebook activity. Facebook Ad can be created by Ad Manager. You can choose the audience and goal and allocate a budget. The Ad can be in the form of an image, canvas, video, slideshow, collection or carousel. The Ad can be displayed in Facebook Page, Instagram, Messenger and Facebook Audience Network.

Facebook Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content. When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.

A **Facebook Event** is a calendar-based resource which can be used to notify users of upcoming occasions. Events can be created by anyone, and can be open to anyone or private. The creator can invite his friends, members of a group, or fans of a page. Facebook events are a great way to spread the word on upcoming events or occasions, since they are able to reach thousands of people in a short amount of time. The event also provides an "RSVP" list, which displays lists of invitees grouped by their response.

Invitees are either placed in "attending," "not attending," "may be attending," or "hasn't responded" lists. If an invitee RSVPs that they are "attending" the event, it appears in their news feed to notify their friends. When the date of the event approaches, it is displayed on the invitees' home pages to remind them.



Tasks to be done

1. Go to facebook.com/pages/create.

Click to choose a Page type.

Fill out the required information.

2. Choose a great username.
3. Give the key details in the About section.
4. Provide as many details as possible in the full About description.
5. Capture attention with a fantastic cover photo visual.

6. Choose an appropriate profile photo.

7. Ask your Facebook friends to like your Facebook Page.

Once your Page is setup, use the handy invite option to invite all of your Facebook friends (or a group of your Facebook friends) to like your Facebook Page via a Facebook direct message. This is a great way to get the ball rolling and start building a following.

8. Promote your Facebook Page.

8. Link your Facebook Page with your Webpage in Wix.com

9. Use Facebook Insights to analyze the impact of your facebook campaign

Experiment 7:

Creating YouTube Channel

Video ads run on YouTube and across the web through the Google Display Network. With more than 1 billion users, YouTube is available in 70+ countries and 60+ languages, and offers rich content from all over the world. The Display Network reaches over 90% of Internet users worldwide through 2 million sites and apps (source: ComScore).

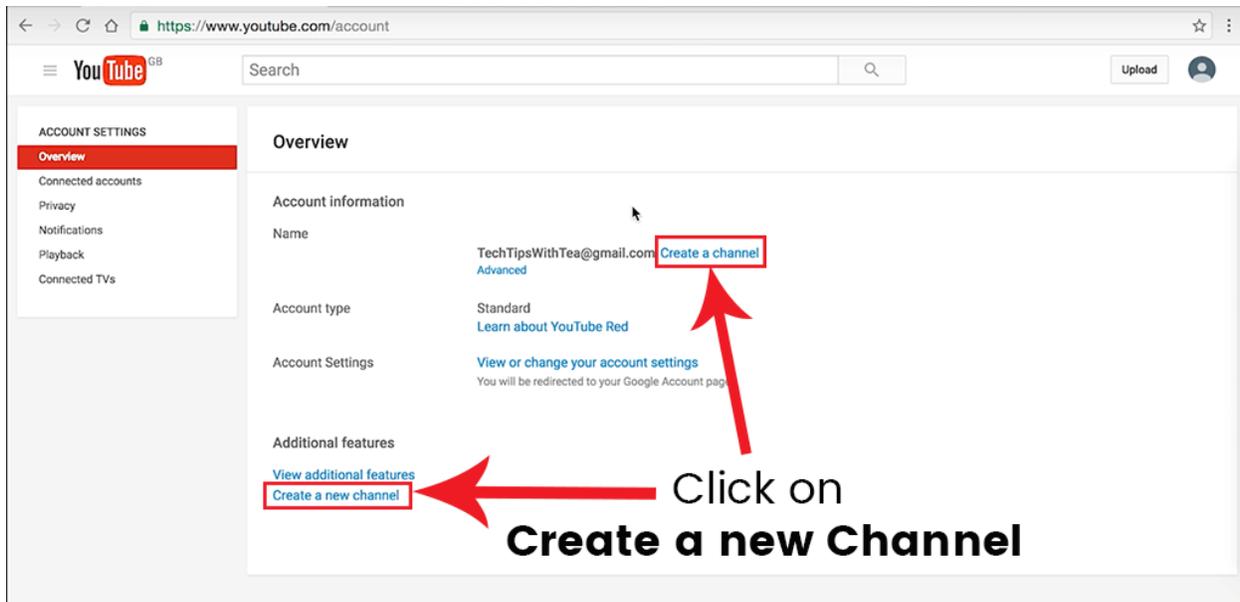
By targeting video ads on YouTube and the Display Network, the company can advertise to consumers at moments that matter. With a wide variety of targeting methods available to the company such as demographic groups, interests, placements, and remarketing lists, they can reach specific or niche audiences based on who they are, what they're interested in, and what content they're viewing.

YouTube helps in digital marketing in the following ways:

To create a Video Campaign

To connect with the target audience

You can use AdWords conversion tracking to track and convert the number of people who click on a video ad.



Tasks to be done

1. Sign into YouTube and click on the user icon at the top right of the screen
2. Click on the gear icon to get to your account's YouTube Settings



3. Click on Create a new channel
4. Then choose “Use a business or other name”
5. Add your Brand name and click create
6. Fill in the about section
7. Upload the video shot with mobile phone
8. Promote the YouTube Video in Social Media
9. Measure the impact of your YouTube Marketing Campaign with YouTube Analytics

Experiment 8:

Twitter Marketing

1. Create a Twitter Profile

Your Twitter profile shows the world who you are, and first impression counts. Each element should showcase your best content and accurately reflect your message. To create a Twitter profile, you need to choose @Name, put up your profile picture, write a description with 160 characters, and put up a nice attractive header image.

There are certain rules and specifications that you need to comply with to create a Twitter profile. The recommended image size for your profile picture should be 400x400 pixels; the image will be resized in mobile to fit. The recommended size for a Twitter header image is 1500x500 pixels. On mobile, it'll be cropped to a 2:1 aspect ratio. You can use a GIF or PNG file for vector-based and line art images. For photos, you can upload a JPG or PNG file.

2. Create compelling content to Tweet

Compelling content will help you attract new followers and keep them engaged over time. There's no right or wrong number of times you should Tweet each day, or when. Instead, focus on creating a regular flow of content that's relevant to your target audience and authentic to your business.

Adding a bold image, video, or GIF to your Tweets adds a touch of personality, and leads to higher Tweet engagement rates. In fact, people are three times more likely to engage with Tweets that contain videos and photos. Twitter allows you to attach up to four photos to a single Tweet.

3. Create a Tweeting Strategy/Schedule

Similar to planning for digital marketing, you should also have a set posting schedule for your Twitter account. Your Tweeting schedule should detail what and when you plan on Tweeting. Your strategy should outline things like when you're going to Tweet links to your new posts and other updates.

It's a good idea to include this as a part of your overall content strategy, particularly if you publish content across several different platforms like a blog, YouTube, guest posts and media coverage. A benefit of having a set Tweeting strategy is you can avoid mistakes like only Tweeting out links to your new blog posts once.

4. Make Tweets Conversational

The way that a lot of brands tweet is very one dimensional. Their Tweets are essentially just broadcasts, which is not what Twitter is about as we mentioned earlier. Your Tweets shouldn't consist of only headlines with a link, inspirational quotes or funny statements. They should open the door for communication and conversation.

5. Use Twitter Video

Twitter might not be the first platform you think of when it comes to video marketing, but it's not something you should overlook. Twitter gives you a couple of options for using videos.

First, you can use Twitter’s native video feature. This allows you to record videos up to 140 seconds long and upload them directly to your Twitter stream.

A second option is to use Periscope, which is a live streaming app owned by Twitter. Periscope integrates into the Twitter so your live streams show up in your followers’ Twitter feeds. Once the stream is over, the recording is still available for people to watch.

Live video from Twitter’s content partners reached over 31 million views in 2017, so it’s safe to say your followers are likely interested in consuming your videos.

6. Connect with existing and potential customers

People love to talk to businesses directly on Twitter. The brand manager should be responsive to any questions, comments, and criticisms that come through tweets. To avoid long exchanges, switch to Direct Messages to resolve any complex issues. You can also include a deep link in a Tweet that displays a ‘Send a private message’ call-to-action button to enable customers to send you a Direct Message.

Hashtags are a powerful tool that allows you to expand your reach and tap into relevant conversations. Focus on keywords that are relevant to your business. Best practices recommend using no more than two hashtags per Tweet. One simple way to incorporate hashtags is by identifying popular events to which you can link your business in an authentic way.

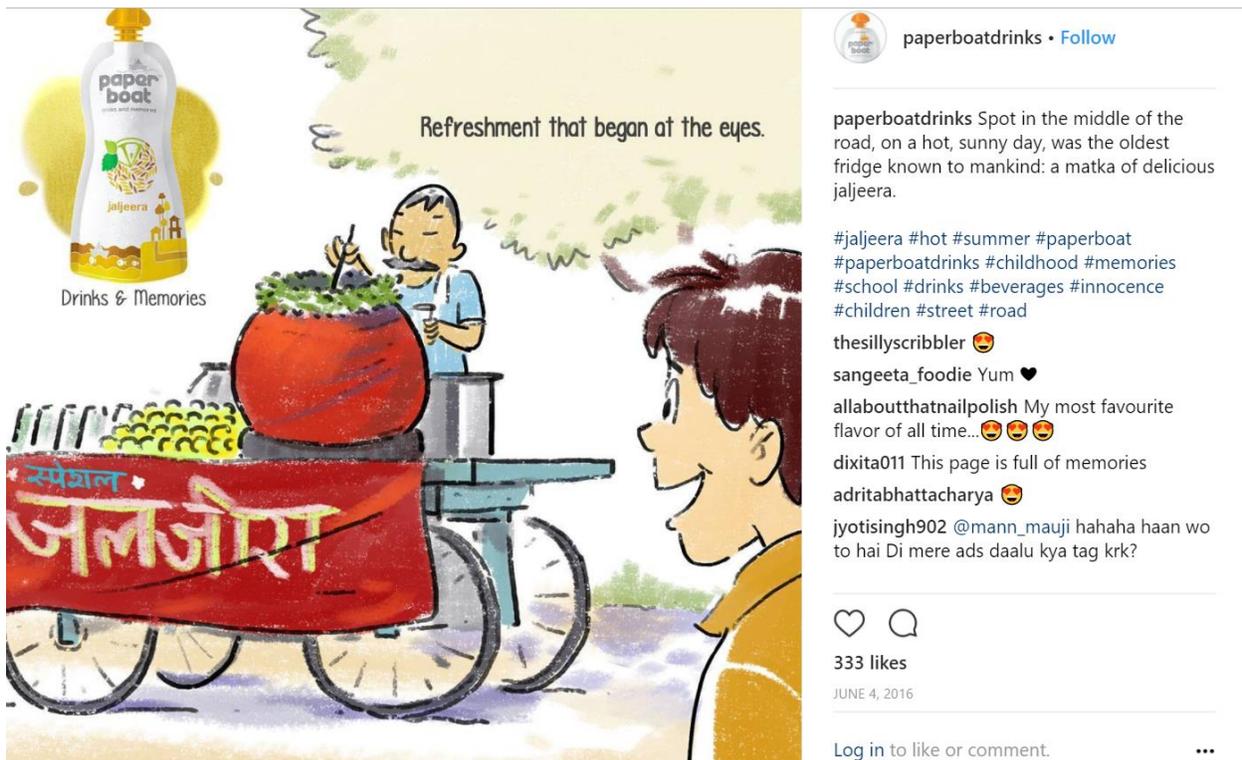
Retweeting relevant content and replying to Tweets are great ways to maintain a robust Twitter presence. Positive customer feedback, helpful articles, and messages that align with your business’s authentic voice are all impactful content to Retweet. When in doubt, remember this rule of thumb: your Retweets reflect back on your business and should align with your purpose and values.

Experiment 9:

Instagram Marketing

Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app for photo editing and photo sharing exclusively for the iOS operating system. A version for Android devices was released two years later, in April 2012. After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and ultimately 800 million as of September 2017. Today, over five million businesses use Instagram to tell their stories visually, connect with their fans, and build their brand. Instagram was acquired by Facebook in April 2012 for approximately \$1 billion in cash and stock.

Instagram allows users to upload photographs and short videos, follow other users' feeds, and geotag images with the name of a location. In January 2011, Instagram introduced hashtags to help users discover both photos and each other. In September 2011, a new version of the app included new and live filters, instant tilt-shift, high-resolution photographs, optional borders, one-click rotation, and an updated icon. In August 2015, Instagram started allowing users to upload full-size landscape and portrait photos and videos onto the service, dropping the previous requirement of a square frame. In August 2016, Instagram added a zoom feature that allows users to pinch-to-zoom the screen to virtually zoom in on photos and videos.



Tasks in Instagram Marketing

1. Create an Instagram Account
2. Post the Banner Ad in Instagram



3. Use filters to make the banner more attractive
4. Write compelling captions
5. Use the right hashtags
6. Run the Instagram Campaign
7. Measure the success with Instagram Analytics

Experiment 10:

Email Marketing

Email Marketing is the most maligned, yet the most economical mode of marketing to the masses. You also get a wider geographic reach through email marketing. You can buy customized databases of your target groups and offer them your products and services using attractive templates. Of all the content marketing strategies, email marketing has the greatest potential for revenue and growth.

Email marketing is the process of sending messages to people who have given you their email addresses to entice them to come back to your site. Once there, you can engage them and motivate them to become paying customers – even if they’ve bought from you before.

Email marketing is a powerful when you have leads travelling through a sales funnel, especially for B2B companies, and it’s a great way for B2C companies to encourage repeat purchases. Since the buying process takes a while, you want to do everything you can to make sure potential customers remember you without being annoying or spamming their email address.

Email marketing is incredibly effective. In fact, companies that use it generate twice as many leads compared to companies that don’t. And if you automate your email marketing, your customer conversion rate can increase by as much as 53%! With those two stats alone, email marketing is the best example of inbound marketing getting results for companies. However, with a structured approach, one can develop an email marketing strategy that will deliver high yield at low cost.

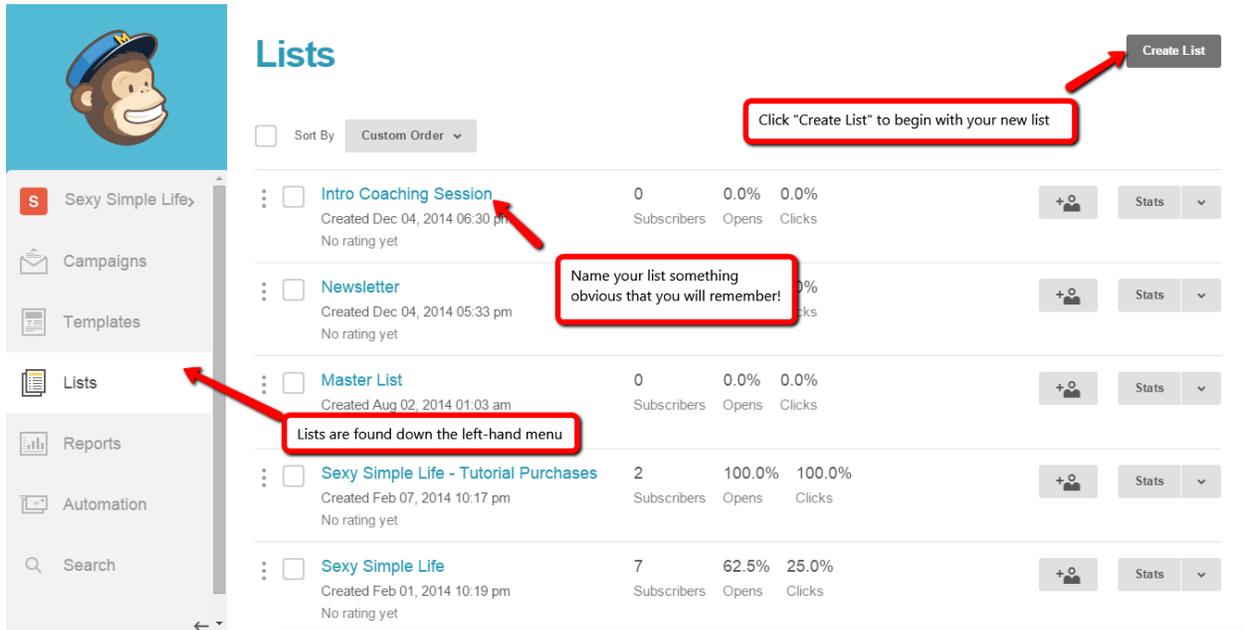


Email newsletters and email marketing campaigns are a very effective way to stay in touch with your customers, prospects, associates, and other contacts. Email marketing tools have made it easy to design,

manage, and track your newsletter, but still we need to follow a structured step-by-step approach to get success in effectively using newsletters for email marketing campaigns.

Tasks to be done in E-Mail Marketing

1. Choose Mailchimp as the E-Mail Marketing Platform



The screenshot shows the Mailchimp 'Lists' interface. A sidebar on the left contains navigation options: 'Sexy Simple Life', 'Campaigns', 'Templates', 'Lists', 'Reports', 'Automation', and 'Search'. The 'Lists' section is highlighted. The main area displays a table of existing lists with columns for name, creation date, and statistics (Subscribers, Opens, Clicks). Annotations include: a red box around the 'Create List' button with the text 'Click "Create List" to begin with your new list'; a red box around the 'Lists' menu item with the text 'Lists are found down the left-hand menu'; and a red box around the 'Newsletter' list name with the text 'Name your list something obvious that you will remember!'.

Sort By	Custom Order		Subscribers	Opens	Clicks		Stats
<input type="checkbox"/>	Custom Order	<input type="checkbox"/> Intro Coaching Session Created Dec 04, 2014 06:30 pm No rating yet	0	0.0%	0.0%	+0	Stats
<input type="checkbox"/>		<input type="checkbox"/> Newsletter Created Dec 04, 2014 05:33 pm No rating yet	0	0.0%	0.0%	+0	Stats
<input type="checkbox"/>		<input type="checkbox"/> Master List Created Aug 02, 2014 01:03 am	0	0.0%	0.0%	+0	Stats
<input type="checkbox"/>		<input type="checkbox"/> Sexy Simple Life - Tutorial Purchases Created Feb 07, 2014 10:17 pm No rating yet	2	100.0%	100.0%	+0	Stats
<input type="checkbox"/>		<input type="checkbox"/> Sexy Simple Life Created Feb 01, 2014 10:19 pm No rating yet	7	62.5%	25.0%	+0	Stats

2. Build your contact list in MailChimp
3. Create a Campaign and build an Email
4. Create the Header of Email Campaign
5. Create the body of E-mail
6. Enable Auto Responder
7. Enable Tracking
8. Conduct A/B Testing of Emails
9. Start the E-Mail Marketing Campaign

Experiment 11:

Digital Marketing Final Analysis and Report

All accounts > Google Merchandise Store

1 Master View

Search reports and help

Primary Dimension: Landing Page Content Grouping: none Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Landing Page	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
	92,945 % of Total: 100.00% (92,945)	74.40% Avg for View: 74.33% (0.09%)	69,150 % of Total: 100.09% (69,086)	46.24% Avg for View: 46.24% (0.00%)	3.80 Avg for View: 3.80 (0.00%)	00:02:03 Avg for View: 00:02:03 (0.00%)	1,841 % of Total: 100.00% (1,841)	\$362,780.01 % of Total: 100.00% (\$362,780.01)	1.98% Avg for View: 1.98% (0.00%)
1. /home	41,870 (45.05%)	71.67%	30,010 (43.40%)	41.10%	4.57	00:02:34	1,163 (63.17%)	\$221,253.54 (60.99%)	2.78%
2. /google+redesign/shop+by+brand/youtube	29,108 (31.32%)	91.32%	26,582 (38.44%)	54.30%	2.35	00:00:53	9 (0.49%)	\$750.99 (0.21%)	0.03%
3. /google+redesign/apparel/mens/mens++shirts	2,343 (2.52%)	87.20%	2,043 (2.95%)	38.63%	4.89	00:02:48	18 (0.98%)	\$2,208.33 (0.61%)	0.77%
4. /google+redesign/nest/nest-usa	2,032 (2.19%)	36.42%	740 (1.07%)	32.68%	5.41	00:03:31	220 (11.95%)	\$53,602.88 (14.78%)	10.83%
5. /signin.html	1,835 (1.97%)	27.47%	504 (0.73%)	31.66%	4.16	00:02:12	63 (3.42%)	\$13,306.82 (3.67%)	3.43%
6. /google+redesign/accessories	1,732 (1.86%)	57.51%	996 (1.44%)	70.84%	2.48	00:01:25	7 (0.38%)	\$1,390.52 (0.38%)	0.40%
7. /google+redesign/apparel/mens	1,158 (1.25%)	43.26%	501 (0.72%)	46.63%	4.24	00:03:02	18 (0.98%)	\$1,822.08 (0.50%)	1.55%
8. /google+redesign/bags	1,134 (1.22%)	67.11%	761 (1.10%)	36.42%	4.73	00:02:32	6 (0.33%)	\$538.84 (0.15%)	0.53%
9. /google+redesign/accessories/stickers/home	1,133 (1.22%)	91.26%	1,034 (1.50%)	52.69%	3.64	00:01:41	5 (0.27%)	\$242.20 (0.07%)	0.44%
10. /google+redesign/apparel	1,112 (1.20%)	68.97%	767 (1.11%)	32.55%	5.22	00:02:55	17 (0.92%)	\$1,003.98 (0.28%)	1.53%

Tasks to be done:

1. Analyze the change in ranking of your Web Promotion Page
2. Analyze the performance of your Facebook and Instagram Page
3. Analyze the performance of your YouTube Video
4. Analyse the impact of your Twitter Campaign
5. Analyse the impact of your E-Mail Campaign
6. Create a comprehensive digital marketing strategy to reach out to your targeted customers in an effective manner.