DIGITAL MARKETING
INSIGHTS *for your* BUSINESS

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INDUS NET® TECHNOLOGIES

Indus Net Technologies is an innovative IT Service, managed Outsourcing & Internet strategy company, with unique combination of Creativity and Technology.

With deep industry experience of 16+ years and technological expertise across all major business functions, Indus Net Technologies helps corporations and Governments across the globe embrace the "Nexus of Forces" – Cloud/Web based custom application development, Mobility and Digital Marketing Services.

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Preface

The scope of reaching customers through digital marketing techniques is growing exponentially. Many companies are increasing their budget on digital marketing. At the same time, they realize that they are not getting satisfactory results and find their money going down the drain.

The reason why this is happening is most companies aren't targeting the platform that truly will help them. Digital marketing is a vast arena with dozens of players. In order to succeed, one must know what they are getting into.

This whitepaper will help you to gain insights into different ways of harnessing the power of digital platforms for meeting the marketing needs of your company.

Table of Content

Part 1

Search Engine Optimization

SEO is a continuous process of improvement and optimization of website content, SEO uses both on-page and off-page optimization strategies.

It helps in:

1 Improving your website's visibility to get higher search engine rankings

2 Getting higher visibility thereby increasing the probability of traffic on your website and helps you to accomplish your marketing goals

SEO Tactic - 1

Keyword Research

- The set of words/phrase used in search engine to look for your product are referred to as keywords.
- Keyword research is an essential part of SEO tactics. The use of right keywords gives you an insight into your customers' preferences so that you can cater to their demand appropriately.

How to optimize your keyword research

1

Understand the value of a keyword

There could be many keywords that lead the visitors to your e-store but you need to know which keyword is more often used than the other.

You can do so in the following ways:

- Asking yourself the set of words used by visitors
- Search using that phrase in the leading search engines
- Test the traffic on your website using Google Adwords/Bing Adcenter
- Use the data collected to find out the exact value of a keyword

- Unique keywords account for 70% of searches on the web.
- Marketers must understand the importance of specific keywords that account for majority conversion on your e-store.
- For instance, visitors actually looking to buy a TV online will type a specific information like Sony Plasma TV 32" price rather than just "TV". Unique keywords help the search engines to identify your e-store from the clutter.

2

Understand the keyword search demand

3

Tools for keyword research

There are a number of tools that help you to gain insight into keyword research like:

- Google Adwords' Keyword Tool
- Google Insights for Search
- Google Trends Keyword Demand Prediction
- Microsoft Advertising Intelligence
- Wordtracker's Free Basic Keyword Demand

Tips to begin keyword research

- List the words associated with your product/brand on a separate page
- Use specific keywords that visitors may use to come to your website
- Look for keywords used by your competitors
- Look for external links on your competitors' website
- Look for websites that have link to your competitors' website

SEO Tactic - 2

Optimize Title Tags

Title tags are critical for establishing keyword relevance. They are the first visible links highlighted in blue-ink on SERP

How to do it?

- Provide crisp, informative and intriguing information
- Use only one title tag per page and avoid keyword stuffing
- The length should not be more than 70 characters including spaces
- The keywords should be placed in the descending order of their relevance
- Include both product and brand name with brand name in the last
- The most important keywords used within should be the part of the page content

SEO Tactic - 3

Compelling Meta Descriptions

- Meta descriptions are customized information written for every page on your website that displays in the SERP

- These compelling page summaries capture the attention of the visitors to your website rather than your competitors'

- Meta descriptions should not be more than 150-160 characters long and must include at least one keyword phrase from your page.

SEO Tactic - 4

Create a sitemap and build internal links between pages

- A sitemap is a page that lists links to all the other pages on your website

- A sitemap helps the spider programs to navigate easily through your website

- Adding text links to the body content of your home page enables the spider programs to catalogue all pages of your website.

SEO Tactic - 5

Regular update of your site

- The needs of the visitors are constantly changing

- Post up-to-date information on your website to keep them at higher ranks

- Creating a company blog or a news section on your website that not only keeps you connected with the readers but makes you preferable for search engines

Part 2

Search Engine Marketing

SEM is a broader term that refers to activities like search engine optimization, paid listings and other search engine related services for increasing visibility and traffic to your website

Here, SEM typically refers to paid search activities which are also known as CPC (cost-per-click) or PPC (pay-per-click) marketing

1 **Pay-Per-Click**
PPC is an advertising model wherein the advertisers pay the publisher whenever their ad is clicked.

2 **Directory Paid Inclusion**
Here website owners pay a search engine company to guarantee that their sites will show up in search results and ensure that the crawler software visits the website more often.

3 **Graphical Search Inventory**
It is non-text based advertising model including banner ads, pop-up ads, audio, video and other similar content synchronized to relevant keyword queries.

Benefits of using paid search listings

It Increases:

✓ **Output** – Keyword management, keyword search and automation tools help you to achieve your goals in limited time

✓ **Significance** – Keyword suggestion software constantly helps you to upgrade your keyword lists and eliminate negative keywords to help you improve your search engine rankings with a better quality score in Adwords.

✓ **Opportunities** – Discover new and inexpensive keyword advertising opportunities and drive quality traffic to your website.

Generate Higher Click-Through-Rates

- The rate at which searchers see your ad and eventually click on it defines click through rate.
- Search engines attempt to display relevant ads to their searchers as per their relevance and click through rate.
- Trusted Google Ads are awarded better visibility and ad position
- If you score higher quality score for your ad position, Google identifies it and you pay lesser money for the same ad position

Manage Pay-Per-Click Campaigns

Always focus on the basic agenda: visibility on search engine and landing page

1 Understanding the Campaign Structure

- Create multiple campaigns with AdWords to focus on your geo-targeted regions and to set daily budget limits.
- You can initiate separate campaigns for your generic and branded keywords.

3 Building Keyword Strategy

- Select the keywords relevant to your landing page
- Use free tools like Google AdWords Keyword Tool for understanding the search volumes and costs associated with each keyword

2 Identification of Landing Pages

- Drive your visitors at your landing page i.e. the place where you actually want your visitors to land
- Let your landing page define your AdGroups and campaigns
- Keeping your sales conduit in mind, create different campaigns for different requirements. If you want your visitor to land on a different landing page then create another AdGroup for that keyword

4 Create your Ads

- Creating an Ad that is fun
- You are allotted 25 characters for title and 35 characters for the display URL.
- Do remember to include your keyword in the title to increase CTR
- The display URL is not usually the destination URL as it can't be that short. Search engines allow you to create a separate display URL.

Integrate Various Marketing Campaigns

- Presence of your customers on varied mediums
- Many adults use their smartphones while watching TV which means if they see an ad on TV, they are likely to search about that product or service instantly on their phones

- Your customers are present on TV, smartphone and tablet alike. Make sure that you utilize the power of all three to stay ahead of your competitors
- Running paid ads in combination with organic or free marketing tools often leads to higher CTRs

Remarketing

- Most customers are not likely to purchase your products on the first visit.
- Leading search engines track the user search and display the products that are most relevant to the customers.
- Follow your customers' interest with banner ads for a period of time to send them a reminder about your products.

People visit your website + Visitors are added to your Remarketing Lists → Show them your ads while they browse the web

Part 3

Social Media Marketing (SMM)

- Social media marketing is a mode of internet marketing through the use of social media platforms like **Facebook**, **Twitter**, **Youtube** etc.
- Businesses using social media tend to interact with their potential customers directly by sharing **content**, **videos**, **infographics** and **images**.
- **Social Media Optimization** *(SMO)* is a key component of Social Media Marketing as it focuses on optimizing content for social media websites to have a greater reach towards your customers and accomplish your business goals.
- SMO can be achieved either by placing social media links on your website, e-store and articles or by using social media platforms to interact with the customers, take their feedback and posting links to your blog, article and website.

Goals of SMM

Before starting a SMM campaign, ask yourself a set of questions

1 **Your Target Audience?**

2 **Are your targeted customers present on the social media platform to be used?**

3 **What message do you want to send across?**

Depending upon your Business Requirement, you can have multiple goals

- **Website traffic**
- **Conversions**
- **Brand awareness**
- **Creating a brand identity & positive brand association**
- **Communication and interaction with key audiences**

Once your goal is clear, you'll be able to calculate ROI on SMM spending.

Practices

Companies give incentives and freebies to professional bloggers for posting comments on their blogs and websites.

To avoid any unfair and misleading endorsement efforts by companies and bloggers, Federal Trade Commission keeps a check on SMM practices.

SMM Tips

- **Plan your strategy** – Creating valuable content for ideal customers and keyword research is crucial to your SMM success

- **Track your campaign with Google Analytics** – Measuring the effectiveness of your SMM campaign helps you to identify the most valuable platform to engage with your consumers. Google Analytics helps you to track the activities of your targeted audience on various social media platforms so that you can pay more attention to the platform that matching your goal.

- **Post links** – As a marketer, you come across interesting articles across the web. Posting the links to those articles on your blogs and other social media platforms enriches your visitors' experience. In return, your chances of getting posted on other people's websites also increase.

- **Blogs as a mode of marketing** - You can explore full potential of the blogs by posting information, videos, images and interacting with the customers. Blogs itself act as an important social media platform

- **Track Competitors** - Do not run alone. Tracking your competitors is equally important to stay updated on the trending practices and information. If you find your competitor using interesting tactics to engage with your audience, adopt similar strategies with a difference.

- **Consistent brand image** – Every social media platform has a unique way of engaging with the customers. Make your that you transmit a consistent message across the platforms.

Social Media Platforms and the Marketing Environment

- **Facebook** is a cool, casual, fun-filled platform used to chat & interact with friends
- Friends are likely to follow the likings of each other making it a powerful platform to spread your reach
- Keep your tone simple and friendly
- You can start by forming a business profile page for your company, if you don't have one
- Use interesting graphical image or your company logo as the display picture
- Keep the page alive visually
- Post exciting news articles not necessarily directly related with your product or service

- **Google +** is the second-largest social media platform in the world
- As a marketer, you can do a lot to unleash the power of Google+
- Like Facebook, you can post content like information, videos and images.
- You may like to segment your customers into different groups. Creating unique circles for a particular segment allows you to keep your information specific to that small group. It works really well to interact with niche audiences and offer them special discounts.
- **Google Hangout** is fun. You can hold audio and video conferences, chat with your fans. As an application developer for games, you can hold a conference with your fans to share their inputs on innovative ideas.
- Create a Google Community and invite your fans to interact with you, post their feedback and use it as a forum for discussion.

- **Twitter** is an amazing marketing medium due to its ability of getting viral as soon as the tweet is posted.
- The maximum length of a tweet is 140 characters which is what makes it unique and be to-the-point.
- Marketers use this platform through hash tags to engage with their consumers and offer them discounts, new product offerings, invite them to an event and start a discussion.
- Usually marketers tweet a mix of business and personal tweets to keep a casual tone with their followers.
- Answer your queries of your customers by replying to their tweets
- Do remember to retweet whenever your customer praises about your product or service.

Pinterest allows the marketers to pin pictures of their product and create visually appealing pinboards to develop their brand image. **Let us see how marketers use this platform to their benefit:**

- **Encourage customer engagements** – Ask you customers to share their opinion on the pinned products and ask them to repin it. Embed other social medium platform buttons. Hold pinning contests.
- **Generate leads** – Pin an interesting image and embed links to your website, article and other valuable content for your followers to generate interest in your brand.
- **Sell products and promote an event** – Pin the image and link it to your web store. Post the pictures of the events held in the past and invite your followers for the upcoming events by linking it to the ticket booking site.

- **YouTube** is an exciting mode of communicating with your potential customers by posting videos.
- Customers love to watch videos with interesting, entertaining and inspiring content.
- Keep them short and quirky
- They can like the videos and share it with their friends
- Invite your customers for more videos by asking them to subscribe
- Mention you website address at the end of the video

- **LinkedIn** means serious business
- **LinkedIn** is a professional social network that allows the marketers to connect with professionals across the globe.
- **LinkedIn** has business communities to facilitate debate and discussions
- It makes your task easier to identify decision makers in a company and target your tailor-made message for them
- It helps the marketers to generate leads with a higher conversion rate

Part 4

Online Reputation Management

Online reputation management is an on-going process of monitoring the company's reputation in SERPs and keeping it positive by taking preventive/corrective actions to avoid any harm to your brand image.

1 **Why is it important for marketers?**

- Marketers must keep a check on the online reputation of the company to promote positive image about their product/service in the market.
- As a company, it is natural to face criticism from your customers.
- But you don't want the top results in search engines saying negative about your company.
- A lot of negative criticism either from paid bloggers or regular customers can harm your company's online image.
- In the world of social media, where criticism spreads like fire, it is the job of marketers to neutralize its effect either themselves or by hiring a professional online reputation manager.

2 **Can you ignore negative search results over the positive ones?**

- Prevention is better than cure. It is better to be proactive than be reactive
- If you choose to ignore the negative comments, sooner or later they will overpower your positive comments thus harming your company's long build brand image

3 **What can be monitored?**

- Blogs
- Discussion forums
- Social networking sites
- Reviews on your web store
- Feedback on your website

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4   What are the online reputation issues?

- Criticism is one issue but slanderous and abusive remarks about your brand can pose a serious challenge to your company's image.
- In most of the cases, the bone of contention is a small group of individuals determined to undermine the company's reputation.

- Negative reviews whether true or fake often get higher rankings in SERPs
- Marketers often ignore this negative image until a severe damage is done in the terms of diminishing top line, press coverage and hiring ability.

5   Do personal and corporate reputations go in tandem?

- It's a definite yes.
- A good CEO will carry his image well to keep the investor sentiment positive.
- And online media has a significant effect on the corporate reputation.

- Both personal and corporate reputations affect each other.
- On the other hand, a bad corporate reputation will raise a question on its leadership.

How to deal with online reputation crisis?

In-house Department

Online reputation management is possible with your in-house dedicated staff but to a limited extent. In-house staff can very well start with managing PR campaigns, social media updates, content development, blogs and support forums.

Hiring a Professional

A professional online reputation manager has a wide experience across different industries and situations. Find out what they have achieved before. What tactics do they use to deal with the crisis?

You have to be extra cautious if your company has business in multiple countries as you need a local level management customized to each location.

Cost of ORM

Return on investment largely depends on the nature of management required i.e. proactive or reactive. A proactive approach involves continuous maintenance and preventive measures making it less expensive.

On the contrary, reactive approach is taken in a damage repair mode which is more aggressive and expensive. Apart from that company size, countries you are doing business in and an estimated return on investment govern the cost of online reputation management.

Conversion Rate Optimization

What is CRO?

- Conversion Rate Optimization is a process of increasing your conversion rate without having to increase web traffic by scientifically changing the content, look and user-experience of your website.
- It helps you to get rid of the efforts of increasing web traffic as it focuses on existing traffic and optimizes your website to improve conversions.
- The definition of conversion varies depending upon marketer's goals.
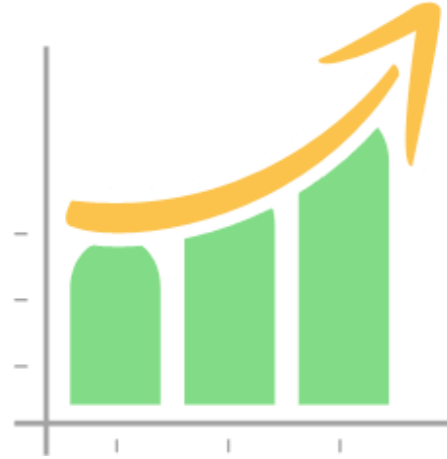
For instance:

- Turning a visitor into customer by selling a product/service
- Turning a visitor to sign up for subscription
- Generating feedback from customers
- Participation in online surveys
- Before rushing into CRO, a marketer must clearly identify his goals.

Why is it required?

- **Quite often visitors abandon your website without accomplishing your goals.**
- **It could be due to any reason like unfriendly checkout page, sign up process, poor landing page, images or website performance.**
- **Eliminating unfriendly elements allows more visitors to turn into leads and customers.**
- **CRO helps you to increase revenue stream and ROI while decrease cost per acquisition**

Testing: The CRO efforts can be easily measured & tested with the help of various marketing tools.

A/B Testing

- Before starting A/B testing form a hypothesis.
- Seek the help of Google's free Website Optimizer tool to perform this test which identifies the ideal web page for the visitors
- Two versions of a web page i.e. version A and version B are tested against each other for a single variable. The web traffic is split into two parts wherein half the traffic views one version and the other half views the second version.
- You can analyze the performance of each page after receiving sufficient traffic and conversions.
- A confidence level of 95% is considered appropriate to declare the winner.

Multivariate Testing

Here multiple variables are taken into consideration before performing a test. Current page is compared with a combination of different versions of the web page. At a time, a visitor is able to see only one combination of the web page and all possible combinations are taken into account for final result.

For example, if you want to check the response of a web page by changing 2 images, 3 feedback options and 4 subscription options, the number of combinations for a multivariate testing would be 2 x 3 x 4 = 24

Part 6

Email Marketing

- Email marketing is a one-on-one marketing campaign to engage with your leads or existing customers. It is highly suitable for small businesses as it involves personal touch and delivers a unique message
- Building the email lists and nurturing long-term relationship with your subscribers is an art. Blankly sending emails to a group of people is a sheer waste of time and effort
- As a marketer you should have a clear message in place before sending an email.
- Use list management software to manage your email lists, track subscribers and those who wish to unsubscribe. Use email broadcasting software to send bulk emails
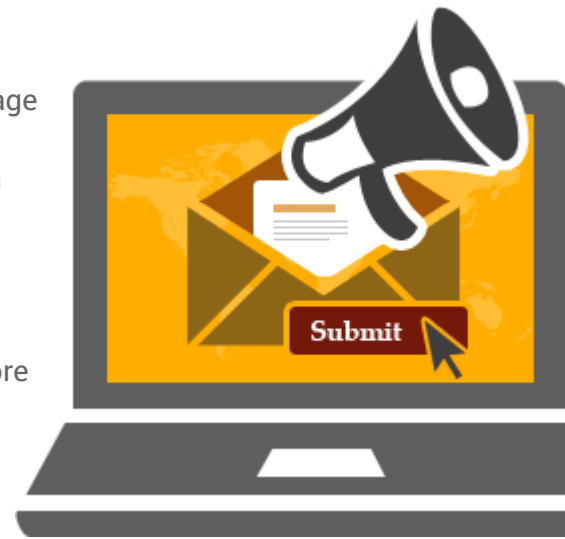
10 tips to gain the loyalty of your subscribers

1. Your email should entertain, inform, educate & enlighten your subscribers.

2. Subscription sign up process should be fairly easy. Avoid asking too much information in the beginning as it creates doubt.

3. Make it clear to the subscribers what they should expect from the subscription. If they wish to receive the content that you wish to share, they subscribe, else not. For instance, your email content may include newsletters, offers & discounts, surveys, free gifts & more.

4. The presentation of the email content like newsletter should match with your corporate identity. Use your company logo & like colors to give consistent appeal across your online & offline marketing efforts.

5. Avoid stuffing too much information, maintain a casual tone and be friendly, use first name to greet

6. Test the look of your email content on different email hosts & do remember to keep it mobile friendly

7. Don't send spam emails, be complaint with the CAN-SPAM ACT to avoid penalties

8. Maintain a frequency of sending emails. Send weekly, bi-monthly or monthly updates depending upon the needs of your business

9. Including sharable content is equally important as subscribers like to share useful content with their friends and family. Embedding RSS feeds & social media links in your newsletter is worthwhile

10. Keep a track of the response to your email campaign with Google Analytics & change your tactics in the next campaign

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Content Marketing

- Content is the key to unlock customers' pockets.
- Content marketing is the basis of all modes of digital marketing whether it is social media marketing, SEO tactics, online reputation management or email marketing.
- Unless you provide relevant, valuable and quality content to your viewers you won't be able to grab viewers' attention
- Segregate your audience as per their interests so that your message does not go waste
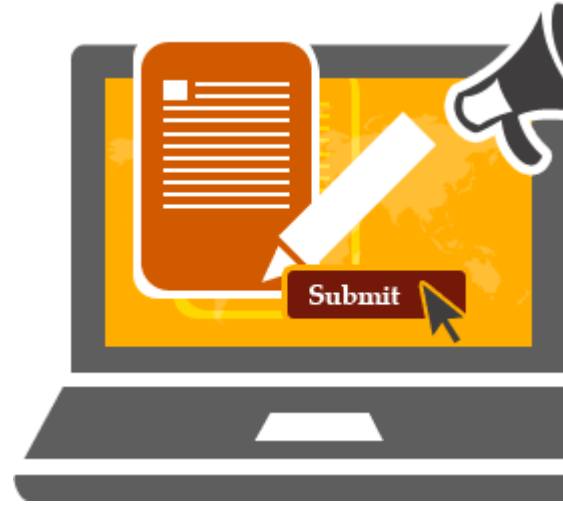
How does it make a Difference?

The whole idea behind sharing valuable content is that your potential customers will take you seriously and make repeated visits to your digital marketing platforms for more information.

This ultimately will drive them towards sales and revenue for your company

Tactics for content marketing

1 **Do not provide excessive information –** Too much information posted frequently disinterests the readers and they are very likely to ignore it. Always assume that your readers are busy and they will pay least attention to your message in the beginning. But when you do, make sure you don't go unheard

2 **Be transparent about your company –** Debunk the myths or misunderstanding about your product or service by posting articles and videos on your blog and website. Be neutral while sharing information, do not exaggerate. It will help you to regain trust among the prospects.

3 **Share intriguing information –** Information based on your own experience supported by facts intrigues the customers. Share challenging information that leaves the readers spellbound and raises questions.

Explainer Videos

What are Explainer Videos?

- Marketing your company, product or service with the help of a video for an easy understanding of your consumers
- You don't just tell but show
- Explain your product & tell customers why they need you through a video
- Animated videos like Vodafone's Zoo Zoo Ads is the best example
- Upload your video on hosting sites like YouTube, Vimeo etc.

Why use Explainer videos?

- More leads
- Higher conversion rate means more revenue
- Get preference on search engine results page
- Faster to explain
- Share it with your viewers on other digital marketing formats like social media, email marketing, blogs & website
- It leaves a lasting impression on the viewers

Structuring an Explainer Video

- Your customers must understand and relate to it
- Show a problem, tap their emotions and give the solution that brings happiness
- Show key benefits of your product/ service and explain why it is value for money
- **Put call-to-action at the end** – For instance, call us now, type and SMS at this number, find us on Facebook, visit us at our website.
- **Perfect script** – An average consumer does not relate to complex words and story. Keep your script simple and short. Remove jargons. And make sure you are tell a captivating story

Final Thoughts

Digital marketing as an industry is going to develop further in future. The fact that a majority of the world now has access to cellphones is something that we must always bear in mind. These numbers are only going to increase.

If we assess present estimates, digital marketing will trounce traditional forms of marketing. In order to tap the brave new world out there which constantly consumes information through electronic media, it is important to use digital marketing as a strategy.

As more and more companies begin to allocate resources for digital marketing strategy, it will continue to become more mainstream. Most SMEs and blue chip corporations already use digital marketing as a primary tool for promotions. In the near future, we expect this percentage to grow even larger.

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Indus Net Technologies' comprehensive web solution offerings that really boosts your business

- Design and develop aesthetically appealing W3C validated websites that gives a firm digital foothold to attract customers.

- Promote business through Internet Marketing, increase visibility among customers and encourage customer engagement.

- Convert leads to customers and customers to evangelists.

- Broaden business reach with smart applications for Mobile and tablet platform.

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