



Manonmaniam Sundaranar University

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

TIRUNELVELI - 627 012, TAMILNADU

B.A ENGLISH (FOURTH SEMESTER)

Copy Writing and Digital Marketing

(From the Academic Year 2023 - 2024 onwards)

Prepared by

Dr. U. Kethrapal

Assistant Professor, Department of English,

St. John's College, Palayamkottai - 627 002

Most student friendly University-Strive to Study and Learn to Excel

for More Information Visit : <http://www.msuniv.ac.in>

LO	Learning Outcome
LO1	To introduce students to the basics and importance of SEO copywriting in business development.
LO2	To familiarize students with simple copywriting formulas and effective sales writing techniques.
LO3	To develop an understanding of online marketing strategies and persuasive content writing.
LO4	To help students understand the importance of online reputation and brand management.
LO5	To enable students to plan and understand different types of digital marketing campaigns.

COPY WRITING AND DIGITAL MARKETING

UNIT I – SEO AND COPY WRITING TO DEVELOP A COMPANY

- The Basics of SEO Copywriting
- Why Does Your Business Need SEO Copy Writing?
- Optimizing Your Content with SEO Copywriting

UNIT II – “HOB0” A SUPER SIMPLE SECRET FORMULA!

- A Beginner’s Guide to Copywriting and SEO
- What is H.O.B.O, the Super Simple Secret Copywriting Formula?
- Effective Sales Approaches You Can Incorporate Into Your Sales Process

UNIT III – ONLINE MARKETING

- Internet Marketing for Growth
- Understanding Web Content
- Secrets to Selling with Emotional Content
- Psychological Triggers of Copywriting
- Search Engine Optimization – SEO

UNIT IV – ONLINE REPUTATION MANAGEMENT

- Corporate Reputation and Image 1
- What is the Impact of Social Media on PR?
- Online Reputation Management
- Brand Reputation Management Strategies
- Building Corporate Reputation and Image

UNIT V – DIGITAL CAMPAIGNS

- What is a Campaign?
- Marketing Campaign
- Digital Marketing Campaign
- SEO Campaign
- Social Media Campaign

PRESCRIBED TEXT

1. Content and Copywriting Secrets: Learn SEO Content Writing and How to Create a Compelling Promotional Content to Win More Clients. Goldink Books, 2021.
2. Odameet al. Digital Marketing: The New Rules of Digital Marketing. Digital Marketing Made Simple, Learn Latest Skills, Techniques and Strategies. Litmux.com, 2018.

UNIT I – SEO AND COPY WRITING TO DEVELOP A COMPANY

Introduction

In today's digital age, having a strong online presence is crucial for businesses, organizations, and individuals alike. One key aspect of establishing this presence is Search Engine Optimization (SEO). SEO is the process of improving the visibility and ranking of a website in search engine results pages (SERPs) through various techniques and strategies. In this essay, we will explore the importance of SEO, its benefits, and its role in digital marketing.

SEO offers numerous benefits to websites and online businesses. One of the most significant advantages is increased visibility. By optimizing a website for search engines, businesses can improve their ranking in SERPs, making it more likely that users will click on their website. This, in turn, can drive more traffic to the website, increasing the potential for conversions and sales. Additionally, SEO can help establish a brand as an authority in its industry, improving credibility and trust with potential customers.

SEO involves a range of techniques and strategies aimed at improving a website's ranking in SERPs. These include keyword research, on-page optimization, link building, and technical optimization. Keyword research involves identifying relevant keywords and phrases that users search for, while on-page optimization involves optimizing website elements such as titles, descriptions, and content. Link building involves building high-quality back links from other websites, which can increase a website's authority and ranking. Technical optimization involves ensuring that a website is technically sound, with fast page loading speeds and mobile-friendliness.

SEO plays a critical role in digital marketing, as it can drive targeted traffic to a website and increase conversions. By optimizing a website for search engines, businesses can attract relevant and targeted traffic, increasing the likelihood of sales and revenue. Additionally, SEO can be a cost-effective marketing strategy compared to pay advertising, as it can provide long-term results with ongoing optimization and maintenance.

In conclusion, SEO is a vital aspect of digital marketing that can help businesses and organizations establish a strong online presence, drive targeted traffic, and increase conversions. By understanding the importance of SEO and implementing effective SEO strategies, businesses can improve their visibility, credibility, and online success. As the digital landscape continues to evolve, SEO will remain a crucial component of any successful online marketing strategy.

THE BASICS OF SEO COPYWRITING

Search Engine Optimization (SEO) is a discipline that works to enhance the quality and quantity of traffic coming to your website. In total, there are 3 types of SEO that one can become familiar with.

- On-page SEO consists of optimizing a website's content to increase its chances of it being discovered by search engines and users. This is also the core of SEO copywriting.
- Off-page SEO involves activities that are performed away from one's website yet affect their rankings. For example, social shares, link building, and others.
- Technical SEO deals with the technical aspects of your website. These include indexation, crawl budget, crawlability, and more.

While the first and second types of search engine optimization help your website gain a high rank compared to other websites, the problem arises when these websites are equal in terms of technical SEO. At this point, you will require solid SEO copywriting skills and strategy to gain the upper hand.

What is SEO Copywriting?

SEO copywriting is the science and art of making online content which both people and search engines love. This content will rank well on SERPs or search engine result pages. People who visit your website would also find its content engaging and informative, making it easier for your website to achieve its goals. While SEO copywriting writing needs to have the content that Google understands, it also should be the content that the audience would want to link, read, and share.

Therefore, if you write content that is only for Google, it will begin to sound immensely robotic. However, if your content is only for your readers, your webpage would not contain essential keywords used by people. Therefore, it is a tricky balance to strike, but one that you need to master if you want to excel at SEO in 2021.

What makes good SEO copywriting?

It is sometimes hard to differentiate between SEO copywriting and just good copywriting because both need to be error-free, appealing to the audience, and benefits-led. But SEO content would be optimized using certain keywords which should look natural and not stuffed artificial.

Present-day SEO techniques work by giving each web page suitable title tags and ensuring that their content is not low-quality. Meaning it should be original, grammatically correct, factual, authoritative, and engaging for users. Another important part of SEO copywriting today is quality link building with credible sites. This means that if your website is linked with external sites, there is more chance that your content will rank higher for certain keywords.

To sum it up, these are the 5 most essential elements in SEO copywriting:

1) Headlines

The headline on your webpage is one of the most crucial elements of the SEO copy because it grabs people's attention and motivates them to keep on clicking and reading further. Below are four tips that can be used to write snappy headlines:

- Include a number in the headline if possible. It has been found that titles with numbers tend to have higher click-through rates.
- Keep the headline short. Search engines display titles only up to 72 characters. Therefore, avoid long and meandering headlines as much as possible.
- For content inspiration, use Google. Look for the target keywords and keep an eye out for themes appearing in the content, topics, and headlines which show up in the search. This will tell you what the hottest topics are, i.e., those receiving the greatest traffic.
- Use Yoast SEO . This WordPress plugin aids you in optimizing your content by using a ranking system that is easy to understand.

2) Meta descriptions

- These are text-based short descriptions of what is on your page. Here are some tips for writing compelling descriptions.
- Keep it under 150 characters (including spaces)
- For pages on mobile, keep your meta descriptions below 113 characters (including spaces).

- Make sure that your description describes what your page is all about and also includes a call-to-action so that readers are encouraged to click and learn more.
- Add your target keywords in the description. If these match with the audience's search query, they will be shown in bold, indicating that a page is relevant to their needs and interests.
- Try to write different descriptions across the entire site. Otherwise, Google and other search engines tend to 'flag' your descriptions as duplicate content and do not rank your webpage as high.

3) Content

When someone is looking up something on a search engine, they are searching for content that meets their needs, and it is through SEO copywriting, we create this high-quality content that gives them their desired results.

- The key to writing high-ranking SEO content
- Before you begin to write, it is crucial to understand **who you are writing for**.

Keep your customers in mind and question yourself: what sort of queries could I answer for these people? The truth is that the more specialized "niche" you have, the greater the likelihood of your content showing up on a SERP.

4) Keyword frequency and density

Keyword frequency means how often the target keywords appear on the reader's page, while keyword density talks about the ratio of a keyword phrase to other words on that page. If you are writing a post of 1000 words and your target phrase is "professional Manitoba photographer", — density refers to the number of times that phrase appears and how frequently it is used compared to other words on your page. If you overdo it, this is known as "keyword stuffing," and jamming a phrase of keyword into the text too many times, which causes your page to be flagged as "spam, by search engines and makes your content look suspicious as well. Here is an example:

"Looking for the greatest professional San Jose photographer? You are at the right place. We provide the best-quality professional San Jose photography at competitive rates. Want to know about our professional San Jose photography services? Click here."

Not great, right?

The example shows how suspicious jamming looks, but if you are unsure about your keyword-to-content ratio, you can use the SEO book keyword density tool.

5) Page links

Page Links help search engines view that your webpage is connected to the rest of the web and if your content is relevant enough to lead to other relevant content. While no “hard and fast” rules exist regarding page linking, here are some you can keep in mind:

- Link to suitable pages within your own site.
- Link to detailed 3rd party resources and guides.
- Link to other web pages that have appropriate anchor text which sounds natural

WHY DOES YOUR BUSINESS NEED SEO COPY WRITING?

Being the first means being the best

Your goal is to receive the highest ranking in search engines which will give your website more visibility. Therefore, you need to be listed among the topmost results in search engine pages (SERPS). When people look for certain products and services by typing keywords in Google or other engines, they mostly go to the topmost result. This is because results on the first page are considered to be best associated with the targeted keywords. While people see several other pages and the total number of results is also shown, they tend to stick to the first page if they are looking for a specific answer.

To compete with businesses online, you should always aim for the number one spot as your final goal, not the third or fourth spot. Moreover, having the first rank means that you have at least a 32.5% share of the traffic, while being second means you are at 17.6% and third, means you only have 11.4% of the traffic coming to your page. Traffic essentially means that more people are reading, viewing, sharing, and being inspired by the content on your page.

Your business gains respectability

While it is good to focus on a larger picture, we must not neglect the importance of the viewers. As the owner of a business, you want your viewers to trust your brand. According to a number of researches, at least 82% of B2B customers wish to get more information about a business before purchasing from it. This information can have a positive impact and convince the buyers to purchase a product, and it can also have the opposite effect. This means that it is critical to keep a good reputation as a business no matter what you are selling. Therefore, SEO copywriting makes your business appear more professional and trustworthy; it makes your page more accessible and engages and informs the readers. The outcome is valuable content and a solid audience.

Words sell

One should never underestimate the magnitude of words. It is true that within online marketing, the whole image of business matters; not only should your website be aesthetically pleasing, but it should also have a logical structure and a convenient navigation system. However, you can also sell a business using the power of your words. Therefore, ensure that your content serves the right purpose by attracting potential customers and giving out the relevant brand signals that you want for it to represent. However, this begs the question of why organic traffic generated through quality copywriting is so important after all?

Here are a few reasons: There are two ways of getting your business to appear in the top search results – paying for ad spaces or SEO. The traffic coming through paid ads is known as paid traffic. While the links appear below, these ads are known as organic results, and these generate organic traffic, which is free. The only required investment is content creation. While it may seem faster and simpler to generate traffic through paid ads, people are unaware of the tremendous benefits of organic traffic. Let's look at them, shall we?

Gets You Highly Qualified Leads

Businesses that appear on the first search results page receive around 92% of traffic, with the first result getting 33% of it. If your content is strategically SEO-optimized and ranks on the first results page, you boost the chances of getting qualified leads.

Organic Traffic has More Sustainability

A downside of paid traffic is that it comes only when you are paying to play. Anytime you stop spending money on ads, your traffic will stop. On the other hand, Organic traffic keeps on coming. While it does take some time to index your content and rank well but when that happens, you get significant benefits for a long time.

Gives You a Competitive Edge

Research proves that at least 87% of searches for products begin online, which means that if a business is dominating the search results, it will automatically take over the market. Also, if you aim to generate organic traffic, you do not have to spend more than your competitors in the marketing department. You just have to give your customers unique content, making it difficult for the competitors to win them over.

Users Trust Lies More in Organic Results instead of Sponsored Ones

Most people on the internet do not click on results that are sponsored. They know that paid ads are just there to “entice” them into clicking on the link of a brand.

Organic Results Build Your Brand

If you make good use of the SEO copywriting strategy, you will have plenty of web pages that rank well in the search results. This will enhance the brand awareness of your business among users and garner the trust of your audience once they see you as an authority in a niche.

OPTIMIZING YOUR CONTENT WITH SEO COPYWRITING

Here are 9 guidelines you can abide by to optimize your content with SEO copywriting.

1) Understanding and matching keyword intent

“Keyword intent” means the reason why people look for keywords that you are targeting. In general, three types of intents exist:

1. Informational: This is where users wish to learn about a topic, industry, or product, for example: “The history of Labor Day.”
2. Navigational: Here, users want to visit certain websites and web pages. For example: “1800 flowers”
3. Commercial: This is where users want to purchase a service or product. For example: “Buy bouquets of flowers.”

Since it is in a search engine’s best interests to provide top-notch results to its users, engines like Google only reward marketers who match the keyword intent closely. Suppose a business is targeting the keywords “history of Labor Day” and using the pricing page for their flower delivery service. In that case, they will not perform well in terms of organic search results because they failed to match keyword intent. Therefore, think about what your users require and then try your best to provide it to them.

2) Get to the point

The ultimate goal of SEO copywriting is to create content that is relevant and goes in the top organic results. To do this, mention your primary keywords early in the SEO copy. Means 50 words later in your SEO copy, your main keyword should already have been targeted three times.

3) Refrain from keyword stuffing

While keyword density is essential, do not overdo it. This is how it looks.

“Subject lines in Emails are important because subject lines in emails decide whether people read your emails. It is imperative to perform an A/B test on the subject lines in your emails.”

This SEO copy will be disregarded by both search engines and readers because nobody wants to engage with content created to just appease the algorithm.

4) Speak your audience's language

Take help from Keyword research tools such as WordStream to see keywords that are most searched during a period of time. This will help you know what your audience wants.

5) Shoot for the featured snippet

Research has proven that more than half of the Google searches end up without a click; these users leave the results without clicking on even one hyperlink. This highlights the importance of the featured snippet, which is a little box appearing at the top of your search results. It gives you some information about the product, which may be less but highly relevant information.

6) Think hard about your headline

If you do not have an engaging headline, users are less likely to go further on your website. Therefore, if you wish to see your organic traffic skyrocket and page views increase, spend some time brainstorming clicks headlines.

7) Optimize your Meta tags

While you should be creative in choosing headlines, remember that Google is likely to cut off a headline with more than 60 characters. Therefore, remember to be concise. To prevent the audience from seeing half-written headings and losing interest, you should also be thoughtful in your description, which is the text right below a URL.

8) Target ancillary keywords

This means that targeting a number of related keywords using a single piece of content permits you to bring in a more extensive yet relevant audience. With the aid of the Free Keyword tool in WordStream's and Google's suggested queries, you would be able to find all ancillary keywords needed to optimize your SEO copy.

9) Don't forget to optimize Voice search

While it is not as important to optimize the voice search feature, you also should not completely ignore this feature. It is estimated that about two-thirds of users between the ages of 25 and 49 use this feature in their voice-enabled phones and other devices at least once each day.

5-Mark Questions

- 1. What is SEO copywriting?**
- 2. Mention the basic elements of SEO copywriting.**
- 3. Why is SEO copywriting important for businesses?**
- 4. What is keyword optimization in SEO copywriting?**
- 5. Write a short note on content optimization.**

8-Mark Questions

- 1. Explain the basics of SEO copywriting in detail.**
- 2. Discuss the importance of SEO copywriting in business development.**
- 3. Describe how SEO copywriting helps in improving website visibility.**
- 4. Explain the techniques used to optimize content using SEO copywriting.**
- 5. Analyze the role of keywords and content structure in SEO copywriting.**

UNIT II – “HOBO” A SUPER SIMPLE SECRET FORMULA!

A BEGINNER’S GUIDE TO COPYWRITING AND SEO

Having briefly discussed SEO in the last chapters and having read some tips and tricks to improve your copywriting, you must know that not all copywriters understand SEO, even if it has been put on their résumé. So, if you are a company looking to hire a copywriter, you must ensure that they have both the strategic and technical knowledge to draft compelling copies and score high ranks in search engine results.

To understand SEO in more detail, we will start by reminding you of Maslow’s hierarchy of needs. A theory in psychology that ranks human necessities beginning from the most fundamental ones such as water, air, and physical safety to more enhanced needs such as social belonging and esteem. In essence, you cannot achieve the top needs unless your fundamental needs are satisfied. The same principle has been used to construct a pyramid that explains how you should move in the world of SEO.

At the foundation, you need to ensure crawl accessibility so that engines can index or reach your content. The process of Crawling is the one through which search engines release a robot team called spiders or crawlers to discover new content. This content can include web pages, images, or videos, but all of this content is found through links. Google bots (Googlebot are Google’s web crawlers. A Crawler” is any program that is used to automatically scan and discover websites by following links from one webpage to another) start by fetching some web pages, after which they follow the links present on these webpages and find newer URLs. Here the robots find new content and add it to the index. An index is a place where search engines store information good enough to be presented to searchers.

However, suppose you run a business and have found that some of the most important pages from your website are absent in the index or certain unimportant ones have been indexed. In that case, you can implement some optimizations to direct the Googlebot on how your webpage content should be crawled. This optimization requires you to ask the following questions,

Is your content hiding behind several login forms?

If your website needs users to sign in, fill forms, or answer some surveys before reaching certain content, the search engines would not see these protected pages.

Is text hidden within non-text content?

As a business, you should not use non-text media such as images, GIFs, and videos to display content that you want to see indexed. While some search engines recognize images, there is no guarantee that they will understand them at this stage.

To solve this problem of indexing and crawling, you can use the optimizations involving Robots Meta directives. These Meta tags are the directions you can provide to Google about how your web page should be treated. You can inform the crawlers of things such as “avoid indexing the following page in your search results.” This instruction can be executed through the Robots Meta Tags in the <head> of HTML pages.

Now coming to another important aspect of SEO basics, which is Links. These help search engines figure out which URLs happened to be more trustworthy to be ranked higher in the search results. To do this, the number of links pointing towards a site was counted, which included both backlinks and internal links. Backlinks work similarly to real-life WoM (Word-of-Mouth) referrals, where if well-known people such as celebrities like your product and speak well of it to others. It encourages other people to also use your product. Here being online, the more natural backlinks your webpage has from high-trusted websites, the greater its chances are of ranking higher in the search results.

Now that you know how your business page can show up in the search results, it is time to determine the keywords targeted in your content. To do this, you will probably have some words in mind that you want to rank for, such as the names of your products and services, as well as any other subjects that your webpage addresses. These are essential seed keywords in terms of your research, so start there! Enter these keywords in a keyword search tool to find their average search volume per month and similar keywords.

Using a florist’s example specializing in weddings, you would type “florist” and “wedding” into the research tool. You will discover other highly relevant and most searched for words such as:

- Wedding bouquets
- Wedding flower shop
- Bridal flowers

While you do want to choose words that the audience is most searching for, sometimes it might be more beneficial to target words with lower search volume as they are much less competitive. Lastly, here are some tools you can use to determine the worth of a keyword and how much value it would bring to your website.

- Moz Keyword Explorer - Enter a keyword in the Keyword Explorer and receive information such as monthly search volume and other SERP features, for example, local packs and featured snippets that rank for that term.
- Google Keyword Planner - This Keyword Planner happens to be the most frequently used starting point for research on SEO keywords. However, it does limit the data on search volume by dumping keywords together in large buckets of the search volume range.
- Google Trends - This trend tool works great if you want to find seasonal fluctuations in a keyword. For example, the words “holiday packages” would peak in the summer break months.

WHAT IS H.O.B.O, THE SUPER SIMPLE SECRET COPYWRITING FORMULA?

A “Hobo” is defined as a street person or a vagrant. We chose this word because of its correspondence to a simpleton way of life, mainly because several online copywriting experts emphasize that a copy needs to contain ample fancy words and be complicated. While full-blown sales copies for expensive products can have abundant fancy jargon, an everyday sales copy used by the average marketer could be much easier and still receive high sales and conversions.

These experts do not tell you that only two elements carry out the main task in a sales letter; the Headline and the Bullet. Everything else in the letter can primarily serve as filler. Therefore, to bring this point home, HOBBO stands for:

H = HEADLINE (Your attention grabber)

O = OPENING (Your golden promise)

B = BULLETS (Your bold list of benefits)

O = OFFER (Your close call to action)

While adding the Bullets and Headline helps your letter make sense, if you do not give a close call to action at the end, your reader would be confused about what he should do with all the hype created about your product throughout the letter. Moreover, there is a clear gap between the Bullets and Headlines which requires a bridge. The bridge would function as a “welcome mat” because it is at the “front door.” Imagine a sign on the lawn that says “For Sale.” This is your headline. Now you knock on the main door. Once inside, you are greeted with the benefits of this house. This is the task performed by Bullets step for the reader.

As the prospective buyer roams around the house, he imagines ownership of that house right there. This is why we pile benefits over benefits in only one bullet; we want it to hit hard! Therefore, an opening is included to smoothen the transition between grabbing your reader's attention with a Headline and hitting him with the Bullets. It also connects them with promises of things in the future. However, in the end, we must ask for a sale and close the deal. Therefore, the last element, which is an Offer or a close, is also an important ingredient. However, good copywriting alone is not enough. There is a marketing triangle. What you need is a hungry market that is passionate about a need and offers that fulfill that need. Below we will tell you how you can cater to that hungry market through sales while generating substantial returns

The Four Universal Strokes to incur Good Sales Fortune

The four steps of HOB0 represent a cycle of energy that engages universal laws and ensures that being in sync with this dynamic brings substantial returns for sales copies. When the copywriter “understands” how one step is followed by another in a sequence, their logic becomes an intuitive insight; suddenly, they just understand the “rhythm” and “know” what is happening.

Take the example of an engine; the “intake” or the first stroke comprises a combination of air and fuel being forced into a cylinder. Once done, the valve is closed. This function can be attributed to the Headline, a volatile mix of self-interest and curiosity. Next, we have the “compression stroke” used to compress the air and fuel mix. It tries to amplify the contents it took in. This is your Opening which comprises a lead sentence, a promise, and a build-up of energy to prepare for the next action.

Thirdly, the “power stroke” comes, which occurs when the compressed volatile mixtures are ignited using a spark plug. This stroke is the primary power source of an engine and works the same as the Bullets ignite the benefits and light a fire inside the reader to explore these benefits. Lastly, an “exhaust stroke” removes residual matter from the power stroke, which completes the cycle. In HOB0, this is the close offer phase, the previous step activated the buying impulse, and here the reader is simply moving into action. However, without the previous efforts, the offer itself would not have been sufficient to derive measure. While the Offer provided a pathway for action, the Open formed a bridge between Bullets and Headline, and then the Offer produced a bridge between the purchase and the Bullets. However, since sales copywriting is the assembling of benefits. How does one identify the best benefits of their service or product?

The 21 minutes Benefit Explosions System

This will help you understand using the 12 benefit-producing strategies listed below.

Benefit Explosion #1: Brain Dump

Put a three-minute timer and write down all the benefits which come to mind fast.

Benefit Explosion #2: Benefit Stimulus Words

Set a timer of three minutes.

Look over your list of benefits and try thinking of more. For example, cheaper...faster...bigger... better... of the highest quality... and so on.

Benefit Explosion #3: Learn from the benefits of your competitors

Set a timer for three minutes. Brainstorm your three most significant competitors, what they do and what benefits they offer. Use your memory to write the answers.

Benefit Explosion #4: Learn from the Most Enthusiastic Customers

Set a timer for three minutes. Imagine three of your most satisfied customers and imagine what they would say if you showed them your product. You can also call your happy customers and write down whatever they say. This is a game-changing trick used by pro copywriters because, thanks to their enthusiastic customers, the copy basically writes itself.

Benefit Explosion #5: Check Out the Websites of Your Competitors

Set a time of three minutes

Visit your competitors' websites and observe their sales copies. If they seem interesting, save them to your desktop.

Benefit Explosion #6: Pull out "Hooks" from the Bullets of Competitors

Set a time of three minutes. Pick your favorite sales copy from the saved collection. Read each of the bullets, and extract one benefit from them which truly catches your attention. Do not copy their points word to word but take an idea. For example, if a benefit says the user can get an astonishing amount of work done really fast, see if this applies to your service or product, note it down.

Benefit Explosion #7: At Last, the Greatest of the Best Benefits

Set a timer of three minutes.

Now reread your lists and extract out the top most benefits. This final list you make will be called the "killer benefits" list, and these benefits would lie at the core of your marketing.

Some optional benefit-generating strategies are:

- Ask your friends what they think your product's top benefits might be, look up magazines and books on Amazon.com to extract benefits from the book back covers and blurbs.
- Wear your customers' shoes for a day to see how they would react to the product.

The Art of Headline “Swiping”

You have the option of 11 Headline Templates, but you can always “swipe” more of these from winning copies and adjust them according to your product. An unwritten rule says that copywriters borrow from the headlines of others as long as they do not use these headlines in the same market. For example, the headline for a health service could be used in a golf market. However, before getting to the templates themselves, understand the universal formula for creating a great headline,

The “Uncle B.E.N.”

(Benefit + Emotion + Novelty)

Step one: Offer a large benefit.

Step two: Press hard on negative emotions such as anger, frustration, fear, greed, need for approval.

Step three: Insert “novelty”. This is a contradiction arising from mixing two elements that usually do not go together. It is unexpected and therefore catches the reader's attention.

Now, here are a few headline templates.

1. The “Startling News”:

Hook: Give some news and a benefit.

Start by announcing... “At Last!... add in a new concept. Discovery in” Then add the shocking new fact...” Shocking news...”

2. The “Guaranteed How to”

Hook: Easiest to create.

Make a promise that the reader will face no risk or imply a hidden “How to” like in “Losing 20 Pounds in One Month.”

3. The “Overwhelming Frustration”

Hook: All of us are frustrated at some point in our day, especially those suffering from a chronic problem that cannot be solved.

Therefore, this hook immediately grabs the reader's attention because of its relatability. Before we move forward, let's clear a misunderstanding that many copywriters face between a benefit and a feature. You know bullets are important, but their power relies upon benefits instead of simply naming the product's features. The feature is what a product does, while the benefit is what it does for a customer. For instance, if you are selling an electric saw, your customer's life would be changed because they would now neatly cut plenty of wood. Therefore, the saw's features have little connection with its benefits.

- Lastly, we will give you some tips to improve your bullet points.
- The Targeted Magic Bullet Templates

Since every bullet caters to a different interest or segment of the market, so different readers may buy your product because of the appeal from different bullets. There is a simple recipe for creating a successful mini-headline for the bullet. It involves the "super benefit," the "curiosity generator," and the "unexpected twist." Perhaps the simplest way to generate curiosity is to omit some important information. For example, if the first bullet says "The blankety-blank..." the one right below it should say "The wiggly-Piggly..." and so on. On the other hand, if you simply put "Attention!..." heading in the next bullet, this will distort any visual rhythm present and pull out the reader from their subjective trance. They are likely to see your copy as "just a couple of small advertisements." Lastly, it is recommended that you alternate bold text with plain text. Therefore, if you write the first bullet in bold, the second should be plain; the third bold, and then follow the same sequence.

EFFECTIVE SALES APPROACHES YOU CAN INCORPORATE INTO YOUR SALES PROCESS

1. Premium sales approach

Everyone appreciates free gifts. Your potential customers would be no different. With this approach, you can offer them a promotional item or a giveaway in order to get them excited about your brand or product. This approach offers the primary advantage of attracting customers who were otherwise hesitant.

The said free gift could simply be a gift card or an item bearing some relation to your product and service. For example, if your product is a car, you could offer a year worth of free gas re-fills as a premium. However, remember that this approach should only be used to make contact, do not use it as a part of every sales offer.

2. Product sales approach

If you are selling a product that is unproven or new for your prospect, it is better to provide them with a free sample or trial to help them evaluate your offer. This is an excellent way of showing value and establishing credibility.

3. Network sales approach

Whether your online business is B2C or B2B, developing relationships with prospective clients is crucial to this process. It allows you to strategically rely upon a list of your own professional and personal connections. No matter what your network's size is, these connections can provide you with qualified leads and solid referrals. You can start by identifying the most well-connected people in your surroundings who can guide you to many qualified leads. However, remember to use smart judgment and do not go through an entire list of contacts only to bother individuals who cannot provide solid leads.

4. Prescriptive sales approach

It is always helpful to give your customers all the information they might need to reach the correct decision. Results show that customer-centered salespeople procure more sales. However, the latest research says that giving customers additional information or multiple options often suppresses sales. To help this issue, the prescriptive approach requires that a sales professional gives a clear suggestion to customers for taking action, backing it—with a specific rationale. He explains any complex elements of the purchase to the customer upfront, and the purchasing department is also included for additional approval. This helps the customers see the representative as someone who is proactive and works to eliminate obstacles.

5-Mark Questions

1. What is copywriting in SEO?
2. Write a short note on the H.O.B.O formula.
3. What does H.O.B.O stand for in copywriting?
4. Mention the basics of SEO for beginners.
5. List any four effective sales approaches used in copywriting.

8-Mark Questions

1. Explain the basics of copywriting and SEO for beginners.
2. Describe the H.O.B.O formula and its importance in copywriting.
3. Discuss how the H.O.B.O formula helps in creating effective content.
4. Explain various sales approaches used in copywriting.
5. Analyze how SEO and copywriting together improve business performance.

UNIT III – ONLINE MARKETING

INTERNET MARKETING FOR GROWTH

The Internet has radically transformed how we build and promote businesses: We have access to far more resources and far more potential than ever before. Buying behavior has drastically changed over the past decade, and now more consumers are starting (and often ending) their buyer's journey online, virtually showing the effectiveness of how digital marketing works. This shift in the way that consumers make purchasing decisions and buy products and services has made digital marketing a must for any business thus trying to compete in the modern marketplace, regardless of size or industry.

Digital marketing is important because it aligns with the way consumers make purchasing decisions. Studies by analysts such as Gartner indicate that increasing numbers of consumers use social media and research on mobile Internet to carry out preliminary product and price research before making final decisions. Digital marketing enables you to build relations with customers and prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing. Digital marketing combines Internet marketing and mobile marketing for effective growth.

Also called online marketing, Internet marketing is the process of promoting a business or brand and its products or services over the Internet using tools that help drive traffic, leads, and sales. Internet marketing is a pretty broad term that encompasses a range of marketing tactics and strategies including content, email, search, paid media, and more. To do business online, you need to have handy Internet marketing strategies to guide you. There are many websites on the Internet, and so the onus lies on you to do what it takes to bring visitors to your website by adopting efficient Internet marketing ideas and strategies.

When it comes to Internet marketing, the first thing you must do to help you market your products / services online effectively is to have a professional website. This is before everything such as online advertising and promotion. The positioning should be correctly designed combining the different components of widgets in just the proper proportion. Moreover, ensure that the site has proper navigability and performance.

You may find a lot of recommendations on Internet advertising and promotion, but when you get to advertising and promotion, what you have to do is to make the most of the one which is best for your site thus bringing new purchasers. Prepare blogs for your website and

make your presence felt everywhere. Further, create a buzz online about your site and test out to herald as many visitors as you may to your site. That is a technique of bringing guests and potential shoppers to your site.

Additionally, put up good, accurate and relevant content on your website in regards to the product or service you are offering. Remember, visitors come to websites in search of information, and if they do not find what they are on the lookout for, they'll simply go to the next website. There isn't a restriction for choices when a person is trying to find info in the Internet. Keep on updating the contents of your website usually with related information. This will surely offer you a definite edge over your rivals. Moreover, Publishing news-letters and ezines, are other Internet marketing tips which could be utilized on your online enterprise site since they're good supply of communication to keep in touch with your existing and prospective clients.

The price of promoting on the web is less compared to advertising in every other medium. Therefore, having cost effective Internet marketing information on the Internet has the potential of it being accessed by anyone at any time from any corner of the world. This is a vital aspect which should be remembered especially with enterprise Internet marketing for a product or service. The whole universe is your market. However, to see results, your marketing strategy has to be flexible.

Do search engine marketing and search engine placement as well as emailing, branding programs, analytics and submission. All targeted to one aim: to make sure your site gets high traffic which in turn will mean great leads for you. A great balance between these factors will lead your enterprise down the road to Internet marketing success. Now, having a great looking site is just the beginning. You need to make it content-rich and you need to ensure that your traffic-generation ploys are focused and generate results. It takes all these to add up to a successful site.

Without gainsaying, content marketing has played an important role and continues to play an important role in the development of Internet marketing. It is clear that the demand for content will continue to increase It is therefore, essential for any brand to develop a content strategy that fits the overall goals. However, focusing on content is not the same as focusing on quantity rather than quality; in recent years, it has become more important than ever for businesses to prioritize relevant content.

Even though building leads tactic through quality content can be quite costly depending on your ROI, we cannot underrate their power. In fact, most Online Marketing Companies today use this method to reach more potential clients/ customers because it is very effective. Content

marketing is a standard digital marketing tactic, but building a strategy based on user growth and engagement takes time and research to find out which topics drive the most passion from your potential audience.

Selfless and engaging content delivered in a variety of mediums, such as blogs, infographics, and videos, help to tell a story and drive users to your site and discover your products and services that may otherwise not be searching for your business. While content marketing is typically a top-of-funnel marketing tactic, it does build loyalty. This loyal fan base is more likely to convert, if they have found value in your content.

Here are just few types of content marketing platforms, that you might create to support your Internet marketing campaign goals:

- Website pages
- Blog posts
- Social media posts
- E-books
- White papers
- Case Studies
- Testimonials
- Videos
- Images
- Infographics
- Podcasts
- Ad Content

One of the most common is blog posts. A blog, in particular, is a great content platform because it gives you a foundation for lots of posts, pages, and content that all point back to your site. Think of a blog as a tree trunk. Your individual blog posts are the branches that reach out into the corners of the Internet and search engines. Users can find your branches and follow them back to your core site. That gives you a greater shot at leads and sales. The key to creating great content assets that help support your online marketing campaigns is strategically choosing topics that appeal most to your audience. Make sure that you do some target audience research and even create customer personas to ensure that you know your customers well and can identify what types of content will attract and engage them at each step in the buyer's journey.

Adoption of Data-driven Marketing

Another key Internet marketing strategy is Big Data. It can be derived from different sources: social media, sensor data, public sites, business apps, media etc., and tools, such as Buzzstream, gathers data from all over the web. It's predicted that by 2020, the big data market will reach \$ 9.4 billion from just \$ 1.7 billion in 2016. This realistic prediction shows the unused

opportunities that data offers when used strategically. Big data provides a great way to target your audiences even better with personalization. Personalization is very important in developing your Internet marketing strategy. The combination of segmentation and customization allows customers and prospects to feel valued, and their behavior provides important insights.

All modern marketing platforms and social media offer segmentation tools. For example, Facebook offers the ability to target similar audiences by adding an existing list of people for retargeting. This is a good example of how existing data can be realigned to convert known leads or find new ones. Your target audience is a group of people that can all benefit from your products or services. However, there are different ways to benefit and different reasons for wanting those benefits. Some of today's most influential companies have found their way to heightened success, all thanks to their willingness to experiment.

For instance, when Twitter originally launched, it had reasonably rapid signup rate, however, users were not staying engaged with the new platform at the rates that the company would have liked. Extensive internal testing and studies with the help of big data concluded new users that had found 5-10 accounts to follow on their first day were much more likely to stay engaged over time than those who did not. To address this, Twitter continued to make adjustments to the sign-up process, eventually recommending relevant accounts to follow upon signing up in order to make new users feel more connected in using the platform from day one.

This adjustment subsequently resulted in a rapid wave of growth and engagement, ultimately leading to the social network's current success. Today's content marketing is based on all these principles: understanding the consumer better so you can appeal to their interests and needs with tailor made content and information. By marketing on the Internet, you can overcome barriers of distance and sell products/services from any part of the world without setting up local outlets, widening your target market.

Best Internet Marketing Strategies

Starting a website or you already have one? you have to know about the best Internet marketing strategies. Everything changes on a regular basis and most of the Internet marketing ideas follow whatever Google is doing and whatever will get a site ranked higher on Google. In other to use online marketing to make money, you need to know about the top marketing strategies. This is the best way to make sure you continue to make profits.

Internet Marketing Strategies:

Choose a Blog or Domain Name that is Keyword Rich: One of the first things you should do if you want to get into Internet marketing is choose a domain name or blog name that is keyword rich. If your business is in the golf industry and you sell training aids for golf, then your domain name should include a keyword phrase that has to do with exactly that.

Avoid using dashes in your domain name because these domains do not rank as high as domains without dashes. You could choose something like golfaids.com or something like that. This is just an example and you should do keyword research before choosing your domain name. You can opt for a random brandable name if your keyword domain has already been taken, but you have to put in the work for people to recognise your brand.

Post Fresh Content Regularly: Another thing you will have to do if you want to rank in the search engines and stay there is post new content on a regular basis. Some of this content needs to be very unique, which means you need to write it yourself or hire someone to write it for you. You can also use some articles from directories as well, but make sure to give credit to the author.

Use both A Website and A Blog: If you currently have a website, but you do not have a blog, then you need to start one. Having a blog gives you the opportunity to communicate with potential customers and current customers much easier. It will also allow you to get ranked higher in search engines as well. The best way to implement these strategies is to use outsourcing for the tasks you are not familiar with or do not have time to perform. If you do not have time to write, then use one of the many websites that allows you to hire authors and pay someone to write and post content to your blog every single day.

This goes for SEO, design, management, and all other tasks that must be done. If you do not have the time outsource the task and use your time for what you are good at and what will make you more money. It is important that you implement the best Internet marketing strategies so that you can gain traffic, but do it in a way that makes sense to you. A common mistake that many people make when starting to do Internet marketing is that they focus on the wrong things. So, what exactly are the wrong things?

Wrong things are anything that take away from people's time and attention but doesn't make them any Money. As a thought, how many people do you think spend too much time on Twitter only building huge pseudo - "follower" lists that won't make them any money?

What about the number of people that spend too much time on Facebook without making any money? How many people are wasting their time hoping for a free ride on list building giveaways?

Think of the thousands of Internet marketers who waste away hours of their time surfing traffic exchanges without doing it properly. Thousands of other people are spending too much time chatting on forums without any benefit to their business. Don't get it wrong; none of the things mentioned so far are bad in themselves but if you do not have a long- or short-term goal for your online business especially, when it comes to revenue generation, then you are doing it all wrong.

UNDERSTANDING WEB CONTENT

Today, websites are largely categorized as being a particular type of website according to the content a website contains. What your customers are coming to your web page for is the content. If your designs, site architectures, and interactivity are all wonderfully executed, but the site does not offer usual, quality content, your visitors will leave the site and look for another that does offer the content they are seeking. At the end of the day, content is king and businesses who forget that won't remain in business long.

Based on where you are in a decision making process, you can divide 'content' into different categories ie Definitive content and Manifesto Content. Definitive content is focused on attention and educating prospects. This kind of content educates people who are not comfortable making uninformed decisions. They're looking for "answers". Definitive content is a big deal, but if no one knows about it, then it's not going to be of much benefit.

This brings up two things:

- 1) Definitive content cultures conversation and decision-making
- 2) Definitive content must be remarkable + awesome + white-paper-worthy.

In a world where attention is a scarce resource, your definitive content needs to stand out from the crowd and be worth the time spent consuming it. It must be remarkable in order to have conversation about it. And it must be white- paper-worthy in order to address the problem fully without "selling" (that comes later).

So which type of content is Blurb?

Blurb could be frustrating for learners thus people who are looking for a solution to a problem because it isn't definitive. When it comes to Definitive Content, you have to understand

the content which pre-sells your Definitive Content. It is called Manifesto Content. It does the simple job of introducing the problem, introducing you, and introducing your way of answering that problem. Think about the weight of links in this context; the origin of your inbound links will contain content of some sort (at least to provide value to a visitor) - that content is Manifesto Content. It's like a CV for the Definitive Content, and the better the Manifesto Content, the better your first impression - and first impressions count.

You've created your Definitive Content; now you've got to use your network, your social sphere of influence, your 'leverage' to promote it. Naturally, use content - a review post, video, google ad - or even just a tweet - to introduce your Definitive Content. Manifesto Content distribution is a better way to consider link building. Link building is a game about numbers; Manifesto Content distribution is about building immeasurable things like trust and credibility - which shows up to search engines as "link getting".

The size, strength and distribution of your manifesto content will determine the overall strength of your web content, and of course good SEO practices of ensuring it gets indexed, it targets specific problem keywords and is "technically tidy" to ensure your Manifesto Content gets targeted traffic and click-throughs. Manifesto content draws people into your content funnel. Come up with your own Manifesto Content marketing strategy. In an age of tweets we have the responsibility to create awesomeness. Create content and ask for conversation (tweet this, leave a comment, let's connect on facebook). Create a system where you encourage other people to initiate conversation.

Consider this scenario; you were lost in a foreign city - you were supposed to be in an office meeting fifteen minutes ago. What do you do? You ask a local. They tell you how to get there. You listen and do what they say. They're the expert, so you listen. Similarly, you go to your doctor whenever you have a medical problem. Your doctor examines you and tells you your problem, and prescribes a cure. Sometimes you might be reluctant, but you trust their skills and expertise so you do exactly what they say.

The mind is like a sponge, it is entirely receptive to someone else's ideas and explanations and because of this, you can engage in a conversation on the web to assist someone with one need or the other, all you need is to be an expert in that field.

Types of Web Content

There are, essentially, two types of Web content: text and media.

Text as Web Content: Text is easy. It's the written content that's on the page, both inside images and in text blocks. The best textual web content is that text which has been written for the web, rather than simply copy-and-pasted from a print source. Textual web content will also have good internal links to help readers get more information and be able to dig deeper into that content should they so desire. Finally, web text is written for a global audience.

Website text content could range from your company's "About Us" to history. Text content can also be pages that are regularly added to and updated, like a blog or press release pages, or information about upcoming events that you are promoting. These can all be text content, and each of them can also include Media Web Content as well.

Media Web Content: The other type of Web content is media. To put it simply, media or "multimedia" as it was often called in the past is any content that isn't text. It includes animation, images, sound, and video.

Images are the most common way to add multimedia to sites. You can use photos or even art you've created yourself using a graphics editor of some kind. Images on web pages should be optimized so that they download and load faster. They are a great way to add interest visually with your targeted audience.

Video is incredibly popular on web pages. But it can be challenging to add a video so that it works reliably across different browsers. One of the easiest ways to do this is to upload the video to a service like YouTube or Vimeo and to then use the "embed" code from those sites to add it to your page. This will create an iFrame on your site with that video content embedded. It is the easiest and more reliable way to add video to a webpage. It is important to note that, writing for the web is completely different from writing an essay or a paper. An essay might go like this: First, explain what you're going to discuss. Then, present an overview of the literature. Next, discuss; and finally draw your conclusion. The most important point you make is in the conclusion – at the end of your essay!

On web pages, you have to do the opposite: your most important points always come first. An example: say you're looking for a copywriter for your website. Maybe you're looking for someone local, so you need to see a copywriter based in Manchester which is nearby. Or maybe your copywriter needs to understand medical terminology, so you like to see a headline like copywriting for the medical industry.

Information that's most important to your web visitors is often a simple statement of what

you do. Once they understand what you do, they might want to know some important details. And then – maybe they’d like to know some background information.

Journalists call this way of writing the inverted pyramid. In newspaper articles the most newsworthy information comes first before details and background information. Even if you only read the first paragraph of a newspaper story, you will still understand the big picture. It’s the same on the web. Your customers want to know the big picture first. Basically: What do you do? Or what can you do for them?

Don’t treat your web visitors like academics who love reading challenging and complicated texts. Don’t be wordy. And don’t show off your extensive vocabulary. Instead make your text as simple as possible. Don’t try to be everything to everybody. Know who you are and what you do. If your positioning is clear, it’s much easier to stand out on the web and be found. If your message is clear, it’s much easier to create persuasive web copy. Be clear. Be specific. Be bold.

SECRETS TO SELLING WITH EMOTIONAL CONTENT

I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel said by Maya Angelou. We humans are emotional creatures. We make our purchase decisions based on how products promise to make us feel. That’s why great brands succeed by seeking intimate emotional connections with customers. Either the product satisfies an emotional need (“I want to feel healthy and successful”) or it offers access to a self-identity.

Product features are usually of secondary importance to these emotional connections, and managers of great brands plan and take action accordingly. They first shape their brand identities with emotional values that differentiate their offerings and connect with consumers, and use product efficacy only to support those values. They then prioritize long-term customer relationships over short-term sales because they know customers who are emotionally connected to a brand are more valuable. And finally they use their brands – not product categories – to scope and scale their businesses. Their focus on emotional connections fuels product innovations and brand extensions.

According to a 2014 study, “an overwhelming 85 percent (of B2B marketing leaders) fail to connect content activity to business value — and, as a result, fail to retain customers or win their long-term loyalty. In fact, when asked to look back at the past 12 months and rate the

effectiveness of content marketing efforts, only 14 percent of those surveyed gave their content practices high marks for delivering value back to the business. Few companies are as disciplined in linking products to emotions as Nike. Many of Nike's competitors try to beat Nike's products on the basis of innovation and style. But Nike's success has much more to do with its focused use of athlete relationships and innovative brand experiences to inspire its customers to feel like athletes. Its products and technologies are always linked to values such as aspiration, achievement, and status. Most of Nike products are functionally cool and technologically advanced enough, but the story Nike sells is entrancing. "Nike is more than performance," Heather Amuny-Dey, Nike's design director for North America once said. "Nike is also about how we live. Nike focuses on innovation, style, story and experience to create the emotional connection."

The ethos that produced "Just Do It" is the ethos Nike continues to pursue today. All you have to do is compare its 2012 London Olympics ads with those of Adidas, a chief competitor. Adidas ran high energy, fun spots that highlighted its products. Nike's commercials, by contrast, were quiet and moving. They made an emotional connection through a new call to action: "Find Your Greatness." It's no small wonder that the Nike's ads generated 15 times as many Internet conversations.

In this century, emotional brand-building requires you to develop a personal dialogue with your customers on the issues that are most meaningful to them. Herbert Muschamp once observed in a New York Times essay on product design, "[In] the last 50 years, the economic base has shifted from production to consumption. It has gravitated from the sphere of rationality to the realm of desire: from the objective to the subjective, to the realm of psychology." Muschamp's point was that in a post-industrial society, material satisfaction is so easily attained that emotional fulfillment is now the true challenge for providers of goods and services. The key purchase question has moved away from "What does it do?" and toward "How does it make me feel?"

Even in business-to-business categories, emotions are highly influential. Emotion is a critical driver of decisions. People are emotional about their problems and finding a solution for them (this holds true for B2B buyers, too). In our commercial landscape, brand power is no longer driven by product efficacy. Instead, brands form strong customer bonds through developing mind share and heart share, and to accomplish those ends, only emotive propositions will resonate. This is true today and it will likely be even truer tomorrow. The

rising generation of Millennials, for instance, is not just looking for tasty treats at a good value when it comes to their restaurant choices. In the estimation of one food industry research firm, Technomic, what Millennials want is much more complex: an emotional connection to a brand that is socially responsible and sustainable. If they feel this way about fast food, we can only imagine their demands when making more consequential purchases. These consumers of tomorrow expect brands to inspire them and express their values so well that being a customer should be a source of pride and joy for them.

So how does one use emotional content to increase visitor response?

Perhaps no topic in business these days receives more attention than content marketing. It can be a very powerful tool when it's done right. When you are trying to sell people a solution, what you are REALLY doing is evoking desire by making them imagine their best possible future with your solution. As you are trying to get them to take an action (like, share, subscribe, buy) what you are REALLY doing is arousing their desire to make it impossible for them NOT to take an action.

When you are trying to get people to click and read your article, what you are REALLY doing is evoking curiosity so fierce that it claws at the minds of a casual browser and forces him to click that link and read that piece. When you are trying to get someone to agree with you, what you are REALLY doing is trying to evoke empathy so they see your point of view. So what are these high emotion words that can work this magic?

Step One: Determine the desired action you want your prospect to take (e.g. like, share, read, subscribe, comment, buy etc.)

Step Two: Determine the exact emotional state that will drive that action (e.g. curious, relaxed, fearful, inspired etc.)

Step Three: Choose some of the words from this list and sprinkle 'em throughout your content.

List of Emotional Triggers:

These are what you want them to be gripped by which would generate an unshakable desire to click and read more):

- Secret
- Confidential
- Underground
- What no one tells you
- Have you heard
- Behind the Scenes

- Secret agenda
- Insider
- Off-the record
- Concealed
- Confessions
- Unbelievable
- No one talks about
- Underground

Emotional State: Urgency (If you want then to take action now):

- Magical
- Instantly
- Missing Out
- Left behind
- Miracle
- Most Important
- Profitable
- Proven
- Quick
- Remarkable
- Results
- Revolutionary

Explore your clients business, explore what's going on in the world, but always remember the powerful impact that emotional content can deliver, if tastefully done. Even if content shouldn't be used to directly sell products, it should help drive the sales process forward. Many marketers use content to educate readers about their products – a valid function of content marketing.

But people won't become more inclined to buy from you just because you educate them about your product. They won't be persuaded by features and specs alone. They'll be persuaded to make a purchase because they are convinced you will help them solve a nagging problem or reach a goal.

In a B2B environment, content that connects to emotions can lead consumers to take the next step in the buyer's journey – whether that is joining your email list, registering for your latest value-packed webinar or contacting your sales team. We decide and take action (including buying decisions) based largely on emotions. People are emotional creatures. So, if your marketing content tries to reach your audience only through a rational approach, there's a good chance it will fall flat.

Savvy marketers have understood the power of an emotional appeal for generations and have used it to make a strong impact. Not only can using emotion in your content help you make more sales to new buyers, but maintaining a strong emotional connection through post-sale content. This can help you make repeat sales and is more likely to get shared. It may even

go viral. People are much more likely to buy from companies they feel an emotional connection to. Look at successful brands like Harley Davidson and Apple. Customers feel a strong emotional attachment to these brands, and that connection is leveraged often in their marketing content.

Continue to use your marketing content to educate readers and build awareness of your products, but remember that people are emotional creatures. They make buying decisions based on their emotions, to one degree or another. Harness the power of emotion in your content to build a strong connection between your customers and your brand and you will stand out and get noticed in the crowded content marketplace.

Ask most marketers or salespeople talk about the roles of emotion and logic in the sales process, and they'll likely tell you that customers buy on emotion and justify those decisions with logic. That perception has been around so long, in fact, that most content marketers (and the sales teams they work with) simply accept it as fact. But here's the reality: the notion that emotion is the primary driver of buying decisions is so old-school that it makes overalls, mood rings, and bleached hair seem like modern fashion trends.

We are human, after all. Though emotions will always have some degree of influence over the choices we make, in the context of buying highly technical B2B software for example, we've also evolved to the point where we can think on our own, question the status quo, and marry our emotional needs with logical justifications for them. When you embrace the impact both emotion and logic can have on buying decisions, it allows you to begin creating much more powerful content resources — case studies, eBooks, webinars, blogs, and white papers that don't just hit on emotional pains, but also address logical needs.

The key to doing this, however, isn't to suddenly flood your content with an equal balance of emotion and logic. Instead, it's to determine the right recipe of emotion and logic for each stage in the buying process, and then ensure that content is delivered to the right person, at the right time, through the right channel. When you understand those dynamics (how emotion and logic function together throughout the buying cycle, and when to pull the right lever), you'll find it much easier to create a framework for a much more effective content marketing strategy.

Awareness, Interest, Evaluation, Purchase, and Loyalty — Build a Strategy for Each Stage. Generally, customers in the awareness stage are just beginning to learn about your

company and its products. They may not be aware of their needs or what you offer, and emotional content can be incredibly powerful in this stage. As buyers progress through their buying process, however, logic begins to creep in.

For example, in the interest stage, buyers begin to recognize a need for your product or service, or become aware of a problem or opportunity. Thus, they're often willing to invest a little bit more time engaging with you, which means your content can be longer and more narrative. Emotion still matters, but now you've got to tie that emotion to who you are and why the buyer should care. This roller coaster ride between emotion and logic continues throughout the buying cycle — with logic ramping up in the evaluation stage and emotion creeping back in as buyers approach the point of purchase — and it's critical that you have a buttoned-up content plan for each stop along that journey.

Ultimately, understanding this perpetual interplay of logic and emotion will empower you to create the right content to support buyers at the right time, and deliver the insight needed to convert curious buyers into happy customers. That might sound like a lot of work, but at the end of the day, it's really just good content marketing.

You must demonstrate a value that seems to be equal to or greater than the asking price. The greater the value relative to the price, the more likely people are to buy. Value is not a fixed number. Value is relative to what you're selling, what others charge, what the prospect is used to paying, how badly the prospect wants it, and how the prospect perceives the difference between your offer and others.

Example: a man sees an advertisement with a photo of a sports car and instantly falls in love. However, he can't bring himself to buy the car based on a feeling, so he reads the copy for technical details about the powerful engine, safety features, and low maintenance. He wants the car because it makes him feel good. But he buys it only when he can justify the purchase rationally. Furthermore, we all see the world in terms of how it relates to us personally. So, when your copy asks someone to do something, it must also answer the unspoken question, "What's in it for me?"

On a deeper level, the question might be "How does this give me feelings of personal worth?" The human brain is not a computer, calculator, or information processor. Scientists have shown that its primary function is to deal with social interactions. Remember how some mathematical questions in high school were stated as real-life situations? They were always

easier to understand and solve than abstract problems. Your copy, therefore, should feature people through names, personal pronouns, quotes, testimonials, stories, photos of satisfied customers, etc.

You can never predict the level of suspicion any particular person has, so it's usually best to back up all claims with evidence, such as testimonials, survey results, authoritative endorsements, test results, and scientific data. Similarly, you can't force people to do anything. When people buy, it's not because you wield some magical power over them. You can urge. You can push. You can entice. But ultimately, people do what they want to do. This means your job is to show how what you're offering meets your prospect's needs. People love to buy. Some say people don't like to be "sold." Not true. What people don't love is to be cheated or tricked. Therefore, it can be helpful to change your analogy of the marketing process.

Instead of "selling" to people, try to "help" them. Sell good products, make appealing offers, and treat people fairly. That's a surefire formula for success. People are always looking for something. Love. Wealth. Glory. Comfort. Safety. People are naturally dissatisfied and spend their lives searching for intangibles. At its simplest, writing good copy is a matter of showing people how a particular product, service, or cause fulfills one or more of their needs.

Furthermore, people buy "direct" because of convenience and exclusivity. If people could easily find the things you offer at a nearby store, that's probably where many would buy them. So, if they are buying from you directly for sheer convenience, they're doing it because they can't find the item elsewhere (or just don't know where to look). That's why it's wise to emphasize the convenience and exclusivity of what you wish to sell.

Some people never buy online because they can't examine the merchandise. People like to see it, hear it, touch it, taste it, or smell it before they buy it. Some items, such as books and CDs, are tangible and familiar enough to sell easily online because there is little doubt about the physical quality. Other items, such as clothing or food, may be a harder sell — at least until people have a satisfactory buying experience — because quality may be variable. Think about how people buy things in stores and ask yourself if there is some element of that sensory experience that is missing from your sales message. "What do others think about this? What do others feel? What do others do?" Then we act accordingly. This is why testimonials and case histories are so influential.

Traditional media have made the most of these principles and taken advantage of them

for many years, whether it be a TV commercial or an ad in a magazine. If something causes a customer to become upset, they become angry and try and solve it. If they become upset enough...they'll make a decision to perhaps discontinue your service and hire another service. On a positive side, the TV media bombards us with commercials that try to make an advertiser's product seem fun or cute. The "emotional content" tactic is in nearly every advertising and communication media from print to radio to TV and yes, even the web. Emotional content is used to sell everything from books to children's toys.

The Toy market has known for years that the focus on a toy commercial is not so much on their new product, as much as it is on the facial expressions of the child. They're showing the absolute joy and delight of playing with that toy. Often images in the mind of the child who is viewing the commercial might evoke a sense of wonder, adventure and excitement. Sometimes, a toy marketer may aim much deeper psychologically by showing the child in their commercial, enjoying their toy with either Mom or Dad sitting on the floor playing with him or her. The child viewing the program may even desire that toy more simply because they think that "if they only they had this toy", their Mom or Dad might take more time to sit down and play with them too!

In the example above, a TV commercial does not focus on the parent...they are selling to the child. However, selling a toy on the web, in an online toy store, is different in the aspect that you are actually selling to the parent (a child does not have a visa card to place an order). The benefits of a toy that appeal to the parent will be things like, its safety features, the fact that it "educational". However, focus on appealing to the child might zoom to the top again in a children's entertainment site. If you want to sell a toy, you must make it desirable to have on the child's level. When a child "wants" something, that child will persistently find a way to go after that item until usually, the parent often gives in and buys it.

Actually, with the web being a multimedia experience, we have lots of opportunity to work with emotional content. After all, your visitors are just human beings too? We're really no different online than offline. We have an important emotional side of us that can be appealed to. Here are some of the things you can do to succeed: If you are trying to sell a baby crib, but nobody is buying it, ...put a cute little baby in the crib and parents will adore it which might make them buy it. If you are relying on graphics, photos, animated gifs or any type of images, you want a combination of quality with uniqueness. Will your image make your audience smile or will it make your audience cry? Where might it be appropriate to make your

audience cry? Actually, all it takes is the right scenario.

Example: some businesses are utilizing messages based on the events which occurred September 11 in the US. In these examples, the websites selling products are appealing to the visitors sense of patriotism or they may deliver messages of hope and inspiration. As important as these points are, they are also making good sales. In the case of the Sept. 11 example, some sites are selling but also contributing a portion to the cause.

This leads to another thought. be very mindful of current events and current interest topics that you hear about on the media. Sometimes the most obvious strategies can be staring us right in the face. Be mindful of all media topics and in many cases you can bring about some good out of what would otherwise be missed.

Whatever you are selling for retail online “Lifestyle graphics” work best!

Example: If you are selling a piece of furniture for the living room display a picture of the furniture being used in someone’s living room. The visitor may say to themselves. ” look at this comfy looking couch”. “This guy looks like he is really enjoying himself”. (The image might be of a person sitting comfortably on the couch, in their living room feet up and arms relaxed).

TIP: Lifestyle photos are much more influencing than just a product displayed in a showroom.

Create pages that are not “hard sell”. Instead, focus on the product benefits in way that it appeals to the emotions. (Keep in mind that many people will buy spontaneously, but they do not want to “be sold” something). Most people come to a web page in search of information. The “loud” or “hard sell” approach does not work on the web.

If you are promoting something with emotional appeal which is already established through other media, then also use it in your web page and tie it in. Remember the web has the potential to be a powerful multimedia experience. Is there a place for the use of music to contribute to the right atmosphere? Moving your audience just takes a little thought. Let your mind think outside of what is already being done. Does your product or service offer a solution to people’s problems? Is there a way that it can be promoted with an emotional angle to it for greater impact?

The use of Humour at times is very important. It can be in the form of text, graphics, audio, and video but just make sure it is good humour. People want to feel good on your client's web page. Good humour will influence emotion and "great humour" can funnel volumes of traffic into your site just by word of mouth.

Can you recall seeing humour used on a web page that made you laugh out loud?

If so, just think back and see if you don't recall telling a friend to "check it out"! Then there may be sites where it might be hard to use humour. A good example of the power of emotional content can be seen in instance where something about a site is so moving that it makes the viewer want to tell everyone they know!

Drive home the point in their heart and mind that they have a painful, frustrating problem... and then give them hope that you have the solution. Talk in an emotional fashion about your reader's pain "selling the problem".

The same is true of B2B buying decisions. "Businesses" don't decide to buy anything; people do. People get emotional over their work and over work- related buying decisions, even if the decision is about choosing industrial solvents or new machinery. It's crucial to remember this when producing content for such audiences.

The first step to take in harnessing the power of emotion is to gain a deeper understanding of your target audience. Put yourself in their shoes. Survey them, Interview them. Hang out in the online forums they frequent. Visit the websites they read. Read the magazines and blogs they value. Understand the emotions they feel and the emotions that drive them to take action. Within the title and first paragraph of your content, focus on the readers – not your product. Show empathy and use the same language and vocabulary they do with their peers.

PSYCHOLOGICAL TRIGGERS OF COPYWRITING

It is an established fact that, to get your readers to do what you want, you have to get inside their heads and understand what makes them tick. Psychology is therefore a big part of the copywriting process. Understanding how your reader feels, what they are looking for in life and what problems they are looking for solutions to are the real keys to effective copywriting.

In love-based copy thus using pleasure and not fear as a trigger, you focus on the transformation your ideal clients are looking for. People buy hope, so give them hope. Focus most of the copy (at least 70 %) on the transformation they'll receive. Share success stories from your own life and from your clients' experiences, and make it clear this same transformation is open to your ideal prospects as well. The "You can do it, too!" message is very compelling and inviting.

Also known as "take away" selling, "unselling" is when you explain who isn't a good match for your program. Look, the fact is, your offerings are NOT going to be a good match for everyone. Some people may not be ready to invest in their business. Some people may prefer slow transformation over fast (or vice versa). Some people may not like the idea of working alongside other people in a group format. And that's fine – it simply means they're not your ideal prospects. This can be a powerful way to make it clear to your ideal prospects the consequences of the choice they are making by investing with you (or not investing with you).

You can also use urgency as a trigger. This is important because without urgency, there is no reason for anyone to buy now. They'll wait. And in most cases, when they wait, they never buy. Just be sure to apply urgency ONLY when you have a real reason for doing so. For example, you may say you need to close enrollment to prepare for the course to begin, or you're offering only a limited number of spots because of the personalized attention each attendee receives. Maybe you're offering a seasonal sale, or early bird pricing to reward decisive action. These are all authentic ways to use urgency in your copy.

Just be careful to never use a fake reason, like a limited number of digital copies or a deadline for an evergreen program. The most effective copywriting works because it triggers emotional responses in buyers. But that doesn't mean it has to prey on their fears! You can write effective copy that comes from a place of love and hope, and triggers positive emotional responses (rather than manipulating people). When you do, you attract your ideal prospects and convert them into ideal clients effectively, while growing your business.

Armed with your newfound insight in to why they would buy, you now need to incorporate into your copy some psychological triggers that will encourage them to get out their credit cards:

- People love surprises – tell them they'll get a surprise free bonus when ordering.
- People want an easier life – make ordering easy and give easy product instructions.

- People like security – tell them you provide a secure ordering process and privacy policy.
- People like compliments – praise them for considering your product.
- People are curious about how it will affect their lifestyle – use ‘Secret’ and ‘Confidential’ to pick their curiosity.
- People like to invest in their future – use the words ‘invest in your product’ rather than ‘buy’.
- People like to have the newest or latest things – use words like ‘new’, ‘just released’.
- People want their problems solved – tell them what problems they have.

To be clear and easy to understand, you’ll need to tailor your message to your audience. You talk to your 3-year-old differently than you talk to your co-workers. While that’s an extreme example, the same principles apply when you consider the needs of each audience you communicate with. What you say in your own department may be clear because everyone has been immersed in the same dialogue for months or because your educational backgrounds are similar. But as soon as you have someone from another department involved in the conversation, you need to adjust your communication. The folks from accounting, for example, don’t know the HR strategy or hot topics. So, you’d scale back and start from a common intersection around, perhaps, the company mission or strategic plan.

If readers don’t understand what you write, you might as well have written nothing at all. Ground-breaking ideas don’t count for much if you can’t express them clearly, and your incisive opinion won’t carry much weight if it can’t be followed. Worthwhile writing should contain new, interesting and complex ideas. It should challenge the reader and, hopefully, resonate. To be effective, this kind of writing must be crystal clear. Start by using short, declarative sentences. Never use a long word where a short one will do. (No need to write “utilize” when “use” works just fine.) Be ruthless about self-editing; if you don’t need a word, cut it. Don’t beat around the bush in business communications. No one has the time or tolerance for it. Instead, be direct without being unpleasant.

Here is a feedback model you can use to say exactly what you mean without offending others. The reason this simple model works is that it is objective and focuses on behaviors that were observed rather than personalizing the feedback and causing a defensive response. This model is known as the 3W Feedback Model. Each of the 3 W’s represents a simple step. Take these steps in order and be concise and to the point in each one.

What: Describe the situation and be specific. Your description should be based on your own observations, not on hearsay or assumptions. Use “I” instead of “You” at the beginning.

Why: Describe the impact of what you’ve observed. If there is not significant impact, a reason why this truly matters, then skip the feedback.

Way: Describe what you would like to see as a replacement behavior. Again, be succinct.

While it is good to know the how and why behind your decisions, it’s not always necessary to provide lengthy explanations. Be prepared to answer questions others may ask, but don’t overwhelm them with details and back story unless they ask. Give the highlights and the key points. Less is more. The more important it is, the more times you need to say it. Your message will be lost as soon as another message or two comes into the mix. What’s more, for most people it takes repetition to remember and internalize what they have heard or learned. You may feel like you are over-communicating, but chances are good that each time you return to a subject you are instead reiterating and providing additional clarity.

When you are expecting others to do something in response to your communication, ask them to play back what they will do. Check to be sure they’ve understood. Every company and every specialized field has its own terminology. Business, too, has certain phrases that become popular even though no one really knows what they mean. These are the kinds of terms and phrases to avoid: action item, vet the idea, monetize, bandwidth, paradigm shift, big picture, outside the box, sharpen your pencil, manage the optics, feet on the street, bench strength, plug and play... Just speak like you would in a non-business setting. Your clarity will be a breath of fresh air.

Tips for Communicating with Clarity Choose Active Voice (Over Passive Voice); Describe Information Using Positive Frames; Add Coherence Markers Throughout Your Copy. Tell the “why” from your heart: You can glorify the benefits of your product to customers all day long. Spend a lot of time writing copy will produce the following:

- The prospect recognizes the superiority of your product or service; The prospect appreciates the features and benefits;
- The prospect believes in the brand.

- Create a connection: If you can not only convey the benefits of your product or service, but also the passion you have to help your customers, especially if you tie that into your own personal story by:
- Incorporate Your Reader's Name; Use 1st Person Plural Pronouns; Provide a Concrete Mental Image;
- Use Metaphors to Convey Intangible Concepts; Transform Generic Claims into Concrete Terms; Convey Percentages in Terms of People; Motivating Your Readers.
- If you want to create highly useful content that ranks well in Google and simultaneously funnels paying clients or customers to your online business, you must think about the components of Google's Ranking Algorithm.
- SEO copywriting has evolved since Google started rolling out their updates.

Moreover, SEO copywriting is all about creating useful, compelling, and valuable content, which targets specific keywords so that other people will gladly promote it on social media platforms. This increases the authority and relevance of your content and improves its ranking in Google for the selected keywords. It also helps you target your customers and solve their specific problems with well-crafted content.

Certain elements of valuable content, such as visual appeal and timeliness, are the hallmarks of copywriting grace. Implementing SEO best practices consistently throughout your content will naturally push your content to the Google top 10, and increase your traffic.

SEARCH ENGINE OPTIMIZATION – SEO

Search engine optimization is a process through which the visibility of a website and a webpage in search engine can be improved with natural or unpaid search results. There is much talk in the SEO world about what Google is going to focus on. Matt Cutts, head of Google's Webspam team has mentioned and hinted in various forums, Youtube and on his Blog that SEO professionals'. Part of the Caffeine project, apparently the speed of your website and web pages loading will now play a major factor in the algorithm.

To achieve faster speed your website needs to be hosted on a superfast host and reducing the overall size of your web pages. Obviously, this means moving to a better Internet Service Provider and serving faster websites by increasing the download speed. This will mean less content on a page, utilizing CSS (Cascading Style Sheets) and images have to load faster. A webpage downloading speed of 3 seconds or less is pretty good, but 1 second or lower might

have to be achieved in cases. You can now measure the speed with a program in the Google's Webmaster Tools.

Google in a way is pushing developers to write and create better websites that load faster and content writers to write quality content instead of quantity content and you, have to be at the same time creative. Copies must be short, sweet and fast loading. Let's look at some of the key ways to increase your organic search engine rankings: Get those reviews: In today's time, there are so many customers who are leaving online feedback of their experience with your services / product. They may give positive or negative feedback according to their satisfaction they received. If negative feedback is provided then it is very important to resolve it as early as possible in best possible way. And if you receive a positive feedback, you must make it visible on your website, which give assurance to the visitors that you deliver a quality product / service.

Video Submissions: Posting some interesting videos to connect to prospective clients can get you good rankings. Normally websites like Youtube that host videos have much more hit ratio compared to regular blog sites. It is not only Youtube that hosts videos but many other sites also have this facility. One more way of getting attention is to update your blog regularly.

Be Precise: It is always advisable to have posts which are very precise and make a clear point. Content is going to play a larger role in rankings. Unique content is going to be more important but only as much as that the content floor is going to rise. It's going to take more unique content for each link to count. For example, in an SEO Moz article, it was mentioned that a brand mention in the New York Times resulted in the search engines crawling and discovering a site.

Give your readers a reason to link to your content. The best way to do this is to differentiate yourself from your competitors in the space. Many search engines nowadays have taken affirmative steps like downgrading articles which are posted on many links. This implies that if you have put your article on 100 links and this will not help you in getting more hits. Rather you should target to have a meaningful article at few places enhancing chances of being at the top on searches.

Create Sharable Content: You need to make sure that your readers can share your compelling content easily. Include the most popular social media share- buttons on your content: Twitter, Facebook, etc. Not only is this a great way to get some word-of-click

marketing, but the search engines are paying more and more attention to social media cues (retweets and Facebook shares).

Contribute To Your Community: Get active online. Blogging, guest blogging, commenting on other people's blogs, etc. are all great ways to form and strengthen relationships with your business community. These business relationships will naturally lead to high-quality back-links.

Guest blogging is one of the best ways to garner good quality back-links, so make sure it's in your SEO roadmap. **Regional Search Engines:** Another important aspect is to have your website on local listings. It has been observed that consumers have an affinity to look at results from their own city. Hence products/services providers who have listed themselves on regional sites normally get very good hit. There are local customers who are ready and willing to purchase goods/services from your business. These customers are using search engines to find a local business, and if your business listing isn't showing up in Google maps, you are missing out on many potential sales.

Be Mobile Friendly: Smart phones out-sold computers for the first time; therefore, it is in your company's best interest to make sure your website is mobile-friendly. Depending on your business, you may need to invest in apps, widgets, QR codes, audio and image search, etc., if you want to cash in on rising mobile clicks. Continue to create compelling content that readers will share and link to, get active in your business community online to get high-quality back-links, and stay aware of the shift in the search engine's attention toward these emerging channels: social, local, and mobile.

SEO is still very much Google. There's Bing on the scene but Bing goes after much the same market as Google (the casual Internet user). Since Google and Bing are both targeting the casual Internet user (as they are the ones that click on ads), we can use what that target market wants to determine what direction Google is going in the future. So, basically, Google doesn't only find the best content to satisfy the average Internet user, they also need to be above a certain content floor. Google in a way is pushing developers to write and create better websites that load faster and content writers to write quality content instead of quantity content and you, have to be at the same time creative.

Important Search Engine Optimization Changes to Note:

Link building will continue to be essential as it will always be a way to make sure that a site doesn't violate the terms of service and that it's above a certain content floor. More no-

follow links are going to be selectively followed if the no-follow tag was not added by the developer of the page. So, a blog comment might still be no-followed as the owner of that page is the one saying he doesn't want it to be followed but a twitter page will be followed as it's not the intent of the page owner for the links to be no-followed.

Optimizing for Bing/Yahoo is an important SEO strategy. Yahoo & Microsoft's Bing joined forces to form a global search alliance that changed SEO factors for businesses around the world. With Yahoo & Bing integrating search results, this search alliance now accounts for 1/3rd of the search volume. Do you rank well in Bing? Do you rank at all? The foundation to any SEO strategy is text (that's what search engines can understand). Having said that, videos, info-graphics, and other rich media should also be a part of your SEO strategy. When you use rich media, be sure to tag it with unique, descriptive text and take advantage of video sitemaps.

By applying the techniques search engine optimization results can improve; Social networking power identification -Social networking helps to build a strong relationship with your clients. To improve your social networking, you should upgrade your facebook and twitter content regularly and it should look professional. Attractive articles, useful links and sufficient information give your site a new charm to attract more and more visitors and to build strong social network too.

Just like Web 2.0 describes the newest generation of Internet technologies, SEO 3.0 describes the latest search engine optimization happenings and technologies. SEO 3.0 is vital in keeping businesses current on SEO techniques that will help them succeed. SEO 3.0, as conceived by Michael Meyer is about how to benefit from change, rather than suffer from it.

5-Mark Questions

1. What is internet marketing?
2. Write a short note on web content.
3. What is emotional content in marketing?
4. Mention any four psychological triggers used in copywriting.
5. What is SEO and why is it important?

8-Mark Questions

1. Explain the role of internet marketing in business growth.
2. Discuss the importance of web content in online marketing.
3. Describe how emotional content helps in selling products.
4. Analyze the psychological triggers used in copywriting.
5. Explain the importance of SEO in online marketing.

UNIT IV – ONLINE REPUTATION MANAGEMENT

When you get mentioned in the media, that's publicity. It sounds so simple, but a surprising amount of planning and effort goes on behind the scenes before a company gets a "free" mention on a blog or social media pages, or even in another company's newsletter. To generate great publicity, it takes both time and money to develop news stories, make and maintain media contacts, stage events, and implement programs worthy of editorial coverage.

Reputation in general, is the long-term impression of an organization. It's important to tackle head on anything that may lead people to question how well your organisation is run or the value of your work. But good preparation can mitigate risks that come from inside or outside of your organisation. Based on how a public views and understands the organization, reputation thus is the prevailing impression of an organization and the social evaluation that people make of it. Reputation is rooted in what people know or think they know about an organization and what attitudes they hold based on that information. Reputation also is considered part of the social capital of an organization. Online Reputation Management: Explains the function of Reputation Management in digital marketing.

CORPORATE REPUTATION AND IMAGE 1

One thing is certain, there is a high cost to pay for losing reputation, thus good standing among stakeholders. Past experience has shown that a badly handled crisis can strip big chunks off a company's share price. The two main sources of a corporate reputation are experience and information. A favourable reputation requires more than just an effective communication effort; it requires an admirable identity that can be moulded through consistent performance, usually over many years. Main components of corporate reputation:

- Ethical: The organization behaves ethically, is admirable, is worthy of respect, is trustworthy.
- Employees/workplace: The organization has talented employees, treats its people well, is an appealing workplace.
- Financial performance: The organization is financially strong, has a record of profitability, has growth prospects.
- Leadership: The organization is a leader rather than a follower, is innovative.
- Management: The organization is well managed, has high quality management, has a clear vision for the future.
- Social responsibility: The organization recognizes social responsibilities, supports good causes.
- Customer focus: The organization cares about customers, is strongly committed to customers.

- **Quality:** The organization offers high quality products and services. **Reliability:** The organization stands behind its products & services, provides consistent service.

There is always a continuous process of how an organization seeks to influence the way its public's view and understand the organization. Reputation management begins with tracking and identifying what others say and feel about an organization. It then focuses on both building and maintaining a desired reputation with key publics. In critical times, reputation management can be part of crisis communication, with the organization attempting to recover from a negative environment.

Image on the other hand, is based on both word and deed - on the verbal, visual, and behavioral messages, both planned and unplanned, that come from an organization and leave an impression. Because not all publics receive the same messages or process them the same way, image can be inconsistent and can vary from one public to another or from one time to another. Whereas reputation is considered interactive and closely associated with public relations, image sometimes is linked more with advertising and the production/presentation of messages directed in support of a branding effort toward a public or market segment.

A process of managing how an organization wants to be seen and known by its publics, especially in relation to other similar organizations and the products or services associated with them is positioning. The organization first determines what position it holds among various publics and then envisions what position it would like to hold. It then develops a campaign of both action and communication to maintain or modify its current position.

The logo or corporate symbol is a primary part of an organization's identity system. The logo is the image people see, often as their first introduction to the organization, and the one that remains as a constant reminder of the organization's presence in the community. Organizational identity is the manner in which the organization consciously projects itself visually, in support of the image it seeks to promote.

Building Corporate Reputation

Your organization can't actually control its own reputation – it can only operate in a sound and ethical way, and work to communicate this to stakeholders. Thus, the common term 'reputation management' is misleading because you can't directly manage your own reputation; you can only act to strengthen your standing in the areas that you consider important to your reputation.

Stakeholders' attitudes towards your organization and their relationships with you (and hence your reputation in their eyes) can be influenced by stakeholder relationship management activities, especially when the activities are conducted on a two-way symmetric basis, which

involves treating them with respect. Reputation is also affected by the actions and attitudes of others, for example, a competitor launching breakthrough products or making greater profits, and by comments from industry observers.

Corporate reputation is shaped more by operational practices than by communication practices – actions speak louder than words. Nevertheless, a corporate reputation can be influenced by communication activities. Communication programs are valuable for creating awareness of good operational practices and in enhancing the organization's relationships with stakeholders. Dialogue with stakeholders also can help shape organizational practices.

These steps can strengthen a corporate reputation through a stakeholder relations program:

- Conduct research to know key stakeholders better.
- Assess stakeholder strengths and weaknesses, and focus on the gap between internal realities and stakeholder perceptions.
- Research the main factors comprising the reputation of your organization and align them with policies, systems and programs in all functional areas. This produces a powerful re-orientation of priorities and behaviors.
- Set plans to exceed stakeholder expectations.
- Involve the CEO as the greatest ally or champion of a reputation program.
- Measure regularly against targets and act to improve the results.

There is a correlation between PR investment and reputation. US research relating to the annual Fortune 500 'Most Admired Companies' listing in 1999 found that companies which invested in corporate communication experienced a better reputation than companies which didn't. The study analyzed spending in a broad array of corporate communication functions: media relations, speechwriting, investor relations, annual/quarterly reports, social responsibility and community affairs, donations, corporate and issues advertising, employee communication, department management and counseling and spending on public relations firms by 476 companies.

Spending on communication by the top 200 of the most admired companies far exceeded the spending by companies that were ranked in the bottom half of the table of most admired companies. This supports the view that reputation, as measured by the 'most admired ranking', can be influenced significantly by good communication practices.

WHAT IS THE IMPACT OF SOCIAL MEDIA ON PR?

The extensive use of social media has drastically changed the way people communicate and share information. It has had a huge impact not only on people, but also on brands across

industries as they devise strategies to engage their audiences and win their loyalty. PR is no different as professionals constantly seek to communicate with and hear from customers, who are ever-present and active on social media. social media has had significant effects on the strategic communication industry. In the public relations field, social media give professionals easier access to journalists and news media outlets. For example, it is becoming common for public relations professionals to reach out to reporters via Twitter.

In a recent study done by ING, it was reported that 81% of PR professionals feel they can no longer do their job without social media. 78% of them felt it was important to their daily work. On the flip side, 78% of journals feel they can no longer do their job without social media. 50% of them admit that when they use social media, they do not feel the need to fact-check. In order to succeed on social media, you will need to become a conversational brand. Only then will you be able to build a strong base of audience. Once you've developed that, they will be able to follow your page and receive updates about your brand as and when you post them.

Social media means that interaction with people or customers in a much more direct path. And with the various marketing tools available through platforms like Facebook, both public relations and advertising can be specifically targeted for your unique customer base. Even further, the more you interact with your target audience, the more your social media posts will be seen by your audience. Gone are the days when most PR firms stuck strictly to PR work. That is because social media efforts require the full team. Because social media comprises so many elements, it is forcing many different PR firms to broaden the scope of their organizations. PR agencies are integrating advertising people, digital marketing people, and big data specialists into their teams to provide a complete package for their customers.

Social media is not going away, in fact, you can expect its impact to increase over time. You'll need to think bigger, do more, and constantly look for those stories that can become game-changers in your business and for your clients, that is the future of PR work. Social media provides the means to save money when trying to reach prospective clients because you won't be paying for people who aren't interested to see your stories.

Maybe you have been in the PR field long enough to remember the more straightforward, pre-digital discipline, maybe you've learned about PR in an academic setting, or maybe you've just been witness to this incredible change to the way that people consume content and interact. Regardless of your experience or how you specialize within the PR

discipline, social has changed what you do including more direct contact with people. With the ease of opening an account on any number of social media platforms as well as creating a blog – everyone looks for stories that create a bond with their audience. And if possible, these stories have not been told before.

PR is no longer able to shoot out the same story for every journalist to use. But, the good news is that when you get this right, the entire world can start sharing your article for you. How can I leverage this best to control my PR message?” Full Integration with PR - Keeping up to date on social media technologies and frequently measuring the effectiveness of digital and traditional tactics to communicate your message.

User Co-Creation of PR Messages - The key for PR professionals is to interject your point-of-view into this process. It is such an important aspect of PR that in the text book Public Relations Theory II, professors Carl H. Botan and Vincent Hazleton say this about co-created messaging: “We are confident that co-creation – the ideas that publics are self-standing and often a self-directing force in public relations — will be at the core of developmental theory in the next decade or two.” Hyperlocalized Pr Messaging - Consider the advanced parameters that you can use when targeting an audience on social media:

- Behavior
- Interests
- Education
- Connections

All of this as well as being able to target to a zip code level, along with traditional parameters such as gender. This level of precision allows for more sophistication and efficiency in PR campaigns. Many campaigns effectively use social media to produce beneficial effects. In 2011, KFC created a public relations campaign aimed at strengthening its relationship with young consumers and enhancing its brand reputation. The campaign launched a contest that awarded a \$20,000 scholarship to an individual with the best tweet using the hashtag #KFCScholar. The contest generated more than 1,000 media placements, 2,800 applications, and a 20 percent increase in KFC’s following on Twitter (Black, 2011). This example demonstrates the utility of using social media to create reputation and relationship management campaigns.

Social media is not going away, in fact, you can expect its impact to increase over time. You'll need to think bigger, do more, and constantly look for those stories that can become game-changers in your business and for your clients, that is the future of PR work. The integration of traditional PR and social isn't merely a philosophical discussion: nearly 65 percent of all PR departments are responsible for the social media presence of their companies. "Social media does not replace traditional media.... traditional media is still very important, when paired with social media, it's even more powerful."

ONLINE REPUTATION MANAGEMENT

A big mistake many in the reputation management field make is to register social profiles at dozens or hundreds of sites and point links to as many as possible, hoping that some will take over those top rankings. This actually dilutes the effectiveness of the strategy, as those links could be consolidated across a few powerful profiles instead, often with much greater effect. The general recommended sites (or App):

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube

That said, another big mistake is presuming that just registering a profile is enough to take over the rankings. My experience has been that participating heavily in the sites (for example, on Instagram, you can upload lots of photos and sets, making lots of friends, getting others to comment on your photos, etc) can be more valuable to help those profiles rank than just earning external links.

Some additional rules to remember with social profiles include:

- Name your profiles correctly. If possible, don't use pseudonyms, but rather your full first and last name (or brand name) either as a single word or with hyphens.
- Fill out the profiles completely - photos, bio, videos, links, topics, tags - whatever the platform offers, take advantage of it fully.
- Leverage your address book or a list of your social media active contacts - friend/follow/connect with them on each of the platforms.
- Make new connections on each platform, too. Use OSE's top pages tab to find the most linked-to URLs on the social platforms and see if you can comment, connect or otherwise get your profile linked-to from those pages.

- Don't forget about relevance - if the page looks unnatural or keyword-stuffed, you risk having the profile banned by the admins of the site and jeopardize your ability to authentically participate and make connections with other people, brands and content.
- Like everything else in life – nothing worth having comes easy. Invest in your social profiles and they'll reward you with controllable front-page real estate in the rankings. If you or your company appear in press, media, at events or even receive mentions and references on the web, there's almost always a stock "bio" or "profile" that's requested by the publisher.

This stock paragraph is a remarkable opportunity to link to your various pages on the web in relevant, appropriate ways. This works reasonably well for companies, but is even more effective for individuals, as these "bios" tend to follow you everywhere in your professional/public life. Be sure to follow up when you send these to press outlets, places you're advertising or events you participate in/sponsor to make sure the links are included. 50% of the time or more, you'll need to send a reminder email to make sure they're properly attributing.

Speak, Invest, Donate & Hire

These four tactics are the most effective ways I've seen to get your brand/bio/links propagated across the web. Speaking at events is typically free (other than travel), promotes yourself and your brand, and almost always carries a high-quality bio with links. Investing in companies or donating to non-profits or even individuals is similarly effective and can save the travel/pitching/PowerPoint. Even small amounts carry recognition from powerful pages, press releases and media articles to help boost your links.

Hiring is unique, because the ads are often temporary. However, many sources for job ads will maintain a permanent profile so long as you regularly or intermittently have jobs available. If you're used to posting only on your own site or on Craigslist (where ads do disappear fast), consider leveraging other services and including your company/personal bio when you do. Even if it's only a contractor position or a role you are considering, these can have a dramatically positive impact (and you might find someone great to add to the team!).

Start an Alternative Blog

Blogs naturally attract a lot of links and external references, which is why so many reputation management SEOs recommend registering firstlastname.com or

brandnameblog.com and using it as a professional or personal blog. For example, consider starting a cooking blog or a sports blog or a travel blog. Yes, it will take work to set it up, author some real content and build up a web profile for the new domain, but if I can tie it to something I already do and love sharing, the references will come fast and furious.

Be sure, when doing this, to leverage your existing network for blogroll links and share via Twitter/Facebook/etc. You'll be surprised how friends, family and business contacts will come out the woodwork to link to your new property. If you have other links you control that are of questionable quality or you think search engines might consider low value or even manipulative, don't point these to your newly registered domains or the sites you own. Instead, point them at the powerful, high authority social profile pages you've created and let the engines decide what/whether to count them. This works particularly well for nofollow links from comments, wikis and other social participation forms on the web. I'm not sure whether the nofollows directly get counted or if the pages get scraped and re-published in some followed format, but time after time I've seen examples of nofollows seemingly doing the heavy lifting to get social profile pages ranking.

If you own some old, neglected sites that are questionable in quality and rankings from the engines' point of view, you could try testing these by pointing them to other social profile pages (and observing/testing the impact on those URLs' rankings) before pointing them at your own profiles. Better to be safe than sorry, and there have been plenty of cases where aggressive SEOs have gone too far with linking to social profiles and had either the search engines penalize the pages or even the site administrators pull down the profile, wasting hours or days of work.

BRAND REPUTATION MANAGEMENT STRATEGIES

Brand reputation management is critical to growing a business. A positive brand reputation builds loyalty and increases customer confidence in the brand and product, ultimately driving sales and bottom-line growth. In today's competitive environment, brand reputation management has become a bigger priority for companies, especially when online conversations about your brand take place on a 24/7 basis. On social media, online forums, blogs, news sites, search engines and other Internet sources. It's important for your brand to be prominent and positioned as a knowledgeable, industry-leading resource and solution for your customers.

There are several key initiatives that are integral to an effective brand reputation management strategy:

- **Public Relations:** A strong PR program positions you as a thought leader and expert in your field in major newspapers, business publications, blogs and lead generating trade outlets. As a critical component to successful brand reputation management, PR can improve brand perception, manage negative sentiment, inform customer opinion and increase your web presence. A good PR team can also secure high profile speaking engagements and award opportunities.
- **Search Engine Optimization (SEO):** Lasting SEO strategies put you at the top of search engine results, where customers are searching for resources and solutions to timely problems. If you are not present where consumers are searching, you will be left behind to competitors who are there. In brand reputation management, SEO leverages strategic keywords and useful content that drives traffic to your website and grows sales.
- **Content Marketing:** White papers, a company blog, contributed articles and industry research reports are examples of content marketing's role in brand reputation management. Producing lead-generating content across an array of channels raises awareness about your brand and benefits of your products. By positioning your company as an informative industry source on topics your audience is interested in, you will gain more website visitors and potential customers.
- **Website Development:** A strong website with easy to navigate features and an enjoyable user experience can improve your brand reputation management efforts. Focusing on customers and making it simple for them to find the information they need will improve brand loyalty and reduce site abandonment.
- **Social Media:** Although social media is a relatively new arena for many B2B companies, it is an integral part of brand reputation management. Social media is a great way to make your business accessible, personable and focused on the customer.

Local Business Reviews = Reputation

It doesn't matter if you're a dentist, a plastic surgeon, a carpet cleaner, or a painter. In Nielsen's most recent Global Trust in Advertising study, 70% of global consumers indicated they trust online reviews from strangers when making purchasing decisions. Which means your number one marketing priority should be developing a 5- star online reputation. Why? All your other marketing efforts, whether they be online such as SEO, social media, PPC, or offline such

as direct mail, magazines, radio, or TV, will ultimately lead the consumer to learn more about you online.

There, your less than sterling or non-existent reputation drives them away. Most business owners fail to realize is that what consumers want is information that will help them feel confident they're making the best, most well-reasoned purchase. Today, quite a bit of that confidence comes in the form of online reviews reflecting others' experiences. When it comes to taking an active role in developing, building, and protecting your online reputation, you need to keep five points in mind:

- **Range** – While it might seem as though getting a few positive reviews on Google+ or Yelp is all that's needed, we advocate a wide-ranging approach to online review management.
- **Real** – Make sure real client reviews are getting posted. It's tempting to game the system and pen some glowing reviews, however, it's not only unethical, you'll undoubtedly get caught, and that can have some unintended consequences. Encourage your customers to be as specific as possible. A hallmark of fake reviews is vagueness.
- **Recent** – It appears that more recent reviews weigh more heavily by the search engines in terms of ranking. For this reason alone, creating a steady stream of new, positive reviews makes sense. Additionally, the fact that more recent reviews pack more powerful social proof with potential customers than older reviews, and you simply must put systems in place to continually gather reviews.
- **Quantity** – Ask yourself: If one dentist has 25 reviews with a 4-star average and the next best has one 5-star review, who are you going to call? Reliability is proven with consistency, particularly where reviews are concerned.
- **Quality** – This one is pretty obvious: The higher your reviews, the better your status will be – within reason. A business with nothing but 5-star ratings can look suspicious but, in general, the more favorable your reviews, the better.

While review and reputation building arguably may be the single most important online marketing tactic for local businesses, the most successful businesses won't stop there. Since reviews are most prominently displayed in conjunction with the hyper-local maps of search engines, they don't generate many leads outside this area.

For the vast majority of businesses serving multiple cities from a single location, reviews should be just one building block in a larger reputation marketing strategy. That strategy should employ SEO to ensure the company's website ranks near the top in all the cities they serve for their most important buying phrases. The good news is there's a positive, synergistic relationship between a strong review presence, well-optimized local pages, and an authoritative website.

With the dominance mobile devices display in local purchasing, companies should make sure their websites not only rank highly, but are also mobile friendly with click-to-call, click-to-map, and other navigable engagement features. You want to remove as much friction as possible between your customer's need and his ability to contact you.

The investment you make will return outsized profits from the new customers you'll attract. But there is one other "hidden" benefit that an outstanding online reputation will bring: pricing power. Companies need to leverage the power a 5-star reputation brings. You've worked hard to establish your business and sacrificed plenty along the way. Are you willing to let that hard work get flushed down the drain because of a single disgruntled customer or competitor? Develop a system to ensure your biggest fans are louder than your biggest enemies; the payoff is worth it.

BUILDING CORPORATE REPUTATION AND IMAGE

Corporate reputation is a 'soft' concept. It is the overall estimation in which an organization is held by its internal and external stakeholders based on its past actions and probability of its future behavior. The organisation may have a slightly different reputation with each stakeholder according to their experiences in dealing with the organization or in what they have heard about it from others. Many organizations put the importance of a good reputation to the back of their minds while they attend to more hard-edged, day-to-day urgencies. On the other hand, many organizations consider their greatest asset to be their good name or reputation. This is especially true in knowledge-based organizations such as professional services firms in the consulting, legal, medical, and financial sectors and in universities. They work actively to build their good reputation, to build the 'bank of goodwill' towards them.

Corporate Reputation and Image building is a two-pronged concept:

Thus, monitoring and influencing the social and internal reputation of a business or brand as well as addressing of negative mentions or reviews.

The main benefits of a good corporate reputation can be found in:

- Customer preference in doing business with you when other companies' products and services are available at a similar cost and quality;
- Your ability to charge a premium for products and services;
- Stakeholder support for your organization in times of controversy;
- Your organization's value in the financial marketplace.

A business can achieve its objectives more easily if it has a good reputation among its stakeholders, especially key stakeholders such as its largest customers, opinion leaders in the business community, suppliers and current and potential employees.

If your organization is well regarded by your main customers, they will prefer to deal with you ahead of others. And these people will influence other potential customers by word of mouth. Suppliers will be more inclined to trust in your organization's ability to pay and to provide fair trading terms. If any problems occur in their trading relationship with you, your suppliers will be more inclined to give you the benefit of the doubt when you have a reputation for fair dealing. Likewise, government regulators will trust you more if you have a good reputation, and they will be less inclined to punish you if you trip up along the way. And clearly, a potential employee will be more likely to sign up with you if you have a good reputation for your treatment of staff compared with an employer who may have an equivocal reputation.

The reputation of a business is essential to its survival. The trust and confidence of the consumer can have a direct and profound effect on a company's bottom line. Recently, the importance of reputation has become increasingly apparent, as companies such as BP and Toyota have had to cultivate their responses to crises in order to maintain the reputation and standing of their companies to the world. In the past, businesses relied on word of mouth by their stakeholders in order to establish, build and maintain their reputations. In this modern age of social networking, websites, and other methods of instant communication, businesses must be conscientious of their reputations on a constant basis and be responsive to any crisis that may have an impact on their reputation.

While an intangible concept, having a good reputation can benefit a business in a multitude of ways including: consumer preference; support for an organization in times of crisis or controversy; and the future value of an organization in the marketplace. If an organization has a good reputation in the marketplace, consumers may have a preference for that company even if there are similar businesses offering the same products or services for different prices.

The reputation of an organization can enable a company to differentiate its product in highly competitive markets, allow it to have premium pricing, and can become the ultimate factor in whether a customer decides to patronize one business over another.

Research shows, for example, that due to an increased demand for healthier foods, organic products, and more environmentally friendly food, companies have begun to distinguish their products through food labeling, and are noticing that consumers are willing to pay a premium price for labels that are considered to have more of a prestigious reputation than others.

Think about the last time you were going out for dinner and wanted to try a new restaurant. Why did you choose that restaurant? If you are like most people, you probably searched online or looked at various review sites for a restaurant with good to great reviews and therefore a good reputation. While having a positive online reputation is great for restaurants - who rely on good reviews to pull customers in - does it really matter for your business? We all know that the modern customer and business relies on the Internet to find products and services they need. They utilize review platforms, social media and even your website to form an opinion about the businesses they find and ultimately purchase from.

This opinion is often swayed by aspects like where your business shows up on search results, website layout and content, social media presence, and even reviews and listings. Regardless of what you say or do, your reputation - online or otherwise - matters. The good news is you have the power to manage it. If you are just starting a new business or looking to start managing your reputation, the best place to begin doing so is online.

The reason for this is because the Internet is where the vast majority of people post their reviews and look for information and develop their opinions. By having a blog that is regularly updated with articles that cover everything from what your company is doing (PR) to how you use systems or even observations about the markets or products helps in establishing you as an expert. The key here is that articles need to be regular - at least twice a week - and relevant to the reader.

When looking at reputation management, experts agree that there are three different kinds businesses do:

- Building - Typically carried out by businesses that are new or who are trying to build a good or reliable brand or name for themselves.

- Maintenance - This form of management is carried out by companies who already have an established reputation they and their customers view as good. The goal is to keep, or maintain this reputation.
- Recovery - If your reputation has taken a hit through bad reviews or any other reasons, this is the form of reputation management you should be employing. It largely consists of good marketing and self promotion with the aim of helping you recover.

Rome wasn't built in a day and neither will your reputation. You are going to need to work hard on it, with near daily updates and monitoring - and be patient. Many experts agree that it will take at least three months for you to see any results, and possibly years to see a truly solid reputation established. You aren't going to establish a reputation by doing nothing. Get out there and promote your company as much as you can. The reputation of a business depends on a number of factors, including ensuring that the business delivers on its promises to customers and vendors. Being transparent, trustworthy and responsive are essential to the survival of any company. While considered to be an intangible asset, maintaining a positive reputation is fundamental to the profitability, relevance, and existence of your business. Bad word-of-mouth, lack of response to a crisis, and lack of transparency can rapidly decimate the reputation of a company, so it is essential that business owners be steadfast in maintaining goodwill to their stakeholders.

If you have already established your reputation, you should be focusing on protecting or maintaining it. While encouraging customers to write reviews online is good, you can't control what they write. So, it is best to monitor what is being said and try to respond to negative reviews as best you can. The better option would be to turn to what you can control: Search rankings. Try posting more informative and relevant articles and content. This will take longer, but it will pay off. While some businesses trust reputation management companies others choose to trust apps like Google Alerts, Monitor.

The key is to look for a solution that works for you. If you are too busy to do it yourself, a management company may be a good idea. Even if you don't rely on the Internet, it's important to know that your customers do. You should be taking steps to monitor your reputation online - especially where your customers are. The key here is to try to maintain the status-quo. If you have been doing something that works for your reputation keep doing it,

don't give up. If something is moderately successful, try tweaking it to see how small improvements work with your customers.

Here are some main components of organizational reputation used in reputation measurement systems:

- **Ethics:** the organization behaves ethically, is admirable, is worthy of respect, and is trustworthy.
- **Financial performance:** the organization is financially strong, has a record of profitability, and has growth prospects.
- **Leadership:** the organization is a leader rather than a follower, and is innovative.
- **Management:** the organization is well managed, has high quality management, and has a clear vision for the future.
- **Customer focus:** the organization cares about and is strongly committed to customers. **Quality:** the organization offers high quality products and services.
- **Reliability:** the organization stands behind its products and services, and provides consistent service.

Before the age of social media sites such as Twitter or Facebook, the reputation of a business mostly relied on word-of-mouth or carefully cultivated campaigns by public relations and marketing firms. Maintaining the reputation of a company through social media takes time and requires educating stakeholders within the organization, making them aware of a company's internal values and key messages that need to be conveyed as well as creating a united, consistent voice.

As a business leader, you must trust someone to have the ability to become the "face" for the organization on a social networking website. Choose someone who will have the time to dedicate toward updating and maintaining the social networking site as well as responding to customer inquiries or complaints. Taking ownership of your social media sites will give you the control you need to manage the conversation and quickly respond to feedback. Monitoring and responding to customers and resolving issues quickly will go a long way toward establishing a positive reputation for your organization.

Organizations looking to build their reputations can do so by keeping their word no matter what in terms of providing services, paying vendors when they are due, and keeping promises to customers. This will help solidify and build credibility with customers.

Correspondence such as letters, emails, voicemails and other methods of communication should be direct and to the point. Use correct spelling and grammar and leave contact information for the customer and company information such as full name, address, phone, fax, website URL, toll-free number, hours and other vital information.

Also return calls and answer emails promptly, letting the customer know their importance to you and your organization. Moreover, never make excuses or place blame on the customer if it is an issue that is the fault of you or the company. An irate customer can become your biggest ally if you make an effort to resolve errors or mistakes as quickly as possible.

The customer is the reason you remain in business, you are there to serve them so ignoring them will turn them away. If the customer is angry or upset, ignoring them is 100% the wrong thing to do, it makes it look like you simply don't care. So, you should aim to be prompt with responses and always try to address everything. Yes, this isn't possible all of the time, but if you try to get to everything people will be more likely to view you in a more positive light thus giving you a better reputation.

The best way to get reviews is if a client enjoys your products or services and says so, either in person or online. Encourage them to write a review on the various relevant review sites. If you see reviews or comments that could be particularly damaging don't get into a fight with them. Many reputations have been ruined when the manager of the business sees a negative comment (maybe not even from a troll), gets angry and fires back on social media or another site. This makes them, and the company look unprofessional and will turn people away.

What you should instead do is acknowledge the comment as a feedback and encourage the poster to contact you directly and through a more private channel like email or in person. If the comment is slightly negative e.g., someone had a bad meal at your restaurant or poor service, acknowledge it and telling them how you will fix it. Of course, giving them a discount on their next purchase won't hurt either.

Furthermore, offering free services to loyal customers and paying attention to details and preferences of the customer can go a long way towards establishing your company's reputation in the market. Finally, generosity to local organizations such as non-profits can also go a long way toward building and establishing the reputation of your organization. Community service can include providing a service pro bono or donating money, time or food for an event or fundraiser.

5-Mark Questions

1. What is corporate reputation?
2. Write a short note on online reputation management (ORM).
3. What is the impact of social media on public relations?
4. Mention the importance of brand reputation management.
5. List any four strategies for building corporate image.

8-Mark Questions

1. Explain the concept of corporate reputation and image.
2. Discuss the impact of social media on public relations.
3. Describe the importance of online reputation management for businesses.
4. Analyze the strategies used in brand reputation management.
5. Explain how companies can build and maintain a strong corporate image.

UNIT V – DIGITAL CAMPAIGNS

In today's fast-moving business environment, most companies are striving to operate more dynamic and effective campaigns. It is no surprise business campaign in particular is generating intense interest especially with the advent of modern platforms like social media. Campaigns are structured way of thinking about any company initiative. It is a broad term which may encompass nearly any business plan. However, the most common types include:

- **Marketing:** Building awareness and interest in a product or brand.
- **PR:** Broadcasting and shifting public views of a brand or product to match the, usually measured through opinion or focus group polling.
- **Sales:** Achieving specific lead-generation and sales goals.

Campaigns are often recursive: one larger goal may be achieved through the deployment of several smaller campaigns, each with their own subobjectives which contribute to the whole campaign. For Instance, a sales campaign with the goal of (A) sales may require a marketing campaign to achieve (B) social media followers alongside a PR campaign to gain (C) levels of brand recognition, and so forth. Each of these sub-campaigns would then have their own methodology and individual planned activities. Which means, a careful oversight and management is needed to ensure each sub-campaign remains on-track and contributes to the larger goal.

It's not enough to say that you want more customers; you also need to be specific. Do you mean you want more sales, more new customers, more existing customers to buy more of your products, or more former customers to buy something new? How much do you want your sales to increase from any or all of these sub-campaigns? With clear goals, you can create a campaign to capture and measure results, and also identify the resources you need to meet those goals. "Digital Campaigns" explains the functions of the various campaigns in digital marketing.

WHAT IS A CAMPAIGN?

Campaign is a plan to achieve an objective, usually of a large-scale over an extended period of time. It usually coordinates many activities and uses of resources involving multiple organizations in order to achieve defined objectives in marketing, public relations, revenue generation, etc. A campaign plan could also have subordinate objectives or intermediate milestones and is often broken down by phases. They often begin with an assessment of the

situation to put the plan in context. Campaign plans are often created in business campaigning, political campaigning and military campaigning. However, for the purpose of this book we will focus on business related campaigns such as:

- Marketing Campaign
- Social Media Campaign

Marketing campaigns promote a product through different media, including television, radio, print and online platforms. Campaigns don't have to rely solely on advertising and can also include demonstrations, word of mouth and other interactive techniques. Businesses operating in highly competitive markets may initiate frequent marketing campaigns and devote significant resources to generating brand awareness and sales.

An advertising campaign however, is typically broadcast through several media channels. It may focus on a common theme and one or few brands or products, or be directed at a particular segment of the population. Successful advertising campaigns achieve far more than the sporadic advertising, and may last from a few weeks and months to years.

When it comes to public relations campaigns, businesses achieve a variety of goals, including improving and managing reputation, increasing sales, or attracting investment. So, a PR campaign is the structured deliverance of this activity. There is a recipe you can follow for a successful campaign that will satisfy your audience.

For instance, a social media campaign is a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability. A social media campaign mostly focuses around a singular business goal, whether it's on Facebook or Instagram. Common goals for a social media campaigns include:

- Getting feedback from users.
- Building email marketing lists
- Increasing website traffic.
- Improving overall brand engagement
- Directly driving sales.

Effective campaigning may influence behaviour through signposting, salesmanship, seducing, shaping social reality, and simply creating fame. Some people make the mistake of

believing lead generation campaigns are instantaneous – click your fingers and hey presto more sales for your business! This simply isn't the case. Lead generation tactics must play a role in every aspect of your marketing mix in order to be successful, including your PPC, SEO, the design of your website and your social media strategy. In essence, a lead generation campaign is used to create interest around a certain product or service with the aim of building stronger relationships with your target audience.

While you may need to tweak some of the ingredients to add a new element -- each time you make this recipe, there's a good chance it will improve. Pinpointing the right part of your recipe thus campaign to bring out the flavor of your content or to build your following may need a pinch of this, or a dash of that but the recipe is still the same. As you improvise and make slight adjustments you'll encourage your readers to come back for another helping.

Modern campaigns, is not just a posting of claims nor statement of fact. It is far, from being just a reliance on words and logic. It is rather a fusion of many modes of human communications, including language. Campaigning as we know it today uses layout and illustration, both photography and art; it uses colour and music, even choreography and drama...so much more is going on than just a sales argument with the consumer.

Campaign management involves developing a pricing as well as a sales strategy to maximize profits. Surveys are conducted to evaluate product/services campaigns' effectiveness. Public responses to the campaign's strategy are tracked to determine if the desired results and goals are met.

Direct marketing campaigns are those campaigns that use traditional marketing techniques: Print, road signs, mail outs, postcards, etc. Managing direct marketing campaigns is really a cost management problem as results measurement is quite difficult. There are some strategies to track direct marketing campaigns that have been proven to work effectively. For example, Call Tracking Numbers have been shown to be a great measurement tool for direct marketing campaigns.

When thinking about digital campaign management, consider a full stack solution that brings all of your digital assets together. One of the challenges facing most marketers and businesses is being able to truly manage the outcome of a multi-channel campaigns. This challenge is increased drastically when trying to achieve campaign success with a collection of disparate tools. Digital agencies and professional marketers both prefer a powerful unified solution to manage campaigns.

An important aspect of any campaign is contact and customer management. Questions marketers need to answer are “what new customers did the campaign acquire?”, “which customers responded favourably to the campaign?”, and more. Understanding which marketing campaigns performed better from an ROI or Customer Acquisition perspective is critical to the professional marketer.

To make your base campaign recipe, use the following ingredients:

Target Audience: This business campaign ingredient is critical. Without it, you’re simply throwing the campaign at the general public, hoping someone sees it and relates to it. Years ago, it’s what traditional marketing did with newspaper and television advertising campaigns.

However, marketing chefs got smarter. Your recipe calls for a specific demographic. Create your buyer personas after studying what audience members are searching for, how they shop, and what they value. Incorporate their generation, gender, and other demographics into these personas to further shape the audience segments. Many tools exist to help you understand your target audience members quickly, and these tools can even show you how to divide them into groups.

With so many other companies circulating their own campaigns in an attempt to claim the same audience, you need a heavy dose of clearly marked differentiators. By highlighting your product’s most marketable assets, your audience will see how your value differs from the rest. It doesn’t matter if you think you’re supposed competition is difficult to campaign against. You are going to stand out.

To find out what your differentiation is, you can employ solutions like iResearch. iResearch is an online focus group platform that enables companies to quickly and affordably uncover insights from consumers located anywhere in the world.

Getting the raw data and the context for that consumer perspective and persona can frame how you’ll position your product as different than others’ product or service. You need to respect and go by the hard, numbers so you can emphasize the product’s benefits that align with the target audience’s goals.

Your campaign must frequent the same channels your target audience uses. Consider this part of your marketing campaign recipe as the most unique to your business. When targeting your audience members, you can find and see where they engage with companies

and follow them. That will further shape the platforms you select.

When the campaign comes out is also very important. You want to hit your audience with this information at an opportune time example, when audience members are ready to buy. Whether it's based on the season or when they appear to be the most impulsive with purchases, this data should be included on your marketing calendar, along with the messaging.

You can use a tool like CoSchedule, which is billed as the No. one marketing calendar and is used in more than 100 countries. This effective marketing tool can show you how to organize and implement various marketing tactics, and it includes each marketing campaign you're running. Also, this is where you define what you want each campaign to achieve. Typically, the purpose is to deliver some type of value in the form of a solution for your company's audience.

For example, are you hoping for an increase in leads, website traffic, conversions, downloads, likes and follows, or market research? Make sure that each campaign has a primary purpose and that it ties back to your overall marketing goals. Your purpose should have some type of quantifiable component for analytics purposes. This will clarify whether the purpose and actions align.

Analyzing campaign elements is the only way to know whether you've added the right ingredients in the right amounts. Where possible, obtain the prospect's contact details, so that we can continue to market to them directly. You may have to keep tweaking your measurements until you reach the best flavor combination possible, but the result will be more than worth it. Once you have a new customer, what else can you do to keep them happy? Follow these steps to craft your complete marketing campaign design.

Campaign Delivery: Having a sensible and true strategy in place, together with a comprehensive campaign design will make your campaign delivery far easier. Knowing your strategy means you are clear about where your brand and offerings sit in the market, and why your target market should care. You will have uncovered the compelling benefits of your offer, and have a good idea that you will be able to reach an audience that has a tangible problem that you can solve.

In carefully crafting your campaign design, you will have ensured you have put measures in place to reach, engage, nurture, and close your target prospects, selected the most

appropriate channels and tools, and you will also have considered how to create the maximum value for each new customer. Develops multiple creative concepts based on this information and then concept tests them to determine which one resonates best with the audience.

The Green Star campaign in Tanzania for example, developed several creative concepts for their family planning campaign. The winning concept was to recognize anybody who was positively involved with family planning as a star. The concept could be used across audiences. For example, married couples who decided together which method to use were stars, media houses that reported accurately on family planning were stars and dedicated family planning service providers were stars. The concept worked across many channels, including print, community and mobile.

Creative concepts are NOT final products. They are rough drafts that give an idea of how the campaign could take shape. Keeping this in mind, creative concepts are not:

- Different colors or fonts: These are graphic design elements that will be developed in the executions (materials) after concept testing. Colors and fonts should be tested during the pretesting stage.
- Different models: Concepts typically use stock photography or rough illustrations to convey the general idea. Talent selection for the actual models to be used in the final executions can be older/younger/shorter/ taller/happier/more serious. Models should be tested during pretesting, once the concept is solidified.

Why Develop a Creative Concept?

In today's busy and constantly changing communication environment, social and behavior change communication (SBCC) must be creative and strategic to compete with commercial advertising and capture the audience's attention. The creative concept shapes the core of the SBCC campaign, which helps create consistency across messages and materials. Developing creative concepts is also important because it allows the team to:

- Test which benefit is most appealing to the audience.
- See how the campaign will work (or not) across multiple media channels Identify an idea that ties the whole campaign together.
- Reach the audience more effectively by finding 'big ideas' that resonate with them.

So how should the creative concept be developed?

- Produce a set of creative concepts based on research findings and strategic insights.
- Select and refine the ideas that best support the SBCC strategy and creative brief.

Developing a creative concept can take anywhere from a few days to two months depending on who is on the team, how experienced team members are at creating campaign concepts, campaign size and number of channels selected, time needed for individual brains.

Before holding a brainstorming session, develop a problem statement based on information in the creative brief and the communication strategy. It may help to review and revise (as necessary) the problem statement developed during the situation analysis. A problem statement is a concise description of the issue that needs to be addressed by the SBCC campaign. It answers three questions:

- What is the problem or communication challenge to be addressed? This explains why the communication campaign is needed.
- Who has the problem?
- This describes the audience to be reached.

What will the audience do as a result of the campaign?

This will explain how the project will measure success. After the brainstorming session, check the three final concepts again to ensure they are feasible and consistent with the creative brief. For each, consider each of these questions:

- Will this work?
- Will it interest the audience? Would it offend any audience members? Is budget sufficient to support the idea?
- Can this idea be promoted through the communication channels selected for this program/campaign?

For each viable concept, search the Internet and query personal contacts to ensure the idea is not already in use by another competitor or for another issue. The creative team now develops the final three concepts visually and verbally so that they can be tested with the audience. The most common approach is to develop a concept board containing a headline, tagline and a key visual. The visual is an image that complements the idea and serves as a catalyst for discussion.

Campaign agencies work closely with the client to gather information and pitch their campaign ideas followed by the creative process of actually making and distributing the campaign message.

Once you have committed to hiring an agency, the agency will begin assessing the your current business/product position in its industry, including its market share, its competition and its recognition level in its target market. The agency will also assess the client's expectations and determine deliverable deadlines for the rollout of a new campaign.

The campaign agency's creative team creates the actual components of the campaign (ads) such as TV commercials, billboards, website pop-up windows, direct mail or a mixed media combination. Copywriters and graphic designers are usually employed with agencies on a permanent basis while videographers and actors may be outsourced on an as-needed basis for radio and TV commercials.

The campaign agency's media buyer will purchase space for the ads (in a newspaper, on the radio, on websites or other forums) from ad salespeople. The campaign rollout typically consists of releasing ads by alternating the media they appear in to avoid bombarding people in any one type of media. Alternating the media platform also helps generate brand awareness by reaching the target market from different directions.

MARKETING CAMPAIGN

Marketing campaigns promote a product through different media, including television, radio, print and online platforms. Campaigns don't have to rely solely on advertising and can also include demonstrations, word of mouth and other interactive techniques. Businesses operating in highly competitive markets may initiate frequent marketing campaigns and devote significant resources to generating brand awareness and sales.

Campaigns are effectively a form of organizing marketing activities. By making initiatives "campaigns," it can apply structure that otherwise may not be present. A campaign is not defined by any one specific activity, but rather by the larger goals to be achieved and the plan linking each activity to those goals.

Every campaign must have a well-defined and plausibly achievable goal, expressed in such a way that its success can be measured. This goal can range from marketing objectives, to brand awareness, to specific business reforms.

What do you expect from your marketing campaign? Before you even begin any of the work on your campaign you need to set out and define your goals. Identifying your key performance indicators and measurable metrics is essential. Looking at different metrics to measure is critical, and you should balance the direct metrics such as sales and landing page traffic with indirect ones such as social shares, overall website traffic and share of voice for mentions of your campaign online.

A business needs metrics, tracking, and methodology in place from the start to allow them to see the progress of their campaign. These should be defined early in the process and adhered to unless extraordinary circumstances arise. For example, if a YouTube channel is running a campaign to reach 100,000 subscribers, they should not switch to counting individual views instead.

A campaign will always be broken down into two or more sub-steps which all need to be completed for the campaign to succeed as a whole. As with the methodology, they should be defined early, although there is more room to adjust individual activities to better align them with overall goals.

Campaigns are a structured way of thinking about any company initiative. It is a very broad term which may encompass nearly any business plan. However, the most common types include:

- Building awareness and interest in a product or brand.
- Broadcasting Shifting public views of a brand or product to match the, usually measured through opinion or focus group polling.
- Achieving specific lead-generation and sales goals.

Good campaigns follow a theme and include a series of touches with the market. It's noisy in the marketplace, and a message delivered once through a single medium rarely makes a difference. While there's no magic number regarding the best frequency for a message to make an impact, opinions range from three to twenty times, with seven being an old marketing adage.

Many marketing campaigns contain an overarching theme, which can be leveraged over extended periods of time with multiple variations, or different elements, to tell an entire story.

Effective marketing is often what separates rapidly growing companies from slow-growing or stalled companies that started at the same time, serve the same market and offer

similar merchandise. Companies such as Gillette, Frito-Lay and Coca-Cola have succeeded in highly competitive mass markets for consumer goods because, while they certainly produce competitive products, they out-market their rivals. If you expect your business to grow to any size, you'll have to become an effective marketer, advertiser and promoter of your business. In fact, you're likely to grow to the extent that you master marketing, and no more.

A great marketing campaign strategy isn't something that comes to you while you're taking a shower. Successful campaigns tend to be carefully researched, well thought-out and focused on details and execution, rather than resting on a single, grand idea. Planning a marketing campaign starts with understanding your position in the marketplace and ends with details such as the wording of an advertisement.

Keep in mind that your plan for a marketing campaign is not supposed to be restricted. You have to leave room to make changes as you go along because no plan can perfectly capture reality. But you should also be able to commit fully to implementing your plan--or some future version of it, if you want to take a strong step toward growth.

The most successful marketing campaigns incorporate a range of sophisticated tools, but they are underpinned by comprehensive planning and research. A less successful campaign will be missing this core planning element. You may put together an ad or two, A/B test a landing page, or try the occasional email blast but there is no concerted, connected effort and dedicated plan. Successful marketing campaigns cannot be disjointed and haphazard. That's asking to fail, and instead, you should keep these essentials in mind and consider them vital to all your campaigns.

So what are the marketing campaign essentials for success?

Align Marketing Campaign Goals: The first step in succeeding with your next marketing campaign is to ensure the goals you set for the individual campaign are fully aligned and in keeping with the department as a whole. Your over-arching marketing plan should cover all of your business activities, and while each campaign needs to be unique, it needs to keep your central plan and its goals in mind.

You must understand your audience to achieve success, and you need to know when they are most accessible. Your marketing campaigns should be built upon a culture of testing, and this will give you the most precise image of who your customer is and what they want. Businesses need to learn what is resonating most in their sector through continual adaptation and analysis.

When it comes to campaign strategy, not all social media and marketing channels are suitable for every campaign so before you go diving into anything, plan out those most effective for the style of the campaign in question. What are you looking to communicate? What is the most effective way of achieving this? Look through all the possible channels and tie them back to the aim of the campaign. If for example, one particular channel doesn't work with your goals, you aren't obliged to use it and can find other more suitable options to fit into your multi-channel strategy. Don't forget the importance of tracking demographics and tailoring content.

Once you have selected your individual channels, you need to plan on a channel by channel basis to ensure the right results. What do you need to communicate? When do you plan to do it? What channels will you utilize? Whether looking at direct mail, social media, or email marketing, there is significant planning required. Even a single email marketing campaign requires real commitment and more than merely pushing for sales, with specific preparation and knowledge put into the content for the emails themselves in addition to testing for the best results.

The money and time invested in each of your marketing campaigns mean most businesses cannot afford abject failure. More than that, a failed campaign won't necessarily be forgotten and can impact negatively on future success. Taking your time, using the tools available, and above all, planning is essential for success.

None of the above points will work without planning and measuring. Therefore, creating a robust timeline is essential but you also have to be ready for flexibility should your insights find you need to make instant changes or move direction. Tweaks and fine-tuning needs to take place throughout the campaign and while the launch may be your "big moment" the work doesn't stop there. You need to continually develop and hone your campaign to suit the needs of your audience.

How Do I launch my campaign?

When you are ready to launch your campaign, think about doing a soft launch first.

A "soft launch" means going live, but only promoting your campaign to your friends, your family and your closest network of supporters — all of whom have probably been hearing about your campaign for some time now.

Asking your closet network to contribute early is a great way to build early momentum — and get that green bar going to the right. This helps validate the campaign before strangers

start flocking to it. You should have a solid 30% of your funding secured before your campaign reaches a wider audience. This way, people who don't know you personally will see your project already has a strong base of funding, and will be more likely to contribute.

The soft launch usually lasts for around 24 hours to help secure solid funding. After 24 hours, it's time to announce the campaign to the rest of the world via social media, email blasts, and other forms of outreach/marketing.

To find out what your customers really want, research a wide range of businesses they're likely to frequent. Observe how customers are treated, as well as the kinds of services that appear important to them; then adapt your business accordingly.

Offer free samples: If you can get someone to try your product or service, chances are they'll buy it later. If you provide a service, offer free services on a trial basis.

Speak at community events. Offering your expertise at public occasions is an easy way to get the word out about your business. You'll maximize your impact and lend credibility to your product or service.

Customer testimonials are your way of letting your clients do the talking for you. A third-party recommendation or positive statement about your business has a much more clout than merely stating the same information yourself. More and more businesses are opting for the power of the video testimonial, which like all video content is exceptionally effective, delivers the message quickly and allows for a more personal and direct approach.

Ask customers for referrals: Generating referrals from current customers is one of the best ways to market your business. Don't forget to query your vendors (they're likely to have many contacts) and explain to your customers exactly what kinds of referrals you're looking for and how they can help. Ideally, before you plan a marketing campaign, you must have a marketing plan for your business. (If you don't, writing a Marketing Plan will lead you through the process.)

The marketing plan is your master plan for marketing your business. It provides the full picture of your marketing objectives and strategies for interesting your target market in your products and/or services. The marketing campaign, on the other hand, is one small piece of your marketing plan, a marketing action designed to achieve a particular objective. When you know how your marketing campaign fits into your overall plan, you know who your target market is and how you might best communicate with them. What do you want your campaign

to achieve? That's the objective. You want to be as specific as possible. Not just, "I want more sales", but how many and of what product or service?

You can think of parameters as the details of the marketing objective. Time is the most common parameter that needs to be included as marketing campaigns lose their effectiveness over time. So a common marketing campaign objective formula is: what will be achieved + how long will the marketing campaign run?

For example: Sales of organic toothpaste will increase 50% in three months. Or sales of bamboo toothbrush will increase 15% over the next eight weeks. Obviously, if you have a marketing objective such as "Sales of organic toothpaste will increase 50% in three months" the metric you're going to use to measure the success of your marketing campaign is the number of sales made over the three month period. But the number of sales may not be an appropriate metric at all if your marketing objective is to increase the awareness of your brand or to improve your website's search engine page ranking.

For tracking online marketing efforts, you can use Google Analytics. How do I set my marketing campaign budget?

How much money you have to spend on your campaign will greatly affect the marketing strategies you choose. Therefore, it is important to set the marketing budget first. Obviously, a TV ad is much more costly than an ad on local television or on social media. Don't depend on free advertising and promotion strategies for your business. This is one of the biggest mistakes startup owners make. This is not to say that all free marketing strategies are bad. But there is always a cost to marketing, even if the cost is only time and your time may be much better spent.

You don't necessarily have to spend a lot, but you do need to spend some. What communication channels are you going to use?

Email? Direct mail? Pay-per-click online advertising?

Note that some communications channels are going to be better suited to your target market than others. For instance, placing radio ads may be a complete waste of money if your target market doesn't regularly listen to the radio.

Think about your target market's haunts and habits when you're choosing channels to reach them. Where do they spend their time? Where are they most likely to see or hear and pay

attention to information about your products and/or services? In a magazine? On a bus bench?
On their smartphone

Write down what exactly you're going to do and when. It doesn't have to be elaborated but writing it down will greatly increase the chances that you follow through and give you records to use when you go to evaluate the success of your marketing campaign. For instance, suppose you are selling car tires designed to be more durable than most. You might come up with a campaign plan such as:

- Sponsor local car race in September (\$500 to become sponsor).
- Send out a press release when you first become a sponsor (free if you do it yourself).
Send out another pre-race in late August.
- Place a series of ads in local newspaper, one in June, one in July, two in August and one post-event in September (5 x \$125.00 = \$625).
- Post sponsor info on your business Facebook page.

Now that's about as simple a marketing campaign as you can have. Simple is fine if it gets results. This is also a great example of a marketing campaign that it would be easy to jazz up. You could also get more promotion benefit out of your race sponsorship by advertising in more places, such as buying banner ads on car-related websites, and/or ads in appropriate magazines.

Write your ad copy. Firm up your dates. Place your ads. Search for and approach someone to be the face of your online marketing campaign. Whatever actions your campaign involves, execute; do; activate. Go back to your action plan timeline and check items off, writing in the date that you complete them. It will keep you organized and you'll love the feeling.

When the campaign is over, it's time to see how successful it was. Go back to your marketing objective, measure what you've chosen to measure to determine the campaign's success and see how it's done. Suppose that the marketing objective for your car tires marketing campaign was to increase sales of 25% over four months. It would be a simple matter after the fact to compare May, June, July, August and September sales figures and do the math.

Once you've measured the results of your marketing campaign, you'll be able to make decisions about the marketing strategies you've used and future campaigns. Suppose that your

car tires marketing campaign increased sales 41%. You'd decide to repeat it again next year wouldn't you?

And assuming you had the tracking in place to know which marketing strategy produced which results, you could tweak your campaign accordingly. If the data showed that only 2% of increased sales came from your Twitter and Facebook strategies, you might decide not to bother with that aspect of this campaign next year. Or you might decide to repeat the whole marketing campaign as designed and see if the results for these two strategies improve. In a way, any marketing campaign is better than none, because it means you're directing your business marketing efforts rather than just casting blindly here and there. But the best marketing campaign is the one that gets the results that you want and that takes some planning and a coordinated effort.

An example would be The Duck campaign launched by the American Family Life Assurance Company in 2000. While the company had been in business since 1955, it had only a 12% brand recognition rate before the campaign launched. The company used the Kaplan Thaler Group to improve its name recognition. Kaplan created a new character, the Aflac Duck, who appeared in ads featuring customers who had trouble remembering the insurance company's name. In the ads, the duck appeared in the background and quacked the name "Aflac" (while usually ending up in a funny predicament).

As a result of the long-running campaign, Aflac's brand recognition jumped from 12% to 90%, and increased sales catapulted Aflac into a leadership position in the supplemental insurance market. In their 2013 campaign, the campaign kept evolving. The duck got hurt and one could use Facebook to send the duck a get well card. While most small- to mid-market companies can't afford the multi-million dollar ad budgets like American Family Life Assurance Company, effective and memorable campaigns could be created leveraging different media such as:

- Online media, including interactive ads and banners on websites
- Social media
- Publicity
- Direct mail
- Email
- Events and trade shows
- Search engines

True marketing campaigns are more than just advertisements. Complex campaigns leverage multiple mediums, use a sequence of messages over an extended timeframe, support positioning, define a brand experience, and handle the campaign fulfillment and selling. Each marketing campaign can include multiple campaign stages that reflect different parts of the same campaign. For example, you may have an initial email, then a telephone follow up, and then a reminder message. Alternatively, you might segment your data into customers, prospect and suspects and send a different newsletter variation to each group.

Always ask yourself how you can deliver as much value as possible to your prospects. You can create multiple marketing campaigns and stages for different segments of your customer base and automate your messages. CRM campaigns can be used to manage email marketing campaigns as well as other campaign types including AdWords and traditional marketing methods.

Because the campaign activity is integrated within your CRM, you can easily manage and track your customers' interactions. The campaign data will show you who has opened a message or clicked on a link, so giving insight into your customers' behaviour and preferences for both sales and marketing. You might also use your CRM to run AB testing. Segmentation of your contacts and analysis of your campaign data will give insight into the most popular topics, titles and links to increase your customer engagement. CRM campaign management software allows you to keep track the number and value of leads, opportunities and sales for every marketing campaign. As a result, you'll build up accurate measures of your cost per lead and your marketing return on investment.

Advertising Online with Google AdWords

Google advertising is a great marketing strategy for business owners. You can show an ad for your business to people who are searching for your type of business at that very moment AND who are looking for businesses in your area. This type of targeting makes most startups/SMEs want to advertise on Google.

What is Google AdWords?

Google Adwords is an online advertising service that allows businesses to have their ads run on Google's search results page. The ads look almost identical to the normal search results, with the only difference being the small word "Ad" in green. Google ads shows at the top and bottom of a search results page.

So, does how advertising on Google works?

When a consumer searches for a term or phrase, Google will show the consumer relevant ads based on the keywords used in the search. Websites that want their ads to show on the results page bid on keywords that they believe people will use when looking for their type of business. For example, a plumber located in Texas might bid on the keywords “plumbing Texas,” “plumber,” or “broken toilet.”

Depending on how much you bid compared to other plumbers in the area, your ad may show up on the results page when people search for the terms you bid on. In addition to how much you bid, Google also takes into account the relevance and quality of your ad and website. So even if you have the highest bid, the ad for your plumbing company will probably never show when someone searches “flower store.”

Another enticing factor is that you only pay if your advertisement works. Since Google uses a pay-per-click advertising model, you only pay if someone is searching for the keyword you have bid on AND is interested enough in your ad to click on it. You can set how much you are willing to pay per click on your ad and set a maximum daily budget. This differs from advertising in your local newspaper, which costs a standard price that is paid whether or not someone even looks at your ad.

With the AdWords dashboard you can track how many people see your ad, how many click on your ad, and how many take an action once on your website. That way, if you notice that a lot of people are clicking on your ad, but no one is buying anything once on your site, you know you need to edit either the landing page or the ad itself. By keeping a pulse on how your ad is doing, you can make any necessary adjustments quickly in order to have a successful ad campaign.

How does Google determine if your ad will show on the results page?

Google uses a combination of three primary factors to determine when an ad shows on the results page:

- **Bid** – The bid is the price you are willing to pay for a click on your ad. You bid against other websites on keywords that you believe people search for if they are interested in your product. A flower store might bid on the terms “roses” “cheap bouquet” or “wedding flowers.”
- **Quality and relevance of the ad** – Your ad needs to be relevant to the search being made in order to show on the search results page. If someone searches “wedding flowers” it wouldn’t make sense for Google to show an ad for a nail salon. You want to make sure

you have a lot of the same keywords that you are bidding on in the ad itself, so Google can tell your ad is relevant to the search.

- Landing page experience – When someone clicks on your ad, the landing page that they are sent to should have similar content as the ad itself and the keywords used in the search. If you own a salon and are advertising manicures, you'll want to link directly to a page that has more information on manicures, instead of to the homepage which includes all of your services.

How much does advertising on google cost?

In Pay Per Click advertising, you only pay if someone clicks on your ad. The cost per click of an ad depends on how much you bid on certain keywords. The cost ranges greatly depending on if you are in a market where a lot of other businesses are willing to pay a high price to rank on a certain keyword.

For example, if you are a realtor in a small town you might be able to bid less than \$1 per click on a keyword and still have your ad show on Google. However, if you own a medical malpractice law firm in a big city, the cost per click will be much more expensive. You can use Google's keyword planner to see how much the suggested bids are for your ad to show up when someone searches for specific keywords. However, instead of strictly focusing on the cost of advertising, you will also want to think about how much you stand to earn from advertising on Google, and whether this will yield a substantial profit for your business.

Example: the average suggested bid for keywords related to the term "real estate providence" is \$1.50 which we can compare to the average bid of \$30 for terms related to "medical malpractice attorney providence." A malpractice firm might be thrilled to pay \$30 for a click on their ad if 1 out of 10 clicks becomes a new client. Even though they are paying \$300 for a new client, they will likely still profit from the ad at the end of the day. To start your campaign, go to <https://adwords.google.com>, find the "Get started now" button, and sign up for an AdWords account. Once you're logged in, click the "Create your first campaign" button:

Select your campaign type and name:

First, choose the campaign type for now, we highly recommend the "Search Network only" option, then give your campaign a name. Also remove the tick next to "Include search partners" for now (you can always change this later).

Choose the geographic location where you'd like ads to show:

Next, decide how large or small a geographic area you want to target. You can choose whole countries, regions of countries, states or provinces, cities—even U.S. Congressional districts. You can also choose custom-designated geographic areas, such as latitude-longitude coordinates or the radius of a set number of miles or kilometers around a specific address. Click “Let me choose ...” and then search for the most appropriate area for you.

Choose your “bid strategy,” and set your daily budget:

Change the default “Bid strategy” to “I’ll manually set my bids for clicks.” This gives you more control and will help you learn AdWords at a greater level of understanding. You can always change to one of the many automatic options later.

Your daily budget is the maximum that Google is authorized to charge you per day. Chances are, you’ll hit that maximum most days. Google offers several payment options: “You can make payments before your ads show (manual payments) or make payments after your ads show, and have those payments made automatically (automatic payments). Some businesses are also eligible for a Google credit line (monthly invoicing).” Set your daily budget so that if you screw up big-time, your checking account won’t get emptied out. You can always come back and bump it up, but it’s important to have a safety net.

Ignore the “Ad Extensions” section for now: This is an important part of any campaign, but leave this for now and add these later after you’ve finished all nine steps.

Click “Save and continue.”

Create your first ad group, and write your first ad. More people click on ads when the headline includes the keyword they’re searching on. So use your keywords in your headline when you can. You’re limited to 25 characters here, so for some search terms, you’ll need to use abbreviations or shorter synonyms.

The second and third lines allow for 35 characters of text each. In most markets, you’ll be more successful if you describe a benefit on the second line, followed by a feature or offer on the third line. Later on, you can test which order converts better.

Even though Google places the field for your display URL—the web address people see in your ad—below your main ad copy here, when your ad displays on the search results page, its URL will actually show up right below your headline. The display URL has to be the same domain as your site, though the URL itself doesn’t necessarily have to be the specific landing page that you take people to.

The last line is your actual destination URL, or your specific chosen landing page. You can also use a tracking link here.

Here's the short version of your ad template:

- Headline: up to 25 characters of text 2nd line: up to 35 characters
- 3rd line: up to 35 characters
- 4th line: your Display URL

Insert your keywords into the keyword field in your account:

- Paste in your keywords. Start with just one set, and add plus signs (+), brackets ([]), and quotes (“ ”) to see precisely how many searches of each type you'll get. When you're getting started, it's not a good idea to dump hundreds or thousands of keywords in. Start with a tiny handful of important ones, and work from there.
- Set your maximum cost-per-click: Set your maximum price-per-click now (called your “default bid”), but realize this: Every keyword is theoretically a different market, which means that each of your major keywords will need a bid price of its own. Google will let you set individual bids for each keyword later.

If you can only afford \$50 per day instead of, say, \$170, it's better to bid on low-cost keywords so that your ad can be seen by as many people as possible. Due to the limitations of any budget, if you're going after high- priced keywords, you'll exhaust your budget quickly and your ads will only be seen part of the day rather than for a full 24 hours. Review everything: Double-check your ad and keywords to be sure they're the best possible match. Check your cost-per-click to be sure you get the positions on the page you want. Double check your daily budget to be sure you don't unwittingly drain your bank account right out of the gate.

Enter your billing information:

Your ads will start showing as soon as you confirm your payment information. Now you're set. A common scenario that many newcomers to paid search find themselves in is when their advertising budget gets spent much more quickly than they anticipated. It is important to note that giant retailers can spend up to \$50 million per year on paid search in Google Ads. The average SME using Google Ads spends between \$9,000 and \$10,000 per month on their Google paid search campaigns. That's \$100,000 to \$120,000 per year.

So how does my Google ads budget get spent?

Understandably, this can be quite a shock. Advertisers might assume their ad budget

will last them for a month, only to discover that they've blown through their small budget in a matter of days. This can lead to yet more misconceptions about paid search, namely that it's prohibitively expensive. However, this isn't necessarily the case, and is more often than not the result of a misunderstanding of how budgeting works. You can think of ad budgets in the same way you would about any other budget. You start with a core figure that will represent the majority of your ad budget, and allow for a little leeway in case things change or something goes wrong. One way to start budgeting a PPC account is on a per-campaign basis.

Each campaign has its own unique settings tab in Google Ads. This allows you to control specific parameters of each campaign independently of other campaigns in your account. Each campaign should have its own daily budget. If you're running several campaigns simultaneously, you should think about which campaigns have priority. For example, a campaign advertising your best-selling product may be more important to your business than another campaign promoting content to prospective customers at the top of the funnel. In situations like this, you might want to allocate a larger daily budget to the product campaign. If you're planning a monthly PPC budget, all you need to do is calculate the breakdown of daily budgets for each campaign, and allocate your funds depending on the priority of each campaign.

What Are Your Goals for Leads or Revenue?

If the goal to grow leads is much larger from current results, the amount to spend in Google Adwords to achieve that target is equally significant. As you will see in just a moment, after someone goes through the process, they are often surprised at how much they have to spend to achieve the goal. With Adwords, we're estimating this cost based on cost per click for keywords which we can find in the Google Adwords Keyword Planner. By adjusting these variables, you can gain better insights into how to be more successful and squeeze more profit from your marketing tactics and most importantly how to make marketing accountable.

What exactly is Google AdSense? Google AdSense is Google's publisher program Pay Per Click (PPC). Advertisers use AdWords program to promote their Web sites. They create ads in the AdWords program. These ads will appear across the network of partners. The partners are editors who are participating in the AdSense program.

DIGITAL MARKETING CAMPAIGN

There's no question that, in the modern landscape, a big part of your marketing strategy is digital. Consumers and businesses alike are almost always online and you want to be able to reach them and observe their behavior where they spend the most time. A digital marketing campaign is an online marketing effort put forward by a company to drive engagement, conversions, traffic, or revenue. The campaign ties in with the overarching goals of the organization and includes one or more digital channels in the efforts. There are a number of digital marketing channels to use to help your company's visibility online. Grasping an understanding of each digital marketing network will help you to understand which platform is best.

Your digital marketing strategy is equally important. Thus, the series of actions that are going to help you achieve your goal(s) using online marketing. In simple terms, a strategy is just a plan of action to achieve a desired goal, or multiple goals. For example, your overarching goal might be to generate 25% more leads via your website this year than you drove last year. Depending on the scale of your business, your digital marketing strategy might involve multiple goals and a lot of moving parts, but coming back to this simple way of thinking about strategy can help you stay focused on meeting those objectives. It's easy to confuse your digital strategy with your digital marketing campaigns, but here's how to distinguish the two.

As we've already outlined, your digital strategy is the series of actions you take to help you achieve your overarching marketing goal. Your digital marketing campaigns are the building blocks or actions within your strategy that move you toward meeting that goal. For example, you might decide to run a campaign sharing some of your best-performing content on Twitter, to generate more leads through that channel. That campaign is part of your strategy to generate more leads. It's important to note that even if a campaign runs over the course of a couple of years, it doesn't make it a strategy, it's still a tactic that sits alongside other campaigns to form your strategy. Now that we've gotten to grips with the basics of digital strategy and digital marketing campaigns, let's dig into how to build your strategy.

How to Build a Comprehensive Digital Strategy

The best digital marketing strategies are built upon detailed buyer personas, and your first step is to create them. Buyer personas represent your ideal customer(s) and can be created by researching, surveying, and interviewing your business's target audience. It's important to note that this information should be based upon real data wherever possible, as making

assumptions about your audience can cause your marketing strategy to take the wrong direction.

To get a rounded picture of your persona, your research pool should include a mixture of customers, prospects, and people outside your contacts database who align with your target audience. Buyer persona(s) is likely to vary depending on whether you're B2B or B2C, or whether your product is high cost or low cost. Here are some starting points, but you'll want to fine-tune them, depending on your particular business.

Quantitative (or Demographic) Information

Location: You can use web analytics tools like Google Analytics to easily identify what location your website traffic is coming from.

Age: Depending on your business, this may or may not be relevant. It's best to gather this data by identifying trends in your existing prospect and customer database.

Job Title: This is something you can get a rough idea of from your existing customer base, and is most relevant for B2B companies.

Qualitative (or Psychographic) Information

Goals: Depending on the need your product or service was created to serve, you might already have a good idea of what goals your persona is looking to achieve. However, it's best to cement your assumptions by speaking to customers, as well as internal sales and customer service representatives.

Challenges: Again, speak to customers, sales and customer service representatives to get an idea of the common problems your audience faces.

Hobbies and interests: Speak to customers and people who align with your target audience. If you're a beauty brand, for example, it's helpful to know if large segments of your audience are also interested in fitness and well-being, as that can help inform your future content creation and partnerships.

Priorities: Speak to customers and people who align with your target audience to find out what's most important to them in relation to your business. For example, if you're a B2B software company, knowing that your audience values customer support over a competitive price point is very valuable information.

Articulation of clear Business Objectives of your digital marketing programme – such as Increase brand awareness, increase sales, increase customer retention, reduce cost per lead, reduce cost per acquisition of customers will be your first step.

Next step is to deconstruct these business objectives down into digital goals. So, for example lets choose ‘increase sales’ – if you want to translate that into a coherent digital goal – it would look something like: increase the conversion rate on my website, reduce cart abandonments on my checkout process, increase average order size on etc. – digital goals give your plan a clear direction – you can then start to adopt tactics that will deliver these ‘Digital Goals’.

Once you know what your digital goals are, then you can define what your main Key Performance Indicators are which map on to these Digital Goals – e.g. for reducing cart abandonment rates – the Digital KPI should be the abandonment rate goal tracked in your analytics software that tracks how many users enter the funnel (proceed to checkout) and ultimately get to the end of it (complete checkout and payment).

At this stage, you can then start projecting some nominal KPI targets – for instance, increase conversion rate from 1 to 1.5% – increase average order size from €45 to €55 – the digital plan then becomes how you are ACTUALLY going to deliver these goals and projections through digital channels.

Once you have the objectives, digital goals, KPIs, and targets set then you can start fleshing out your strategy and the main part of this will be clearly defined audience segmentation: i.e. you develop rich personas (target audience). When defining your target audience give them as much detail as possible – it will be worth its weight in gold when you start trying to communicate with them. This is where you then go into great detail on your digital channel strategy be that SEO, PPC, Display, Email, Social, Affiliate, Mobile etc. Ideally, break up your tactical solutions into: Customer Reach, Customer Acquisition, Customer Retention or some variation of this essentially map the Digital channels on to the Sales/Buyer Cycle.

And finally, define how you will measure all of this for each of the channels you should have a clear measurement framework in place where you can measure the effectiveness of each of the channels and produce a matrix of core metrics that indicate whether you are on track to meet targets or not (and have a plan to take remedial action when not meeting targets). Meeting your business objectives and moving a customer through the customer journey from ice-cold

prospect to raving fan requires actions. Those actions, if coordinated properly, are called campaigns. Digital marketing campaigns have a set of specific characteristics. Digital marketing campaigns are:

Objective based: Digital marketing campaigns are coordinated actions intended to achieve a specific business goal. Every digital marketing campaign requires assets like content and landing pages, as well as tools like email software or web forms. But those assets aren't enough to ensure the success of your campaign; you need the ability to make those assets visible. In other words, you need traffic. Yet another part of every campaign is the measurements you track so that you can determine how it is performing.

The word campaign often refers to an initiative with a short life span, but a campaign can be something your business runs for as little as a day or as long as several years. The advantage of digital campaigns over physical ones (such as direct-mail campaigns) is that small tweaks and even wholesale pivots are much simpler in a digital environment. As a result, you can optimize digital marketing campaigns on the fly to achieve the best results. The most important takeaway is that a campaign is a process, not a single event that is made up of numerous steps and parts. Digital marketing campaigns might seem complicated to you now, but rest assured that campaigns can be extremely simple.

Before starting any type of digital campaign, you need to decide exactly what is to be achieved; whether it is to increase sales, brand awareness, increase customer acquisition or customer retention. Additionally, you must decide what exactly you are measuring your achievements against, as well as matching up your KPIs (key performance indicators) to these goals. By doing so, it enables you to plan how you will get from A to B and the online tools used to reach those objectives.

Choosing Your Marketing Tools

Search Engine Optimisation (SEO) – Since the term was coined, SEO has evolved dramatically. Create highly engaging content and optimise current or future landing pages to guarantee the high-level keywords your business would like to rank for on search engines such as Google are prominent. This will increase visibility of your website.

Social Media Marketing – Using social media to create digital campaigns is not only effective and somewhat inexpensive, but also allows one's creativity to shine through. Make your products and services stand out and encourage engagement with social followers.

PPC (Pay per click) – Advertising is not just for traditional media outlets such as a text box in the back of a publication. Using PCC is a tried and tested way of increasing traffic to a website, as the words/ phrase a potential customer is searching for will direct them to your ad.

Email Marketing – Who said email marketing is dead? Although click through rates have subsided for many automated e-newsletters in recent times, subscribed customers still appreciate receiving a direct commercial message (especially if the subject line features perks such as discounts or sales)

Affiliate Marketing – This form of advertising has declined in recent years. However, if online influencers (who would feature your company's ad on their website) have been researched, have large followings and deemed appropriate, this performance-based marketing can work wonders.

Content Marketing – Publishing customised content, such as testimonials, case studies, blog articles, whitepapers and more, will not only increase your website's authority and ranking, but allow potential and established customers to see your company in a lifestyle perspective, which encourages conversions.

Depending on the platform used, there are a number of ways to measure the success of a digital marketing campaign an example is AWR Cloud, this platform allows users to receive accurate rankings of your company's targeted keywords. Once set up, you'll be able to see whether your digital marketing campaign is effective in increasing the visibility of your website.

As of 2015, there are 3.17 billion Internet users worldwide, and this number is expected to go on an uphill climb in the years to come. Because of the wide and ever-growing reach of the World Wide Web, it provides a great opportunity for businesses and advertisers to tap their target market and reach out to potential clients. Staying on top of your digital marketing campaign is becoming more crucial as trends and market behavior continually evolve.

SEO CAMPAIGN

The key thing to remember about digital marketing is that it is an ongoing process. The need to check your website for technical issues, add content, and acquire links never ends. Equally important to understand is that unlike PPC, it takes time to see results from SEO.

Search Engine Optimization or SEO is not a mystical or complicated alchemy of guesswork and finger-crossing. SEO means using the experience and knowledge of how search engines work to help a site perform well in search results, leading to higher traffic and more leads for your company. SEO is almost an art: some websites have mastered this art and consistently rank highly in search engine results. However, some websites continue to struggle with this concept, and even when a customer searches for a key phrase that directly relates to their business, their website will not even come up in the top 100.

Automated search programs like Google, Yahoo!, Bing, etc. comb through almost every site on the Internet, assigning each page a “rank,” based how authoritative and credible of a resource the page is. The pages with the highest “rank” are displayed higher in search engine results: a crucial advantage. Sites who get high rankings have utilized “Search Engine Optimization” or SEO.

Our first step is to know and understand our objectives for an SEO campaign. The cliché is true – without a plan, it’s impossible to track progress or measure success. There is no “one size fits all” marketing plan. Every website is different and each has its own unique challenges. When developing a plan, one first needs to establish goals and objectives. The next step is to determine the best path for reaching those goals. Even though every plan is unique, the wireframe for a successful SEO campaign generally includes some or all the following elements:

Foundation Check (SEO Audit): Check a website for technical health as well as potential SEO problems or shortcomings. Once you have a handle on the problems, develop a corrective action plan. The plan should be specific, time-phased, and measurable.

Backlink Audit: Don’t wait for a Penguin update to wipe out your rankings in the SERPs or an “unnatural links” warning to hit your inbox. The best time to perform a link audit is BEFORE you have a problem.

Keyword Research & Keyword Selection: Modern SEO is so much more than ranking number one for a trophy phrase. That said, incorporating highly searched and relevant phrases into your website optimization plan is still important.

On-Page Optimization: At minimum, pay attention to:

- Meta Tag Optimization
- Important html Tags

- Keyword Optimization
- Link Optimization
- SEO Co-Citation
- Image Optimization

How much should you expect to spend on SEO?

The amount varies, but hiring a top-level SEO company to execute a comprehensive digital marketing campaign, will require a minimum budget of \$2,500 to \$5,000 per month. If you're a local business focused strictly on local SEO, prices are generally much less. Some companies will offer an entry-level "trial package" at a reduced price, with no commitment, to give clients an opportunity to test their services.

Not everyone can afford a monthly retainer for a top-level SEO. More importantly, no one can afford a "cheap SEO" it could be very costly to your entire business. That said, there are cost-effective options available. The most common option is a one shot – hiring an SEO company to do a single task that can provide value. An SEO audit, for example, can provide a business owner with feedback and actionable recommendations. Keyword research and content creation are also available a la carte through some agencies. If you don't have the budget for a one shot, do it yourself.

Define Your Goals

The only way to know if you're getting a good return on your investment is to have some kind of metric for evaluating your ROI.

Regardless of your budget, you want to be getting a good ROI. During your initial planning, you need to decide how you're going to measure success. When talking about SEO, many people immediately think of success as being at the top of search result. You might use ranking as ONE form of measurement, but don't make it your only or most important metric.

Instead of measuring only your ranking, measure on a real-world statistic. If you were evaluating an offline marketing campaign, you might look at things such as increased sales or an increase in the number of customers. You can use these metrics online, too. One goal might be to see your sales increase by five percent every month for a year or to gain 50 new subscribers to your email newsletters.

There are two important factors when looking at measurements: make it something that is measurable and make your goal reasonable. It's very hard to measure something like interest

in a product, you don't know if people viewing the product website are truly interested or not, and even if you have some kind of way for people to say they're interested, you don't know that everyone who is will click that button. However, you can very easily measure unique visitors, purchases, and page views.

The best SEO is based on inbound marketing concepts. Inbound techniques bring visitors in to a website via compelling content. The content must be relevant, targeted and of very high quality. To achieve this create a content plan.

The content plan is a spreadsheet that contains information about planned content both on the site, and on other sites. It contains headlines, word count, descriptions, links, search terms and other information.

Ideally, a content plan will always contain at least two pieces of related content. The content for the website and the content to be placed on a relevant third-party site that links back to the content on the site being optimized. In many cases there are multiple third-party pieces designed to eventually drive a large number of inbound links to the target page on the site being promoted.

A content plan is useless unless the content is published. An editorial calendar sets the objectives for site content and off-site content to be produced and placed. It includes typical lead times for blogs and larger publications. For example, an article on entrepreneur .com may have a lead time of only a few weeks, whereas other publications could be more than 90 days out before publication due to their internal editorial cycle.

You could further give a boost to your content visibility through an outreach program. A typical search engine marketing outreach program is undertaken by at least two people, an Outreach Specialist and a Content Manager. The Outreach Specialist identifies and contacts prospective link partners and gently opens a dialogue with them. S/he offers to help with research and content, always looking for the word "yes". Once the Outreach Specialist identifies a willing partner he or she will work with the Content Manager to deliver the research or content specified. This often takes the form of outreach via email, social media, telephone calls, and on some occasion's personal meetings.

Nothing great really happens by chance. As the saying goes, luck happens when preparation meets opportunity. Real success, real accomplishment is always the result of careful planning and preparation of creating a plan and then executing it. That's certainly the

case with great SEO and online marketing campaigns, and that's why planning is one of the foundational elements of the SEO Success Pyramid.

After you've embarked on a brand-new SEO campaign, don't expect a huge spike in organic traffic, right away. Keep the measurements for your first year reasonable and attainable. Digital marketing is a marathon – not a sprint.

SOCIAL MEDIA CAMPAIGN

A social media campaign is a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability. A social media campaign should focus around a singular business goal, whether it's on Facebook or Instagram. Common goals for a social media campaigns include:

- Getting feedback from users.
- Building email marketing lists
- Increasing website traffic
- Improving overall brand engagement
- Directly driving sales

One challenge for many social marketers is a lack of direction. Goals will lend your campaigns direction and make it much, much easier to determine ROI. This is also a necessary time to set your budget requirements for the project.

What social media channels will you use? Within the broad channel of social media, there are many, many different types of content options to pursue. Facebook functions very differently from Twitter, which works very differently from LinkedIn, which is nothing like Reddit, which is completely separate from company blogs, which are different from YouTube...and on it goes.

On Which Channels Do You Spend the Most Advertising Dollars?

At this point it's smart to stick with your strengths or potential strengths. A social media audit to discover your current social media aptitude can be very useful here as you narrow down channels to those that will be the most effective.

Now is the time to tie your goals to specific value offerings that you will use in your campaign.

- What are you advertising?
- A new product?
- A seasonal release? A special event?
- A new discount or deal? Loyalty programs?
- General brand awareness?

It's important to center the campaign on a reason for viewers to pay attention and interact with your content. You need a hook here. The occasional posting about company news or promotions will no longer cut it. Effectively posting on social media requires a well-thought-out strategy that must be continually tweaked and re-implemented.

How do you start a social media strategy?

Before you start a campaign in any business, you need to have goals and objectives in place to assess progress and know whether you've achieved success. A social media strategy is no different. If you don't have any goals or objectives written out, you won't know how your campaign is performing. These provide the foundation of your blueprint for your strategy.

Every subsequent course of action within the strategy is aimed at meeting or exceeding these goals and objectives. With goals and objectives, you can quickly see when and where your social media campaign is going awry and make immediate changes to put it back on course.

When creating goals and objectives, the S.M.A.R.T method is a good starting point. After creating the goals and objectives for your campaign, you should look at where your current strategy stands.

What social media platforms is your company currently posting on? What kind of material is being posted? How much or little engagement is there? When do you post? How often do you post?

It helps to create a spreadsheet to document your answers to the above questions. Use this spreadsheet and compare it against your strategy's goals and objectives. Are there things you're already doing well? What needs changing in order for your goals and objective need to be met?

Besides looking at the health of your current social media channels, be sure to completely fill out your company's social media profiles, with a clear, identifiable picture and keywords. Completed social media profiles make your brand easier to find by consumers and it adds to your brand's credibility and authority. Maybe your company is posting on the wrong social media channels, or posting the wrong type of content, or is currently not on another social network it could leverage for increased attention. Maybe your posts are going out at the wrong time.

It can be tempting to be on as many social media networks as possible. The downside of this is that you will wear yourself out, waste valuable time, and produce hurried, boring, bulk postings. Where are your ideal audience members most active? When are they most likely to engage? What interests them and what messaging catches their attention?

There are multiple social networks that allow you to gain insights into these questions. Facebook, for example allows users to target specific audiences, see the interactions on their posts, the best and worst time for post engagement as well as demographics of those that interact with the posts.

In terms of scheduling posts, there are automation tools such as Buffer and Hootsuite that allow you to synch and schedule posts on multiple social networks in one place. Observing what your competitors are doing and how well they're faring on social media can give you tips and tricks on what to try out and what to avoid when formulating and implementing your social media campaign.

As you do this, it's important to design your content to take advantage of each individual platform. Twitter, for instance, only allows for 140 characters and utilizes hashtags. Instagram, and Pinterest utilize images. Facebook utilizes text, images and videos. YouTube utilizes videos.

Your content needs to match the format of the platform, be interesting, and be useful. It should not come off as impersonal or condescending. Have your content make your brand appear as a person, not an organization. If you put a lot of time, resources and energy into a social media strategy, you want to make sure the ROI is worth it.

As with any aspects of digital marketing, things in social media change constantly. If you post a Facebook post at 2 pm one week and get a lot of engagement can turn into an ignored post the next week. Consumers also get bored seeing the same content all the time. Social

media strategies require time and a plan. Just doing the occasional posting on a few social media channels will not result in a successful social strategy.

A well-planned campaign can spark new interest in your business and increase your sales, leads and impact. You can, for example, promote one product with each of these different media types. See what your audience responds to, and keep using diverse formats while you favor those that come out on top. Doing so will keep your channels interesting and your users engaged.

Balance is particularly important because of Facebook's new algorithm. If you share only promotional content on social media, people will become uninterested and stop following you. If, however, you share only non-promotional content on social media, you won't get the kind of results you're hoping for.

So, add content to your feed from both internal and external sources (your written content and content not written by you). For example, find a reputable media source in your industry and repost its top-performing content. That way, your audiences get to see content they might otherwise have missed, and you can build relationships with fellow experts in your industry, too.

You, your business, and your product are unique, so don't create cookie-cutter content. Trying to create social posts on the fly isn't going to cut it. Instead, optimize your campaigns and your routine by using scheduling software to streamline the process. You can create a social media calendar in advance, scheduling posts to be published at specific times and dates. This approach significantly reduces the amount of time you'll spend bouncing around on different platforms to upload content, giving you more time to focus on creating great content and engaging with users.

Hashtags are powerful entities on Instagram and Twitter. They can help drive engagement, and just as important, they can help you track the results of your campaigns. By creating a unique, branded hashtag for your brand and specific campaigns, you can more easily track engagement and user-generated content even if users don't remember to tag your brand directly in their posts.

Branded hashtags shouldn't replace the more common hashtags that your audience is using. To maximize reach and trackability, use both kinds in each post. Join in on weekly hashtag themes like #Throwback Thursday – If you want to build your social media following, you need to be an active participant in the community. This means posting regularly, and also joining in on fun weekly social media traditions that already have a loyal audience.

Livestreaming is a big trend in social media, and if you aren't taking advantage of it, you're missing a prime opportunity. Go live on Facebook or Instagram on topics related to your social campaigns. To increase engagement, host Q&A sessions and answer customer questions asked either beforehand or in the live comments.

The best part? Once the broadcast is over, you can save it and share it as a regular video to your platforms, giving you native video content. To monitor the impacts of your campaigns and see what people are talking about, use social listening tools. You should also specifically check what questions people have about your product, brand, and industry; such questions offer valuable ideas for content. Just because your campaigns may be underway or over doesn't mean the work is done.

Regularly analyze the success of your campaign as it progresses, and evaluate it closely once it's over. You can get valuable insight into what worked well and what didn't. Analysis also gives you the chance to identify the top content from the campaign. You can then reschedule or repurpose it to run again soon, increasing your results and keeping the momentum going.

According to Social Media Examiner's Social Media Marketing Industry Report, 92% of marketers indicate social media has increased exposure for their brand. At their core, campaigns can be dialed down into the same basics as formulating a news story. Planning a campaign involves taking in the Who, What, When, Where, Why and How into account.

Dove's Real Beauty campaign is an ongoing message from the brand. It has gone through many platforms from TV ads to special photoshoots for Instagram. The core of the campaign is about showcasing real women—their ideal audience. Each new piece of content created with part of the campaign included further enforces the brand's values to their fans.

For Disneyland, their Summer of Heroes campaign is all about Guardians of the Galaxy and new superhero experiences. The campaign name even includes the time frame, letting their fans know that some of these events are around only for a limited time. Due to the limited space in social media messages, many campaigns include a landing page on their website. It's an easy way of keeping track of analytics and gives you more real estate for detailing your campaign.

Before your campaign begins, map out the ideal pathways a fan would take. Would they see a Tweet and be enticed to learn more through a link? Or do they see a Facebook ad tempting them to sign up for a 20% discount? In April 2017, Starbucks launched a limited edition Unicorn Frappuccino that exploded in popularity across social media. The drink was so visually enticing that the image alone made customers rush to the stores to take their own photos of it.

One strategy for a successful campaign includes serving up information or content that your audience cares about. Nike is often cited as one of the top storytelling companies. Instead of in-your-face marketing, the company uses emotion and compelling content to deliver their marketing messages. Ideally, your campaign will be seamlessly incorporated into your standard social media marketing posts. Your audience shouldn't be bombarded with marketing messages. But they also shouldn't be oblivious to the campaign taking place.

Don't neglect social SEO. Each social network has its own search engine through which its users can search for interesting topics. Before you launch your campaign, be sure to come up with a list of keywords you'd like to rank for socially, and then use those keywords in your campaign posts.

Make your campaign super sharable - This means adding "share this POST". Part of your planning process needs to involve anticipating customer responses and adjusting accordingly. You wouldn't launch a new product without thoroughly testing it. Your campaign about the new product should include ready responses to anticipated questions.

Once your campaign is finished, take time to note down what went well and what failed. Maybe you thought that working with influencers would help get the word out but your screening process wasn't robust enough. Write down what you would do next time to improve on the process. The more campaigns you execute, the more you'll learn about what works for your company. Your next social media campaign is only a few planning steps away from success.