

# **ESSENTIALS OF DIGITAL MARKETING**



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# CONTENTS

*Preface*

*xxvii*

<b>Chapter 1</b>	<b>Introduction to Digital Marketing</b>	<b>1.1</b>
1.1	Introduction	1.1
1.2	Digital Marketing	1.2
1.3	Evolution of Digital Marketing	1.3
1.3.1	Stage I: Emails	1.4
1.3.2	Stage II: Development of Web 1.0	1.4
1.3.3	Stage III: Clickable Banner	1.4
1.3.4	Stage IV: Launching of Search Engines	1.5
1.3.5	Stage V: Website Optimisation	1.5
1.3.6	Stage VI: Launch of Google and MSN	1.5
1.3.7	Stage VII: The Burst of Internet Bubble	1.5
1.3.8	Stage VIII: Development of Web 2.0	1.5
1.3.9	Stage IX: Surge in Search Engine Traffic	1.6
1.3.10	Stage X: Emergence of Social Networking Platforms/Sites	1.6
1.3.11	Stage XI: Evolution of ‘Cookies’	1.6
1.3.12	Stage XII: Arrival of Smartphones and Digital Devices	1.7
1.4	Eras of Digital Marketing	1.7
1.4.1	Era 1: Marketing Web 1.0	1.7
1.4.2	Era 2: Marketing Web 2.0	1.7
1.4.3	Era 3: Marketing Web 3.0	1.7
1.4.4	Era 4: Marketing Web 4.0	1.7
1.5	Traditional Marketing vs Digital Marketing	1.8
1.6	Characteristics of Digital Marketing	1.11
1.7	Objectives of Digital Marketing	1.11
1.8	Basic Elements of Digital Marketing	1.12

## vi Essentials of Digital Marketing

1.8.1	New Additions to 7Ds of Digital Marketing	1.12
1.9	Digital Marketing Models	1.14
1.10	10Cs of Digital Marketing	1.14
1.11	Website and Digital Marketing	1.15
1.12	Digital Marketing and Internet Marketing	1.15
1.12.1	Types of Digital Marketing or Digital Marketing Strategy	1.15
1.13	Internet Marketing for Different Business Types	1.21
1.14	Marketing Channels	1.23
1.15	Digital Marketing and Web Analytics	1.25
1.16	Digital Marketing and Conversion Rate Optimization Tools	1.26
1.17	Digital Marketing and Cookies	1.26
1.18	Digital Marketing and Digital Assets	1.27
1.19	Tools for Digital Marketing	1.27
1.20	Advantages of Digital Marketing	1.28
1.20.1	Fit-for-all Strategy/Tool	1.28
1.20.2	International Competition	1.28
1.20.3	Quality Consumer Education and Awareness	1.28
1.20.4	Instant Feedback	1.28
1.20.5	Online Reviews	1.29
1.20.6	Offering Higher Value	1.29
1.20.7	Minimum Cost and Maximum Return	1.29
1.20.8	Measurable Results	1.29
1.20.9	Globalized Reach	1.29
1.20.10	Personalized Marketing Campaigns	1.30
1.20.11	Result-driven Targeting	1.30
1.20.12	Quality Interaction and Engagement with Customers	1.30
1.20.13	Tailored and Focused Marketing	1.30
1.20.14	Customer-specific Channel or Medium for Marketing	1.30
1.20.15	Immediate and Personalized Communication/Interaction	1.31

1.20.16	Credibility and Trust Building	1.31
1.20.17	Building up Brand Reputation	1.31
1.20.18	Building up a Loyal Customer Base	1.31
1.20.19	Targeting Smartphone Customers	1.31
1.21	Downside of (Limitations) Digital Marketing	1.31
1.21.1	Issues of Security and Privacy	1.32
1.21.2	Internet Fraud	1.32
1.21.3	Managing Negative Feedbacks, Comments and Reviews	1.32
1.21.4	Cost of Maintenance	1.33
1.21.5	Global Competition and Global Strategy	1.33
1.21.6	Inaccessibility	1.33
1.21.7	Too Much Reliance on Technology	1.33
1.21.8	Cybersquatting	1.34
1.21.9	Piracy of Promotional Strategy	1.34
1.21.10	Long Gestation and Evaluation Time	1.34
1.21.11	Requirement of Higher Levels of Skills and Digital Expertise Among the Staff	1.34
1.21.12	Copying of Strategy	1.34
	<i>Review Questions</i>	<i>1.35</i>

## **Chapter 2 Skills for Digital Marketing and Career Opportunities 2.1**

2.1	Introduction	2.1
2.2	Role of Digital Marketers/Professionals	2.1
2.3	Ideal Qualities for Digital Marketers	2.2
2.4	Professional Skills for Digital Marketing	2.2
2.4.1	Skill to Search Internet Efficiently	2.2
2.4.2	Analytic Skills	2.3
2.4.3	Search Engine Marketing (SEM) Skills	2.3
2.4.4	Search Engine Optimisation (SEO) Skills	2.3
2.4.5	Skill to Know and Use Web-crawling Tools	2.4
2.4.6	Skills for Mobile Marketing	2.4

## **viii** Essentials of Digital Marketing

2.4.7	Skills for Email Marketing	2.4
2.4.8	Skills for Social Media Marketing	2.4
2.4.9	Skills for Optimising the User-experience	2.5
2.4.10	Customer Relationship Management (CRM) Skills	2.5
2.4.11	Website-designing Skills	2.6
2.4.12	Skills for Capturing and Editing Videos	2.6
2.4.13	Skills for Copywriting	2.6
2.4.14	Problem-solving Skills	2.7
2.4.15	Skill to Write and Understand Codes	2.7
2.4.16	Skills for Developing and Running Paid Social Media Advertisements	2.7
2.4.17	Content Marketing Skills	2.8
2.4.18	Skills in Marketing Automation	2.8
2.4.19	Skill to Conduct Technical Audit on Websites	2.8
2.4.20	Skill to Carry out Scientific Market Research	2.9
2.4.21	Multitasking	2.9
2.4.22	Skill to Use Spreadsheets	2.9
2.4.23	Mind Skills / Cognitive Skills / Thinking Oriented Skills/Attitudinal Skills	2.9
2.5	Values to be Possessed by Digital Marketers / Professionals	2.10
2.6	Career Opportunities in Digital Marketing	2.10
	<i>Review Questions</i>	<i>2.11</i>

## **Chapter 3 Content Marketing 3.1**

3.1	Introduction	3.1
3.2	Characteristics of Ideal Content Marketing	3.2
3.3	Importance of Content Marketing	3.2
3.3.1	Building Brand and Product Awareness	3.2
3.3.2	Better Brand and Product Positioning	3.2
3.3.3	High Pulling Power	3.3



3.3.4	High Lead Generation	3.3
3.3.5	Cost-effectiveness	3.3
3.3.6	Supporting Efforts for SEO	3.3
3.3.7	Increased Site Visibility	3.3
3.3.8	Increased Return on Investment	3.3
3.3.9	Influence on Buying	3.3
3.3.10	Tool for Participatory Marketing	3.3
3.3.11	Removing Barriers of Information	3.3
3.3.12	Building up Trust	3.3
3.3.13	Building up and Strengthening of Customer Loyalty	3.4
3.3.14	Special Feature of the Online World	3.4
3.3.15	Creation of Wealth	3.4
3.4	Types of Content Marketing	3.4
3.4.1	Social Media Content Marketing (SMM)	3.4
3.4.2	Video Content Marketing	3.4
3.4.3	Infographic Content Marketing	3.5
3.4.4	Blog Content Marketing	3.5
3.4.5	Podcast Content Marketing	3.6
3.4.6	e-Books Content Marketing	3.6
3.4.7	Case Studies in Content Marketing	3.6
3.4.8	Reviews in Content Marketing	3.7
3.4.9	Testimonials	3.7
3.4.10	How-to's and Guides in Content Marketing	3.7
3.4.11	Paid Advertisement Content Marketing	3.7
3.4.12	Memes	3.8
3.4.13	Storytelling in Content Marketing	3.8
3.5	Content Marketer	3.8
3.5.1	Functions of Content Marketers	3.8
3.6	Important Elements of Content Marketing	3.9
3.7	Content Team for Content Marketing	3.9
3.8	Process of Developing the Content Marketing Strategy	3.9
3.9	Contents in Content Marketing	3.10

## **X** Essentials of Digital Marketing

3.9.1	Contents	3.11
3.9.2	Component in a Content	3.11
3.10	Broad Categories of Contents	3.12
3.10.1	Awareness Contents	3.12
3.10.2	Attraction Contents	3.12
3.10.3	Authority/Leadership Contents	3.12
3.10.4	Affinity Contents	3.13
3.10.5	Action Contents	3.13
3.10.6	Source or Mother Contents	3.13
3.11	Content Creators	3.13
3.12	Content Strategists	3.13
3.12.1	Requisites of Ideal Content Creators, Content Strategists and Content Marketers	3.14
3.13	Content Creation	3.14
3.13.1	Process of Content Creation	3.15
3.13.2	Points to be Considered before Implementing Content Marketing	3.16
3.14	CMS Joomla	3.16
3.15	Content Management (CM)	3.17
3.16	Content Management System (CMS)	3.17
3.16.1	Styles of Writing Components in Contents	3.17
3.16.2	Components of Content Management System (CMS)	3.17
3.16.3	Types of Content Management System	3.17
3.17	Component Content Management System (CCMS)	3.18
3.18	Enterprise Content Management System (ECMS)	3.18
3.19	Document Management System (DMS)	3.18
3.20	Digital Asset Management System (DAM)	3.19
3.21	Web Content Management System (WCMS)	3.19
3.22	Cloud-based Solutions	3.19
3.22.1	Types of Cloud-based Solutions	3.19
3.22.2	Types of Cloud-based System	3.20

3.22.3	Content Curation	3.20
3.23	Protecting the Content from Theft	3.21
	<i>Review Questions</i>	<i>3.21</i>
<b>Chapter 4</b>	<b>Email Marketing</b>	<b>4.1</b>
4.1	Introduction	4.1
4.2	History of Email	4.2
4.3	Commercial Emails	4.2
4.4	Types of Emails in Digital Marketing	4.2
4.4.1	Greeting Emails	4.3
4.4.2	Promotional Emails	4.3
4.4.3	Announcement Emails	4.4
4.4.4	Lead Nurturing and Engaging Emails	4.4
4.4.5	Confirmation Emails	4.4
4.4.6	Newsletter Emails	4.4
4.4.7	Dedicated Emails	4.5
4.4.8	Feedback and Survey Emails	4.5
4.4.9	Seasonal Emails	4.5
4.4.10	Trial or Offer Emails	4.6
4.5	Basic Guidelines for Sending Emails	4.6
4.5.1	Building Own Emails List	4.6
4.5.2	Avoiding Purchase of Email Addresses	4.6
4.5.3	Buying Email Addresses from Reputed Email Marketing Companies	4.6
4.5.4	Providing an 'Opt out' or 'Unsubscribe' Option	4.7
4.5.5	Adhering to Laws on Personal Information	4.7
4.5.6	Keeping off Emails from Folders of Spam or Junk Mails	4.7
4.5.7	Crafting Emails with Captivating 'Subject Line'	4.7
4.5.8	Connecting the Audience and the Recipients	4.8
4.5.9	Personalizing the Emails	4.8
4.5.10	Personalizing the Content	4.8

4.5.11	Planting a Strong Call to Action (CTA)	4.8
4.5.12	Service to Send Emails	4.8
4.5.13	Clear Segmentation of the Customers	4.8
4.5.14	Best Email Frequency	4.9
4.5.15	Right Emails	4.9
4.5.16	Conducting A/B Test	4.9
4.6	Building Email List	4.9
4.6.1	Process of Building Own Email List	4.9
4.7	Email Marketing Process-Overview	4.11
4.7.1	Email Marketing Campaign Analysis	4.13
4.7.2	Email Marketing Delivery Checklist	4.14
4.7.3	Follow-up Guide for Email Marketing	4.16
4.8	Advantages of Email Marketing	4.18
4.8.1	Compelling Receivers to Act	4.18
4.8.2	Delivering Personalized Content	4.18
4.8.3	Continuous Nudging and Engagement	4.19
4.8.4	Building Relationship	4.19
4.8.5	Focussed Campaign	4.19
4.8.6	Driving High Traffic	4.19
4.8.7	Increasing the Number of Leads	4.19
4.8.8	Timely and Instantaneous Reach	4.19
4.8.9	Providing More Value	4.19
4.8.10	Compelling to Own Media and Contact List	4.20
4.8.11	Improving the Turnover	4.20
4.8.12	Cost-effective Campaign	4.20
4.8.13	Possibility of A/B Testing	4.20
4.8.14	Collecting Feedback and Data	4.20
4.8.15	Unavoidable	4.20
4.9	Limitations of Email Marketing	4.20
4.9.1	Small-sized Content	4.21
4.9.2	Danger of being treated as Spam / Junk	4.21
4.9.3	Inappropriate Design	4.21
4.9.4	Multiple Devices	4.21
4.9.5	Finding Themes for Multiple Platforms	4.22

4.9.6	Information Overload	4.22
4.9.7	Feared to Contain Viruses	4.22
4.9.8	Considered to be Disruptive	4.22
4.9.9	Not Better than the Face-to-Face Communication	4.22
4.9.10	Heavy Competition	4.22
4.9.11	Cost of Emails	4.22
4.9.12	Engagement	4.23
	<i>Review Questions</i>	4.23

**Chapter 5 Social Network (Media) Marketing 5.1**

5.1	Introduction	5.1
5.2	Social Media and Social Networking Platforms	5.1
	5.2.1 Social Media	5.2
	5.2.2 Social Networking Platforms	5.2
5.3	History of Social Network Platforms	5.2
5.4	Forms of Social Network Platforms	5.3
5.5	Popular Social Network Platforms Around the World	5.3
5.6	Social Network (Media) Marketing	5.4
	5.6.1 Objectives of Social Media Marketing	5.5
	5.6.2 6Es of Social Network Marketing	5.5
	5.6.3 Core Elements/Components of Social Network Marketing	5.6
	5.6.4 Contents Used in Social Media Network Platforms for Marketing	5.9
	5.6.5 Process of Developing Strategy for Social Network Marketing	5.10
	5.6.6 Factors Affecting the Choice of Social Network Platforms	5.13
	5.6.7 Marketing Strategy and Social Network Platforms	5.14
5.7	Advantages of Social Network Marketing	5.17
	5.7.1 Deep Understanding of the Audience	5.17
	5.7.2 Clear and Better Quality Customer Data	5.17
	5.7.3 Easy Tracking	5.17

## **xiv** Essentials of Digital Marketing

5.7.4	Instantaneous Interactions and Interventions	5.17
5.7.5	Better Service to the Customers	5.17
5.7.6	Wider Brand Awareness	5.17
5.7.7	Higher Level of Brand Recognition	5.18
5.7.8	Better Brand Equity	5.18
5.7.9	Heavy Inbound Traffic	5.18
5.7.10	Better SERP Ranking	5.18
5.7.11	Cost Efficacy	5.18
5.7.12	Geotargeting	5.18
5.7.13	Sophisticated Targeting	5.19
5.7.14	Building Emotional Bond	5.19
5.7.15	Higher Conversion Rate	5.19
5.7.16	Taking Advantage of the Spillover Effect	5.19
5.7.17	Thought Leadership	5.19
5.7.18	Establishing Brand Authority	5.19
5.8	Limitations of Social Network Marketing	5.20
5.8.1	Unfavourable Views and Reviews	5.20
5.8.2	Tarnished Name	5.20
5.8.3	Ending up only with ‘Likes’ and ‘Followers’	5.20
5.8.4	Unaffordable for the Small Business and the Start-ups	5.20
5.8.5	Low Return on Investment	5.20
5.8.6	Delayed Results	5.20
5.8.7	Ineffective	5.21
5.8.8	Difficulty in Measuring	5.21
5.8.9	Issues of Security and Privacy	5.21
5.8.10	Different Approaches	5.21
5.8.11	Not Fit for All the Groups	5.21
	<i>Review Questions</i>	<i>5.21</i>

## **Chapter 6 Website for Digital Marketing 6.1**

6.1	Introduction	6.1
6.2	Website	6.1

6.2.1	Importance of Website for Digital Marketing	6.2
6.2.2	Components of Web Design for Digital Marketing	6.2
6.2.3	Performance of Websites	6.3
6.2.4	Performance Grades for a Website	6.3
6.2.5	Basic Technology Requirements	6.4
6.2.6	Broader Classification of Websites	6.4
6.3	Specific Types of Websites	6.6
6.3.1	Personal Websites	6.7
6.3.2	Sales or E-commerce Websites	6.7
6.3.3	Blogs	6.8
6.3.4	Podcasts	6.8
6.3.5	Job Board	6.8
6.3.6	Organizational or Company Websites	6.8
6.3.7	News Websites / News Portal	6.8
6.3.8	Membership Websites	6.9
6.3.9	Social Media Websites	6.9
6.3.10	Education Websites	6.9
6.3.11	Government Websites	6.9
6.3.12	Search Engine Websites	6.9
6.3.13	Coupon Websites	6.9
6.3.14	Portfolio Websites	6.9
6.3.15	Affiliate Marketing or Niche Websites	6.10
6.3.16	Event Websites	6.10
6.3.17	Community Building Websites	6.10
6.3.18	Photo Websites	6.10
6.3.19	Knowledge Websites or Questions and Answer Websites	6.10
6.3.20	Directory Websites	6.11
6.3.21	E-Commerce Websites	6.11
6.4	Basic Elements/Components of a Website	6.11
6.4.1	Web Hosting	6.12
6.4.2	Domain and Domain Name	6.12
6.4.3	Navigation	6.12
6.4.4	Navigation Menu	6.13

6.4.5	Headline	6.13
6.4.6	Call-To-Action (CTA)	6.13
6.4.7	Content	6.13
6.4.8	Web Page	6.14
6.4.9	Visuals	6.14
6.4.10	Mobile Friendly	6.15
6.4.11	Responsiveness to Different Sizes of Screens	6.16
6.4.12	Testimonials	6.16
6.4.13	Transfer Protocols (http:// and https://)	6.16
6.4.14	Encrypting Protocols	6.16
6.4.15	SSL Certificate	6.16
6.4.16	Web Layout or Structure	6.17
6.4.17	Color Scheme	6.17
6.5	Infrastructural Requirements for Website	6.17
6.5.1	Web Architecture	6.17
6.5.2	Process of Designing a Web Architecture	6.18
6.5.3	Website Architect	6.18
6.5.4	Web Server	6.19
6.5.5	Search Engine	6.19
6.5.6	Browser and Search Engine	6.19
6.5.7	Content Management System (CMS)	6.19
6.5.8	Internet	6.19
6.5.9	Website Development	6.20
6.5.10	Tools for Web Development	6.20
6.5.11	Front-end Development	6.20
6.6	Broader Classification of Tools for Front-end Development	6.20
6.6.1	Version Control System	6.20
6.6.2	Front-end Boilerplates	6.21
6.6.3	Front-end Assets	6.21
6.6.4	Front-end Frameworks	6.21
6.6.5	CSS Preprocessors	6.21
6.6.6	Cascading Style Sheet (CSS)	6.21
6.6.7	Java Script Libraries	6.22



6.6.8	Java Script Frameworks	6.22
6.6.9	Developer Tools (Dev Tools)	6.22
6.6.10	Code Editors	6.22
6.6.11	Code Validators	6.22
6.6.12	Online Coding Environments	6.23
6.7	Tools for Front-end Development	6.23
6.7.1	Popular Tools in the Market for Front-end Development	6.23
6.7.2	Popular Tools in the Market for Back-end Development	6.24
6.8	A/B Testing and Website Optimisation	6.24
6.8.1	Uses of A/B Testing	6.24
6.8.2	Tools for A/B Testing	6.25
6.9	Hacking and Hackers	6.25
6.9.1	Types of Hackers	6.25
6.10	Website Optimisation	6.26
6.10.1	Optimizing the Websites	6.26
6.10.2	Criteria for Evaluating a Website	6.27
6.10.3	Impact of Poor Website on Digital Marketing	6.27
6.10.4	Factors Affecting the Performance of a Website	6.27
	<i>Review Questions</i>	6.27

**Chapter 7 Search Engine Optimisation (SEO) 7.1**

7.1	Introduction	7.1
7.2	SEO and Digital Marketer	7.1
7.3	Search Engines	7.2
7.3.1	Types of Search Engines	7.2
7.3.2	Working of Search Engines	7.3
7.3.3	Organic Search and Paid Search	7.5
7.3.4	Search Engine Optimisation (SEO)	7.6
7.3.5	A/B Testing and Website Optimisation	7.26
7.3.6	Ranks in SEO	7.26
7.3.7	Memex Program	7.27

7.3.8	Spamdexing	7.28
7.3.9	SEO and Grey Hat Hackers	7.28
7.3.10	Reasons Search Engines Miss a Website	7.28
	<i>Review Questions</i>	7.29

**Chapter 8 Mobile Marketing 8.1**

8.1	Introduction	8.1
8.2	Elements of Mobile Marketing	8.2
8.3	Forms or Types of Mobile Marketing	8.2
8.3.1	SMS Marketing (SMSM)	8.2
8.3.2	Social Network Platforms Marketing (SNPM)	8.3
8.3.3	Proximity Marketing	8.4
8.3.4	Location-based Marketing	8.4
8.3.5	Weather-based Marketing or 'Weather Targeting'	8.4
8.3.6	Audience Targeting	8.4
8.3.7	'Geofencing Marketing'	8.5
8.3.8	In-app Marketing	8.5
8.3.9	In-game Marketing	8.6
8.3.10	Artificial Intelligence (AI) Marketing and Augmented Reality (AR) Marketing	8.6
8.3.11	Metaverse Marketing	8.6
8.4	Advantages of Mobile Marketing	8.6
8.4.1	Many Channels at a Time	8.6
8.4.2	Anytime and Anywhere Accessibility	8.7
8.4.3	International Reach	8.7
8.4.4	Location-specific Marketing	8.7
8.4.5	Weather-specific Marketing	8.7
8.4.6	Cost Effective	8.7
8.4.7	Easy Creation of Contents	8.7
8.4.8	Focused Contents	8.7
8.4.9	High Viral-potential Messages	8.7
8.4.10	Instantaneous Reach of the Messages	8.8

8.4.11	Immediate and Easy Payments	8.8
8.4.12	Highly Personalized Contents	8.8
8.4.13	Easy Tracking of Results	8.8
8.4.14	Relevant and Accurate Marketing Campaigns	8.8
8.4.15	Better and Higher Search Engine Ranking (SER)	8.8
8.4.16	Fit for Any Format of Advertisements	8.8
8.4.17	Increased Off-line Purchases	8.9
8.4.18	Possibility of A/B Testing or Split Testing	8.9
8.5	Limitation of Mobile Marketing	8.9
8.5.1	Cluttered Market	8.9
8.5.2	Possibility of Being Ignored	8.9
8.5.3	Lower Rate of Response	8.9
8.5.4	Problem of Small Screen	8.9
8.5.5	Navigational Issues	8.10
8.5.6	Privacy Issues	8.10
8.5.7	Issue of Optimisation of Landing Pages	8.10
8.5.8	Difficulty in Correction of Errors	8.10
8.5.9	Issue of Ad Blockers	8.10
8.5.10	Bad User-experience	8.10
8.5.11	Cost of Smartphones	8.10
8.5.12	Lack of Knowledge in Using Smartphones	8.11
8.5.13	Issue of Non-smartphone Users	8.11
8.5.14	Lack of Expertise	8.11
	<i>Review Questions</i>	<i>8.11</i>

## **Chapter 9 Marketing Web Analytics 9.1**

9.1	Introduction	9.1
9.2	Data Analysis and Data Analytics	9.1
9.3	Big Data Analytics	9.1
9.4	Business Analytics	9.2
9.5	Basic Tools Required for Analytics	9.2

9.6	Marketing Analytics	9.2
9.6.1	Objectives of Marketing Analytics	9.3
9.6.2	Basic Elements of Marketing Analytics	9.3
9.6.3	Types and Levels of Marketing Analytics	9.6
9.6.4	Process of Conducting Marketing Analytics	9.9
9.6.5	Factors Affecting the Usefulness or Effectiveness of Marketing Analytics	9.10
9.6.6	Advantages of Marketing Analytics	9.10
9.6.7	Limitations of Marketing Analytics	9.11
9.7	Web Analytics	9.12
9.7.1	Objectives of Web Analytics	9.12
9.7.2	Components/Basic Metrics of Web Analytics	9.13
9.7.3	Process of Web Analytics	9.13
9.7.4	Types of Web Analytics	9.14
9.7.5	On-site Web Analytics Services	9.17
9.7.6	Technical Terms/Concepts used by Web Analytics Tools	9.17
9.7.7	Off-site Web Analytics	9.22
9.8	Sources of Data for Web Analytics	9.22
	<i>Review Questions</i>	9.22

**Chapter 10 Affiliate Marketing 10.1**

10.1	Definition, Meaning and Nature of Affiliate Marketing	10.1
10.2	Elements or Components of Affiliate Marketing	10.2
10.2.1	The Product or Service	10.2
10.2.2	The Advertisement	10.3
10.2.3	The Affiliate Marketing Contract (AMC)	10.3
10.2.4	The Traffic Generated	10.3
10.2.5	The Traffic Redirected	10.3

10.2.6	Traffic Converted or ‘Sale Made’	10.3
10.2.7	Commission or a Share of Profit	10.3
10.3	Persons Involved in Affiliate Marketing	10.4
10.3.1	Affiliate Merchant	10.4
10.3.2	Affiliate	10.4
10.3.3	Affiliate Marketing Network Company	10.5
10.3.4	Customer	10.5
10.4	Process of Developing an Affiliate Marketing Programme	10.6
10.4.1	Designing and Promoting an Affiliate Marketing Programme	10.6
10.4.2	Signing up with an Affiliate Marketing Network Company	10.6
10.4.3	Receiving EOI	10.7
10.4.4	Selecting and Hiring the Affiliates	10.7
10.4.5	Promotion of the Product or Service by the Affiliate	10.7
10.4.6	Validating the Link of the Affiliate	10.7
10.4.7	Generation of Traffic to the Platforms of the Affiliate	10.7
10.4.8	Redirecting the Traffic to the Promoter’s Website	10.7
10.4.9	Traffic on the Websites of the Affiliate Merchants / Promoters	10.7
10.4.10	Conversion of the Traffic as Sales	10.8
10.4.11	Payment of Commission to the Affiliates	10.8
10.5	Types of Affiliate Marketing Programmes	10.8
10.5.1	Unattached Affiliate Marketing	10.9
10.5.2	Related Affiliate Marketing	10.9
10.5.3	Involved Affiliate Marketing	10.9
10.6	Types of Affiliates	10.9
10.6.1	Website Owners or Webmasters	10.11
10.6.2	Pay-Per-Click (PPC) Affiliates	10.11
10.6.3	SEO Affiliates	10.11
10.6.4	Content Site Affiliates	10.11

10.6.5	Email Database Affiliates	10.12
10.6.6	Newsletter Affiliates	10.12
10.6.7	Rich Site Summary Feeds (RSS Feeds) Affiliates	10.13
10.6.8	Coupon Site Affiliates	10.13
10.6.9	Social Media Affiliates	10.14
10.6.10	Review Site Affiliates	10.14
10.6.11	Incentive Generated Traffic	10.14
10.6.12	Shopping Services Affiliates	10.14
10.6.13	Aggregators Sites	10.15
10.6.14	Bargain Sites	10.15
10.7	The Process of Becoming an Affiliate	10.15
10.7.1	Step 1: Exploring and Identifying the Affiliat Programmes Offered by the E-commerce Operators or Affiliate Merchants	10.16
10.7.2	Step 2: Tying up with an Affiliate Marketing Network Company	10.16
10.7.3	Step 3: Evaluating the Affiliate Programmes	10.17
10.7.4	Step 4: Selecting the Best Affiliate Marketing Programme	10.17
10.7.5	Step 5: Choosing the Appropriate and Effective Platform	10.17
10.7.6	Step 6: Identifying the Specific Category of Products or Services	10.18
10.7.7	Step 7: Identifying the Focused Segment of Customers	10.18
10.7.8	Step 8: Developing Appropriate and Interesting Content	10.18
10.7.9	Step 9: Requesting the Affiliate Merchant to Validate the Link	10.18
10.7.10	Step 10: Attracting Customers	10.18
10.7.11	Step 11: Constructing a Wide Base of Dedicated Customers	10.18
10.8	Common Methods of Affiliate Marketing Adopted by Affiliates	10.19

10.8.1	Affiliate Marketing and MicroMarketing	10.19
10.8.2	Affiliate Marketing and Adwares	10.19
10.9	Advantages of Affiliate Marketing	10.19
10.9.1	Advantages to Affiliate Merchants	10.19
10.9.2	Advantages to Affiliates	10.20
10.10	Limitations of Affiliate Marketing	10.20
10.10.1	Cautions to Affiliate Merchants	10.21
	<i>Review Questions</i>	<i>10.21</i>

## **Chapter 11 Community-Based Marketing (CBM), Peer to Peer (P2P) Marketing and Account Based Marketing (ABM) 11.1**

11.1	Introduction	11.1
11.2	On-line Community	11.2
11.3	Importance of Online Communities in Blogging	11.2
11.4	Brand Community	11.3
11.4.1	Characteristics of Brand Community	11.3
11.5	Community-based Marketing	11.4
11.5.1	Foundations of Community-based Marketing	11.4
11.5.2	Pillars of Community-based Marketing	11.4
11.5.3	Requisites of Strategies for Community-based Marketing	11.5
11.5.4	Process of Developing and Implementing Community-based Marketing	11.7
11.5.5	Programmes/Strategy for Community-based Marketing	11.8
11.5.6	Successful Community-based Marketing	11.12
11.5.7	Advantages of Community-based Marketing	11.12
11.5.8	Limitations of Community-based Marketing	11.15

11.6	Peer to Peer (P2P) Marketing	11.15
11.6.1	Requisites of a Successful P2P Marketing Strategy	11.16
11.6.2	P2P Marketing Strategy	11.17
11.7	Account-Based Marketing (ABM)	11.19
11.7.1	Objectives of ABM	11.20
	<i>Review Questions</i>	<i>11.20</i>

**Chapter 12 Concepts and Trends in Digital Marketing 12.1**

12.1	Introduction	12.1
12.2	Further Concepts in Digital Marketing	12.1
12.2.1	Lead Generation and Management	12.1
12.2.2	Influencer Marketing	12.4
12.2.3	Inbound Marketing	12.8
12.2.4	Pay-Per Click	12.10
12.2.5	Display Advertisement or Display Ad	12.14
12.3	Trends in Digital Marketing	12.18
12.3.1	Augmented Reality	12.19
12.3.2	Artificial Intelligence (AI)	12.19
12.3.3	Voice Search Optimization	12.20
12.3.4	Progressive Web Pages	12.20
12.3.5	Web Push Notifications/Browser Push Notifications	12.21
12.3.6	Influencer Marketing	12.21
12.3.7	Micro-influencer Marketing	12.22
12.3.8	Omnichannel Marketing	12.22
12.3.9	BERT Framework/Language Model	12.22
12.3.10	Long-form Content Marketing	12.23
12.3.11	Metaverse Marketing	12.23
12.3.12	Automated Ad Buying or Programmatic Ad Buying	12.24
12.3.13	Non-Fungible Tokens (NFTs)	12.26
12.3.14	Live Stream Commerce	12.26



12.3.15	Sort-content Video Marketing	12.27
12.3.16	Social Media Shopping	12.27
12.3.17	Geofencing	12.27
12.3.18	Chatbots	12.28
12.3.19	User-Generated Content (UGC)	12.29
12.3.20	ChatGPT, Google Bard AI and Others	12.30
12.3.21	Other Popular Trends in Digital Marketing	12.31
	<i>Review Questions</i>	<i>12.31</i>
	<i>Index</i>	<i>IND.1</i>



# PREFACE

This book “Essentials of Digital Marketing” is a spin-off of our best selling book on “Digital Marketing”. Essentials of Digital Marketing has been designed to cater to the requirements of undergraduate students of commerce and management.

As in the earlier book, all important topics of digital marketing including Introduction, Website for Digital Marketing, Search Engine Optimisation, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, Web Analytics, Affiliate Marketing and trends have been covered in detail. In order to cater to syllabus requirement, the additional topics new to this edition are as follows:

- Traditional Marketing vs Digital Marketing
- Internet Marketing for Different Business Types: B2B (Business-to-Business) Internet Marketing, B2C (Business-to-Consumer) Internet Marketing and B2B2C (Business-to-Business-to-Consumer)
- Importance of Online Community in Blogging
- Email Marketing Process: Overview
- Email Marketing Campaign Analysis
- Email Marketing Delivery Checklist
- Follow-Up Guide for Email Marketing
- Effectiveness of Viral Marketing

The last chapter on trends and concepts include brief write-ups on topics such as Lead Generation and Management, Influencer Marketing, Inbound Marketing, Pay-per Click and Display Ad Advertisement or Display Ad.

We hope that this book will definitely be a good handbook on digital marketing for teachers and students of all programs in commerce and management. Students of computer science and computer applications can use the book to develop ideas and applications in the field of digital marketing, which is a fast-evolving business and employment opportunity.

I register my hearty thanks to Mr P.K. Madhavan and his team in Vijay Nicole Imprints, Chennai, for their continuous support and cooperation in bringing out this book and to have published three of my books on GST.

I welcome suggestions from the readers to improve the contents, structure, and presentation of the book

**Dr. LJ. Charlas**

# CHAPTER

# 1

# Introduction to Digital Marketing

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## 1.1 INTRODUCTION

The internet has penetrated the width and the depth of the whole world. It has its touch in what everyone thinks, says, and does. It has created a brand-new world in this millions of years old world. Not even a single second passes without a person using the internet and consuming its content, the digital content. The internet has dramatically affected the world of marketing and has totally changed the marketing landscape. It has usurped in drastic changes in the choices and behavior of the users, especially that of the customers or consumers. It has pushed back almost all old and traditional methods and media that connected the business with its stakeholders especially, the customers.

The internet has paved the way for the phenomenal increase in the number of digital tools and has dramatically enhanced the effectiveness of the digital platforms and their strategy. It has become the source of search for all our occupational, communicative, educational, social, financial and recreational needs. It has become the best source of brand and product information for all customers. It has widened the choices to the consumers and has improved their power to choose. Consumers have started to enjoy innumerable choices and to exercise greater control over the markets and marketing strategy.

Digital communication has gained greater influence over the field of business communication and marketing strategy. Marketers have been forced to keep themselves abreast with the modern trends and technology and to redesign and reengineer their strategy for marketing their brand and products. Digital marketing has come as a blessing to the world of business and has been adopted by the marketers to take advantage of the market-penetrating internet and the fast-changing behavior of the customers. It helps them

## **1.2** Essentials of Digital Marketing

keep themselves at the edge of the modern marketing trends. Every organization, business or non-business, has to leverage the digital platforms and the opportunities created by the web-world to survive and grow. Digital marketing is new-born, but a powerful offspring of the web world. It has evolved into an integral part of any developing business in the contemporary market conditions.

### **1.2 DIGITAL MARKETING**

Digital marketing is the modern marketing tool or method to take advantage of the evolving digital technology and especially, internet. It is a process of marketing that uses web-based technologies to build brand awareness and to improve sales. It is a process of marketing where a focused group of audience are targeted with a marketing strategy designed especially for them. It is a new and one of the most effective strategic initiatives for all types and sizes of business.

Digital marketing is a highly powerful strategy that has transformed all the dimensions of the marketing techniques and approaches.

Digital marketing is a strategy to leverage the reach of the marketers towards the target audience.

Digital marketing is a web-based strategy to:

- i) disseminate marketing information to a focused group of audience,
- ii) create interest on the brands and products among them,
- iii) attract them,
- iv) convert them as customers, and to
- v) retain them as loyal customers.

It is a marketing platform and a process that uses the internet, social media, mobile apps, and other digital communication technologies. It gives the marketers direct and focused access to their markets.

Digital marketing is a digital tool for:

- i) Establishing online identity,
- ii) Creating interest among the audience,
- iii) Generating leads,
- iv) Engaging the leads meaningfully,
- v) Building up trust and confidence among the leads,

- vi) Closing the sales, and
- vii) Stimulating customer interactivity.

It is a process of strategically blending the state of the art communication and information technologies with the conventional and modern marketing strategy and techniques.

Digital marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels and tools. It differs from internet marketing, which is exclusively done on websites.

Digital marketing is the most modern strategy to attract customers via email, content marketing, search platforms, social media etc. This form of marketing involves anything that incorporates marketing with customer feedback and establishes two-way interaction between the company and customer.

The marketing strategy designed to promote brands, products and services through online platforms using modern digital technologies and internet and social media platforms is called digital marketing.

Digital marketing is also called internet-empowered marketing.

### **1.3 EVOLUTION OF DIGITAL MARKETING**

Business organizations adopted many activities and methods to achieve maximum sale of their products and services by promoting them. All these activities and methods put together are called marketing. Marketing is done by employees of the marketers or by outside agencies known for effective marketing. Traditional marketing is done by promoting products through print media and television.

The availability of the internet for the public from the 1990s brought unimaginable changes in the personal life of consumers and the process of marketers for reaching them. The internet brought a slew of digital instruments and technologies and new dimensions in the business world and became the new and most basic and effective tool of marketing.

Marketing analysts and Internet experts analyse the evolution of digital marketing in different stages.

## **1.4** Essentials of Digital Marketing

### **1.3.1 Stage I: Emails**

The first email was sent from one computer to another computer in the same room by Ray Tamlinson in 1971 in Cambridge, Massachusetts, using Advanced Research Project Agency Network (ARPANET), used by the Department of Defense, United States of America. The content of the first email was “something like QWERTYUIOP”. ARPANET is the pioneer of the internet. When the internet was put to use by the public, sending emails became a common phenomenon.

Email is known as the first tool used by digital marketers. In the early days of digital marketing, emails were used for marketing products and services. Later digital marketers used search engines to get themselves noted by the searchers or visitors to the websites or blogs.

New Arrival Emails, which are commonly used by digital marketers, are emails sent to thousands of customers to inform the arrival of new products and their details to create demand. They are also used to inform the existing customers of the arrival of new collections.

### **1.3.2 Stage II: Development of Web 1.0**

The World Wide Web was first conceived at the CERN lab in Geneva in 1989. The development of Web 1.0 is the result of the arrival of the internet for public use in the 1990s. The internet triggered the phenomenal spread and growth of the digital age. The term ‘surfing the web’ coined by Jean Armour Polly, a librarian, became very popular in the world of web users. With Web1.0, internet users were able to search and find the information they sought but were not able to share the information through the internet.

### **1.3.3 Stage III: Clickable Banner**

The clickable banners introduced in the market and used by business houses in 1993 set the transition of marketing strategy from traditional to digital. HotWired purchased and used clickable banners for its advertisements, for the first time. Because of this shift, many digital marketing technologies started to emerge in the marketplace.



### **1.3.4 Stage IV: Launching of Search Engines**

Yahoo, known as “Jerry’s Guide to the World Wide Web”, was launched in 1994 and was believed to have changed the world of business and communication. The success of Yahoo prompted the launch of more search engines and toolkits like ‘LookSmart’ ‘HotBot’ ‘Alexa’ etc., in 1996.

The launch of internet services in India by CSNL in 1995 paved the way for digital marketing in India.

### **1.3.5 Stage V: Website Optimisation**

Success of search engines and the changes in the marketplace forced many companies to go ahead with website optimization to achieve higher rankings in the Search Engine Result Page (SERP).

### **1.3.6 Stage VI: Launch of Google and MSN**

Introduction of Yahoo Web Search by Yahoo, MSN search engine by Microsoft and Google by Alphabet in 1998 enabled the widest use of the internet for commercial and personal searches and uses. Towards the end of the 1990s, digital marketing started to take root and started to grow fast and wide.

### **1.3.7 Stage VII: The Burst of Internet Bubble**

The burst of the internet bubble during 2000 literally wiped-out small search engines that mushroomed towards the end of 1990s and those that survived were left behind. The disappearance and marginalization of small and weak search engines left a good space for the emergence of giants in the business.

### **1.3.8 Stage VIII: Development of Web 2.0**

The first Web 2.0 Conference organized by the O’Reilly Media and MediaLive in 2004 initiated the popularity of the term ‘Web 2.0’. In that conference Mr John Battelle and Mr Tim O’Reilly defined the ‘Web as Platform’. In ‘web as platform’, software applications are built upon the Web as opposed to those upon the desktop.

Web 2.0 enabled the participants, especially the customers of the digital marketers, to be more active and interactive than being passive. The volume of flow of information increased tremendously because of the introduction of ‘super information highway’ in the field of internet and this provided a boon to the digital marketers and

## **1.6** Essentials of Digital Marketing

their customers. Internet advertising, evolved as a digital marketing strategy and a tool, started to yield huge revenues to digital marketers - especially in developed countries.

### **1.3.9 Stage IX: Surge in Search Engine Traffic**

The start of 2006 witnessed the steep rise and wide surge in the search engine traffic. During this period, Microsoft sidelined MSN and launched Live Search to compete with Google and Yahoo. Digital marketing was poised to make a phenomenal growth in the spheres of focused and personal communication and marketing.

### **1.3.10 Stage X: Emergence of Social Networking Platforms/Sites**

Emergence of social networking sites/platforms opened stunningly new and varied methods and opportunities for digital marketers for marketing their products and brands. 'MySpace', the first social networking site, popped up in the world of the internet, followed by Facebook and later by many. New digital marketers ventured to see and reach virgin markets and avenues for establishing business, while the existing digital marketers started to capitalize and exploit them through the social networking platforms. Posting on social media became the top online activity of the digital marketers around the world.

### **1.3.11 Stage XI: Evolution of 'Cookies'**

A 'cookie' is a text file with small pieces of data from a website, stored within a web browser, to identify the computer of the searchers, when they use a computer network. Usually, the data is the username and the password. Cookies inform the server that a searcher has come back to the website. They are designed to track, collect and store data that are needed by digital marketers for analyzing the browsing habits, and usage patterns of the visitors, who frequent their websites.

Though cookies were designed originally to record habits and search patterns of the visitors, their use by digital marketers dramatically changed over years. They have started to use coded cookies to capture data in different ways for different purposes.

### **1.3.12 Stage XII: Arrival of Smartphones and Digital Devices**

The arrival and ubiquitous reach of smartphones and other digital devices enhanced the use and reach of digital marketing globally. The widespread use of social network platforms supported by modern digital devices came as a shot in the arm of digital marketers to instantly reach and interact with the prospective and existing customers and marketing partners.

## **1.4 ERAS OF DIGITAL MARKETING**

Philip Kotler, the American marketing expert, grouped all the twelve stages explained under the heading 'Evolution of Digital Marketing' into the following eras:

### **1.4.1 Era 1: Marketing Web 1.0**

Web 1.0 allowed only the search for information. Users were not allowed to interact with the pages of the web. In this era, digital marketing was similar to traditional marketing.

### **1.4.2 Era 2: Marketing Web 2.0**

Web 2.0 allowed the users to establish relationships with other users irrespective of the region or nation, besides searching for information. Users started to act as and form a community and interacted.

### **1.4.3 Era 3: Marketing Web 3.0**

In this era, there was a revolution in technology that allowed development and application of new technologies, new search techniques and new storage techniques. Web 3.0 helped users to act proactively and to perform highly personalized works. Semantic web was evolving only in this era.

### **1.4.4 Era 4: Marketing Web 4.0**

In the era 4.0 websites were designed to be more interactive and to function as virtual assistants, using artificial intelligence. The interaction of the websites began to be more personalized and complete. The virtual assistants were designed to use past user-specific factors like preferences and behavior.

## 1.8 Essentials of Digital Marketing

Experts have tracked the history of digital marketing up to 4 Eras by analyzing its evolution and growth till now. The speed with what is happening in the field of technology, digital marketing, consumer attitude and behavior may bring out many more eras in the future. The digital marketers, to cope with and to keep themselves abreast, should closely observe and monitor the world of digital marketing and design and develop new campaigns, platforms, and strategy.

## 1.5 TRADITIONAL MARKETING VS DIGITAL MARKETING

<b>Feature</b>	<b>Traditional Marketing</b>	<b>Digital Marketing</b>
Definition	Traditional marketing refers to the conventional methods used to promote products or services through offline channels, such as print ads, broadcast media, and direct mail.	Digital marketing encompasses all marketing efforts conducted online through electronic devices and the internet, utilizing platforms like social media, email, and search engines.
Channels	This includes various offline mediums such as newspapers, magazines, television, radio commercials, and outdoor billboards. Each medium has its own unique audience and impact.	Channels in digital marketing include email, social media platforms (like Facebook, Instagram, Twitter), Search Engine Optimization (SEO), and Pay-Per-Click (PPC) advertising, allowing for diverse engagement methods.
Cost	Traditional marketing can be expensive, involving costs for production, printing, and media placements. For example, TV ads and large-scale print campaigns often require significant budgets.	Digital marketing is generally more cost-effective, with various options available for different budgets. Many digital strategies, such as social media marketing or email campaigns, can be executed at a lower cost.