

**DDM 101**

## **Introduction to Digital Marketing**

**Skill Enhancement Course (SEC)**

**School of Vocational Studies**



**उत्तराखण्ड मुक्त विश्वविद्यालय**

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# **DMM 101**

## **Introduction to Digital Marketing**

### **Skill Enhancement Course (SEC)**

Note: Edited Version awaited. Wrap up material for study.

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**DDM 101- Introduction to Digital Marketing****INDEX**

<b>UNIT NO.</b>	<b>DESCRIPTION</b>	<b>PAGE NO.</b>
1	<i>Introduction to Digital Marketing- I</i>	4-23
2	<i>Introduction to Digital Marketing- II</i>	24-37
3	<i>Web Designing Basics and Feedback &amp; Surveys</i>	38-67
4	<i>Content Management System</i>	68-87
5	<i>Keyword Research Tools</i>	88-112
6	<i>Employability Prospects in Digital Publicity World</i>	131-127
7	<i>E-Repositories and Useful E-Resources</i>	128-200
8	<i>Digital Marketing Automation and New Age Skills</i>	201-152
9	<i>Future Prospects of Digital Marketing and Management- I &amp; II</i>	153-179
10	<i>Digital India Programme- Prospects</i>	180-201

# UNIT- 1

## INTRODUCTION TO DIGITAL MARKETING- I

1.1	INTRODUCTION
1.2	OBJECTIVE
1.3	WHAT IS DIGITAL MARKETING?
1.4	HOW IS DIGITAL MARKETING DIFFERENT FROM TRADITIONAL MARKETING?
1.5	ROI BETWEEN DIGITAL AND TRADITIONAL MARKETING
1.6	DISCUSSION ON NEW TRENDS AND CURRENT SCENARIO OF DIGITAL MARKETING
1.7	POINTS TO REMEMBER
1.8	GLOSSARY
1.9	CHECK YOUR PROGRESS
1.10	BIBLIOGRAPHY/ REFERENCES
1.11	SUGGESTED READINGS

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### ***1.1 INTRODUCTION***

In the last two decades, digital marketing has transformed the face of our marketing industry. The use of technology is the most prominent, easiest and efficient mode for brands and advertising world. E-marketing has become a necessity; one can't increase its brand value without it.

Nowadays, Internet has opened a plethora of opportunities for businesses. Using social media, you cannot only share pictures but also attract customers and investors for your business but also reach them easily. The speed and ease with which the digital media transmits information help you boost business is praiseworthy.

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### ***1.2 OBJECTIVES***

After the successful completion of this unit, you will be able to:

- Define Marketing and digital marketing.

- Understand the importance of Digital Marketing.
- Differentiate traditional marketing with digital marketing.
- Analyze positive effects on business via digital marketing.
- Comprehend the new trends in digital marketing.

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### ***1.3 WHAT IS DIGITAL MARKETING?***

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Digital marketing covers all marketing efforts that use the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with existing and prospective customers.

Digital marketing is the act of promoting and selling products and services by leveraging online marketing plans such as social media marketing, search marketing, and email marketing. It offers many options and strategies to get creative and experimental with a variety of marketing tactics on budget. With digital marketing, you can also use tools like analytics dashboards to monitor the success and return on investment of your campaigns more than you could with a traditional promotional content, such as a billboard or print advertisement.

Any business can define the digital marketing by the use of numerous digital tactics and various ways to connect with customers where they spend much of their time online. Digital advertising, email marketing, e-brochures etc. all fall under the category of digital marketing.

The best digital marketers are those who have clear and precise picture of how each digital marketing campaign supports their overextended goals and make their choices whether free or paid in their favor.

Digital marketing has a various channel that can be separated into online marketing channels and offline marketing channels like:

#### **Search Engine Optimization (SEO)-**

This is the method of optimizing your website to "rank" on top in search engine results pages, thereby increasing the amount of organic (or free) traffic which your website receives. The channels that benefit from SEO include websites, blogs, and info-graphics. There are number of ways to approach SEO to generate the qualified traffic to your website:

- **On page SEO:** It focuses on all of the content that exists "on the page" when looking at a website. By re-searching keywords to increase the volume and meaning, you can answer questions for readers and rank higher on the search engines
- **Off page SEO:** It focuses on all of the content that exists "off the page" when looking to optimize your website with the help of backlinks.

- **Technical SEO:** It refers to the process of optimizing your website for the crawling and indexing phase. With technical SEO, you can help search engines access, crawl, interpret and index your website without any problem.

### **Content Marketing-**

Content Marketing refers to the creation and promotion of the content to generate awareness, growth of traffic, lead generation, and customers. The channels that play their part in your content marketing strategy are as follows:

- **Blog posts:** Writing and publishing articles on a company website helps you demonstrate your industry expertise and generates organic search traffic for your business. This ultimately gives you more opportunities to convert website visitors into leads for your sales team.
- **E-book and whitepapers:** E-books, whitepapers, and similar long-form content helps educate website visitors. It allows you to exchange content for a reader's contact information, generating leads for your company and moving people through the buyer's journey.
- **Info-graphics:** Sometimes, readers want you to demonstrate, not tell. Info-graphics are a form of visual content that helps website visitors visualize a concept you want to help them learn.

### **Social Media Marketing-**

This practice encourages your product and content on social media channels to increase product market and generate leads for your business. Some channels you can use in social media marketing include:

- Facebook
- Twitter
- LinkedIn
- Instagram
- Snapchat
- PinInterest

If you're new to social platforms, you can use tools like HubSpot to connect channels like LinkedIn and Facebook in one place. This way, you can easily schedule content for multiple channels at once, and monitor analytics from the platform as well. On connecting social accounts for posting purposes, you can also integrate your inboxes of social media into HubSpot, so you can get your direct messages at one place.

### **Pay per Click (PPC)-**

Pay per Click is a technique of driving traffic to your website by paying a publisher every time your ad is clicked. Most commonly used PPC is Google Ads, which allows you to pay for top slots on Google's search engine results pages at a price "per click" of the links you place. Other channels where you can use PPC include:

**Paid Ads on Facebook:** Here, users can pay to customize a video, image post, or slideshow, which Facebook will publish to the newsfeeds of people matching your business's audience.

**Twitter Ads campaigns:** Here, users can pay to place a series of posts or profile badges to the news feeds of a specific audience, all dedicated to accomplish a specific goal for your business. This goal can be website traffic, more twitter followers, tweet engagement, or even app downloads.

**Sponsored Messages on LinkedIn:** Here, users can pay to send messages directly to specific LinkedIn users based on their industry and background.

### **Affiliate Marketing-**

This is performance-based advertising, where you receive commission for promoting someone else's products or services on your website. Affiliate marketing channels include-

- Hosting video ads through the YouTube Partner Program.
- Posting affiliate links from your social media accounts.

### **Native Advertising-**

Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. BuzzFeed sponsored posts are a good example, but many people also consider social media advertising to be "native" Facebook advertising and Instagram advertising are the good examples.

### **Marketing Automation-**

It refers to the software that serves you automate basic marketing operations. Many marketing departments can automate repetitive tasks they would otherwise do manually, such as:

- **Email newsletters:** Email automation doesn't just allow you to automatically send emails to your subscribers. It can also help you shrink and expand your contact list as needed so your newsletters are only going to the people who want to see them in their inboxes.
- **Social media post scheduling:** If you want to grow your organization's presence on a social network, you need to post frequently. This makes manual posting a bit unruly process. Social media scheduling tools push your content to your social media channels, so you can spend more time focusing on content strategy.
- **Lead-nurturing workflows:** Generating leads, and converting those leads into customers, can be a long process. You can automate that process by sending leads specific emails and content once they fit certain criteria, such as when they download and open an e-book.

- **Campaign tracking and reporting:** Marketing campaigns can include a ton of different people, emails, content, web pages, phone calls, and more. Marketing automation can help you sort everything you work on by the campaign it's serving, and then track the performance of that campaign based on the progress all of these components make over time.

### **Email Marketing-**

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people toward the business's website. The types of emails you might send in an email marketing campaign include:

- Blog subscription newsletters.
- Follow-up emails to website visitors who previously downloaded something.
- Customer welcome emails.
- Holiday promotions to loyalty program members.
- Tips or similar series emails for customer nurturing.

### **Online Public Relations (PR)-**

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space. The channels you can use to maximize your PR efforts include:

- **Reporter outreach via social media:** Talking to journalists on Twitter, for example, is a great way to develop a relationship with the press that produces earned media opportunities for your company.
- **Engaging online reviews of your company:** When someone reviews your company online, whether that review is good or bad, your instinct might be not to touch it. On the contrary, engaging company reviews helps you humanize your brand and deliver powerful messaging that protects your reputation.
- **Engaging comments on your personal website or blog:** Similar to the way you'd respond to reviews of your company, responding to the people who are reading your content is the best way to generate productive conversation around your industry.

### **Inbound Marketing-**

Inbound marketing refers to a marketing methodology wherein you attract, engage, and delight customers at every stage of the buyer's journey. You can use every digital marketing tactic listed above, throughout an inbound marketing strategy, to create a customer experience that works with the customer, not against them. Here are some classic examples of inbound marketing versus traditional marketing.

- Blogging vs. pop-up ads.
- Video marketing vs. commercial advertising.



- Email contact lists vs. email spam.

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## 1.4 ***HOW IS DIGITAL MARKETING DIFFERENT FROM TRADITIONAL MARKETING?***

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Traditional marketing was a thing only because digital marketing did not exist. Here are few reasons why digital marketing trumps over the traditional marketing system.

**Reduced Cost:** Newspaper ads, television ads, and the likes cost a lot. Online advertising on the other hand is something even young entrepreneurs can afford right out of some saved up money.

**Real time result:** With traditional marketing, you have to wait for weeks, sometimes even months before the boosts start to turn up. In this battle of traditional vs. online marketing, online marketing wins again owing to its quick results. You can see everything in real time including, as- number of visitors, most active time of the day, conversion rates, bounce rates, etc.

**Brand development:** Digital marketing vs. traditional marketing statistics can be measured but one thing these statistics don't take into consideration is the brand image the online advertising gives rise to. Because of limited space and frequency of advertisements with traditional marketing, digital marketing clearly wins this category.

You can have a whole website instead of a column on a newspaper page. You can put forward things to people whenever you want once you own a blog or a page on social media. With this space, you can create a reliable image for your Company, which will also help in branding your business.

**Non-intrusive:** People buying the newspaper do not buy it for the ads in it. People listen to the radio for music and the weather forecast. Not to forget the radio is a dying concept already. People buying magazines go for it for the contents list which does not include the ads. So, it is safe to say, traditional advertising mostly goes ignored.

With online advertising on the other hand, you can choose whether you want to see it or not. It is not shoved into your face, apart from the annoying popup ads of course. You can choose to ignore that email as long as you want. You can choose to opt out of social media discussions on a particular brand page. You can also target interested audience as the social networking sites keep a tab on what you look for on the internet. Hence, in the battle of traditional vs. digital marketing, digital marketing seems to be the candidate that will know how to intrigue people and not annoy them.

**Higher exposure:** Now, you can't claim that a television ad or an advertisement on every newspaper in town is going to cover the majority of the population. Any means of traditional advertisement is limited to a certain locality.

Whereas online advertisement reaches out to the entire world so you are missing out on nothing.

**Higher engagement:** With traditional marketing, you cannot really interact with your target audience. You need to wait out for the responses to come in before you can plan your next step, which is a long and tedious process.

Online marketing allows you to engage your audience in real time. You can chat and discuss a lot about your brand or Company with the actual audience immediately. Yes, this demands more engagement from your side too. You need to be prepared to invest that much time or a public relations team into the marketing budget.

**Quicker publicity:** Very much due to the real time results of online marketing, you get instant publicity. If you don't, you at least instantly know that this particular ad isn't working for you.

Traditional vs. digital marketing is an almost unfair comparison here because the former has no scope to deliver in this regard. Whereas with the latter, there is a chain reaction of shares and comments helping you reach a new audience and earn a new visitor every nanosecond.

**Non interruptive:** Audience can choose to skip Ads. Online advertising vs. traditional advertising has some lesser discussed but crucial differences. For example, the option of choice of ads. With traditional marketing, flyers are handed to you when you are rushing to board that bus. A television commercial comes up on repeat cutting right through a really interesting plot twist of your favorite TV show.

Whereas, online marketing will offer you the choice of time and media. Also, you cannot opt to receive a newspaper without ads. You can always skip online ads if you are not interested.

**Good for all stages of fields:** There are certain matters in which online advertising takes precedence with due course in the battle of traditional marketing vs. digital marketing.

You don't have to worry about the size of your business and staff to reach the maximum potential of your online presence and advertising. With traditional advertising, smaller businesses are at disadvantage. Virtual expansion does not require large number of real people handling things.

**Easy analytics:** With online marketing you instantly know what is working for you and what isn't via Google Analytics. You can measure the inbound traffic, bounce rate, conversion rate, profit, and the general trend of interested audience, all in real time.

This helps people using online marketing stay a big step ahead of people relying on traditional marketing.

**Strategy refinement:** The very point of getting results and the analytics in real time is to be able to catch up in real time. When you know how things are going down, you will have a chance to improve them from bad to good and good to better. With traditional marketing, a host of negative feedback won't bother you much because your business might already have gone down the drain by the time you receive them.

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## 1.5 ***RETURN ON INVESTMENT (ROI) BETWEEN DIGITAL AND TRADITIONAL MARKETING***

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Calculating the ROI from your traditional marketing strategies is somewhat different from calculating the ROI from your online marketing strategies. The difference lies with the tools that you can use to measure conversion rates and track the ROI.

### **Let's start with traditional marketing-**

In traditional marketing, there's really no perfect way of measuring and tracking the ROI. The best that you can do is come up with estimations for the gain you could get for that investment. Some people who would just take notes on how much they spent for an ad, and then compare it to the profit they earned after using that ad precisely? Of course not. But few things are when it comes to calculating ROI for marketing campaigns, whether online or offline.

### **Why is it so difficult to track ROI for traditional marketing?**

It's because your audience is very wide, and there's little means by which you can measure conversion rates. For example, you don't know who sees and who really looks at your ads on television or on the newspaper. You'll find it very difficult to guess if a person who buys from your store was led there by your billboards or your fliers.

Still, there are so-called "surrogate" means of measuring ROI in traditional marketing. Instead of focusing on the profit you gain, why not look at how much you'll save with an investment? Remember that traditional marketing is one-way, and its main purpose is for brand awareness. Knowing this, what media will you use to increase your brand awareness, and at the same time save you money?

Another way is by measuring the conversion of sales before and after marketing. Before you put up an ad, how was business? Now that you have an ad, what changes have you seen in your numbers? For print advertisements, there's usually a unique phone number or an email address that people can use to contact the company.

You can use the number of people who call, text, or email these details to measure the number of people who have seen or heard about your advertisement. These are just some of the ways traditional marketers measure the success of their campaigns.

### **Let's see online marketing-**

With online marketing, tracking and measuring ROI can be both easier and harder. Let's take the easier route first: it becomes easier because the factors that you're looking for can easily be measured using online tools. Take, for example, with SEO.

SEO, or Search Engine Optimization, helps increase your visibility on the Internet, mainly on search engine results pages. It is the process of optimizing your site in such a way that it will be deemed relevant by search engines like Google.

If you do your SEO right, then you can expect a higher ranking on the SERPs when a person searches for keywords that are related to your business and products. More importantly, people will see that your website has content that is relevant to their needs, boosting your credibility and chance for conversion.

SEO's ROI isn't only measured by the amount of traffic driven to the page, the ranking on the SERPs, and popularity. It also focuses on the revenue that will be generated because of SEO.

You can measure the success of SEO by comparing your anticipated ROI with the actual ROI. Factors that need to be considered for both anticipated and actual ROI are the number of the website's monthly visits, your budget used for SEO, how much you earned upon using an SEO strategy, and the conversion rate.

With anticipated ROI, you set your goals, not forgetting the four factors mentioned above. Then actual ROI shows you how you've actually done. Comparing the two will help you optimize your site better and implement your SEO strategies more efficiently.

Aside from SEO, online marketing allows you to use social media for the promotion of your business. You can create social pages where you can interact with your followers, and you can post listings on social "directories" to lead people to your brick-and-mortar store.

The good thing about using social media is that every important variable can be measured, and you don't have to do the measuring manually. The bad thing about using social media is that it's the part of online marketing for which ROI becomes nearly impossible to calculate with any certainty, at least if we consider ROI in the ultimate sense of "turning a profit". In

So, is going with digital marketing is better than traditional marketing since Return on Investment (ROI) can be better tracked?

that sense, it might have something in common with traditional marketing campaigns.

No precise answer to this because both *traditional marketing* and *online marketing* have positive effects on your company. This might sound like a principle, but the answer depends on you and your approach because you have your own purpose for advertising. If opting traditional marketing, then this might mean that you are focused on brand recognition. This could also indicate that you have already established a reputation, and you're seeking ways to expand your reach in terms of target demographics.

While tracking and measuring ROI is important in helping you calculate sales and revenue, ROI is not the priority in that case. Exposure is. The purpose of marketing is most important.

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## **1.6 DISCUSSION ON NEW TRENDS AND CURRENT SCENARIO OF DIGITAL MARKETING**

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Digital marketing is made up of a lot of moving parts – SEO, social media, marketing automation, PPC, and more. New technologies, techniques, and ever-changing Google and Facebook algorithms keep many digital marketing teams on their toes, including ours. As a professional this is the part of our job is to stay up-to-date on the upcoming trends. As we enter a new decade and tech continues to change at a rapid pace, here are the digital marketing trends we're excited to see more of in future.

### **Upcoming trends of digital marketing-**

#### **Voice search-**

Voice search is undoubtedly rising in popularity. By 2020 onwards, 50% of all queries will be voice-based according to ComScore. Amazon Alexa is simply named "Alexa" is a virtual assistant AI technology developed by Amazon, first used in the Amazon Echo smart speakers developed by Amazon Lab 126. It is capable of voice interaction, music playback, making to-do lists, setting alarms, streaming podcasts, playing audio-books, and providing weather, traffic, sports, and other real-time information, such as news. Alexa can also control several smart devices using itself as a home automation system. Users are able to extend the Alexa capabilities by installing "skills" (additional functionality developed by third-party vendors, in other settings more commonly called apps such as weather programs and audio features).

"Google Assistant" is an artificial intelligence-powered virtual assistant developed by Google that is primarily available on mobile and smart home devices. Unlike the company's previous virtual assistant, Google Now, the Google Assistant can engage in two-way conversations. Assistant initially debuted in May 2016 as part of Google's messaging app Allo, and its voice-activated speaker Google Home. After a period of exclusivity on the Pixel and Pixel XL smartphones, it began to be deployed on other Android devices in February 2017, including third-party smartphones and Android Wear (now Wear OS), and was released as a standalone app on the iOS operating system in May 2017.

#### **Shoppable Posts-**

Up to now, you know that social media is a huge part of online marketing. What you might not realize is just how many people shop on social. 60% of Instagram users say they discover new products on Instagram and in a survey of over 4,000 Pinterest users, a whopping 70% said Pinterest helps them find new products.

These platforms have taken note of the fact that people are using them to shop and have made it easier for merchants to sell via social media. Over the past few years, Instagram, Pinterest, and Facebook all have ways for e-commerce stores to create shoppable posts using a native integration that makes it easy to tag and shop products directly in your posts. For online retailers, this is a great way to drive traffic to product pages.

By utilizing social commerce, you're reaching new customers, reducing the barriers to purchasing, and dramatically shortening the sales funnel. While shoppable posts have been on the rise for the past few years, we expect them to become the norm in 2020.

### **Immersive Tech like AR and VR-**

Augmented reality (AR) and virtual reality (VR) have exploded in popularity over the past few years and are quickly becoming one of the top marketing trends. In the year (2020), it is estimated that approximately 100 million people will use AR to shop online and in-store.

AR is already being used by major companies like IKEA. Using their app and AR, customers can see what a piece of furniture would look like in their space before purchasing (or even setting foot in a store).

### **Interactive Content-**

91% of buyers are looking for more interactive content online and in 2020, content marketing will shift its focus to give the people what they want. Shoppable posts, AR/VR, 360-degree video, quizzes, and polls are just a few examples of interactive content. Interactive content will be one of top marketing trends for a few reasons:

- The content is new and original, helping it cut through noise.
- It gives visitors a reason to stay on the page.
- It's exceptionally shareable (almost everyone has seen someone share results of a silly quiz like "What kind of cheese are you?").
- The share ability increases your brand awareness.
- Interaction is the first choice or people.

### **Smart bidding in Google advertisements-**

Automation is nothing new in the digital marketing world, but thanks to recent Google Ads updates announced at Google Marketing Live, we expect automation and smart bidding to become the norm for many PPC account managers.

Google Ads relies on machine learning to optimize your bids so you get the most value out of every conversion. The improvements announced at Google Marketing Live make optimizing your bids better than ever with the ability to choose conversion actions at the campaign level, the ability to optimize your bids across several campaigns with a set of desired conversion actions, and the ability to set bids to automatically change when a sale starts or stops. These improvements will help you maximize your conversions.

### **Personalization-**

Consumers are tired of seeing generic ads that may not have anything to do with them. We change the channel when commercials are on (that's if we still have cable) and pay extra to music streaming services to avoid ads. Traditional advertising and generic commercials are increasingly ineffective. That's where personalized advertising comes in.

90% of 1,000 people surveyed said they find personalization appealing and 80% said they're more likely to do business with a company that offers personalized experiences. Customers are beginning to expect personalization and there are a lot of ways for digital marketers to deliver.

Segmented email lists are one of the most popular ways to personalize your online marketing efforts. In fact, personalized email blasts perform three times better than generic emails sent to your entire list. Most email marketing tools, like MailChimp and Constant Contact, and marketing automation tools, like HubSpot and Pardot, make list segmentation simple and easy.

### **Social Messaging Apps-**

Social media apps like Facebook Messenger, WeChat, and WhatsApp aren't just for messaging friends anymore. These apps are becoming popular ways for businesses to communicate with their customers. In fact, Facebook Messenger sees over 10 billion messages exchanged between individuals and businesses each month. Messaging apps are popular for businesses because customers find it convenient to have direct contact with companies. In addition, it allows for extremely personalized marketing, which we already know people love. Here are a few ways businesses are using messaging apps:

- Establishing contact and building relationships
- Educating customers about their business/products
- Boosting sales
- Inviting people to events

- Regaining potential customers
- Providing customer support.

### **Visual Search-**

Visual Search is just what it sounds like – using images instead of keywords in search engines. Already used in beta by Pinterest and Google, a visual search will allow users to take a picture of something they would like to search for (to buy or find similar items) and the uploaded picture will be used to find results. As this technology only grows and improves, even Pinterest’s CEO Ben Silbermann has predicted that “the future of search will be about pictures rather than keywords.”

### **Stories on social media-**

When Snapchat was released in 2017, it was the first social media platform to conceive of the “story” – short and sweet picture or video messages that disappear after 24 hours. As the concept of the story has spread in popularity over other social media platforms like Facebook and Instagram, the story is no longer just a phenomenon for millennials. Now companies, large and small, are using them to increase brand awareness and take the opportunity to interact with a younger audience. Try stories on Snapchat, Instagram, and even Facebook.

### **Employee Engagement-**

Giving your audience an efficient and courteous customer experience has to start from the ground up – with your employees. As the face of your company, your employees need to be not only knowledgeable of your brand but engaged and happy to be part of it. By engaging them in your brand, you ensure that they want your business to succeed just as much as you do.

### **Current scenario of digital marketing-**

#### **Smarter Chat-**

Chatbots have been rising in the few recent years and still persists in 2019. According to Grand View Research, 45% of end users prefer to use Chatbots as a major means of communication in customer service.

Chatbots play a critical role in improving the customer experience and allow marketers to better engage with their audience - without really doing much. They offer real-time assistance to the user, dedicated support and proactive interactions where they ask questions to understand the real problem.

For e.g, a visitor landing on a website is contacted via chatbot and asked to request assistance or get more information about the product. After selecting the first option, he will be referred



to a representative for help and if he selects the second option, he will be asked a series of automated questions or redirected to their blog or FAQ page.

Another rising trend is Whatsapp Business Messaging, which has become one of the most used messaging apps worldwide according to Statista. Besides, it's no longer restricted to personal usage; businesses are using the application on a daily basis for their daily activities.

Messaging traffic is expected to double in 2019. This is driven by over-the-top messaging Over-The-Top or OTT apps, going up from 31 trillion messages in 2014 to over 100 trillion in 2019 globally.

### **Live Video-**

Thanks to Facebook, Instagram and Youtube, live content is the fastest growing segment of internet video traffic due to the remarkable waves in the recent 3 years.

Live streaming content is effective because it's free; takes a short time to produce while it offers a real-time user engagement, and viewers use your content based on your time not theirs.

Moreover, it has the ability to generate greater impressions than posts published in the newsfeed, especially if users choose to post them to their stories.

Live streaming content allows marketers to engage with their leads in a quickest way possible, improve their relationship with followers, reach a broader audience and boost their social channels traffic.

### **Position “Zero” in SERP-**

The position #1 is no longer the top spot in search results. Position Zero or “#0” position, the *featured snippet* of text that appears before the search results, is now the top spot and it's highly coveted. The *featured snippet* is called position zero because it is displayed at the top of the SERPs, just after the ads, making it the top organic result.

Not every search result has a featured snippet, but when they do, it is designed to answer a user's question. Because of this, featured snippets most commonly show up in response to queries that include question terms such as who, what, where, when, why, how, etc. Depending on the type of question, there are three different types of featured snippet formats that can show up in position zero:

- Paragraph featured snippets: An answer in the paragraphed form.
- List featured snippets: A numbered or bulleted list.
- Table featured snippets: Answer conveyed in the form of a table.

### **Influencer Marketing**

Everything about marketing used to be magic, from concept and strategy to creation and implementation. Sometimes back, it was difficult to find a valuable vendor who could produce and put into service high-quality advertising. Now, it's never been cheaper, simpler, or more readily available.

To put it plainly- your magic is shrinking. With demand for attention on the rise and overwhelming product options on the market, consumers are beginning to lose sight of who they can trust.

Influencer marketing is fundamentally an approach that companies can get people who already have a social presence talking about their product. It's also a term for those who start their own business (often in the digital space) and continue to show leadership and authority on a personal level beyond the products they create.

**Below are the tips to be a good influencer marketer:**

- Engagement and get in touch with. Influencers are naturally great in engaging and touch with their audiences, sometimes through a single channel but more likely through multiple channels.
- Power, Authority or Influence. Influencers are well known for being the best in their field, so if they genuinely want to promote your product, it's a good gamble that people will definitely want to take.
- Need to know how to close: Most influencers are real entrepreneurs and are great at establishing a firm hold on people at all phases of the buyer journey- including the conversion scenario of purchasing. They're great at convincing people, and that's a good choice of a person to have on your side when it comes to selling products!

**Page speed-**

It means how quickly users can see and interact with the content served by your website. From 2018, Google reversed its search directions by switching to the mobile-first index, i.e. it uses the mobile version of the content for indexing and ranking. It is now expected from the mobile version of a site to load as fast, if not faster, than switch to desktop version. That makes mobile SEO crucial if you want to be sure that you're visible to your audience anywhere and anytime. Precisely saying, your website speed has a major impact on SEO rankings on desktop and mobile, along with paid ads on Google, impacting quality score, and, most importantly, overall (UX) user experience and conversion.

**Website speed and SEO ranking-** Mobile first index searching emphasizes direct impact on site speed on client web SEO ranking and organic traffic. Approximately 3 or 4 seconds or less as reasonable page loading time is expected. Of course, it depends on the type of industry you are in. But still once you exceed the 3 or 4 second load time, we start to see less optimal

rankings as well as poor user experience. So, you need to be aware of the loading time of your website for better search ranking.

**User experience and conversion impacts from Site speed-** User experience affects Search Engine Optimization (SEO), paid search, & paid social, that's why site speed plays direct and crucial role at user experience. Decisively slow website will have low conversion rate, high bounce rate and a low number of page views per visit:

- Conversion rate is defined by the number of visitors to a website and showing interest as you desire i.e. make a purchase, clicking a contact number, submitting a form, etc.
- Bounce rate is the percentage of visitors who navigate to away from the site after viewing only one page.
- A page view is a visit to a page on your website.

**Website speed and Paid Search-** When strategizing Pay per Click (PPC) and site speed, it comes along to balancing the most affordable and cost-effective rate for your keyword bids. The quality score determines your CPC (cost per click) and where you show up on the SERP (search engine results page). A low site speed or quality score makes it hard to rank in the top two positions on the SERP and depending on how competitive the keywords are; you may not even show up in any of the top spots. With a low enough quality score, your ads won't show up at all. So, there you have it, quality score impacts on PPC in a big way.

**Site speed and social media Ads-** Almost like Google, Facebook is also in favour of higher site speed when prioritizing advertisements. Facebook tries to display the best results to suit your interests. In August 2017, Facebook had an algorithmic change that prioritized user experience, factoring in site speed. As discussed, faster site speed equals better user experience. Facebook announced that your ads would now either be prioritized, or not, based on speed and user experience.

### **User-Generated Content (UGC)-**

User-generated content (UGC), is any content that has been created and published by unpaid contributors. Often, those contributors are fans who promote a brand instead of the brand promoting themselves. UGC can be content of any type, including blogs, website pages, images, social media posts, and testimonials. Content marketers are increasingly incorporating UGC campaigns as part of their content marketing strategy due to the benefits UGC provides. These include: increasing social followers, expanding social reach, increasing sales, boosting authenticity/credibility, building SEO value, building customer trust, strengthening brand/customer relationships.

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## **1.7 POINTS TO REMEMBER**

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- Digital marketing covers all marketing efforts that use internet. Using social media, you cannot only share a personal picture(s) but also produce customers for your business and reach them easily.
- Digital marketing has various channels that can be separated into online marketing channels and offline marketing channels like: SEO, Content Marketing, Social Media Marketing, PPC etc.
- Newspaper ads, television ads, and the likes cost a lot. Online advertising on the other hand is something even young entrepreneurs can afford right out of some saved up money.
- Inbound marketing refers to a marketing methodology wherein you attract, engage, and delight customers at every stage of the buyer's journey.
- While tracking and measuring ROI is important in helping you calculate sales and revenue, ROI is not the priority in that case exposure is. The purpose of marketing is most important.
- Amazon Alexa simply named “Alexa” is a virtual assistant AI technology developed by Amazon, first used in the Amazon Echo smart speakers developed by Amazon Lab126.
- “Google Assistant” is an artificial intelligence-powered virtual assistant developed by Google that is primarily available on mobile and smart home devices.
- The position #1 is no longer the top spot in search results. Position Zero or “#0” position, the featured snippet of text that appears before the search results, is now highly coveted and top-notch.
- Influencer marketing is fundamentally an approach that companies can get people who already have a social presence talking about their product.
- From 2018, Google reversed its search directions by switching to the mobile-first index, i.e. it uses the mobile version of the content for indexing and ranking. It is now expected from the mobile version of a site to load as fast, if not faster, than switch to desktop version.

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## 1.8 GLOSSARY

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- **ROI (Return on Investment):** A profitability measure that evaluates the performance of a business by dividing net profit by net worth. Return on investment, or ROI, is the most common profitability ratio. There are several ways to determine ROI, but the most frequently used method is to divide net profit by total assets.

- **Internet:** A global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols.
- **Website:** A website is a set of data and information about a particular subject which is available on the Internet. The data and information are presented on a collection of electronic pages named web-pages. A collection of interlinked web pages is called website.
- **Blog:** a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.
- **Email:** Short for electronic mail, e-mail or email is information stored on a computer that is exchanged between two users over telecommunications. More plainly, e-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.
- **E-Book:** an electronic version of a printed book which can be read on a computer or a specifically designed handheld device.
- **Google Analytics:** Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.
- **SERP:** Search Engine Results Pages (SERP) is the pages displayed by search engines in response to a query by a user. The main component of the SERP is the listing of results that are returned by the search engine in response to a keyword query, although the pages may also contain other results such as advertisements.

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## ***1.9 CHECK YOUR PROGRESS***

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### **Part- A (Fill in the blanks and True/ False type questions)**

- a) Digital marketing covers all marketing efforts that use the technology termed as \_\_\_\_\_.
- b) Digital advertising, email marketing, e-brochures etc., so there are numerous ways that fall under the category of \_\_\_\_\_.
- c) \_\_\_\_\_ is the method of optimizing your website to "rank" on top in search engine results pages.
- d) The creation and promotion of the content through which you can generate more awareness, growth of traffic, lead generation, and customers known as \_\_\_\_\_.

- e) \_\_\_\_\_ is a technique of driving traffic to your website by paying a publisher every time your ad is clicked.
- f) \_\_\_\_\_ refers to a marketing methodology wherein you attract, engage, and delight customers at every stage of the buyer's journey.
- g) \_\_\_\_\_ refers to the conventional methods of marketing used ever since the concept of advertisements or marketing came into existence.
- h) \_\_\_\_\_ is the percentage of visitors who navigate to away from the site after viewing only one page.
- i) Off page SEO It focuses on all of the content that exists "on the page" when looking at a website. [True/ False]
- j) Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. [True/ False]
- k) Digital marketing is the act of promoting and selling products and services through internet. [True/ False]

### Part -B (Descriptive type questions)

- a) Explain Digital Marketing.
- b) Explain the various channels separated into online marketing channels and offline marketing channels.
- c) Discuss the advantages of digital marketing over traditional marketing.
- d) Write short notes on: Blog, Email marketing, PPC, Social media marketing.
- e) Discuss the current scenario and upcoming trends of digital marketing.

<b>Answers – (Part A – Fill in the blanks and True/ False type questions)</b>	
a). Internet	g).
b). Digital Marketing	h). Bounce Rate
c). SEO	i). False
d). Content Marketing	j). True
e). Pay per click	k). True
f). Inbound Marketing	

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## ***1.11 SUGGESTED READINGS***

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## UNIT- 2

### INTRODUCTION TO DIGITAL MARKETING- II

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2.1	INTRODUCTION
2.2	OBJECTIVES
2.3	DIGITAL MARKETING A BOON OR A BANE
2.4	DIAGNOSIS OF THE PRESENT WEBSITE AND BUSINESS
2.5	CATEGORIZATION OF DIGITAL MARKETING FOR THE BUSINESS
2.6	ADAPTING DIGITAL CHANGE TO THE RISK CONTEXT
2.7	DIGITAL RISK MANAGEMENT
2.8	POINTS TO REMEMBER
2.9	GLOSSARY
2.10	CHECK YOUR PROGRESS
2.11	BIBLIOGRAPHY/ REFERENCES
2.12	SUGGESTED READINGS

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#### ***2.1 INTRODUCTION***

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Digital marketing has now become a buzzword. It is a marketing being largely used to promote products or services and to reach consumers using digital channels. It includes display advertising, search engine marketing, social media marketing, mobile phones, and many other forms of digitalized media. The way digital marketing offerings are becoming progressive, the impact of their efforts are being felt more on India's traditional retail formats. A significant area of the trade is occupied by local baniya or mom-and-pop stores, the retail sector is experiencing a good deal of churn as physical retailers take new and elaborate measures to stay up with their online competitors. This paper analyses the state of normal retail and digital selling quantifies the degree of danger e-stores are posing to ancient retail establishments and whether or not the latter is going to be ready to adapt to digital selling on their business models and baselines.



The era of Digital marketing makes use of electronic devices such as personal computers, smartphones, tablets, cell phones to engage with stakeholders. The developed nations already had their edge years before the dot com boom. This trend was observed around the world, where the majority of online sales were accounted for by the travel industry. The incorporation of information technology has enabled various sectors and areas better arrangements and performance. This trend was determined around the world, wherever the bulk of on-line transactions were mainly accounted for by the travel business. The incorporation of technology has enabled varied sectors and areas of higher arrangements and performance.

The young generation comprises internet-savvy and driven by western influences in fashion, food, and alternative life-style selections is one of the most important driving forces of Digital selling. Large and successful retailers of international levels like Wart-Mart, Sainsbury, Metro AG, etc. have proved a good chunk of their turnover towards making retail operations more technology and information oriented. A majority of the organized retail formats in India are showing encouraging response. The organized marketing in India has additionally recognized the fact that if they require to survive, grow, and stay an inability with the competitive markets, they need to integrate the hardware and innovative technology as it has become the essentialness in marketing for higher operative efficiencies ensuring enlarged profits. The new generation is contributing mostly to digital promoting sales, in the main attributable to peer pressure, growing aspirations, rising careers, and of course, to pace up with the latest trends in every fashion and digital device.

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## **2.2 OBJECTIVES**

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After the successful completion of this unit, you will be able to-

- Understand the concept of digital marketing.
- Define digital marketing is a boon or a bane.
- Explore diagnosis of the present website and business.
- Categorization of digital marketing for the business.
- Know about adapting digital change to the risk context.
- Define the concept of digital risk management.
- Identify the effectiveness of digital marketing and its repercussions on retail formats.

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## **2.3 DIGITAL MARKETING A BOON OR A BANE**

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### **[1] Digitalization a Boon for Organized Retailing**

Digital promotion is that the utilization of electronic media by the marketers to push the product or services into the market. The objective of digital promotion is attracting customers and permitting them to act with the whole through digital media. This text focuses on the importance of digital promotion for each marketer and shoppers. Digitalization will be a good manner for tiny businesses to extend their sales and widen their reach. It is also convenient for shoppers, UN agency should purchase at their convenience, while not having to go away their homes or pay the day fighting queues at the shopping centre to choose up the most effective deals. However, digitalization has created a helpful platform for digital retailing in the following ways:

**[A] Selling online-** Selling on-line suggests learning new ways of managing customers, promoting your product, and fulfilling your orders. You'll be able to keep your prices lower, reach a wider audience and do business 24/7, having time to concentrate on rising your product and services and your client expertise rather than being on the shop floor anticipating shoppers. However, having an internet store will increase the shoppers on your ancient commerce in addition; as the crowd currently is ready to search you on-line and see what product you're giving an offering.

**[B] Faster Information-** Digital media is a faster medium to float the information among the public/expected customers. However, digital media will unfold unhealthy data for a couple of business even as quickly because it will unfold smart. A smartphone with an updated camera or video-enabled features or a Facebook standing update that has an organization secret can be posted online minutes by just a touch leading to the destruction of the goodwill of the business, which beforehand was cleared up without any mess.

**[C] Greater Reach-** Digital media suggests that companies can reach further customers than ever before. A simple promotion that has a giveaway or a free gift can earn a business a full bunch or thousands of Facebook fans and email and text message subscribers, meaning that the business can send a message to those shoppers with merely a click of a button. However, digital media conjointly implies that those shoppers will reach back. Through negative comments on your Facebook page and different other social networking sites, customers can use digital media to find the reviews and the grievance if any worldwide.

**[D] Technology-** Usage of the latest technology in digital media has provided a new scope to support the media. New technology will associate in nursing quality for your business after you adopt smartphones and laptops to use digital media, you furthermore may completely influence different areas of your business. Let's say, such mobile technology makes communication among staff abundant easier. However, new technology is pricey and typically it doesn't have the positive impact its champions suppose it'll have. An initiative was taken by the variety of firms to give its staff home computers to have a positive influence

on the corporate on-line. However, the program extremely all over up inflicting support and tax issues for the businesses and staff.

**[E] Options-** Thanks to digital media, businesses currently have more choices that they will choose between once seeking to induce word out concerning their businesses, rather than selecting among a TV or radio business or a print promotion, they will currently produce media that's a mixture of audio, visual, text and interactive media. This mixed media will charm to a bigger audience with differentiated preferences.

## **[2] Digital Marketing a Bane for Organized Retailing-**

**[A] Privacy-** It is simple to gather plenty of private info from a shopper employing a digital selling approach, typically too straight forward. Since all online transactions are recorded, it's comparatively straightforward to form an internet profile of the customer and use that to send targeted advertisements. However, several can agree that this can be an intrusion on a consumer's right to privacy, and it's one thing that's heavily regulated in several countries. This implies new businesses going to establish an internet presence through digitalization ought to remember the legislation that applies, as mistakes may be expensive each in terms of fines and client trust.

**[B] Security-** Another negative effect of e-commerce is its effect on consumers' security. Online transactions square measure inherently insecure than those conducted face to face as a result of there is not any guarantee that the person creating the payment is that the actual owner of the master card used. At an identical time, once the client inputs the payment data they risk a third party intercepting it if the website does not go with the adequate security measures, giving rise to master card fraud and other fraud. Merchants have to be compelled to bear in mind the risks electronic transactions carry and work towards securing the systems to the best standards.

**[C] Price Wars-** Merchants who used the physical merchandising concept could typically realize merchandising on-line a very competitive marketplace. Their product measure displayed aboard competitive offers, typically from completely different countries or larger retailers with access to raised wholesale costs. this may have an effect on the distributor negatively, as they can't sell the maximum amount as they expected to really create a profit, or the consumer's once on-line store execute to become additional competitive or product square measure purchased from illegitimate retailers as a result of that they had the most effective value.

**[D] Returns and Complaints-** Selling online means usually a higher return rate on products than when the purchase was conducted in person. This is due partially to the actual fact that customers haven't seen the products head-to-head before purchase, however additionally to the actual fact that a lot of obtainers (web shoppers} buy things on impulse, and by the time

they receive them at their home they need modified their mind and create use of favourable comeback policies. Whereas an enormous distributor wouldn't have any drawback accommodating this, it may be extremely tumultuous for a tiny low business with restricted stock management.

**[E] Why in Retail attention alone is not enough?** Driving sales takes more than just driving attention. While retailers have always specialized in getting to know their customers, the increased availability of communication and transaction channels is posing some unique challenges for brands. Consumers do most of their research at home on desktops or tablets and use mobile devices to make purchase decisions when in-store.

**[F] A responsive experience is social, and data-driven-** The rapid changes in customer adoption of mobile and social are strong reasons to re-evaluate commerce strategies. Customers are accustomed to beginning a task on one device and finishing it on another, and there's a revived specialization in retailers' supporting user tasks and fulfilling orders across channels.

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## 2.4 ***DIAGNOSIS OF THE PRESENT WEBSITE AND BUSINESS***

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The business diagnosis is a methodology of company valuation that allows an in-depth analysis of the main areas of management of a business. With a deeper understanding of the organization, it is possible to solve problems in a practical way and directed to what really matters and without spending time on little relevant items. We use a method of questions, answers and feedbacks to evaluate the 5 main areas that every business has:

- Strategy
- Finances
- Marketing
- Human Resources
- operations

### **Benefits of making a business diagnosis-**

- **Understand which areas are most important to your business** - not everyone realizes this, but each company has more important areas and, depending on this importance, it must create action plans and strategies based on what is most important.
- **Compare your current performance** - There are usually two very useful comparisons here, with your minimum recommended performance and the minimum you want. The ideal is that you are always above both, but understanding each of these levels can direct what needs more attention and what can wait a little longer.

- **Discover the degree of maturity of your company** - understand if you are on a very amateur level or if you are already mature enough to pursue new goals. This understanding can greatly help in establishing business strategies and purpose.
- **Understand what needs to be done and where** - just knowing the overall performance of your company may not be enough, but with the business diagnosis it is possible to know exactly where the errors are and what your company is failing to do to reach a new management level.

### **What is analyzed in a business diagnosis?**

This will depend on business to business, but in general; there are some items that need to be analyzed in any business or reality because they are part of the 5 large areas of management. I am going to separate which are the main areas and sub groups (within those areas) that we analyze in our business diagnostic worksheet:

- Strategy- Such as: short-term, medium term, long term, and environmental analysis.
- Finances- Such as: financial control, financial planning, contribution margin and profitability, and financial indicators.
- Marketing- Such as: marketing planning, online media, offline media, and customer relations.
- Human Resources- Such as: recruitment and selection, training and development, and retaining talent.
- Operations- Such as: processes, quality, and logistics.

For each of them, we use a structure of some standardized questions, answers, and feedback.

### **How to make a diagnosis in practice?**

Now that we understand the mechanics and functioning of a business diagnosis, I can list the key steps you need to take, regardless of which tool you use:

- Step 1- Ask the right questions (according to the reality of your business) - this is one of the advantages of using a ready-made business diagnostic worksheet, you do not have to think about the entire structure of questions and areas. Below I show an example of questions for the HR area, sub recruitment and selection group:
- Step 2- Answer the questions in the most honest way possible - the paper and spreadsheet will always accept any response you give. So, the more realistic you are, the better it will be for your analysis and for the action plans that will be created from it.
- Step 3- Analyze your result - see the most important areas, making a good comparison between your current score, the recommended minimum and the desired score
- Step 4- Develop strategies and action plans - to optimize those areas and sub areas that need more attention (urgency) and which are performing worse.

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## 2.5 **CATEGORIZATION OF DIGITAL MARKETING FOR THE BUSINESS**

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Ideally, you should use a mix of different types of digital marketing in order to reach your audience through various channels. In this article, we have collected the most frequent types of digital marketing of our times that can help you achieve the highest success rate. They are as follows:

- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Social media marketing (SMM)
- Content marketing
- Email marketing
- Online advertising
- Landing page marketing
- Smartphone marketing
- Affiliate marketing
- Viral marketing

### **[1] Search Engine Optimization (SEO)-**

Search engine optimization (SEO) is probably the first thing that comes to mind when people think about different types of digital marketing. Online businesses basically live at the mercy of Google, Bing, Yahoo, and other search engines. If you are doing SEO right you can attract significant organic traffic to a website. The goal of SEO is to optimize content in a way that makes it appear among the first results on a search engine results page (SERP). There are several methods you can use to rank high on a SERP, such as building a mix of inbound and outbound links or optimizing the content for specific keywords. Probably the hardest thing about SEO is to constantly follow the changes of search engine algorithms and update your strategy and methods accordingly. SEO is essential for any website, as these days every business optimizes their content for search engines. Therefore, without SEO, it's basically impossible to stay competitive in a market.

### **[2] Search Engine Marketing (SEM)-**

SEO is not the only way to increase incoming traffic from search engines. Search engine marketing (SEM) makes it possible to advertise a product in search engines and make it appear among paid search results. Search engines usually display paid results above organic results on SERPs. They almost look the same as organic results with only small differences in appearance, for instance, Google shows a small "Ad" label next to the related URL.

The most frequently used paid search services are Google AdWords and Bing Ads. They allow you to buy ad space based on target keywords, location, viewer demographics, and

other data. Actually, search engine marketing is a pretty effective method, as search engines only show your ad to the audience you want to target. In most cases, you need to pay for SEM results according to the pay-per-click (PPC) advertising model, meaning you are only charged when someone clicks your ad.

### **[3] Social Media Marketing (SMM)-**

Without a doubt, social media is the queen of 21st-century digital content. Therefore, it's also one of the most important types of digital marketing you need to focus on—especially if you want to promote a B2C business. Social media is not simply a marketing channel but also a way for people to keep in touch with their friends and family, get the latest news, or follow topics they are interested in. There are plethora of social media platforms you can choose from, such as Facebook, Twitter, LinkedIn, Instagram, and many others. You need to find the ones that are relevant to the niche you target and promote the business there.

Sharing quality content on social media sites is an excellent way to engage viewers and position a brand as an authority in a specific niche. It's also important to place social sharing buttons below each blog post and content page so that visitors can share it across their network. In addition, every social media platform offers different solutions for organic and paid advertising. Paid Twitter and Facebook ads, hashtag campaigns, and influencer marketing are among the most popular methods of social media marketing.

### **[4] Content Marketing-**

Content marketing is another type of digital marketing you can use to promote a business online. In fact, content marketing is an indirect way of marketing, as you publish content that the audience finds naturally while browsing the web. The main goal of content marketing is to make viewers interact with the content by reading, sharing, and commenting on it. You can use it together with other types of digital marketing such as SEO or SEM as well. For instance, you can build the content around targeted keywords in order to achieve an optimal result.

High-quality content also allows you to persuade an audience about the expertise of a business in a certain niche. Gaining the trust of customers is one of the most important long-term goals of digital marketing. You can publish shareable content either in the form of blog posts, white papers, reports, or webinars or by guest blogging in popular publications in the same niche.

### **[5] Email Marketing-**

Email marketing is a different kind of engagement, as you connect with customers within their own mailboxes. Although email marketing is one of the oldest types of digital marketing, it's still very successful. It's an excellent way to increase brand loyalty and upsell

to existing customers. According to the Radicati market research group's latest email statistics report (2017-2021), the number of emails sent and received per day by businesses is still growing, at an average rate of 4.4%.

There are many different ways you can reach out to customers through email marketing. Besides creating newsletter campaigns, you can send them confirmation emails, thank-you emails, and email notifications about product updates. If you promote a local business, event invitations are also an excellent way to engage the local audience. These days there are many awesome tools you can use to run professional email campaigns, from marketing automation platforms such as MailChimp to newsletter plugins for popular content management platforms like WordPress.

### **[6] Online Advertising-**

Digital marketers have been using online advertising since the first days of the web. Displaying banners or ads on other websites belonging to the same niche is the most common form of online advertising. You can use online platforms such as Google AdSense that allows you to automatically serve ads on other content sites. Ad networks usually let you configure the parameters of the sites your ads appear on based on keyword, location, audience demographics, and other data.

Bigger online magazines frequently have their own advertising departments as well. Therefore, it can also be a good solution to contact them and buy an ad space on their website. Some niche magazines, such as A List Apart web design magazine, also have sponsorship programs that allow you to feature a brand, logo, and other visuals on their platform for a certain period of time (usually a week).

### **[7] Landing Page Marketing-**

Targeted landing pages can work excellently with other types of digital marketing and increase conversion rates significantly. In the broader sense, a landing page is any web page on which visitors first land when they arrive at a website. In this sense, homepages frequently function as landing pages as well. However, many brands create specific landing pages for their marketing campaigns, too. Digital marketers link landing pages to ads displayed as banners on other websites or appearing on search engine result pages. Thus, when users click an ad they are directed right to the landing page designed for the specific marketing campaign. There are several tricks you can use to create a converting landing page such as eye-catching headlines, a clean and mobile-friendly design, and highly visible call-to-action buttons. Below, you can see the landing page of the Slack messaging app on which you can see all the necessary elements of a well-performing landing page:

### **[8] Smartphone Marketing-**



People use their smartphones all the time, therefore these days smartphone marketing is also among the most important types of digital marketing. This is especially true if your target audience is the younger generation. In fact, you have many options to reach your prospects through their smartphones. According to the recent report of the Esendex business communication provider, text messages have had a 94 percent global average open rate in 2018. As a result, smartphone marketing is an incredible opportunity to promote a business online.

Besides sending text messages to subscribers, you can further engage an audience by providing them with free mobile apps for Android and iOS devices. Your app can also perform specific actions that increase visibility. For instance, it can send users real-time push notifications that appear on their smartphones when new content is available on the website. Popular messaging platforms such as Messenger and Telegram also allow you to create marketing bots with which you can acquire new customers in a human-centered way.

### **[9] Affiliate Marketing**

Affiliate marketing makes it possible to reduce your marketing workload by outsourcing it to external service providers. With affiliate marketing, you only pay for conversions, after your affiliate closed a deal and the customer purchased the product. Affiliate marketers do all the related marketing activities from banner placements to landing pages. Probably the best thing about affiliate marketing is that it has no upfront cost and you can decide on the terms and rates you pay to the affiliates.

Probably the most notable online affiliate program is Amazon Associates that lets anyone promote Amazon's products and earn a commission after closed deals. Smaller businesses can also make use of affiliate programs—it's an especially popular type of digital marketing in the tech sector. However, you should only start an affiliate program if you have the means to properly monitor and educate the affiliates.

### **[10] Viral Marketing**

Viral marketing makes use of all types of digital marketing channels. The essence of viral marketing is to create a post, video, meme, or another short-form content type that spreads across the web like a virus. To make a successful viral marketing campaign, you need to promote the same content across multiple channels such as Twitter, Youtube, blog posts, and newsletters over a short period of time.

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## **2.6 ADAPTING DIGITAL CHANGE TO THE RISK CONTEXT**

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Digital transformation creates tremendous business opportunities along with new forms of digital risk. Digital risk refers to unwanted and often unexpected outcomes stemming from digital transformation and the adoption of related technologies. Cyber security risk, third-party risk, business continuity risk, data privacy risk and other forms of digital risk add to the

uncertainty of achieving business objectives. Strategic business objectives including new operational efficiencies, business models and customer experiences are the driving force behind digital initiatives such as big data analytics, IoT and AI. But these initiatives have spawned eight types of digital risk that every organization must learn to manage.

- Cybersecurity- Risk of cyber-attacks, especially in the context of a growing attack surface and an increase in sophistication of attacks.
- Workforce/Talent- Risk related to the dynamic nature of today's workforce and the gig economy.
- Cloud- Risk due to changes in architecture, implementation, deployment and/or management of new digital business operations or IT systems.
- Compliance- Risks related to compliance requirements driven by new technology and the scope of data being created.
- Third-Party Risk- Inherited risk related to external parties.
- Process Automation- Risk related to changes in processes from automation.
- Resiliency- Risk to availability of business operations, especially after disruption.
- Data Privacy- Risks related to the ability to protect personal information.

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## **2.7 DIGITAL RISK MANAGEMENT**

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To manage digital risk effectively, security and risk management teams must work together.

When organizations align security and risk, they ensure:

- Visibility into the right information and appropriate business context.
- Insight to help them understand what is happening and determine the best response.
- The ability to take appropriate and timely action.

You know you need to focus on digital risk management, but where do you start? The question can be daunting, raising the possibility of initiatives that are overambitious, too disruptive or simply too long. Don't panic. Start by targeting just one of the eight key risk areas and focusing your efforts there. As you progress, you'll develop strategies to help protect your organization while enabling innovation. Keep in mind that many of these risks have overlapping consequences, so putting a solution in place for one can help address others, too.









RISK AREA	 MITIGATE CYBER ATTACK RISK	 MANAGE THIRD-PARTY RISK	 MANAGE DYNAMIC WORKFORCE RISK	 SECURE YOUR CLOUD TRANSFORMATION	 MODERNIZE YOUR COMPLIANCE PROGRAM	 MANAGE PROCESS AUTOMATION RISK	 COORDINATE BUSINESS RESILIENCY	 EVOLVE DATA GOVERNANCE AND PRIVACY
FOCUS	Protect your digital business, customer information, brand and critical assets from cyber threats.	Build, continually expand and safeguard a hyper-connected business ecosystem.	Adapt to new digital paradigms for employee expectations, skills and needs.	Manage risk as you move operations to new technology architectures.	Meet today's regulatory challenges with an ongoing, programmatic approach.	As your digital and automation strategies unfold, ensure built-in risk evaluation.	Safeguard digital operations against a range of events.	Protect key information assets.

Fig 2: Digital Risk Management

## 2.8 POINTS TO REMEMBER

- Digital marketing has now become a buzzword. It's a marketing being largely used to promote products or services and to reach consumers using digital channels.
- Digital promoting is that the utilization of electronic media by the marketers to push the product or services into the market.
- Digitalisation will be a good manner for tiny businesses to extend their sales and widen their reach.
- A negative effect of e-commerce is its effect on consumers' security. Online transactions square measure inherently insecure than those conducted face to face as a result of there is not any guarantee that the person creating the payment is that the actual owner of the master card used.
- The business diagnosis is a methodology of company valuation that allows an in-depth analysis of the main areas of management of a business.
- The diagnosis will help you to understand which areas are most important to your business, compare your current performance, discover the degree of maturity of your company, understand what needs to be done and where.
- You should use a mix of different types of digital marketing in order to reach your audience through various channels.
- Digital risk refers to unwanted and often unexpected outcomes stemming from digital transformation and the adoption of related technologies.
- To manage digital risk effectively, security and risk management teams must work together. When organizations align security and risk.

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## 2.9 GLOSSARY

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- UN- United Nations
  - SEO- Search engine optimization
  - SEM- Search engine marketing
  - SMM- Social media marketing
  - SERP- search engine results page
  - PPC- pay-per-click
  - B2C- Business to Consumer
- 

## 2.10 CHECK YOUR PROGRESS

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### Part- A (Descriptive type questions)

- a) What is the digital marketing?
- b) What are the benefits of digital marketing?
- c) Explain digital marketing is a boon or a bane.
- d) What are the benefits of the diagnosis of the present website or business?
- e) Explain categorization of digital marketing for the business.
- f) Define briefly the concept of digital risk management.

### Part- B (State whether the following sentences are true or false)

- a) Digital marketing is a marketing being largely used to promote products or services and to reach consumers using digital channels. (True/False)
- b) Digital promoting is that the utilization of print media by the marketers to push the product or services into the market. (True/False)
- c) Digitalisation will be a good manner for tiny businesses to extend their sales and widen their reach. (True/False)
- d) The business diagnosis is a methodology of company valuation that allows an in-depth analysis of the main areas of management of a business. (True/False)
- e) The diagnosis will not help you to understand which areas are most important to your business. (True/False)
- f) Digital risk refers to unwanted—and often unexpected outcomes stemming from digital transformation and the adoption of related technologies. (True/False)

### Answer (Objective Type Question)-

[a] True      [b] False      [c] True      [d] True      [e] False      [f] True

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## **2.12 SUGGESTED READINGS**

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## UNIT- 3

# WEB DESIGNING BASICS, AND FEEDBACK & SURVEYS

3.1	INTRODUCTION
3.2	OBJECTIVES
3.3	WEB DESIGNING: AN OVERVIEW
3.4	IMPORTANCE OF WEB DESIGNING
3.5	SIMPLIFYING YOUR BUSINESS BY CHOOSING SUITABLE WEB APPLICATIONS
3.6	DIGITAL MARKETING AND ITS USEFULNESS
3.7	WEB DESIGNING AND DIGITAL MARKETING TOOLS
3.8	APPLICATIONS OF DIGITAL MARKETING
3.9	BENEFITS AND LIMITATIONS OF WEB DESIGNING IN BUSINESS FLOW
3.10	LATEST APPROACHES FOR DIGITAL MARKETING
3.11	FEEDBACK AND ITS ROLE IN MARKETING
3.12	TYPES OF FEEBACKS
3.13	SURVEY AND ITS ROLE IN MARKETING
3.14	TYPES OF SURVEYS
3.15	FEEDBACK VS. SURVEY
3.16	TOOLS AVAILABLE FOR ONLINE SURVEY
3.17	DEMONSTRATION ON USING FREE ONLINE SURVEY
3.18	POINTS TO REMEMBER
3.19	GLOSSARY
3.20	CHECK YOUR PROGRESS
3.21	BIBLIOGRAPHY/ REFERENCES
3.22	SUGGESTED READINGS

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### **3.1 INTRODUCTION**

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Online presence is important in today's scenario. Whether it is about education, about corporate processes, reports generation for any purpose and so on, the digital mode of data has big impact on achieving successful results.

There are various pillars on which business stands. In the present system, one pillar which is the web can either make or ruin the business you are involved with. The mode in which you are approaching your targeted customers and vice-versa is of highly importance today. The more you will use websites for operations of your business processes, the more you will be exploring your business. The main reason behind this is that all customers or consumers are e-available these days and availability of business agents to them will make the results more attractive.

In practice, the challenge is to choose the digital platform through which you may approach your targeted audience. There are variety of ways to reach them such as using social media handles such as facebook, instagram etc., using electronic mails, using websites, using smartphone apps etc. Out of all, websites are very popular platform to reach them where general information may be disseminated. Further using variety of way this communication may be utilized to turn business into better health. On the other hand, cost of designing web site must be analysed based on requirements and facilities needed on the website. This cost may be considered as investment which yields in high multiple of invested amount. Various factors may be focused in advance for planning the website design viz. navigation, website contents, visual elements on website, branding, search engine optimization, e-commerce transactions etc. Most of the successful business enterprises are paying high to IT expert companies who are responsible for designing and developing their websites.

Whether it is a matter of product manufacturing or doing business, doing survey gives a way to assess the things done in the past. Survey may be defined as a mechanism in which we collect data from planned respondents who provides the insights on the product or the service in the prescribed form. It may also have other purposes to conduct survey. To conduct survey, various methodologies are available. Survey is not a new way of accessing your business or the service you provide, it was into practice since long back. Only the change is concerned with the way it was conducted earlier and the way it is conducted in the modern age of today.

Also, this is not limited to the trend of the day today, but many of the methodologies are being updated for the future need which seems to be totally paperless and smart. This survey aims in knowing the various factors-based need and requirements of the audience about your product or the service. It may include their experience in both good and bad ways so that you

may focus the good results and eradicate the factors which are of bitter experience for them. This objective will help on knowing the opinion of your users or customers or subscribers on newly provided services so that you may think if this newly provided service is accepted by them. It may be used to know the status of the company for giving new trends by promoting the endeavors made by the employee of their organization.

Conducting a survey is good way to create new relations with your subscribers or users in more formal ways. For those users who are already in the list of your subscribers may give them impact of their importance. Various mechanisms which may turn-out any kind of interaction with the valued customers is of due importance. So, creating such interaction may lead in generating more business. The main objective of the survey and feedback is to acquire critical information about their consumers to show them that they value the organization and crate a platform for new comers.

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### **3.2 OBJECTIVES**

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After the successful completion of this unit, you will be able to-

- Understand the role of going digital in marketing.
- Planning a better marketing strategy.
- Distinguish between marketing and digital marketing.
- Understand the web designing tools for deploying digital marketing.
- Plan to reach your remote customers using digital approaches for marketing
- Know about the latest approaches of the digital marketing such as ephemeral marketing and artificial intelligence approaches.
- Get critical customer feedback on services.
- Develop and maintain relationship with your subscribers.
- Understand the customer's tendency.
- Get suggestions for factual business decision making.

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### **3.3 WEB DESIGNING: AN OVERVIEW**

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Web design is not mastered by all internet users. It is a challenge for few people to get it mastered. We have all used web sites that provide us with what we are looking for. If you have some business which is also replicated on website, can you answer a question:

What is the role of my website in assisting my customers efficiently?

The answers may include as helping them buy something they need, to help them find information, to help them to save money and time, to help them to talk to the organization. In general, from the business perspective, there are five 'S' that may help in understanding the objective of web design. These 5 'S' are: Sell, Serve, Save, Speak and Sizzle. Each 'S' has business relevance and is given below:



- **Sell-** Help them buy something they need.
- **Serve-** Help them find information.
- **Save-** Help them to save money.
- **Speak-** Help them to talk to the organization.
- **Sizzle-** Help them to enjoy a great web experience.

Well-designed web sites have clear objectives and the 5 'S' can help you to customize your objectives wherever required. We should also take a serious note that the well-designed websites always ask how the site helps their customers and have clear objectives. It should also mention the priorities of tasks among them. Also, your website should provide quality content. It should also user friendly and customization according to the users should be given to its users. Heavy and unnecessary content should be avoided to open the website smoothly. More specifically, for exigencies where deadline is meeting, support of additional servers, connection pooling may also be considered for building trust from your customers. Finally, the content or the platform updating should be on regular basis.

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### ***3.4 IMPORTANCE OF WEB DESIGNING***

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In the today's digital scenario of the business, various factors need to be taken care of to lead from the front. Based on how your website is designed, it can either make or break the business you are trying to do. It actually makes a difference on how your customers view your business or company and resultantly turn these target audience into your potential customers. User interface of your web site also leads to better business and revenue and most of the user interfaces are designed based on the mutual selection of look and feel of the website.

The web design also costs you a significantly but it can generate good profit for your business enterprise. To be successful business owner, you must employ a web design expert who may design the efficient website for your business to run exponentially well. That expert must have good hands on with at least the expertise in following website characteristics:

#### **Navigation**

This is an essential key point when your website has so much of data which is contained in many web pages. The designer may focus on designing the best navigation bar that shows a list of the relevant web pages which collectively forms website. When the website navigation is developed well, exploration and understanding of contents of your website becomes easy.

#### **Content and Visual Elements**

This feature is all about look and feel of the contents used in the webpages. Use of fonts, their colors and their contrast colors must be wisely chooses so that the targeted audience may read the content without unwanted side effects of the colors. The colors and their contrasts must be

comfortable while surfing the details. The same is also applied to the visual elements display.

### **Brand Uniformity**

This point is about your logo which must be uniformly used. If your business enterprise has a unique logo that is placed on all print materials, then all the logo's elements must be integrated into the website design for the sake of consistency as it will make confirm that both the printed and web contents are from same brand i.e., your organization.

### **Engagement**

This point is about the more and more time the user stays at your website. For this you have to plan and outstanding web layout and its design. Only when the layout will be appealing only then its users will stay at your website.

### **Organization and Search Engine Optimization**

Assume you have very impressive content on your web page. But if the content flow on the web page is not used in a right manner, then you may lose your visitors return to your website visiting. For example, most people read starting from the upper left area, designers put the most important information there while providing the contents on the web page. Search engine optimization (SEO) of your web site must be wisely planned. It requires to select the keywords that will be prone to more and more redirection towards your website.

Moreover, these are not the only features of the good websites. With the help of website design, business owners are able to create a user-friendly and welcoming online environment where users can get useful information any time of the day. Do not forget when you have a well-managed website, people can rely on you with confidence.

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## **3.5 SIMPLIFYING YOUR BUSINESS BY CHOOSING SUITABLE WEB APPLICATIONS**

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Web tools provide the facilities to do business more smoothly by the use of convergent media. When using wisely, the web helps in simplifying the tasks to achieve the success in the business. We may consider the following key points to run the business smoothly, which includes:

**Mobile-first:** To run business successfully, we always need to consider the fact that whatever the business we are running must have web apps. Because a paradigm shift has been seen to the buying habits of clients. Hence, mobile oriented web apps are the first choice of the clients.

**Recovery from data loss:** If you are ready for paying extra for secure web designing, you may get facilities to recover data quickly in case of data loss or technical blunders using web apps.

**Secure web operations:** Web apps offer better security to the users, which ultimately lead to gaining better and long-term customer relationship for your business.

**Competitive Edge:** To keep the customers engaged and involved with your company you also need to open new business fronts for your web site recognition. In this front, artificial intelligent agents may also be deployed to fulfil your challenges for achieving success in the business.

**24x7 Accessibility:** Though website already serves 24 hours a day and 7 days of a week but we need to focus the processing of the specific transactions which are blocked for few hours. If you provide 24x7 full website support, you may increase the count of your targeted audience. It helps your consumers to access web apps anytime and anywhere provided that they have a suitable internet connection.

Moreover, you may consider the scalability to increase your business. Increase of the targeted audience is healthy for your business, but if that increase goes beyond the used capacity of the web servers you are using then you must have to think for paradigm shift. Equally, the flexibility of the website is also one of the important pillars that increases your potential customers.

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### ***3.6 DIGITAL MARKETING AND ITS USEFULNESS***

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The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective approach. Other digital marketing advantages include increasing brand loyalty and driving online sales. Digital marketing gives various advantages as compared with the physical marketing. Few of the benefits are listed below:

**Global reach** - This is the prominent advantage for going digital because websites allow your business to reach key market niche. It also supports for trading without any geographical barriers as seen in physical marketing.

**Lower cost** - Proper planning is at the core of the cost management. You may filter your true market clients by using low-cost filters and increase your business outcomes unlike traditional marketing planning.

**Improved way of marketing using various digital marketing tricks-** measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

**Personalization-** You have various plans to remain your earlier customers by giving various benefits by giving extra benefits such as offering them the vouchers that they me redeem. This will increase your customers trust and long-lasting business relations with them.

**Customizing the social media of existing clients to increase business-** In this you may reach your new customers and may honour the existing customers by providing them benefits and using their social media front customized your way

**Better conversion rate-** Using digital marketing give you a better conversion rate as compared with other ways such as giving outbound target calls to your customer care executives or outsourcing to some call centre. It is better to design and develop a website and your customers are only a few clicks away from making mutual and lucrative transaction.

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### ***3.7 WEB DESIGNING AND DIGITAL MARKETING TOOLS***

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Uplifting and upgrading in the technologies in the area of web designing has made a complete change in the marketing field today and web sites are playing a vital role in this using various tools. These tools are helping the users in providing them various solutions. In these days, lengthy coding is not used due to the use of widgets and automation tools enabled web designer software. To achieve the results much better the following tools may be used to create the much effective web designing tools. Few of the tools are discussed below:

#### **WordPress**

WordPress, which is popular web designing tool among top web designers provides thousands of themes and plugins which helps to cater the need of the designers to complete the task in very short span of time. It provides the suitable, comfortable and useful customization to its intended subscribers.

#### **InVision Studio**

InVision Studio is another useful web designing tool with user-friendly interfaces. It has fantastic and catchy transition effects that turns the web designers to use it. It has rich library for animations and other effects.

#### **Photoshop**

It is also one of the giants in this area of software and a perfect choice for Adobe Suite developers for web designers. It gives appealing and attractive colour using facilities that helps in designing awesome web products.

#### **Sketch**

Sketch is a vector-based tool. It has small documents-based programs that helps you to better manage and combine these small programs for a big project. In other words, it allows you to apply designing in a top-down designing approach where a big task of designing is broken down into small tasks and then combined. This process is known as top-down designing approach. Moreover, it has remarkably user-friendly tool and cost is relatively very low as per the services provided by this tool.

#### **Google Web Designer**

Google is one of the giants in all areas of web these days. Earlier it was also developed to support HTML5, Cascading Style Sheets (CSS) and JavaScript based web pages that are responsible for its interactive web pages. This tool also provides 3-Dimension animations tools, basic shape tools, text covering tools etc. Google Web Designer provides an interface that is more user-friendly. Additionally, on its right pane it has a panel which gives you more web designing options such as colours and other designing tools that helps designers to comfortably achieve their task.

Due to huge developer and designers support, this tool has a rich library for videos and images which may be used for small programs by making small animations for programs such as product promotions ads. From the perspective of the programmers, it also provides two views for web designing. These views are 'design' view and 'code' view. The web designers may easily switch from any view as per their comfort.

Conclusively, as discussed above, each tool has its typical features that make it a better choice for their intended subscribers. But in general, any tool that web designers choose must have user-friendliness, automation tools, pleasant user interfaces and should also be simple to use.

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### **3.8 APPLICATIONS OF DIGITAL MARKETING**

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The Digital marketing strategy in the today's era come up with various cutting-edge technologies has given the paradigm shift on how the business will execute. Multichannel are available for fulfilling the need of marketing the products and services. Advertising medium, direct-response medium, platform for sales transactions, lead-generation method, distribution channel, customer service mechanism and relationship-building medium. Benefits of digital marketing for businesses includes:

#### **Affordability**

Digital marketing is considerably less expensive than other marketing methods. Specific prices vary based on what you're doing but ad spend tends to be lower than other forms of marketing.

#### **Mobile Access**

In the today's scenario, generally every user has its own smartphone. Be it a meeting, a product promotion advertisement, workshops etc. all such operations are processed in these smartphones. So, mobile access to the programs is to be compulsorily planned for increasing the stakeholders for successful business.

#### **Flexibility**

There are many forms and uses of high-quality digital marketing, including banner ads, email marketing, content marketing, and social media posts. Thus, by learning how to creatively

market yourself digitally, you open up a wide range of possibilities for future publicity strategies. With digital marketing, you also have the flexibility of testing and stopping poorly performing campaigns in real time.

### **Expansion**

Many consumers do almost all of their shopping online. Digital marketing lets you appeal to these people and thus expand the reach of your company

### **Multimedia**

Customers tend to engage more with marketing materials that combine multiple types of content, including photos, video clips, and audio. It is far easier to incorporate all these content types into digital marketing than any other type of publicity and it is very important.

### **Interactivity**

Digital marketing lets you communicate directly with the customers who see your content, notably through website comments, messages, reviews, and social media posts. This shows those customers that you care about what they say and think, leading them to feel respected and part of the community you're building. It also allows you to gather invaluable information on customers' reactions and preferences.

### **Tracking**

Besides communicating with customers, digital marketing lets you track their activities. You can monitor which ads and types of content they have seen shortly before they make a purchase. This tells you which marketing methods are most effective, allowing you to refine and improve your strategy.

### **Authority**

Digital marketing makes it easy to comment on issues and controversies that relate to your product or your industry. In this way, you can establish yourself as an authority on such topics, leading readers to trust you, come back for more information, and eventually make a purchase. Digital marketing allows you to come off as the industry expert that you are and will instill trust in your business.

### **Influencer Engagement**

Many of the most influential figures in modern culture promote themselves online or through social media. Digital marketing allows you to engage with these influencers and gain their respect. If you play your cards right, you can get them to endorse you, leading their followers to become customers and spread brand awareness.

### **Print Enhancement**

Digital marketing lets you expand on your print marketing efforts. By writing online content that explains claims you make in your print ads, you can go into greater detail, maximizing the effectiveness of all forms of publicity and integrating your campaigns.

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### **3.9 BENEFITS AND LIMITATIONS OF WEB DESIGNING IN BUSINESS FLOW**

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#### **Benefits of Web Designing in Business Flow-**

The benefits of digital marketing for businesses include:

- Lower costs and higher flexibility for your marketing efforts.
- Access to consumers who rely on their mobile phones or do all their shopping online.
- The ability to speak with authority on topics related to your product or industry.
- A chance to engage with influencers, earn their respect and get them to endorse your company.
- Opportunities to incorporate multiple types of media into your marketing.
- The ability to track customers' purchase journeys.

#### **Limitations of Web Designing in Business Flow**

Although Digital marketing is the new way to advertise there are restrictions involved which make it less effective. However, despite the advantages, there are limitations which may act as a barrier for marketers and can prevent them from succeeding. They are as follows:

- Nothing is free of cost, not even online marketing.
- The trust factor in Online marketing.
- The issue of Internet fraud and cybercrime.
- The problem of digital-divide.
- Website breakdown and no internet access.
- Continuous updating required.

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### **3.10 LATEST APPROACHES FOR DIGITAL MARKETING**

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Things in the field of information technology are changing at rapid rate and thereby the approaches of web designing are too changing. There are few approaches which are influencing the marketers for going digital in more interestingly ways. Few of them are listed below:

#### **Using Video Contents for Marketing**

Going digital using video content is giving the best result. It tells the intended user the highlights of the product and compel them to land to your website.

#### **Ephemeral Marketing**

It is also known as temporary social media marketing. This marketing is also one the best choice for digital marketers. Marketers are starting to realize the potential of using fleeting media messaging apps, such as Snapchat as an effective way to reach potential customers.

### **Social Messaging Apps**

The more popular the social media, the more successful the digital marketing . In this way, mobile messaging apps have increasingly become popular and serve as an alternative to text messaging that may use Facebook Messengers, WhatsApp etc. for better and result oriented marketing.

### **Artificial Intelligence enabled tools and plugins**

This tool is not handed over to beginners in the area of web designing. It requires the understanding of the AI algorithms such as supervised algorithms, unsupervised algorithms, reinforce algorithms etc. But soon this approach will hijack most of the tools of digital marketing by its smart, real-time and accurate digital marketing features.

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## ***3.11 FEEDBACK AND ITS ROLE IN MARKETING***

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Feedback is transparent way to assess the status of produced goods from its user's or customer's perspective. This key operation is the responsibility of the marketing department of the enterprise. This marketing exercise allows customers to provide their views and concerns in a feel free manner about the product they use or the service they make use of. Various organizations are specialized in terms of conducting continuous feedback and surveys including both indoor and outdoor manner. Conduction of feedback gives the actual picture of the business status and keenly helps the decision makers of the firm. Feedback is also conduct to give its customer a feeling that you are the king for their business. On the other hand, the customer who gives feedback about any product he or she try to be loyal for the company for which he/she has loyally given the feedback. It helps the company to help such customers as deep-rooted customers to their companies.

It must also be taken seriously that if any production company or the service provider company does not interact with its customers using any kind of exercise such as feedback or survey, the company may ruin in near future because their future planning is not about caring their actual consumers. If such boosting exercise will not be organized for few sessions, the company or the enterprise will lose its customers and will spoil in near future for sure. Such companies will become out of choice. The following roles of feedback process give it importance in the business:

- Feedback helps progress in the sales of products and services.
- Customer feedback helps you to measure customer satisfaction.
- It provides the opinions about the products and services by its actual users.



- It provides the state-of-the-art experience from the customers about the product and the services any company offers.
- Upholding the existing customers using feedback process helps in making the brand more popular among new customers.
- Building another layer of the customers is possible using surveys as it spreads the business through the customers.

Overall, it is a process that seeds new policies or amendment in the existing policies that results in long lasting business success.

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### ***3.12 TYPES OF FEEDBACKS***

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The feedback process is backbone of any business where it is about producing goods or providing services. It helps in getting the actual position and status of the business in the market which is the platform where buyers and the sellers meet. Also, from today's perspective, this platform is transforming from physical platform to digital or online platform. Whatever the mode of the platform it is, marketing rules applied to both places. In general, if we discuss about the type of the feedbacks taken by the company it is actually based on area for which we are planning a survey. If we are actually concerned for the growth of the business through feedbacks, then we must take into our considerations that there are different aspects on different products and services before conducting feedbacks. Portraying the contents in respective form and considering the sensitive areas are also of due importance. Based on the above stated variances, we may explore the feedbacks into following categories:

- Strength of Product and Brand Feedback
- Customer Satisfaction Feedback
- Brand Loyalty Feedback
- Product Sales Feedback
- Customer Inclination Feedback

Also, these categories are not limited these categories and also may further be increased or unified too if required.

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### ***3.13 SURVEY AND ITS ROLE IN MARKETING***

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Survey is a process which gives you the importance of the products from its user's perspectives. It usually covers the areas which involve key marketers, feedback about the product, loyalty, customer reaction, buying behaviour, brand awareness etc. Following are some points which depict the reason for conducting the survey:

- Important for doing market research.
- Helps in providing product offerings.
- Helps in product pricing.

- Helps in getting customer demographics.
- Helps in knowing the awareness of consumers.
- Provides the status of product use and customer satisfaction.
- Knowing the status of name and fame of the brand.
- Helps in boosting the conversions from one brand to another of the same domain.

### **Characteristics of survey samples and survey questions-**

As there are various types of surveys there are variety of purposes to conduct them too. While there are variety in conducting the survey for variety of purposes but there are common characteristics among them. Following are few key characteristics which comprise making out the survey successful using survey samples and survey questions for any company:

- **Determining sample size-** It represents the total number of individuals in that particular sample. This size is relevant to the actual goal for which the survey is being conducted.
- **Types of sampling-** There are two types of sampling in practice which are probability sampling and non-probability sampling. These sampling types are for conducting the prudence survey for true business growth. These samplings are briefly discussed below:
  - Probability Sampling-** This is one of the popular methods of sampling which includes concept of theory of probability. The users are selected on the basis of this theory before starting survey.
  - Non-Probability Sampling-** On the other hand, this sampling method uses the samples on his own basis and his influenced samples. It has no bound from the theory of probability for conducting the survey.
- **Using variety of question types-** MCQs are the mostly used types of questions used for conducting surveys.

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## **3.14 TYPES OF SURVEYS**

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Survey is a way to collect and thereafter assess the related data from a set of people. Such set of people is commonly referred to as sample. Selection of sample is also of good strategy part and usually is process of finding the best suitable members for more actual results towards business growth. It may include individuals, a group of related people, employees of a business firm, students of an institution or university and many more such areas which belong to the objectives of the survey. Whatever the set you finalize is the sample and now responsible for giving the correct status of your business sample. Any decisions made by such sample helps in representing the large population for your business. The business enterprise then makes changes in its policies for fulfilling the gaps if any or running smoothly if the respondents are quite satisfied. It may be by default the part of the best practices conducted by any organization towards success.

Based on various requirements the survey types are categorized into various areas and then sub areas of each type. Such as if we consider online surveys it has different requirements as compared with paper-based survey. Based on how we are deploying the surveys, we may categorize the survey types into following categories:

## **Survey based on the platforms**

### **[1] Online Surveys**

It is very often used survey by the companies today. It provides lots of benefits while conducting surveys such as efficiency, speed, transformation, etc. It comprises of variety of survey questions and may be easily send to the targeted respondents using electronic mail or other means of online system. This system requires no physical footfalls at the door of the respondents. Only an internet facility is required to achieve to use this survey. Also, designing the survey question is as simple as to transform from one format to another. There is no hurdle in sending or receiving of survey as it is sent or received based on just a click. As per expenses points of view, online surveys are cheaper as compared to paper based surveys. Even analyzing, summarizing and decision making is faster in such kind of surveys.

### **[2] Paper Surveys**

This practice is becoming obsolete gradually which includes using paper and then marking answers to the questions given on these papers. Even they are quite handy for those who have a phobic to digital-divide which represents a lack of knowledge while using digital or online mode for doing such practices. However, soon the digital divide will be totally resolved as the new generation is very much inclined to use digital media for their any activity such as submitting their fees online, shopping online, etc.

Such paper-based surveys are considered very useful in the areas affected by digital-divide such as remote areas where internet services are non-reliable for business surveys. Another use of such surveys is at the situation where a business wants to do survey on confidential way and the companies are not able to trust the digital media for confidentiality.

This survey is expensive as it needs paper cost, printing cost, confidentiality cost, footfall cost, travelling and transportation cost and other related costs. Moreover, it includes time and money.

### **[3] Telephonic Surveys**

It is based on telephones and may be recorded for the future records. They are not appreciated by the companies where survey is of important use. The impact of the survey is highly dependent on the receiving of telephone calls and therefore is not trusted to generate the actual picture of the product or the service.

## **Personal interviews-based surveys**

This survey is used to collect information directly from its users or service takers. Though, it is qualitative method to take survey but it requires an aware respondent to answer the questions raised on the survey. In the personal interviews, the further direction and flow of coming questions is highly depending on the answers given by the respondents. If the respondent answers in right direction, then more and more questions may be raised to know the actual quality of the product or the service. While in case when respondents seem of less knowledge about the product or the service the survey may come to end by asking limited and close-ended questions further.

## **Surveys based on the frequency at which they are administered**

### **[1] Cross-sectional surveys**

Cross-sectional surveys are organized over a small sample out of huge population. The time allotted for such surveys is also lesser as compared with other types of surveys. Such surveys summarize the pictures of the product or the service among its users speedily. Most of the times to take survey for some peculiar or irregular circumstance we prefer to conduct cross-sectional survey. To take an example, a hospital may conduct a survey on a particular disease which is spreading and is choosing the relatives of the patients admitted in the hospital. Such survey is a cross-sectional survey.

### **[2] Longitudinal Surveys**

This survey is very helpful for researchers to make a study and gather data for an extended time period. Longitudinal surveys comprise of three types:

#### **(a) Trend Survey**

This survey hits the thought process of the respondents for a particular time. It also studies the status of the people about how they change over a time for some particular product. This survey is helpful for such situation where the things are changing at particular time interval.

#### **(b) Panel Survey**

It is second type of the longitudinal survey and focuses to a particular and same set of respondents over a period of time. This survey is expensive as it is all about getting the fair inputs from the respondents.

#### **(c) Cohort Survey**

As the term means a group or the followers, in this survey respondents are categorized on particular criteria and areas. In this survey all what matters is the similarity and the group is usually meant to take survey on that particular similarity.

### **[#] Retrospective Surveys**

This kind of survey is about collecting the data from the earlier period. It includes the previous knowledge and previous attitude or viewpoint of the respondent about a particular thing such as a product or the service.

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### **3.15 FEEDBACK VS. SURVEY**

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From a general perspective both the feedback and the survey both approaches seem quite similar. Still there lies a fact that separates feedbacks from that of surveys. Few points are listed below to show characteristics of feedback:

- Feedbacks are more direct as compared with the surveys.
- Feedback process treats customers as individuals.
- Feedback gives a feel to the respondents that the company cares about their precious opinion.
- Based on the feedback results it is very helpful to improve the business policies.
- Feedback provides an accurate examination of the customer's experience.
- Feedback is an ongoing process and is usually taken at every event.
- Feedback may be conducted at various mediums such as over a telephonic phone call, on the event of sale of product or services, at a personal meeting for feedback etc.
- Feedback is a continuous process and is based on latest data which is in the trend of present time.
- In a nut shell, feedback is a process which is ultimate for doing the business in a right direction for successful results.

On the other hand, survey is slightly different from the feedback. A survey has following characteristics:

- Survey exists to obtain the feedback from a single moment in time.
- Survey is rarely applicable in a dynamic state where the things are changing over the time or as per the events.
- If survey is considered from the data collected for feedback, the results will be wrong and business may yield failure over a period of time.
- Survey is static process, so for the business which is dynamic a proper sense must be developed on when to take feedback and when to go for surveys.

In general, response rate of the survey is relatively low as compared with the feedback. So, feedback and surveys must be wisely chosen and must not be swapped casually.

#### **Paper based feedback vs. E-governance feedback-**

In the competitive world today, survey or feedback whatever we are going to take from our valuable customers or subscribers as respondents is of high importance for the growth of the company. Modes for the feedback are available in both terms which are paper based and

paperless as discussed in the previous sections. None of the mode is in a state that it may be avoided. At some situations paperless medium is appreciated and at some circumstances paper-based feedback is preferred. As an analyst, one must need to get aware of the various pros and cons of using feedbacks. Few disadvantages of using paper-based feedback are listed below:

- **Cost factor-** It may be an expensive process to go for paper-based survey. Paper based survey included paper printing, copying cost which is directly proportional to the no of domains of business.
- **Handwriting and Readability-** May be the writing skills of the respondents are not legitimate enough to include. It may create some level of hurdles while reading from the handwritten feedbacks. Moreover, it may consume more time in understanding the responses sometimes.
- **Reach and Barriers-** Reaching the respondents is a difficult process. Lots of checks need to be established for the employer side to make this practice successful. Physical distribution of the copies of feedback papers is also challenging in some situations.
- **Paper Keeping and Safety-** If papers are not kept in confidential and safe area, it may be turn out towards wrong results which may harm the company one way or the other. Even dropping of the collected feedbacks may results in unnecessary expenses made towards collecting the paper-based feedbacks.
- **Trustworthiness-** Few situations for paper damage may include loss of content due to papers are wet in water due to any reason; few papers are lost from the collection of the paper bundles, etc. If any kind of damage or mishandling with the papers is done while feedback collection then reliability of the survey is hard to achieve.
- **Typographical Mistakes by Data Entry Operators-** When receiving the paper of the survey done, the entries are finally provided in computer system. During this process, there is a scope of typographical errors which may be generated by the data entry operators. This may result in providing wrong information to the company and thereby making wrong decisions for future of the company.
- **Carbon Footprint and Papers-** Saving paper to the extent possible reduces the cutting down of the trees for making papers. This reduces the carbon footprint of both the users and the company. It is really harmful to the nature to use papers unnecessary. Use of papers should be avoided up to the limit possible as it will result in saving trees other ways. This is the reason that this tree saving guideline is now being added to the policies of the office work flow.

There are still more factors that strongly disagrees from the fact of using the paper-based work. Still, most of the multi-national companies are updating their guidelines and policies towards going green by transforming their work from paper-based work to paper less work.

### **From paper-governance to e-Governance to m-governance-**

Going paperless gave rise to electronic-Governance (e-Governance) and transforming work culture from desktop to mobile gave rise to mobile-Governance (m-Governance). Digital scenario in all the areas is also getting admired. Moreover, the transformation is not only limited from paper based to paper less but from desktop version of digitalization it is transforming towards mobile based version. This transformation helps not only saving the trees but saves the energy by using less electricity in the form of mobile based processing. So, the task that is processed using desktop or laptop-based files is termed as e-governance and the task accomplished using mobile is termed as m-governance. Mobile governance is highly used these days for all the areas of computing whether it is online shopping, online fee payment, online ticket booking for train, flight, room of a hotel, etc.

Based on the above shortcomings and unfavourable factors, in today's scenario organizations are transforming from paper-based feedbacks to paperless. Moreover, as discussed above, mobile app-based survey and feedback are being preferred by those organizations which support green computing. Green computing is an approach for managing carbon footprint by changing the working culture towards saving environment specially in terms of using small amount of electricity by promoting the task using small devices as such devices use less power as compared with standard systems. This is one of the reasons that most of the websites are suggesting for not taking the print unless required very urgently. In this direction, IRCTC (Indian Railways Catering and Tourism Corporation) is going to do this task hundred percent on digital basis. If not required, we need not take a single print right from searching the train ticket, analyzing the suitable train, selecting and booking the ticket, boarding and travelling till exiting from the destination railway station. All above steps are not only available paperless but in more convenient way. In the same way, survey and feedback system is also going to change from paper based to the paperless and obviously mobile based are more preferred by both the stakeholders.

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### ***3.16 TOOLS AVAILABLE FOR ONLINE SURVEY***

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Surveys are a medium to interact with your audience on some concern and take their valuable input on improving the existing system. Surveys may be utilized in various ways in the business system such as:

- Taking feedback.
- Conducting market research.
- Getting feedback from customers.

- Employees introspection on some values for organization.
- Other business-related factors.

Various tools are available to take feedback or conducting surveys. Few of them are paid tools and few are free. Below is the listed of both types of tools popular these days.

### **Paid tools-**

Small organizations avoid paid tools, but there are intrinsic benefits on using such paid tools for conducting the surveys using these paid tools. Few such tools are:

- **Survey logic:** This tool creates future questions based on what user has answered on current question. For example: If the question on the survey is like- Do you travel frequently? If the user answers yes, the next question might be asked as what mode of journey you prefer? On the other hand, if the answer to the first question is no then second question will not be asked.
- **Export data:** This tool helps you to export data on payment basis. Such data may be considered as of due interest and due importance as it is paid tool. No garbage will be collected in the database and the result may be the actually functional.

### **Free tools-**

These tools are popular among low-budget organizations for which the budget is not allotted for buying tools or paying for their use. If the tools are free, it does not mean that the developer of such tools is not getting any income. In the age of internet today, advertising is of key use. If any tool is popular on the internet, various advertising will become source of income for them. Few of such popular free tools are:

**[1] Google Forms-** Google forms is one of the popular free tools. It has following features:

Surveys	: Unlimited
Questions	: Unlimited
Respondents	: Unlimited
Custom design options	: Yes
Data export options	: Yes

**[2] SurveyMonkey-** It is another popular free survey tool. If you have proper intuition, you may create survey in a minute. Further it may be shared on social platform to get survey. It has following features:

Surveys	: Unlimited
Questions	: 10
Respondents	: 100
Custom design options	: No



Data export options : No

**[3] Typeform-** Typeform is another tool that allows taking free survey online. It provides the survey creator to ask broad variety of questions and their categories. It allows using various HTML web components such as dropdown list, calendar control, multiple choices, picture choices, ratings, opinion scales, etc. Note that in a free version this tool has limitation on collecting hundred responses in a month, beyond that it is chargeable. It has following characteristics:

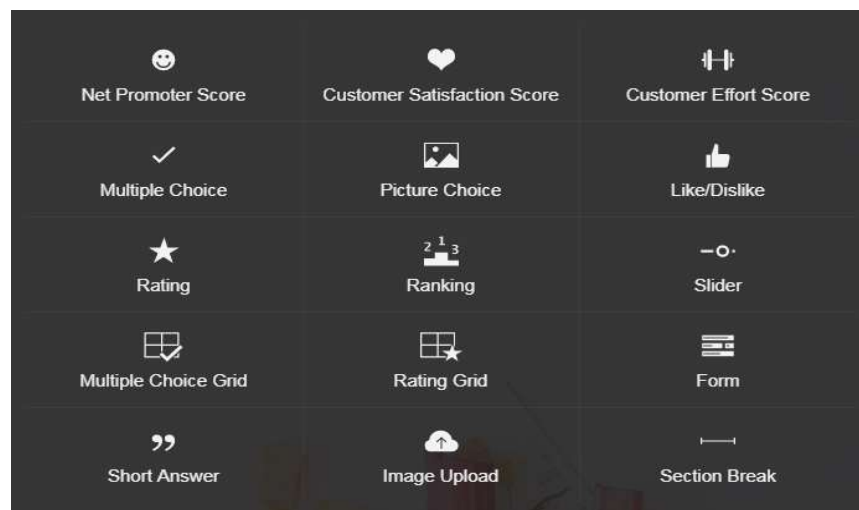
Surveys : Unlimited  
 Questions : Unlimited  
 Respondents : 100/month  
 Custom design options : Yes  
 Data export options : Yes

**[4] SurveyLegend-** It is one of popular as well as advanced survey medium with nice look-and-feel survey forms. It allows you to create mobile friendly, easy-to-use surveys on free basis. It has following characteristics:

Surveys : 3 per account  
 Questions : Unlimited  
 Respondents : Unlimited  
 Custom design options : Yes  
 Data export options : No

### ***3.17 DEMONSTRATION ON USING FREE ONLINE SURVEY***

To give or take online survey or online feedback few points need to be clear before you progress. For the sake of the survey, you need to be vividly clear about few points such as:



- Title of the survey is used appropriately with the relevance of the questions prepared.

- Number of questions should not be as many as it irritates you participant.
- Mode of answers should be user friendly too, otherwise participant may quite in-between. For example, few types of answers which are available to use while creating online surveys are multiple choice, picture choice, like/dislike, rating, ranking, slider, short answer, etc. But make sure the user should not get irritate while answering. Few of them these modes of answers are also demonstrated in the diagram below:

Figure-Nature of question-answers used in survey

- The design of the survey should be designed by considering the contrast of colours used in foreground as well as background.
- Online surveys may be created for three computer user interfaces these are tables, interface, mobile interface and desktop interface. Each of them is shown in the diagram below respectively.



Figure- Various user interfaces for taking surveys.

- There must be good pre-planning before launching the survey online, because as start receiving the surveys, you need to analyse, summarize and process the valuable inputs as per given by the user.

Moreover, questions framed for the survey must be discussed with the business experts involved directly and indirectly involved in the promotional strategy for your business enterprise.

## SurveyMonkey Online Survey Tool

Let's assume a company would like to take an online survey for checking the satisfaction

survey. To demonstrate the free tool let's assume that there is a company which take the customer satisfaction survey online. What could be the questions for taking surveys, what could be the sequence of the questions, what type of questions such as closed ended or open-ended questions to be chosen during survey will actually affect the survey you are considering? In this demonstration, we are assuming that there are total ten questions which customers have to answer according to the choices provided. All these questions are depicted in the form of pictures as given below:

**Question1-** How likely is it that you would recommend this company to a friend of colleague?

Figure- First question asked during online survey

In the question asked in the figure above, we can clearly see that people just need to provide rating from 0 to 10 that how likely is it that they would recommend company to a friend or colleague. One just need to press on one of the totals of eleven tiles according to their specific choice. Another question is given as below:

**Question 2** Overall, how satisfied or dissatisfied are you with our company?

The screenshot shows a web browser window with the URL [https://www.surveymonkey.com/create/?ut\\_source=header](https://www.surveymonkey.com/create/?ut_source=header). The survey interface includes a 'Close' button, a rating scale from 0 to 10 (labeled 'NOT AT ALL LIKELY' and 'EXTREMELY LIKELY'), and two questions. Question 2 is 'Overall, how satisfied or dissatisfied are you with our company?' with five radio button options: 'Very satisfied', 'Somewhat satisfied', 'Neither satisfied nor dissatisfied', 'Somewhat dissatisfied', and 'Very dissatisfied'. Question 3 is 'Which of the following words would you use to describe our products? Select all that apply.' The bottom of the screen shows 'Device view' icons and a progress bar indicating '0 of 10 answered'.

Figure- Second demonstration question with five options

Answer to this question has only one choice and the user may select only one choice. To provide such questions, we use options or choice boxes. Using this tool only one response may be given.

**Question 3** Which of the following words would you use to describe our products? Select all that apply.

To answer this question, more than one answer may be given. For this purpose, we use check boxes where check means yes and unchecked means no. Even you may select all if your answer seems to be alike.

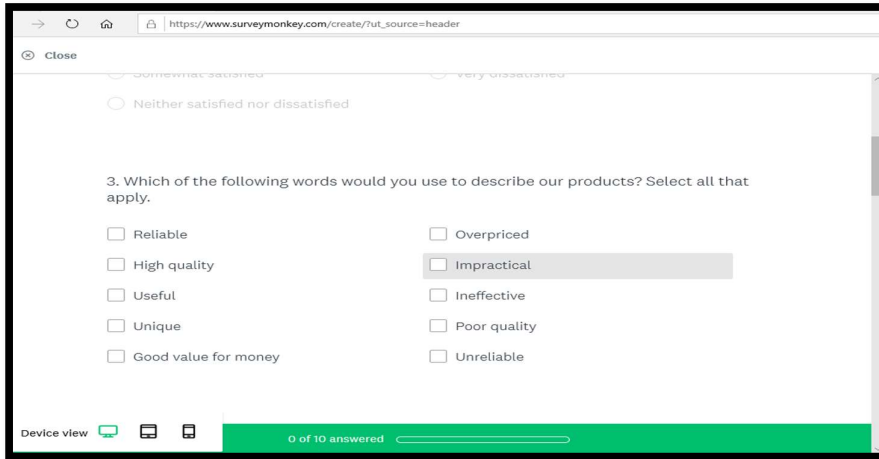


Figure- Third demonstration question using check boxes allows more than one choice  
In the series various questions may be asked. Last two questions framed are given below:

**Question 9** How likely are you to purchase any of our products again?

**Question 10** Do you have any comments, questions, or concerns?

For question number 9, you may provide the options as given in the screenshot below:

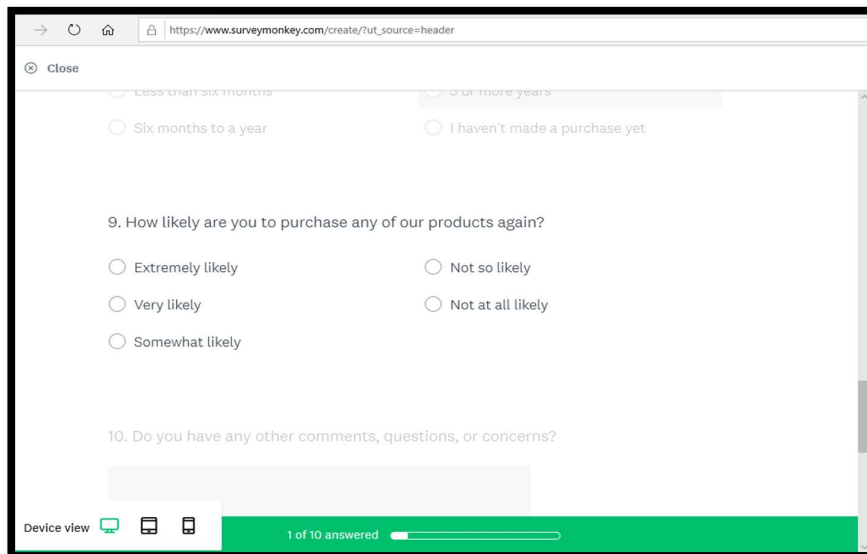
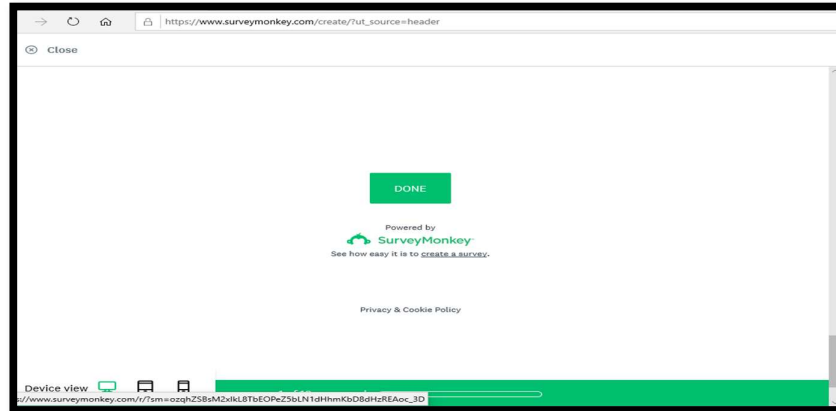


Figure- Ninth demonstration question

And in the final question we need to provide a text area in which the user will supply his answer in the form of a small paragraph. Finally, after giving response to all the questions, user is supposed to submit all his responses to complete the survey. But, how these responses are recorded for future analysis?

To answer it technically, whatever the questions were asked from the user are actually belongs to some database entry and their respective answers are updated on the database. This is achieved by one last interaction which is usually known as submission process. In this



case, it is achieved by using a button named DONE as depicted in the screenshot below.

Figure- Submitting your survey finally

This is one demonstration on how you may think of doing online surveys and in appropriate ways. Similarly, you may try other free on the internet.

### **Why online survey in spite of paper-based survey?**

There may be many answers to this question. As per this case, here the above demonstration may result in variety of ways. Few of these are suggested below:

- You may interact with your customers without physically reaching to them.
- It automatically adds benefits of the computing device such as speed, accuracy, diligence and many more. Even one survey may help in creating various results based on how they are used while processing the survey inputs into the variety of ways.
- Before framing the policies for future, you may ask your employees on various topics which directly or indirectly influence the growth of the organization. If any gap is found it may be rectified before preparing the survey questions.
- Even, the higher management of the organization must also be involved by taking their feedbacks on the framed questions.

And the list of the reasons may be long based on your domain and sub-domain expertise. Ultimately, such online tools will surely become the compulsory tools for survey and paper-based surveys will become obsolete soon.

### **What is to be done after receiving the survey?**

Simply the answer is generalizing the user responses into mutual benefits. This reason implies the happiness of both the producer and the consumers because both of them are mandatory stakeholders for the business. The results may be presented in terms of updated or new policies, modification on the products or the services, etc.

### **Disadvantages of using digital survey practices**

There are various advantages of digital surveys as it adds the power of ICT and the internet. Still, there are few points which must be considered and sometimes may be part of disadvantages. These are:

- Absence of physical interviewer
- Frauds using surveys
- Lack of hitting the actual respondents
- Lack of honesty on answers.

There may be other related disadvantages based on the types of survey you are conducting. Ultimately, the ICT and the inter-networking are driving the business these days. Moreover, artificial intelligence related surveys are under key consideration for conducting future surveys as they will focus the authenticity, accuracy, avoidance of unreliable inputs and adding cognitive artificial intelligence power while conducting online surveys.

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### **3.18 POINTS TO REMEMBER**

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- Choosing the right mediums for marketing is to be planned.
- If your business enterprise has budgets for marketing then you may invest for digital marketing for better results.
- Before deploying the digital marketing for your product promotion, training for using the digital platform for marketing is to be organized.
- Moreover, to remain in the list of leading digital marketers, the latest digital marketing approaches should also be taken seriously for long term benefits.
- Doing survey gives a way to assess the things done in the past.
- Various mechanisms which may turn-out any kind of interaction with the valued customers is of due importance.
- Feedback is transparent way to assess the status of produced goods from its user's or customer's perspective.
- Conduction of feedback gives the actual picture of the business status and keenly helps the decision makers of the firm.
- Feedback helps progress in the sales of products and services.
- Building another layer of the customers is possible using surveys as it spreads the business through the customers.

- Survey is important for doing market research.
- Cross-sectional surveys are organized over a small sample out of huge population.
- Feedbacks are more direct as compared with the surveys.
- Survey exists to obtain the feedback from a single moment in time.
- Survey is static process, so for the business which is dynamic a proper sense must be developed on when to take feedback and when to go for surveys.
- The role of ICT and inter-networking is giving boost on conducting and utilizing the surveys.
- There are both paid and free tools available for conducting the surveys as well as feedbacks.

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### 3.19 GLOSSARY

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- **Web Designing:** Web designing refers to the design of websites that are displayed on the internet.
- **Marketing:** Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- **Digital Marketing:** Digital marketing is the use of the Internet to reach consumers. Digital marketing is a broad field, including attracting customers via email, content marketing, search platforms, social media, and more.
- **Social Media:** social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.
- **E-commerce:** Electronic commerce is the business of buying and selling things over the Internet
- **Navigation:** Web navigation refers to the process of navigating a network of information resources in the World Wide Web, which is organized as hypermedia.
- **Hypermedia:** A database format similar to hypertext in which text, sound, or video images related to that on a display can be accessed directly from the display.
- **Search Engine:** A program that searches for and identifies items in a database that correspond to keywords or characters specified by the user, used especially for finding particular sites on the World Wide Web.
- **Search Engine Optimization:** Search Engine Optimization or SEO means the process of improving your site to increase its visibility for relevant searches.
- **24x7:** In commerce and industry, 24/7 or 24-7 service (usually pronounced "twenty-four seven") is service that is available at any time and usually, every day.

- **HTML 5:** HTML5 is a markup language used for structuring and presenting content on the World Wide Web. It is the fifth and last major HTML version that is a World Wide Web Consortium (W3C) recommendation.
- **CSS:** CSS describes how HTML elements are to be displayed on screen, paper, or in other media
- **JavaScript:** An object-oriented computer programming language commonly used to create interactive effects within web browsers.
- **Multimedia:** Multimedia is all about using sound, pictures and film in addition to text on a screen.
- **Ephemeral Content:** Ephemeral content is rich media, primarily images and videos, that are only accessible for a brief period.
- **Ephemeral content marketing:** Also known as short-lived or impermanent content, ephemeral marketing is any visual content, video or photo, that has a brief lifespan of 24 hours before automatically disappearing. Short live-videos or livestream are the examples of ephemeral content marketing.
- **Artificial intelligence:** Artificial Intelligence or AI in short refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions.
- **Feedback-** This marketing exercise allows customers to provide their views and concerns in a feel free manner about the product they use or the service they make use of. It is transparent way to assess the status of produced goods from its user's or customer's perspective.
- **Survey-** Survey is a process which gives you values of key importance about the products from its user's perspectives. It usually covers the areas which involve key marketers, feedback about the product, loyalty, customer reaction, buying behaviour, brand awareness, etc.
- **Sample-** Set of people who provide information about a product or service is commonly referred to as sample.
- **Online Surveys-** It comprises of variety of survey questions and may be easily send to the targeted respondents using electronic mail or other means of online system.
- **Paper Surveys-** Include using paper and then marking answers to the questions given on these papers. Such paper-based surveys are considered very useful in the areas which are affected by digital-divide. Such as remote areas where internet services are non-reliable for business surveys.
- **Cross-sectional surveys-** Cross-sectional surveys are organized over a small sample out of huge population. The time allotted for such surveys is also lesser as compared with other types of surveys. Such surveys summarize the pictures of the product or the service among its users in a speedy manner.



- Longitudinal surveys- This survey is very helpful for researchers to make a study and gather data for an extended time period.
- Trend Survey- This survey hits the thought process of the respondents for a particular time. It also studies the status of the people about how they change over a time for some particular product. This survey is helpful for such situation where the things are changing at particular time interval.
- Panel Survey- It is second type of the longitudinal survey and focuses to a particular and same set of respondents over a period of time. This survey is expensive as it is all about getting the fair inputs from the respondents.
- Cohort Survey- As the term means a group or the followers, in this survey respondents are categorized on particular criteria and areas. In this survey all what matters is the similarity and the group are usually meant to take survey on that particular similarity.
- Retrospective Surveys- This kind of survey is about collecting the data from the earlier period. It includes the previous knowledge and previous attitude or viewpoint of the respondent about a particular thing such as a product or the service.
- Questionnaire- A set of printed or written questions with a choice of answers devised for the purposes of a survey or statistical study.

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### ***3.20 CHECK YOUR PROGRESS***

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#### **Descriptive type questions-**

- a) What are the benefits of digital marketing?
- b) List the salient features of the web designing tools.
- c) What are the 5 S's to understand the objective of web design are?
- d) Define Ephemeral Content and how it is used in digital marketing for better response.
- e) What are the various categories of surveys based on their mode of deployment?
- f) "From a general perspective both the feedback and the survey seem quite similar. Still there lies a fact that separates feedbacks from that of surveys." Justify the statement by providing clear points of distinctions between the two.
- g) Due to the rapid increase in the IT enabled services a paradigm shift has been observed from paper-oriented work culture to an environment where tasks are computer oriented. Does this fact apply to feedback related practices as well? Elucidate.
- h) What are the several tools available that help various product and service-based corporate to gather feedback from their customers to improve their venture performance.
- i) Consider a scenario where a company plans to conduct an online survey to gather information about the satisfaction level of its customers for a product or a service that it offers them. What could be the questions and their appropriate sequence so that the survey comes out to be effective and successful?

**Set- A: Objective Type Questions-**

[1] One of the popular digital marketing tools is:

- (a) WordPress (b) InVision Studio  
(c) Sketch (d) All of the above

[2] CSS Stands for:

- (a) Combined Style Sheet (b) Cascading Style Sheet  
(c) Cumulative Style Sheet (d) None of the above

[3] The marketing content used in the latest approaches of digital marketing that uses short lived video content is also known as:

- (a) Social Media Content (b) Ephemeral Content  
(c) Video Content (d) None of the above

**Set- B: Objective Type Questions-**

- a) SurveyLegend allows you to add ..... questions while preparing your survey.  
b) The three computer user interfaces used to take feedbacks are ..... , ..... and ..... .  
c) When we allow participants to submit more than one choice, the tool we use is ..... .  
d) Few free survey tools are ..... , ..... , and ..... .  
e) Few paid survey tools are ..... and ..... .

**Set- A: Answer (Objective Type Question)**

[1] d [2] b [3] b

**Set- B: Answer (Objective Type Question)**

[a] Unlimited [b] Tablet, Mobile, Desktop [c] Multiple Choices [d] Google forms, Survey Monkey and Survey Legend [e] Survey Logic and Export Data

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### **3.22 SUGGESTED READINGS**

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## UNIT- 4

# CONTENT MANAGEMENT SYSTEM

4.1	INTRODUCTION
4.2	OBJECTIVES
4.3	CONTENT MANAGEMENT SYSTEM
4.4	WORDPRESS- A BRIEF INTRODUCTION
4.5	WORDPRESS DASHBOARD
4.6	CREATE A WORDPRESS WEBSITE / BLOG
4.7	WORDPRESS POST
4.8	WORDPRESS LINKS AND GOOGLE MAP IN WORDPRESS
4.9	POINTS TO REMEMBER
4.10	GLOSSARY
4.11	CHECK YOUR PROGRESS
4.12	BIBLIOGRAPHY/ REFERENCES
4.13	SUGGESTED READINGS

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### **4.1 INTRODUCTION**

The digital marketing approach focused on creating and distributing valuable, relevant and consistent contents to attract and retain valuable customers. The content can be defined as the information produced through editorial process. The contents can be texts, images, graphics, sound, video etc. A website plays an important role to boosting a business of an organization. However, website development means internal knowledge of programming or coding. But a new concept called content management system (CMS) makes it easy to create, edit and update the contents of a website. With the help of CMS, the user is able to maintain a website without having any knowledge of web development.

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### **4.2 OBJECTIVES**

After the successful completion of this unit, you will be able to-

- Define the Content Management System (CMS).
- Define the structure and types of CMS.
- Define the WordPress basics.
- Explain how to create a website/blog in WordPress.
- Describe how to add a post, link and other contents using WordPress.

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### **4.3 CONTENT MANAGEMENT SYSTEM**

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Content Management System (CMS) is application software that provides an easy environment or platform to manage our digital content data such as text, images, audio, video, documents etc. CMS is multiuser, server-based software that interact with contents stored in a database. It provides some level of automation for the tasks required to efficiently manage contents. Content refers to the type of information that the CMS will allow us to manage.

A content management system (CMS) consists a database which organizes and provides access to all types of digital contents. CMS allow the user to control the structure of the website and makes the view of the webpages more attractive. A CMS allows editors to create new contents, edit existing contents, perform editorial processes on contents and make the contents available to other peoples. With the help of CMS, we can manage and control all types of contents virtually. The users with no knowledge of programming languages can easily use the features of a CMS and create web pages or websites.

#### **Structure of CMS**

A CMS consist two major components:

[1] Content Management Application (CMA): It is a front-end user interface which is used to create and design the web pages using drag and drop features. It helps the user to add, modify and delete contents from the web pages.

[2] Content Delivery Application (CDA): CDA is responsible for compiling the information and updating the webpages. It acts as the back-end portion of the website. It takes the contents entered by the creator through user interface and turning them into a effective website that the visitor or other users can access.

#### **Types of Content Management System**

Content Management System can be classifying as:

[1] Component Content Management System (CCMS)

[2] Document Management System (DMS): DMS allow a paperless solution to organize, manage, store and track documents in a cloud. It provides an automated solution for uploading, processing and sharing business documents without printing, copying or scanning.

[3] Enterprise Content Management System (ECM): ECM collects, organizes and delivers an organization's documentation.

[4] Web Content Management System (WCMS): It allows the users to manage digital components of a website without any need of highly technical skills or web programming. It uses templates in which the editor can insert images, text and videos to be published onto the website.

[5] Digital Asset Management System (DAM): DAM allows the user to manage media files such as videos, photos, graphics and other multimedia contents.

### **Benefits of CMS**

- Easy and quick page management.
- Consistent navigation.
- Flexibility for user or editor.
- Keep design separate from contents.
- Database driven.
- Resource sharing.
- Remote access.
- Security.
- Search engine friendly.

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## **4.4 WORDPRESS- A BRIEF INTRODUCTION**

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WordPress is free and open-source software package that work as a content management system (CMS). WordPress makes easy to setup, manage and maintain a blog or a website without any technical expertise. It includes all the tools and features we need to publish a blog or a complete web site. With the help of WordPress, we can manage several types of contents including posts, pages, links, widgets etc. WordPress started its journey in 2003 and now the most popular self-hosting tool. It is based on PHP and MySQL. Due to its features, it becomes a most popular CMS tool.

### **Brief History of WordPress**

WordPress was released on 2003 by its founders Mike Little and Matt Mullenweg. It is written in PHP language with MySQL. WordPress first version 0.7 was released on May 27, 2003. Next version 0.1 was released in January 2004 which is called Davis Version. WordPress is expanding day by day and adding more features in its each version.

### **Features of WordPress**

- Creating a website or blog without the knowledge of programming languages.
- Provide a wide range of themes.

- Free and open-source application i.e., it allows free installation, modification and distribution of its source code to others.
- Plugins are used to add extra functionality.
- It provides all types of blog solutions.
- WordPress makes easy to upload a multimedia files like videos, audios or images.
- Easy to use with GUI interface.
- WordPress is secure and mobile friendly.

## WordPress Installation

System Requirement for WordPress-

[1] Database: MySQL 5.0+

[2] Web Server: WAMP (Windows) or LAMP (Linux) or XAMP(Multi-Platform)

[3] Operating System (Cross-Platform Supported) [4] Browsers: Internet Explorer 8+, Firefox, Google Chrome, Opera, etc.

[5] PHP Compatibility: PHP 5.2+

Download WordPress-

WordPress is free and open-source platform under the GNU General Public License (GPL) and can be easily downloaded from WordPress official website through the link-  
<http://wordpress.org/download/>

## WordPress Installation Steps

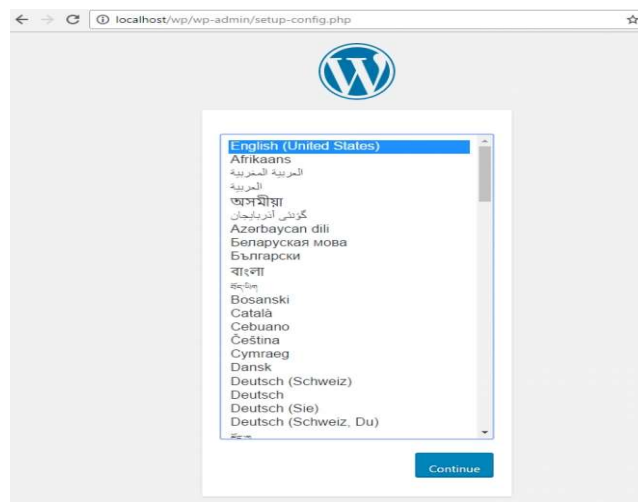
[1] Extract the downloaded file and upload into your local host or web server project folder.

[2] Open web browser and navigate the URL of the WordPress folder path. In local host the URL is “[http://localhost/wordpress\\_project\\_folder\\_name](http://localhost/wordpress_project_folder_name)”

[3] Create MySQL database.

[4] WordPress Setup wizard requires some initial information about your website as follows:

Step 1- Choose the language and press continue.



Step 2- Enter the information related to the MySQL database. List of fields are-

- Database Name – Name of the database created in MySQL.
- User Name – User name for database
- Password – Enter the password for MySQL database.
- Database Host: Enter the host. By default, it is localhost.
- Table Prefix – Add prefix in the database tables.

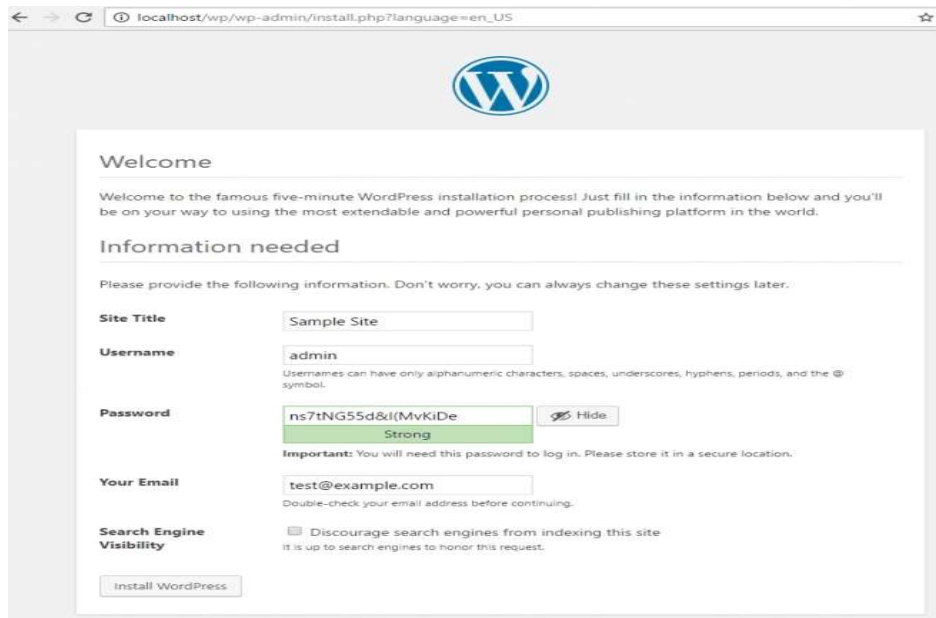
After filling all the information press the submit button.

Step 3- now the setup checks the authentication of database and acknowledge with a confirmation.

If the MySQL credentials are correct then a new screen comes up with the option “Run the install”. Click on “Run the Install” button.

Step 4- The final step of installation is to provide site admin information such as- Title of the site, User name, Password, Email Address, and Search engine visibility check box.

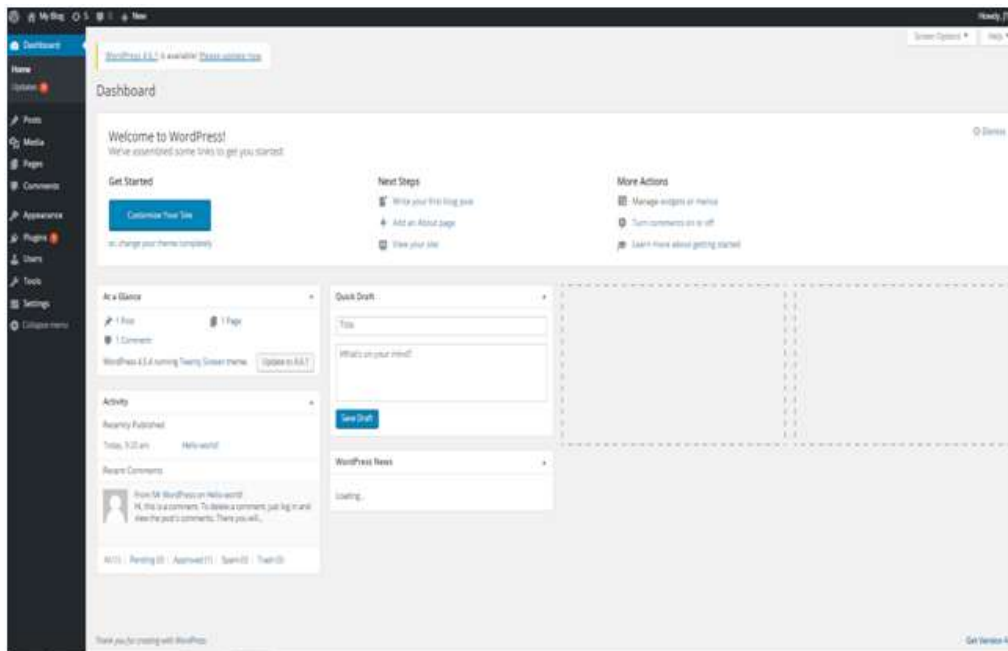




After filling the data click the “install WordPress” button.

## 4.5 WORDPRESS DASHBOARD

WordPress dashboard is a first screen which seen when login to admin. WordPress dashboard allows full access to manage a website or blog. The contents are grouped into widgets in dashboard. We can hide or show these widgets as required.



Various contents of dashboard are-

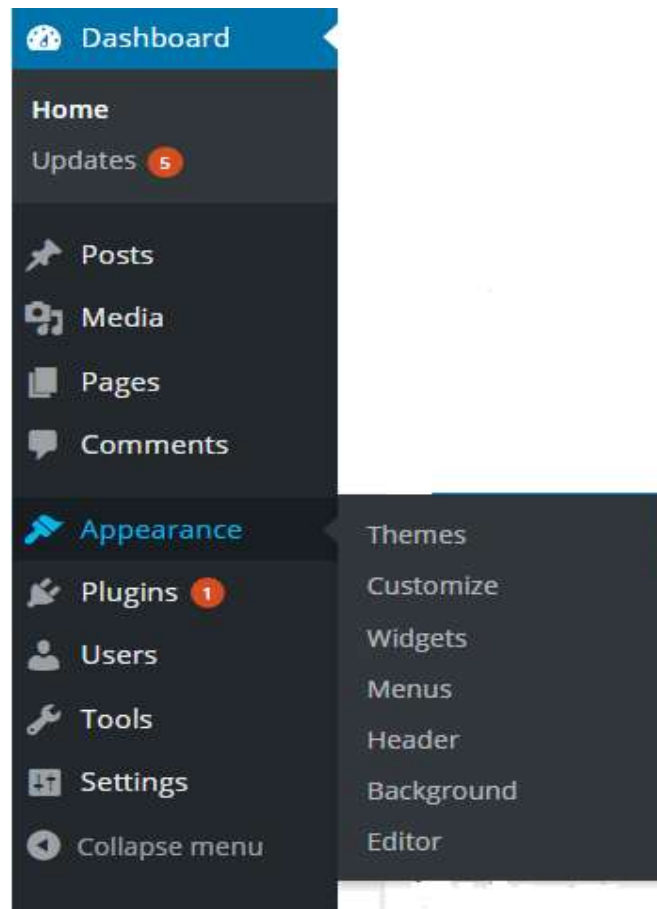
[1] **Admin Bar:** The top black bar is admin bar. It displays only when admin is logged in.



The admin bar contains following items:

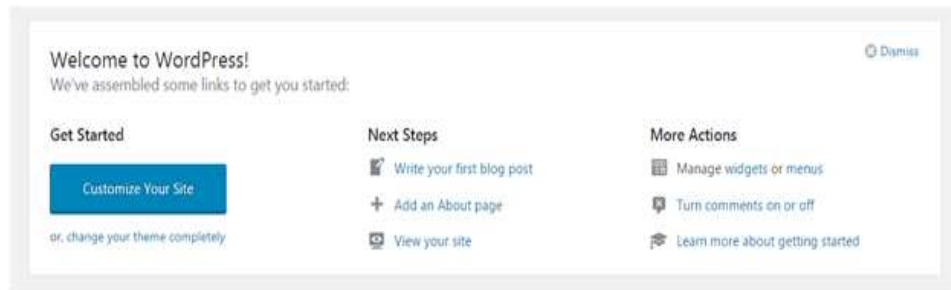
- A WordPress Icon
- Home of site
- Notifications
- Comments
- New (add up new page, post, user etc.)
- Admin name

**[2] Sidebar Menu:** Side bar of dashboard contain full menu of options for easy access to different areas of website.



Menu items in the sidebar are- Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, and Tools

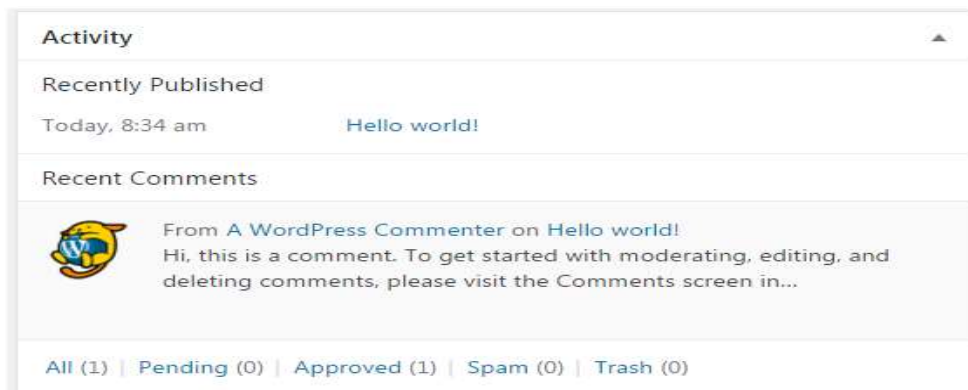
**[3] Welcome to WordPress:** In the top middle of dashboard “Welcome to WordPress” is displayed. It contains a “Customize your site” button allow the user to use different themes. Also create different links to create blog, view site and many more options.



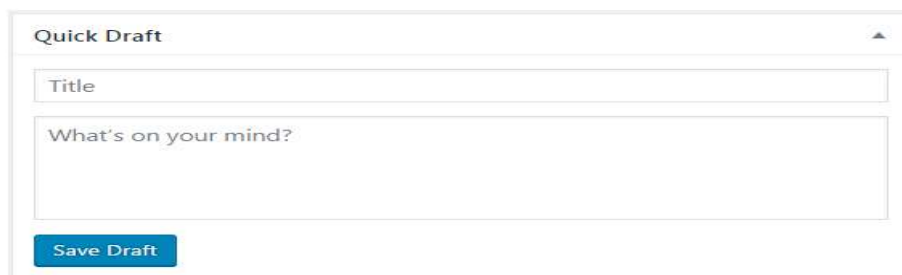
[4] **At a Glance:** It tells us how many posts, comments and pages are in our site.



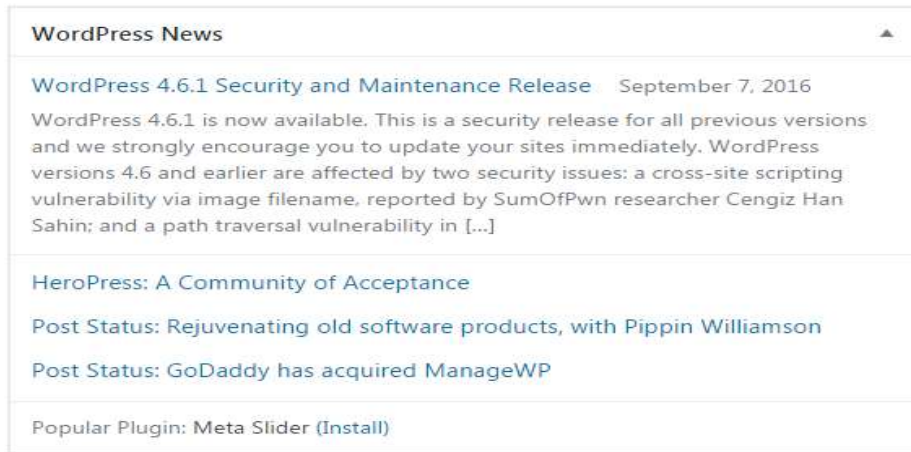
[5] **Activity:** It provides information about some of recent posts and display recent comments on posts.



[6] **Quick draft:** This feature allows us to write our ideas and save it in a draft form.



[7] **WordPress News:** All the latest blog posts from the WordPress official blog are displays in this section.



**[8] Screen Option:** Screen options allow us to enable or disable different widgets on dashboard area.

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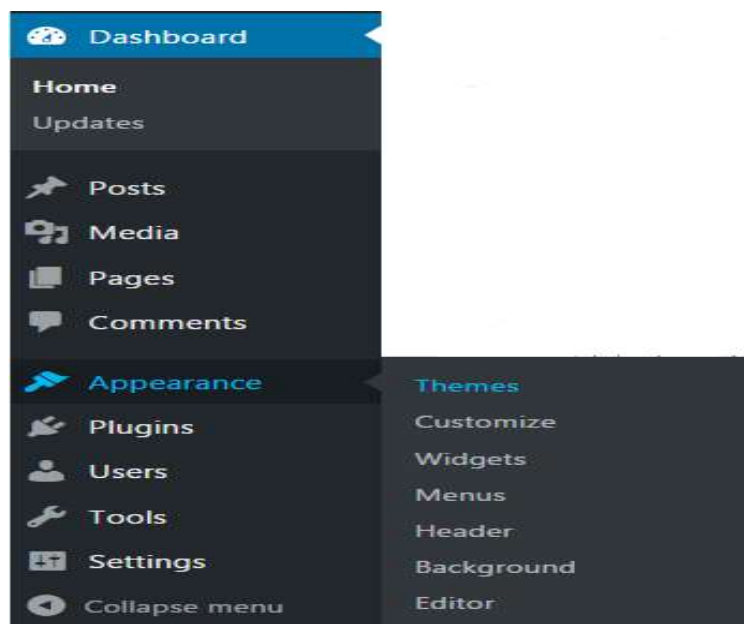
## 4.6 CREATE A WORDPRESS WEBSITE / BLOG

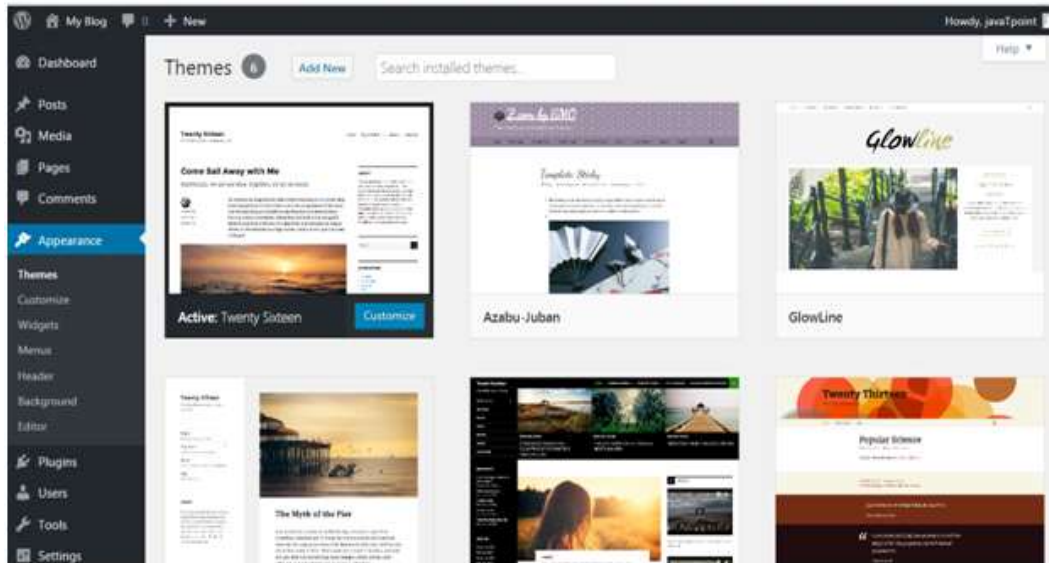
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WordPress provides an easy platform to design and create an attractive website. Steps involved in creating a website through WordPress are:

**Step 1- Choosing a domain name and host:** To publish the website online we need to register a domain name. Domain name should be short and easy to remember.

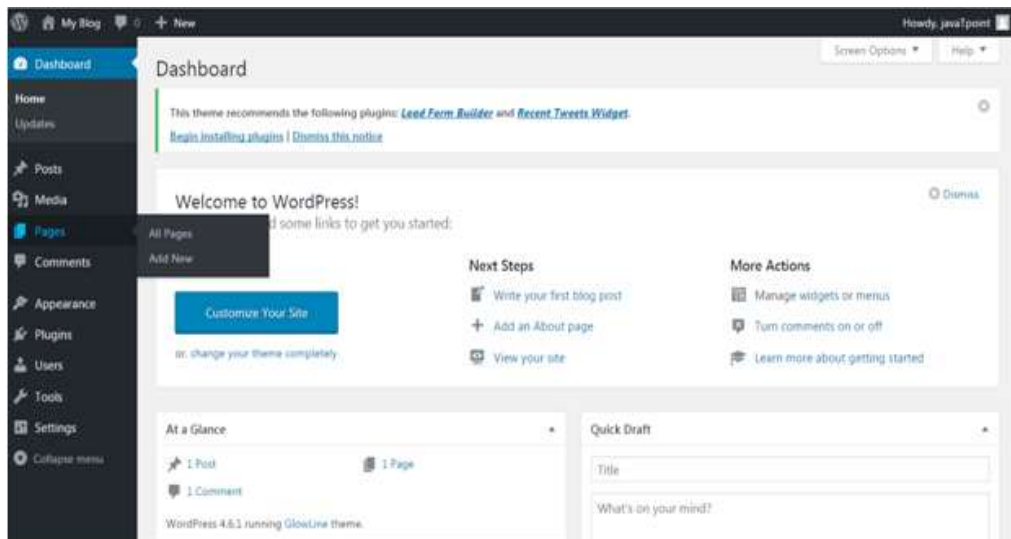
**Step 2- Choosing a theme/template:** To use themes or templates for your site, login to your WordPress site. By default, dashboard is the first screen to be displayed. In WordPress there are more than 150 free themes. To access free themes “go to the side bar menu of dashboard”, select Appearance > Themes



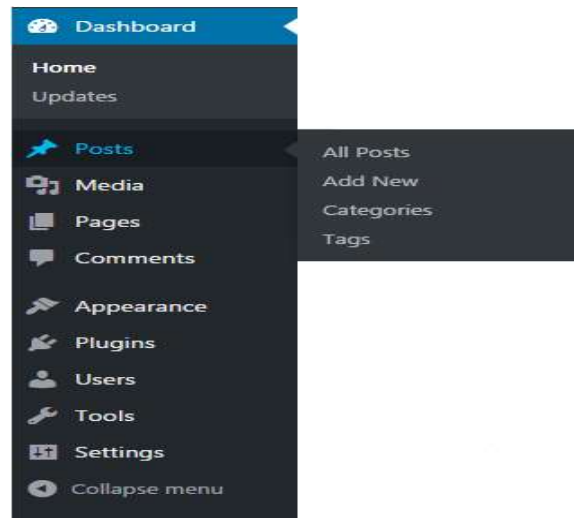


For more themes click on “Add New” button. To install a theme, click on install followed by Activate button.

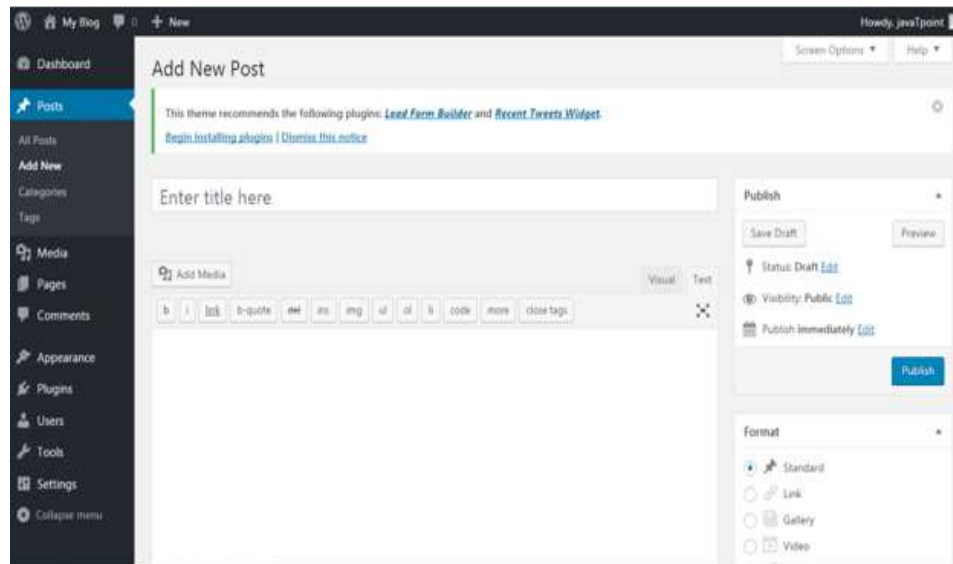
**Step 3- Creating new pages:** To create a new page, go the sidebar menu. Click Pages > Add New option.



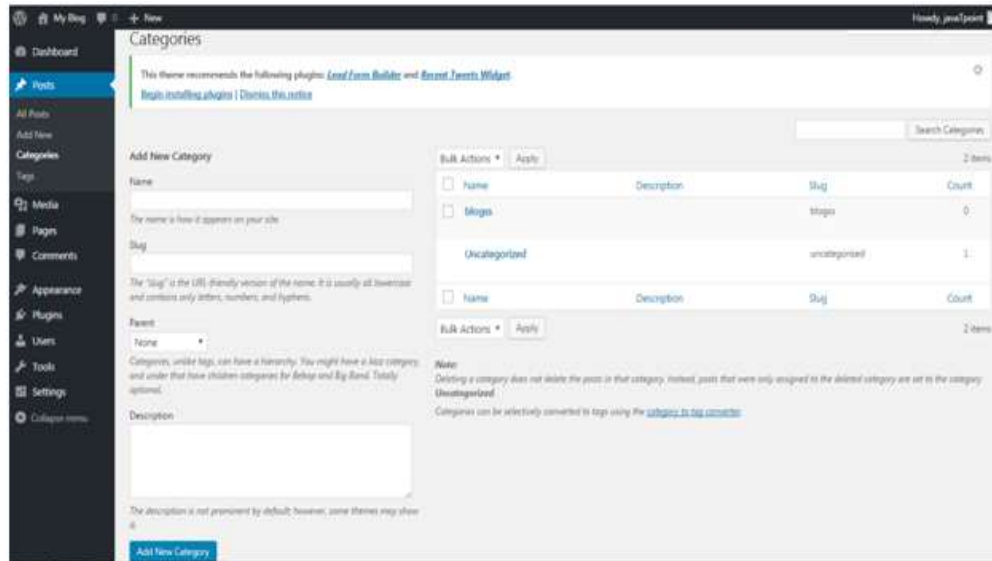
**Step 4- Adding Content:** (i) Adding new post



Posts are required to make our site more popular. To add posts, click on Post > Add New option. There are two ways to write a post, either in visual editor or in text editor.

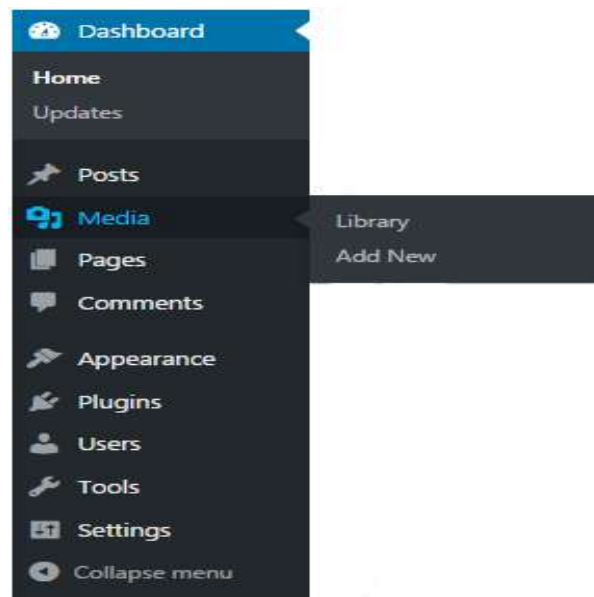


(ii) Adding Categories: With this feature we can divide our contents in different categories. This tool is very useful when we are publishing contents for more than one field. To add categories. Click on Posts > Categories.

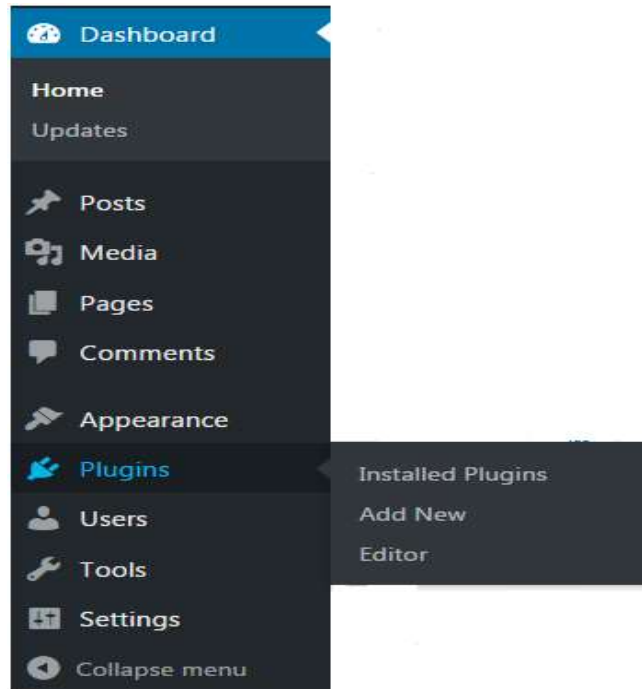


Here, the Name adds a title to your new category. In Slug, you can add some words which will become part of URL while searching.

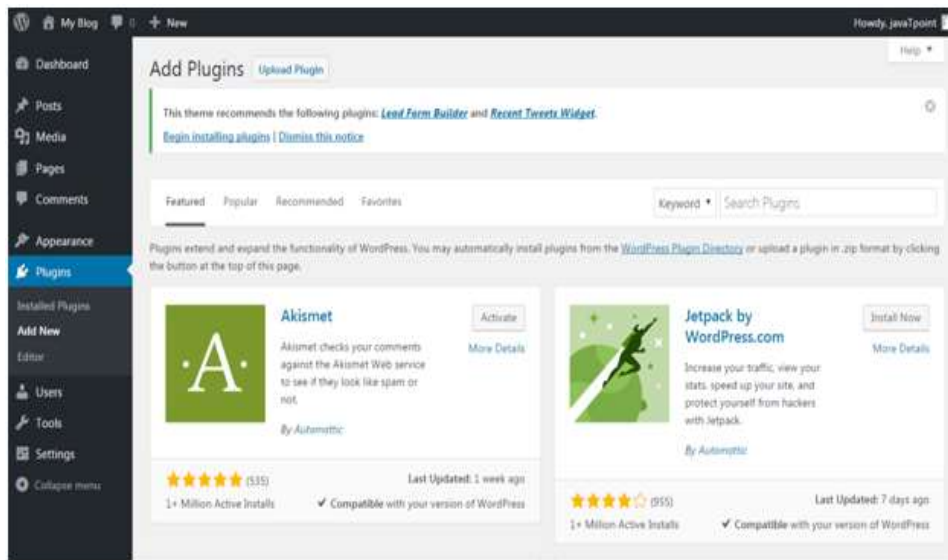
**Step 5- Adding Media:** Websites look attractive by using media files such as photos and videos to describe its contents. WordPress provides functionality to add media. To add media in website, click on Media on sidebar menu.



**Step 6- Installing plugins:** Plugins are the extensions in the WordPress with certain pieces of coding expanding specific functions to your site. They are not built-in. There are almost 25,000 different plugin options to choose from.



To install a plugin, click on Plugins > Add New.



Now we can choose a plugin from the given options. Just click Install Now and we will be able to use it.

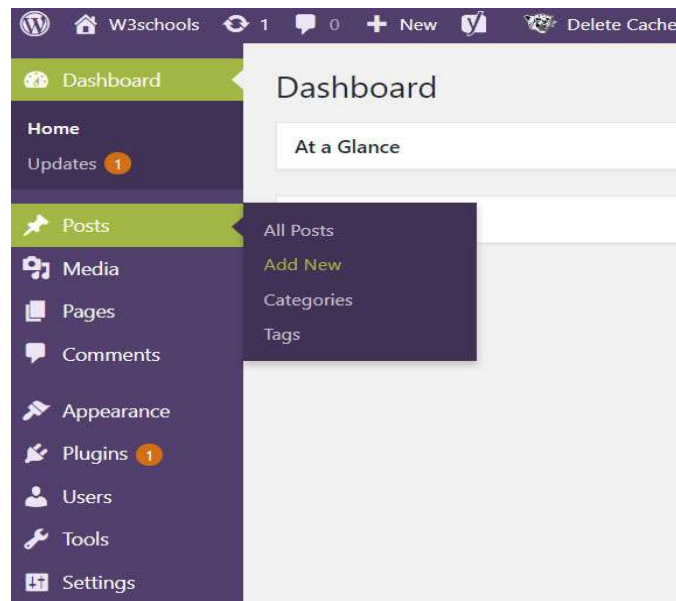
## 4.7 WORDPRESS POST

One of the common activities of WordPress admin user is to insert contents such as text, multimedia or other contents by adding posts in WordPress. Putting contents on website is done using this feature of WordPress. Post is a component of WordPress that allow users to inscribe a blog and post its contents on website.



**Adding a New Post:** To add a new post on the website through WordPress, we have to login to WordPress account. After login follow the below steps:

- Go to the sidebar menu on the left of dashboard.
- Click on Post > Add New
- Now a new screen will appear where we can give the option to add a title and contents for our page. There are two main components
  - 1) Title: Insert the title of the post.
  - 2) Content: Where we can write the contents of the post. It can be done by two different ways. The first is visual mode where we can write contents in regular format using WYSIWYG editor. The second one is text mode where we can write in HTML format.



### **Publishing a New Post:**

When a post is created, the next step is to publish the contents of the post. For this click on the publish button available on the right side of the panel. List of the components that comes under the publish section is:

- Save Draft- used for saving post as a draft.
- Preview- is used for previewing the post before publishing.
- Move to Trash- used for deleting the post.
- Status- for changing the status of the post whether it is published, pending or under draft.
- Visibility- is used to modify the visibility of the post to public, private or password protected.
- Published- is used for changing the published post time and date.

**Edit Existing Post:** To edit a post go to “Posts > All Posts”. This will provide a list of all created posts. Move the mouse on any post; you will see an option for Edit and Quick Edit.

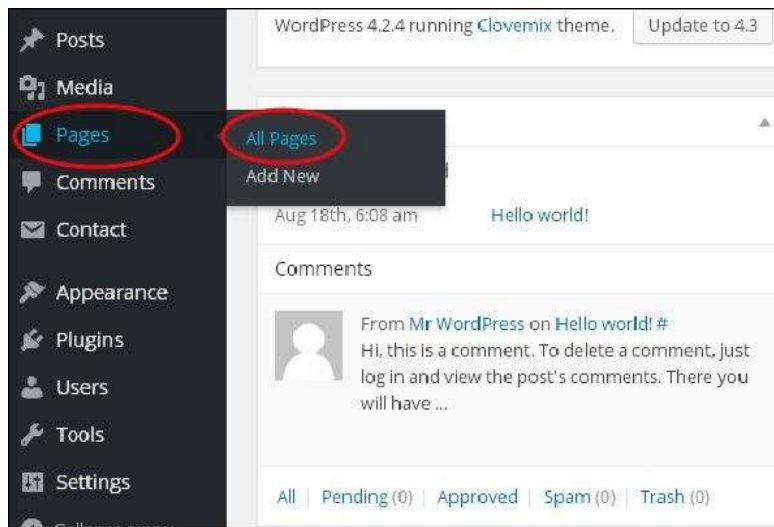
**Delete Existing Post:** To Delete a post go to “Posts > All Posts”. This will provide the list of all posts. Move mouse on any post you will see a link of Trash. The trash option allows us to delete the particular post.

## 4.8 WORDPRESS LINKS AND GOOGLE MAP IN WORDPRESS

In webpages links are used to connect one resource to another resource. A link in a page or blog posts help to connect to other pages.

**Add WordPress Links-** Steps to add links in WordPress are-

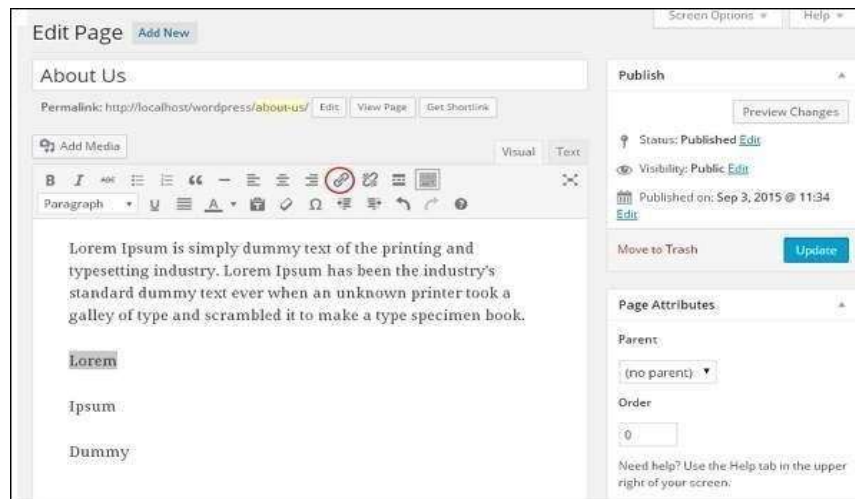
Step 1- Click on “Pages > All Pages”



Step 2- A new window get displayed which provide the list of created pages. Select any page to add links inside it.



Step 3- Select any of the word or sentence where we want to add link.



Step 4- When we click on the Insert / Edit link symbol, the following window gets displayed.

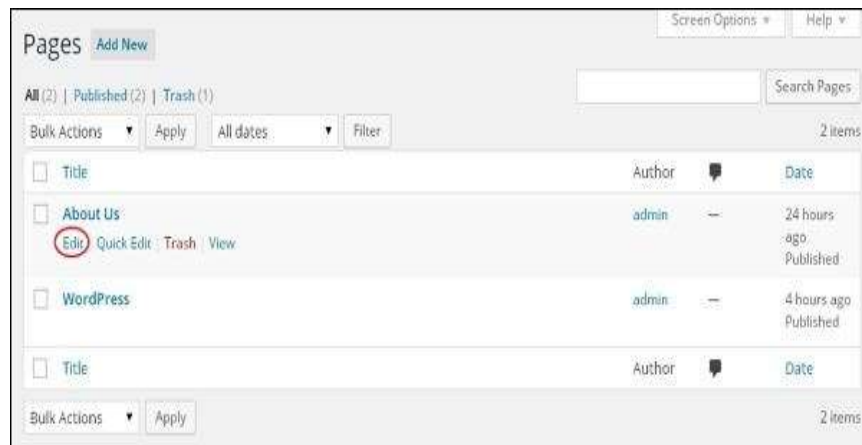
The various fields in insert/edit link are

- URL: Enter URL to the link.
- Link Text: Insert text we want to enter into the link.
- Open link in a new window/tab: check the box as required.

Now click “**Add Link**” button and then **Update** button to update the changes.

**Edit Links-** Steps to edit links in WordPress

- 1) Click on “Pages > All Pages”
- 2) A new window provides a list of all the created pages. Move the cursor on the page to be edited. It gives the option of Edit, click on “Edit”.



3) It displays the page which contains the link. Move the cursor on the word which has a link, it shows a pencil symbol to edit the link. Click on it.

4) You can change or edit link by selecting the page from the existing list. After selecting the page click on Update button.

**Delete Links-** Using WordPress we can remove the unwanted links from our websites or articles. Steps to delete the links in WordPress are-

Step 1- Click on “Pages > All Pages”,

Step 2- A new window shows the list of all created pages. Move the cursor on the page which has the link to be deleted. Click on the “Edit” button to delete the link.

### Google map in WordPress-

Google map is a free online mapping and navigation application for desktop and mobile devices from Google. We can use Google maps to get step by step directions, find information about locations and local businesses etc. The Google map can be added in our webpage or blog through WordPress in following two ways.

**Directly Embed Google Maps in WordPress:** The simplest way to add Google Maps in the WordPress post or website is by directly using an Embed Code provided by Google itself. To use this feature, first open Google Maps, and then search for location or required place. Then click on the “Share” button and then on the “Embed Map” option. Now choose the size required for your Google map and copy the given Embed code.

Once we have the embed code, we can insert the code as an HTML block into our post. To do so, click on the plus icon to add a block and look for custom HTML block under the formatting section. Now paste the embed code here. After saving the post, the map is shown in the post.

**Adding Google Maps in WordPress using a Plugins:** If the maps are the important content of website and we need to frequently add maps in our posts, then adding Google Maps using

a plugin is recommended.

For this feature first we need to install and activate Map Press Easy Google Maps plugin. Edit a post or page where we want to add the map. Scroll down to Map Press section on the post edit screen and click on “New Map” button. This will open Map Press editor where we can enter an address or click on my location link to allow plugin to automatically detect your location. Now provide the title to your map and choose the map size. Now click on the “Save” button and then click on “Insert into Post” button to add the map into your post. Update or publish the post and see the preview. With Map Press we can add multiple maps to a page or post.

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## **4.9 POINTS TO REMEMBER**

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- Content Management System (CMS) is application software that provides an environment to manage digital contents such as text, images, audio, video etc.
- CMS consist a database which organizes and provides access to all types of digital contents.
- The main objective of a computer network is sharing of information, resources and distributes the processing load.
- Content Management Application (CMA) and Content Delivery Application (CDA) are the main components of CMS.
- CMA is the front-end user interface which is used to create and design web pages.
- CDA act as the backend portion of website which is used for compiling the information and updating web pages.
- CMS can be classified as (1) Component Content Management System (CCMS), (2) Document Management System (DMS), (3) Enterprise Content Management System (ECM), (4) Web Content Management System (WCMS), (5) Digital Asset Management System (DAM).
- The most popular open-source software which works as a CMS is WordPress.
- WordPress makes easy to setup, manage and maintain a blog or a website without any technical expertise.
- WordPress is based on PHP and MySQL.
- WordPress was released on 2003 by Mike Little and Matt Mullenweg.
- WordPress dashboard is the first screen which seen when login to admin and allows full access to manage a website or blog.

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## **4.10 GLOSSARY**

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- **Digital Marketing-** Digital marketing is a type of marketing which uses the internet, computer, mobile devices, search engines and other channels to reach the consumers.
- **Contents-** Content can be defined as the information available on digital media such as

text, images, sound etc.

- **Database-** A database is an organized collection of structured information or data stored in a computer system.
- **Programming Languages-**The languages or syntax which are used to write instructions or programs for computer are called programming languages.
- **Graphical User Interface (GUI)-** The graphical user interface provides an interface through which the user can interact with the electronic device.
- **Remote Access-** Remote access is the ability to access a computing device that is not in your physical location.
- **Open-Source Software-** Open-source software is software with source code that the end user can inspect, modify and enhance.
- **General Public License (GPL) -** The GNU General Public License (GPL) is a series of widely used free software licenses that guarantee end user the freedom to run, study, share and modify the software.

#### **4.10 CHECK YOUR PROGRESS**

##### **Part-A (Fill in the blanks):**

- a) CMS stands for .....
- b) The relational database used by WordPress is .....
- c) WordPress is written in ..... programming language.
- d) WCMS stands for .....
- e) ..... is the first page which is displayed after logging into a webpage in WordPress.

##### **Part-B (Descriptive type questions)**

- a) What is a content management system? Describe the benefits of CMS?
- b) What is WordPress? Describe the features of WordPress?
- c) What is the use of Quick Draft Section in WordPress dashboard?
- d) What is WordPress post? How a new post is added in the WordPress?
- e) Describe the steps to create a website or blog in WordPress?

##### **Answers- (Part A- Fill in the blanks)**

- a) Content Management System      b) MySQL      c) PHP
- d) Web Content Management System      a) Dashboard

#### **4.10 BIBLIOGRAPHY/ REFERENCES**

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#### ***4.10 SUGGESTED READINGS***

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- Chris Dixon “WordPress Academy: Learn WordPress Step by Step”, Packt Publishing.

## UNIT- 5

# KEYWORD RESEARCH TOOLS

5.1	INTRODUCTION
5.2	OBJECTIVES
5.3	HOW TO FIND KEYWORD IDEAS?
5.4	HOW TO ANALYZE KEYWORDS
5.5	HOW TO TARGET KEYWORDS
5.6	HOW TO PRIORITIZE KEYWORDS
5.7	ONLINE REPUTATION- TACTICS & METHODS
5.8	BUILDING ONLINE REPUTATION
5.9	BENEFITS OF ONLINE REPUTATION MANAGEMENT
5.10	POINTS TO REMEMBER
5.11	GLOSSARY
5.12	CHECK YOUR PROGRESS
5.13	BIBLIOGRAPHY/ REFERENCES
5.14	SUGGESTED READINGS

### **5.1 INTRODUCTION**

Keyword research is a kind of practice by search engine optimization (SEO) professionals to find and research the “search terms”; those users enter into search engines when looking for products, services or general information on the web. Search engine optimization professionals’ first research keywords (search terms), and then align web pages with these keywords to achieve better rankings in search engines. Once they find a niche keyword, they expand on it to find similar keywords. Keyword suggestion tools usually aid the process, like the Google Ads Keyword Planner, which offers a thesaurus and alternative keyword suggestions. Google's first party data also aids this research through the likes of Google auto-complete or People Also Ask.



Keywords are the foundation of SEO. If nobody is searching for what you're writing about, you won't get traffic from Google, no matter how hard you try. Keyword research is the process of discovering words and phrases that people use in search engines, like Google, Bing and YouTube. Keyword research provides you with specific search data that can help you answer questions like:

- What are people searching for?
- How many people are searching for it?
- In what format do they want that information?

The objective of keyword research is to generate, with good precision and recall, a large number of terms that are highly relevant yet non-obvious to the given input keyword. The process of keyword research involves brainstorming and the use of keyword research tools. To achieve the best SEO results, it is important to optimize a website's content as well as backlinks for the most relevant keywords. It is good practice to search for related keywords that have low competition and still a high number of searches. This makes it easier to achieve a higher rank in search engines which usually results in higher web traffic. The downside of this practice is that the website is optimized for alternative keywords instead of the main keyword; main keywords might be very difficult to rank for due to high competition. There are three essential concepts to consider when conducting keyword research. Good keywords are closely related to the subject of the website. Most search engines use an internal quality system to check website relevance related to possible keywords, a non-relevant keyword is unlikely to rank well for a website. Good keywords that are highly competitive are less likely to rank in the top. Keywords that have no monthly searches are believed to generate little to no traffic and therefore of little value for SEO. Keyword stuffing in a web page should be avoided. Keyword research also helps you to answer questions like:

- How hard will it be to rank for this keyword?
- How much traffic am I likely to get if I rank for this keyword?
- What kind of content should I create to rank for this keyword?
- Are people searching for this keyword likely to become my customers?
- Finding the right answers to these questions will help you pick your battles wisely.

Besides the above raised questions, we will also elaborate the following terms-

- **Increasing the Significant Traffic:** The optimization of the website can be done properly by creating the keyword targeted content. Good quality content on the website provides ultimate results in very less time. It drives direct traffic from the search engines to your website.
- **Generating E-commerce Sales:** Another objective of SEO is that helps you generate relevant traffic to your e-commerce website which often leads to the generation of

sales. Once you have successfully implemented the SEO strategies on your e-commerce website then you can expect extremely high conversion rates.

- **Branding:** The branding is another powerful tool for the application of SEO. The branding is closely related to creating brand awareness and recognition. You must have noticed that the websites which remain at the top of the search engine ranks get more traffic and popularity. These websites use this exposure to bolster the brand recognition and authority of their brand.
- **Reputation Management:** The businesses who are willing to populate the search results with relevant and positive links. The use of SEO enables this process with the help of content creation and its promotion through link building. Reputation management is considered as one of the most challenging tasks of search engine optimization. This practice involves the optimization of pages on different domains. It uses various social media profiles, public relations, press releases, etc for this task.
- **Lead Generation:** Millions of search queries are made every day on the search engines and most of them have commercial intents. You just have to follow the right SEO strategies for maximizing the lead generation on your website. The more often people would visit your website, the more likely they would trust you. This can only be achieved by improving the ranking of your website through SEO.

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## 5.2 OBJECTIVES

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After the successful completion of this unit, you will be able to-

- Explore Search Keywords Ideas.
- Prioritize and analyze Search Keywords.
- Define Online Reputation management and benefits.

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## 5.3 HOW TO FIND KEYWORD IDEAS?

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Keyword research starts with thinking about how potential customers might be searching for your business or website. You can then use keyword research tools to expand on those ideas and find even more keywords. It's a simple process, but two things need to be true to do it well: (i) You need to have good knowledge of your industry; (ii) You need to understand how keyword research tools work and how to get the most out of them.

In this unit, we'll run through a few actionable ways to improve your knowledge in both those areas and discover potentially winning keywords for your website in the process.

- Brainstorm 'seed' keywords
- See what keywords your competitors rank for
- Use keyword research tools
- Study your niche

## Brainstorm ‘seed’ keywords:

Seed keywords are the foundation of the keyword research process. They define your niche and help you identify your competitors. Every keyword research tool asks for a seed keyword, which it then uses to generate a huge list of keyword ideas (more on that shortly).

If you already have a product or business that you want to promote online, coming up with seed keywords is easy. Just think about what people type into Google to find what you offer. For example, if you sell coffee machines and equipment, then seed keywords might be:

- coffee
- espresso
- cappuccino
- french press

Note that seed keywords themselves won’t necessarily be worth targeting with pages on your website. As the name suggests, you’ll use them as ‘seeds’ for the next steps in this process. So don’t obsess too much over your seed keywords. It should only take a few minutes to find them. As soon as you have a handful of broad ideas related to your website’s topic, move on to the next step.

## See what keywords your competitors rank for:

Looking at which keywords already send traffic to your competitors is usually the best way to start keyword research. But first, you need to identify those competitors. That’s where your brainstormed list of keywords comes in handy. Just search Google for one of your seed keywords and see who ranks on the front page.

cappuccino

en.wikipedia.org › wiki › Cappuccino ▾

### Cappuccino - Wikipedia



A **cappuccino** is an espresso-based coffee drink that originated in Italy, an traditionally prepared with steamed milk foam (microfoam). Variations of the  
[Definition](#) · [Etymology](#) · [History and evolution](#) · [Preparation](#)

www.bbcgoodfood.com › Recipes ▾


### Cappuccino recipe - BBC Good Food



[Method](#) · [STEP 1](#) Make around 35ml espresso using a coffee machine and

## Use keyword research tools:

Competitors can be a great source of keyword ideas. But there are still tons of keywords your competitors aren't targeting, and you can find these using keyword research tools. Keyword research tools all work the same way. You plug in a seed keyword, and they pull keyword ideas from their database based on that keyword. Google Keyword Planner is perhaps the most well-known keyword tool. It's free to use, and although it's mainly for advertisers, you can also use it to find keywords for SEO. Let's enter a few of seed keywords and see what it kicks back:

 coffee, espresso, cappuccino, french press, moka pot

Broaden your search:

 [Exclude adult ideas](#)  Showing 5,198 of 5,205

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches
Keyword ideas	
<input type="checkbox"/> coffee near me	100K – 1M
<input type="checkbox"/> best coffee near me	10K – 100K
<input type="checkbox"/> cafe near me	100K – 1M
<input type="checkbox"/> coffee shops near me	100K – 1M
<input type="checkbox"/> barista	10K – 100K
<input type="checkbox"/> latte	10K – 100K
<input type="checkbox"/> bulletproof coffee	100K – 1M
<input type="checkbox"/> macchiato	10K – 100K
<input type="checkbox"/> irish coffee	10K – 100K
<input type="checkbox"/> americano	10K – 100K
<input type="checkbox"/> flat white	10K – 100K

- barista
- macchiato
- irish coffee
- americano
- flat white
- cold brew
- percolator

- turkish coffee
- arabica
- k cups
- frappuccino

You'll notice that Google Keyword Planner is smart enough to show you relevant keyword ideas, even if they don't contain your seed keywords. Take "k cups," for example. Unless you're a hardcore coffee connoisseur, you probably wouldn't know this relates to coffee.

### **Study your niche:**

Everything we've discussed so far is enough to generate an almost unlimited amount of keyword ideas. But at the same time, the process kind of keeps you "in the box." It's limited by your seed keywords and by the size and freshness of your chosen keyword tool's database. Because of this, you'll almost certainly miss some good ideas. You can solve this by studying your niche in more detail. And a good starting point is to browse industry forums, groups, and Q&A sites. This will help you find more things that your prospective customers are struggling with that didn't show up in keyword tools and that none of your competitors bothered to cover.

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## **5.4 HOW TO ANALYZE KEYWORDS**

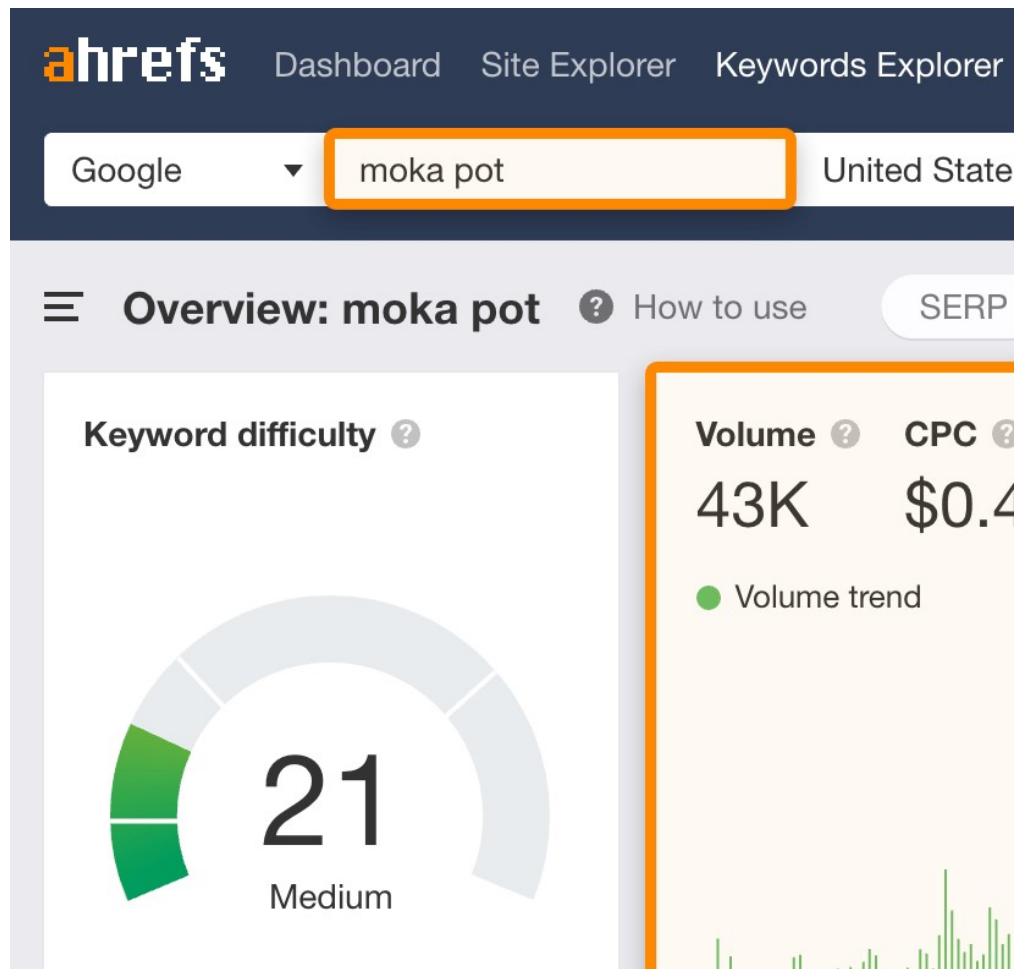
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Having tons of keyword ideas is all well and good. But how do you know which ones are best? After all, going through them all by hand would be a near-impossible task. The solution is simple: Use SEO metrics to narrow things down and separate the wheat from the chaff before adding them to your content calendar. Let's explore five keyword metrics you can use to do this.

- Search volume
- Clicks
- Traffic potential
- Keyword Difficulty
- Cost Per Click (CPC)

### **[1] Search volume-**

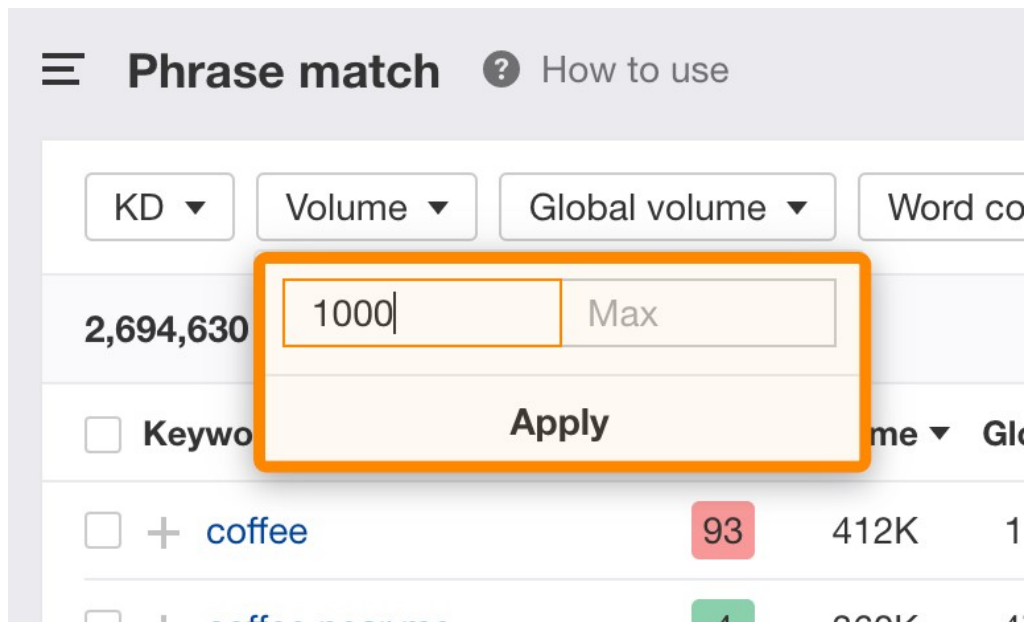
Search volume tells you the average number of times a keyword gets searched per month. For example, "moka pot" has a monthly search volume of 40,000 in the US alone.



There are three important things to note about this number:

1. **It's the number of searches, not the number of people who searched.** There are cases where someone might search for a keyword multiple times a month (e.g., “weather in singapore”). These searches contribute to the search volume, even though it's the same person doing them.
2. **It doesn't tell you how much traffic you'll get by ranking.** Even if you manage to rank number one, your traffic from a keyword will rarely exceed 30% of this number. And that's if you're lucky.
3. **It's an annual average.** If there are 120k searches for a keyword in December and none for the remaining eleven months of the year, it's monthly search volume will be 10k (120k / 12 months).

In Keywords Explorer, you'll see a search volume filter in every keyword idea report.



This filter is useful for two main things:

**Filtering out super high-volume keywords.** If your site is new, then you probably don't want to sift through pages of keywords with 100k+ monthly searches because they're likely to be competitive.

**Filtering specifically for lower-volume keywords.** Perhaps you want to find uncompetitive, low-volume keywords where you can easily suck up additional traffic with short articles. These are known as long-tail keywords.

If you need to see search volumes for a country other than the US, there are 171 countries in Keywords Explorer to choose from. You can also see global search volumes (the sum of search volumes from all countries). Both of these options are useful if you do business internationally for two reasons:

**You shouldn't limit yourself to one country.** If you sell products worldwide, then the US might only be a small segment of your market. If people are searching for what you offer elsewhere, you need to know about it.

**You should consider the "buying power" of countries with search volume.** Perhaps you see a promising keyword with 100k monthly searches, but 90% of them come from a country with low GDP. In this case, the keyword might not be a great target as the "buying power" of searchers is probably quite low.

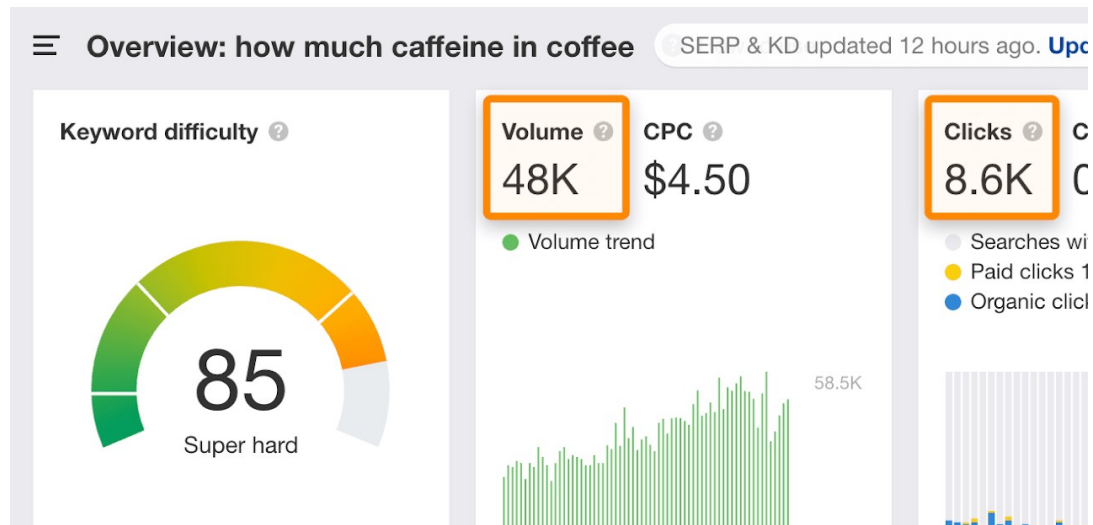
For example, take a look at the keyword, "backlink generator." It has a global search volume of 13,000, but over 70% of those searches come from countries with a low GDP per capita like India, Indonesia, Bangladesh, and Pakistan. So even though you could probably get a lot



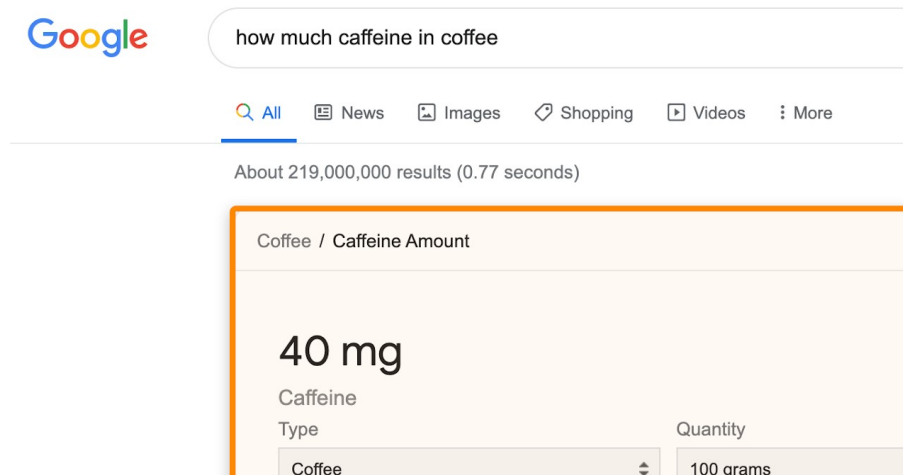
of traffic by ranking for this keyword, the ‘business value’ of that traffic would probably be quite low compared to a keyword that gets 70%+ of its searches from the US.

## [2] Clicks-

Many people might search Google for something, but that doesn’t mean they all click on search results and visit the top-ranking pages. That’s where the Clicks metric in Keywords Explorer comes in handy. It tells you the average number of monthly clicks on the search results for a keyword. Just take a look at a query like “how much caffeine in coffee.”



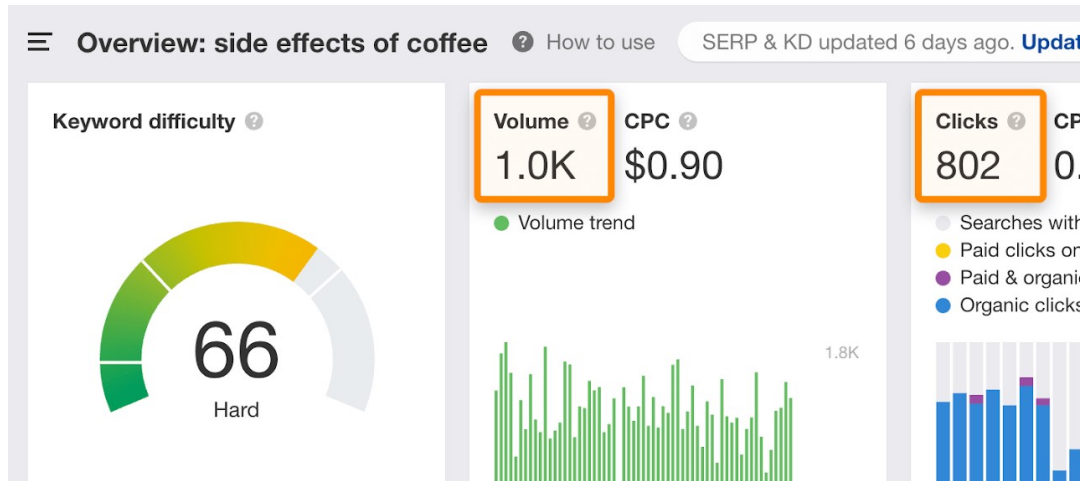
Despite having a monthly search volume of 48,000, it only gets 8,600 clicks. That happens because Google answers the question right in the search results. There’s no need for people to click to find the information they’re looking for.



Google is providing answers in the search results for more and more queries. That’s why the Clicks filter in Keywords Explorer is so invaluable. You can use it to weed out keyword ideas with miserable search traffic potential.

### [3] Traffic Potential

Let's say that you're considering a keyword like "side effects of coffee." According to Keywords Explorer, this gets an estimated 1,000 searches and ~800 clicks per month.



However, keep in mind that if you rank for this keyword, your page will probably also rank for all kinds of related keywords and synonyms, like:

- what happens if you drink too much coffee — 450 monthly searches
- effects of drinking too much coffee — 200 monthly searches
- too much coffee side effects — 200 monthly searches
- side effects of drinking too much coffee — 100 monthly searches

Since all these search queries mean roughly the same thing, estimating your potential search traffic from just a single search query is a mistake. It's better to look at how much traffic the current top-ranking pages currently get, which is super easy to do in Keywords Explorer.

### [4] Keyword Difficulty

SEO professionals typically gauge the ranking difficulty of a keyword manually. That is, by looking at the top-ranking pages for their target keyword. They account for many different factors to judge how hard or easy it'll be to rank:

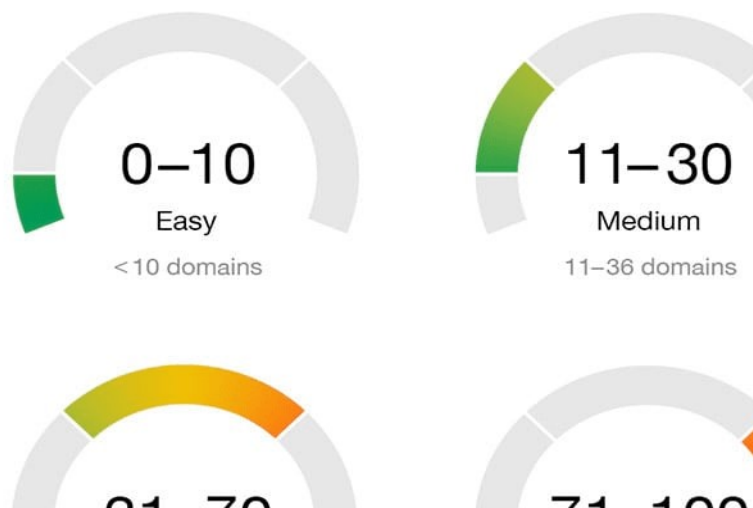
- Number (and quality) of backlinks;
- Domain Rating (DR);
- Content length, relevance, freshness;
- Use of the target keyword, synonyms, entities;
- Search intent;
- Branding;

This process varies from person to person, as there's no consensus on precisely what is and isn't important here. One person might believe that DR is important, and another might think that relevance plays more of a role. This lack of consensus makes life a little difficult for keyword research tool creators, as they each try to distill the ranking difficulty of keywords down to a single actionable score.

After talking to many professional SEOs about the signals that a reliable Keyword Difficulty score should factor in, we realized that everyone agreed on at least one thing: backlinks are crucial for ranking. So, in the end, we decided to base our Keyword Difficulty (KD) score on the number of unique websites linking to the top 10 ranking pages.

## Ahrefs' Keyword Difficulty Score

How many referring domains you'll need to rank in Top10 for a keyword



As you can see in the image above, each KD score relates to an approximate number of websites that should link to your page for it to get to the top 10 search results. Knowing how KD works, many people misuse the score by setting the filter from 0 to 30 and focusing solely on the “low-hanging” opportunities. They never bother to cover high-KD keywords on their websites, and that's a big mistake for two reasons:

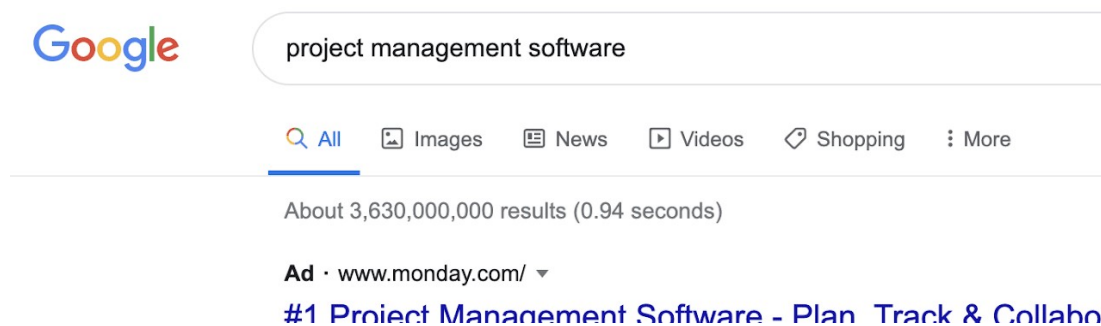
1. You should go after high-KD keywords sooner, not later. As you'll need lots of backlinks to rank, it pays to create your page and begin promoting it as soon as possible. The longer you delay, the bigger head start you give your competitors making it harder to outrank them in the future.

2. You should see high-KD keywords as link opportunities. The fact that the top-ranking pages have lots of backlinks is a sign of a ‘link-worthy’ topic. In other words, if you nail this topic, it might attract a lot of backlinks for you.

The bottom line is this: KD is not there to deter you from targeting specific keywords. It’s there to help you understand what it’ll take to rank for a given query and the ‘link-worthiness’ of the topic. Just know that you should always manually assess keywords before going after them and not rely solely on any tools’ keyword difficulty score to make your final decision. No keyword difficulty score can distil the complexity of Google’s ranking algorithm into a single number. Be wary of tool creators that suggest otherwise.

## [5] Cost Per Click (CPC)

Cost Per Click (CPC) shows how much advertisers are willing to pay for each ad click from a keyword. It’s more a metric for advertisers than SEOs, but it can serve as a useful proxy for a keyword’s value.



For example, the keyword “office coffee” has a relatively high CPC of \$12. That’s because most searchers are looking to buy coffee machines for their office, which can cost hundreds or thousands of dollars. But it’s the opposite story for “how to make good espresso.” That’s because most searchers aren’t looking to buy anything. They’re looking for information on how to brew espresso.

However, one important thing to know about CPC is that it’s much more volatile than Search volume. While search demand for most keywords stays roughly the same from month to month, its CPC can change any minute. That means that the CPC values you see in third-party keyword tools are snapshots in time. If you want real-time data, you’ll have to use AdWords.

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## 5.5 HOW TO TARGET KEYWORDS

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For every keyword on your list, you need to create the right kind of page and content to address it. Understanding how to do this is a crucial step in the keyword research process. Luckily, you can do it in two simple steps.

Identify the Parent Topic

Identify search intent

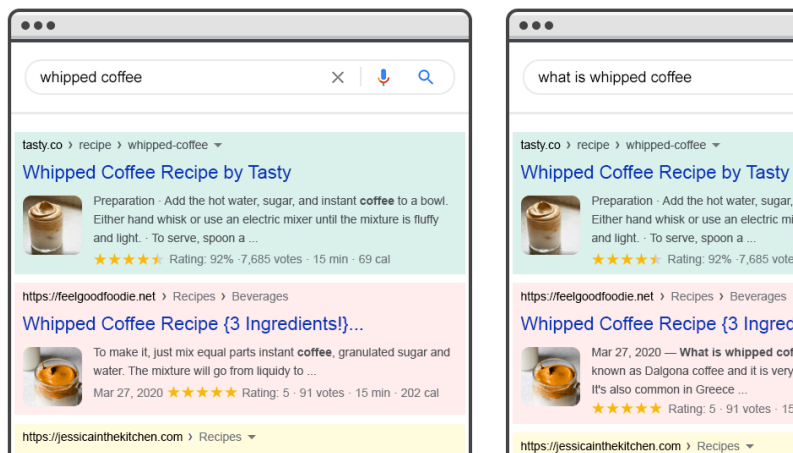
## Identify the Parent Topic-

Let's say that you've got these keywords on your list:

- how to make whipped coffee
- what is whipped coffee
- whipped coffee recipe
- how to make whipped coffee without instant
- whipped coffee without sugar

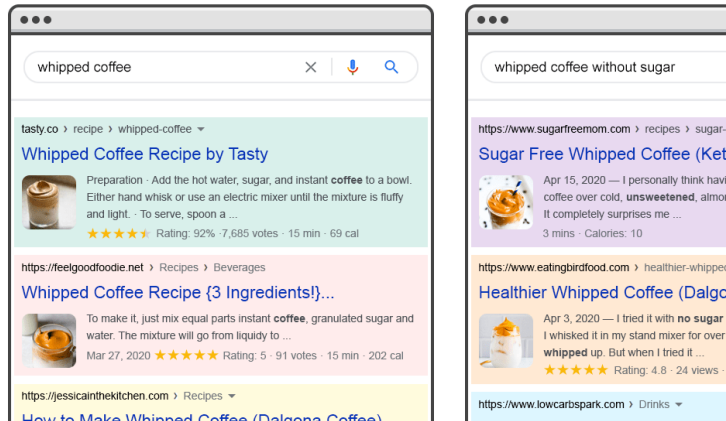
You might be wondering, should you build a different page for each keyword or target all of them on a single page? The answer largely depends on how Google sees these keywords. Does it see them as part of the same topic (i.e., how to make whipped coffee)? Or does it see them all as individual topics? For example, we see some of the same pages ranking for “how to make whipped coffee” and “what is whipped coffee.”

## Google Ranks the Same Pages Both of These Keywords



That seems to indicate that Google views both of these keywords as part of the same topic. We also see that most of the results for both searches are posts about making a whipped coffee. That tells us that “what is whipped coffee” is a subtopic of the broader topic of how to make a whipped coffee. For that reason, it would probably make more sense to target both of these keywords on a single page than to create two separate pages. However, if we look at the results for “whipped coffee without sugar,” we see the opposite:

## Google Ranks Entirely Different for These Two Keywords



Almost all of the results are specifically about making a sugar-free, healthy whipped coffee, not just any old whipped coffee. That tells us that “whipped coffee without sugar” isn’t part of a broader topic of making a whipped coffee (even though a whipped coffee without sugar is, in fact, still a whipped coffee). So we’d probably need to write a separate guide to rank for this keyword.

The problem with this approach is that it’s very manual and slow, so if you have many keywords to analyze, it can take quite some time. In Keywords Explorer, our solution to this problem is to show a “Parent Topic” for each keyword. It tells you whether we think you can rank for your target keyword while targeting a broader topic instead. To identify the “Parent Topic,” we take the top-ranking page for each keyword and find the keyword that sends the most traffic to the page.

### Identify search intent

Let’s say that you have these keywords on your list:

- coffee grinder
- latte vs cappuccino
- single cup coffee maker
- arabica coffee
- how to brew cold brew coffee
- manual burr coffee grinder

If you run an online store with a blog, you need to understand which to target with blog posts vs. product pages. For some keywords, this is obvious. You wouldn’t create a product page for “how to brew cold brew coffee” because that doesn’t make sense. Searchers want to know how to make cold brew coffee, not buy brewing equipment.

But what about a keyword like “manual burr coffee grinder?” Should you target this with a blog post about the best burr coffee grinders or an ecommerce category page showing all the burr coffee grinders you sell? From here, you can analyze what we like to call the three C’s of search intent to learn how best to target the keyword:

- Content type
- Content format
- Content angle

**Content type:** Content types usually fall into one of five buckets: blog posts, product, category, landing pages, or videos.

**Content format:** Content format applies mostly to ‘informational’ content. Typical examples are how-tos, listicles, news articles, opinion pieces, and reviews.

**Content angle:** Content angle is the main selling point of the content. For example, people searching for “how to make latte” seem to want to know how to do it without a machine or any special equipment.

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## 5.6 *HOW TO PRIORITIZE KEYWORDS*

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Keyword prioritization isn’t exactly the final step in the keyword research process. It’s more something that you should do as you go through the steps above. As you’re looking for keywords, analyzing their metrics, and grouping them, ask yourself:

- What is the estimated traffic potential of this keyword?
- How tough is the competition? What would it take to rank for it?
- Do you already have content about this topic? If not, what will it take to create and promote a competitive page?
- Do you already rank for this keyword? Could you boost traffic by improving your rank by a few positions?
- Is the traffic likely to convert into leads and sales, or will it only bring brand awareness?

That last point is a particularly important one. While search volume, traffic potential, difficulty, and search intent are all important considerations, you also need to consider what traffic from that keyword will be worth to your business. How to gauge the “business potential” of your keyword ideas

Many content marketers and SEOs judge the ‘value’ of keywords by mapping them to the buyer’s journey. That’s the process people go through before making a purchase. Conventional wisdom says that the earlier people are in their journey, the less likely they are to buy. How do people do this? The most popular method is to group keyword ideas into three buckets: TOFU, MOFU, and BOFU. Here are some examples of TOFU, MOFU, and BOFU keywords for Ahrefs:

- Top of the Funnel (TOFU): online marketing, what is SEO, how to grow website traffic.
- Middle of the Funnel (MOFU): how to do keyword research, how to build links, how to do website audit.
- Bottom of the Funnel (BOFU): ahrefs vs moz, ahrefs reviews, ahrefs discount.

Generally speaking, TOFU keywords have the highest traffic potential, but visitors aren't looking to buy anything just yet. And MOFU and BOFU keywords will bring you less traffic, but those people are closer to becoming your customers. We think that this concept is limiting and perhaps even misleading.

Here are three reasons why:

**First**, it doesn't take into account that you can take someone from the top of the funnel who's searching for some general thing like "online marketing" and walk them through all stages of the buyer's journey on one page. That is what direct response copywriters are known for. They don't create their ads based on TOFU/MOFU/BOFU. They create one ad that takes the reader from barely understanding their problem to buying your solution.

**Second**, it's quite challenging to assign each keyword a definitive TOFU, MOFU, or BOFU label because things aren't always that clear cut. For example, "link building tool" could be a MOFU or BOFU keyword for us. It depends on how you look at it.

**Third**, some marketers broaden their definition of TOFU to such a degree that they end up covering unrelated topics.

## **The role links play in SEO**

When we talk about links, we could mean two things. Backlinks or "inbound links" are links from other websites that point to your website, while internal links are links on your own site that point to your other pages (on the same site).

Links have historically played a big role in SEO. Very early on, search engines needed help figuring out which URLs were more trustworthy than others to help them determine how to rank search results. Calculating the number of links pointing to any given site helped them do this.

Backlinks work very similarly to real-life WoM (Word-of-Mouth) referrals. Let's take a hypothetical coffee shop, Jenny's Coffee, as an example:

- Referrals from others = good sign of authority; Example: Many different people have all told you that Jenny's Coffee is the best in town
- Referrals from yourself = biased, so not a good sign of authority; Example: Jenny claims that Jenny's Coffee is the best in town
- Referrals from irrelevant or low-quality sources = not a good sign of authority and could even get you flagged for spam; Example: Jenny paid to have people who have never visited her coffee shop tell others how good it is.



- No referrals = unclear authority; Example: Jenny's Coffee might be good, but you've been unable to find anyone who has an opinion so you can't be sure.

This is why PageRank was created. PageRank (part of Google's core algorithm) is a link analysis algorithm named after one of Google's founders, Larry Page. PageRank estimates the importance of a web page by measuring the quality and quantity of links pointing to it. The assumption is that the more relevant, important, and trustworthy a web page is, the more links it will have earned. The more natural backlinks you have from high-authority (trusted) websites, the better your odds are to rank higher within search results.

### **The role content plays in SEO**

There would be no point to links if they didn't direct searchers to something. That something is content! Content is more than just words; it's anything meant to be consumed by searchers there's video content, image content, and of course, text. If search engines are answer machines, content is the means by which the engines deliver those answers.

Any time someone performs a search, there are thousands of possible results, so how do search engines decide which pages the searcher is going to find valuable? A big part of determining where your page will rank for a given query is how well the content on your page matches the query's intent. In other words, does this page match the words that were searched and help fulfill the task the searcher was trying to accomplish?

Because of this focus on user satisfaction and task accomplishment, there's no strict benchmarks on how long your content should be, how many times it should contain a keyword, or what you put in your header tags. All those can play a role in how well a page performs in search, but the focus should be on the users who will be reading the content.

Today, with hundreds or even thousands of ranking signals, the top three have stayed fairly consistent: links to your website (which serve as a third-party credibility signals), on-page content (quality content that fulfills a searcher's intent), and RankBrain.

### **What is RankBrain?**

RankBrain is the machine learning component of Google's core algorithm. Machine learning is a computer program that continues to improve its predictions over time through new observations and training data. In other words, it's always learning, and because it's always learning, search results should be constantly improving. For example, if RankBrain notices a lower ranking URL providing a better result to users than the higher-ranking URLs, you can bet that RankBrain will adjust those results, moving the more relevant result higher and demoting the lesser relevant pages as a by-product.

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## **5.7 ONLINE REPUTATION- TACTICS & METHODS**

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Online reputation determines how others perceive your business when they search for or stumble upon it online. Consequently, online reputation management (ORM) proactively influences what information people will find. For instance, various techniques and strategies can help you push damaging and harmful content further down the Google search engine

results pages (SERPs) by ranking your own or third-party more desirable material above it. Why is this important? Because the top five listings in Google's search results receive about two-thirds of all clicks. ORM is not only about managing content in search engines, though. It's also about managing negative business reviews and encouraging happy clients to contribute more positive feedback. The importance of your online personal and professional reputation can't be understated. Here are the four distinct digital marketing channels involved in ORM, channels also referred to as the PESO Model.

**Paid Media:** Paid media includes all marketing efforts that require payment to feature your business on external websites and networks. This includes PPC advertising with Google AdWords, display ads on Facebook, and sponsored posts on industry/influencer blogs. Paid media extends your reach and drives traffic to your web properties by building new relationships with partners and customers.

**Earned Media:** Earned media describes the coverage of your business on external web entities for which you didn't pay. It requires you to stand out from your competition with great content, products, or services that users consider worth sharing, mentioning, reposting, and reviewing.

**Social Media:** Pages and profiles on social media are "an extension of your brand and create additional avenues for people to interact." When it comes to social properties, it's important to dedicate the resources to stay active on them by engaging in conversations and publishing fresh content regularly. As a general rule: not having a profile on a certain network is better than having an inactive one.

**Owned Properties:** Your business websites and blogs are properties owned by you, which means you have full control over them. Of course, the more properties you own, the higher your chances to effectively build your digital presence. At the same time, you don't want to cause confusion by establishing properties that can't be distinguished from one another.

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## **5.8 BUILDING OLINE REPUTATION**

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Here's how to use these digital marketing channels to start building and managing a healthy online reputation for your business.

### **Decide What You Want Your Online Reputation to Be**

With ORM, the first step is to decide what you want your online reputation to be. Do you want to be perceived as an industry authority? To adopt the position as the market leader? Or be known for your responsiveness and excellent customer service?

### **Assess Your Current Online Reputation**

You can begin by determining what your actual reputation is. Ask friends, family, clients, business partners, and stakeholders what comes to mind when they hear your business's

name. What do people already think about you? Does your digital presence match your reputation in your offline network? Listed below are five tools that will help you research and evaluate your digital reputation.

**The Brand Grader:** The Brand Grader (from Mention) provides an understanding of your brand's online presence for free. It will identify the most influential blogs and news websites that have published content featuring your business in the last 30 days and also show recent mentions from social sources. The tool also gives you a score that helps you identify strengths and weaknesses of your business's reputation.

**Go Fish Digital's Complaint Box:** Go Fish Digital has designed a free tool that lets you browse more than 40 different complaint websites at once and provides you with a list of negative reviews. Although there's no guarantee of completeness, using the complaint box is a convenient way to get first impressions of any negative reviews or comments you've received online.

**Mention:** Mention is a platform that scans more than 1 billion sources from social media networks and forums to blogs and many other web properties. You can use it to track your brand, competitors, and customers by using different search criteria.

**Google Alerts:** With the help of Google Alerts, you can keep track of new content published about your business. In addition, you can monitor industry news and follow your competitors. This helps you identify new guest blogging and commenting opportunities.

To set up an alert, all you need to do is search for a certain keyword and decide how often you want to receive notifications about new content via email. You can also define content sources such as news websites, blogs, or videos, and choose a preferred language and geographic region.

**Talkwalker Alerts:** Talkwalker Alerts calls itself a "Google Alerts alternative." With the free help of Talkwalker, you can monitor everything online regarding your brand and track your competitors' activities, recent events, and so on.

## **Craft a social media Policy that Supports Your Reputation Goals**

The next step for building an A+ online presence is to have an effective social media policy in place. Social media policy refers to how a company and its employees interact online. Here are a few key points to keep in mind when creating your policy:

- Don't allow staff members to freely post whatever comes to mind, particularly if the content is associated with your business. One reason for that is to protect your reputation. The other reason is liability. To keep things simple, you could tell your employees to label all of their posts as "personal" or create a pre-approval process for content, if necessary.

- Sensitive data should never be shared with the public, including financial, legal, and private client information.
- A captivating online reputation is all about professionalism. This also applies to publishing content on social media.
- Reserve the right to edit or delete potentially harmful content.

## **Design a Social Media Content Strategy to Promote Your Desired Reputation**

A social media content strategy outlines the subjects and topics your business or brand wants to focus on, the use of keywords and media types (articles, video, podcasts), and who's responsible for content creation and implementation, which doesn't necessarily have to be the same person. Here are some key points for your social media content strategy.

- Identify Your Social Media Goals
- Decide Which Social Platforms Will Help You Reach Your Ideal Customer and Attain Your Goals
- Consider Your Competitors' Social Presence and Social Platform Demographics When Integrating Social Platforms
- Research Content Ideas
- Establish a Content Publication Schedule and Assign Tasks
- Respect Your Audience
- Monitor Results

## **Enhance Your Reputation with Blog Posts (Owned Media)**

The key to success articles that rank high on Google, generating additional traffic with high engagement is to consistently publish content that provides value. Thorough keyword research and high-quality content increase your chances to push undesirable content further down on the SERPs. Here are a few tips and tools to help you publish quality content that supports your reputation.

- Use Relevant Keywords
- Strengthen Your Headlines
- Write for Readability, Not Search Engines
- Include Images
- Analyze User Metrics

## **Pursue and Manage Your Online Reputation**

Now that you have the basics in place, it's time to execute. Engage on social media, publish appropriate content on your blog, and use the tools from Step #2 to continually check in on how your brand is perceived online.

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## 5.9 ***BENEFITS OF ONLINE REPUTATION MANAGEMENT***

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Due to the invention of the internet, most businesses are investing in online presence. Some businesses are purely run online and entirely depend on online traffic for their existence. A crucial factor that most online businesses should consider to protect their business's future is their online reputation. It enables businesses or brands to attract or retain clients. Here are common reasons why every online business should maintain online reputation management:

- **Reputation Builds Credibility:** Most people prefer buying from brands that they can trust. In most cases, a negative word spoken about your business may spread faster than a positive one. This is why a negative comment needs to be addressed on time before it can lead to more future problems. Therefore, brand owners need online reputation management software to track their company's mentions and feedback. An online reputation strategy can fix a reputation issue before it gets out of hand.
- **Builds a Brand Image:** An effective online reputation management strategy can build the perfect brand image after a piece of negative information has been shared about it. Monitoring responses made about your business or brand can contribute to a positive brand image.
- **Boosts Sales:** Most customers have to search online before deciding to buy a product or service. Before a potential client decides to purchase from a specific brand, they first read online reviews to see how people valued its product. A business or product with the most positive reviews attracts most prospective customers, while most people skip past products or services with many negative reviews. This is why every online business should make an effort to have a positive online review as possible. It also allows business owners to keep track of every negative or positive review.
- **Builds Trust:** Trust is a crucial factor that enables any business to thrive. Therefore, every business must implement a way of building trust with their clients. Since most online users depend on other people who have bought the same product, brands with a high online reputation get more trust from potential clients. A business owner should ensure the content posted is accurate and consistent. Inconsistent content and false information can affect user credibility.
- **Improves Search Engine Rankings:** If a positive review or news about a specific brand or product would go viral, it attracts a lot of attention. Having a positive recommendation online or having many people talking about your product naturally increases your business's web traffic.
- **Cost-effective Marketing Tactic:** A professionally done online reputation management attracts positive recommendations to other people who will likely search for your business online. This can be termed as a free marketing technique for your

business. The more customers visiting your site, the higher the profit your business gains.

- **ORM Attracts Employees:** A business that has established professional staff is a foundation for a successful workforce. Most people tend to send applications to companies with a good reputation. Qualified applicants do their research about the company before they can accept any job positions.
- **Increases Positive Returns:** Most investors, banks, and other organizations go online to research your business before doing business with your company. They will more likely rely on customer feedback about the company. This is why having a strong online reputation is of big help to your business.
- **Offers a chance for High Ranking:** The best platform for your product to be seen is through Google search. There are thousands of people looking for information on Google sites, but most online users don't go past the first Google search page. A business with positive reviews and customer satisfaction tends to appear on the first page of Google search results. This leads to increased customer traffic, which generates sales for your business.
- **Risk of low Reputation:** Reputation is significantly linked to Directly impacting sales and revenue. Companies with low customer feedback and negative comments tend to lose their reputation online. No company wants to risk having a low reputation online because of the potential damage it can incur on a business. That's why online reputation management services are required. This helps any business struggling with a low reputation make the necessary adjustments, whether on their services or products, to ensure customer satisfaction.

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## ***5.10 POINTS TO REMEMBER***

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- Keyword research is a kind of practice by search engine optimization (SEO) professionals to find and research the “search terms”; that users enter into search engines when looking for products, services or general information on the web.
- Search keywords are the foundations of SEO.
- The objective of SEO is to help you to generate relevant traffic on your website which often leads to the generation of sales/services. Once you have successfully implemented the SEO strategies on your website then you can expect extremely high conversion rates.
- The objective of keyword research is to generate, with good precision and recall, a large number of terms that are highly relevant yet non-obvious to the given input keyword.

- The optimization of the website can be done properly by creating the keyword targeted content.
- Online Reputation Management (ORM) is considered as one of the most challenging task of search engine optimization. This practice involves the optimization of pages on different domains. It uses various social media profiles, public relations, press releases, etc for this task.

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## 5.11 GLOSSARY

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- **SEO:** Search Engine Optimisation is the practice of optimizing a website or webpage to increase the quantity and quality of its traffic from a search engine's organic results.
- **Cost per Click:** Cost Per Click (CPC) refers to the actual price you pay for each click in your pay-per-click (PPC) marketing campaigns.
- **Reputation Management:** Online reputation management (ORM) means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet. The purpose of online reputation management is to create balance, counteract misleading trends, and allow you to put your best foot forward.
- **Google Adwords:** Google AdWords is one of the services advertisers use for online promotion of their content, brand, website, etc through certain defined keywords to achieve traffic or leads. It is a form of brief advertising copy with keywords that are displayed on Google web pages and partner websites (called publishers) after matching their content with the keywords.
- **Paid Media:** Paid media is marketing that you pay for. Paid media includes TV ads, print advertising, sponsorships, and other types of media. In digital marketing, paid media includes pay-per-click (PPC) ads, paid social media ads, and search engine marketing (SEM).
- **Earned Media:** Earned media is promotion and coverage awarded by outside agencies or publications. Some brands will pitch news to publications about a campaign they're running so they can gain earned media in the form of a news story. Awards are another way brand can gain earned media.
- **Social Media:** social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and YouTube accounts.
- **Google Alerts:** Google Alerts are a free notification service provided by Google that sends emails to subscribers that summarize the search activity around search terms.

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## 5.12 CHECK YOUR PROGRESS

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### Descriptive Type Questions-

- a) What do you mean by search engine optimization?
- b) What are the objectives of Search engine optimisation?
- c) What is keyword research? Explain any Keyword Research tools.
- d) What are the qualities of good keywords?
- e) What is Online Reputation Management? How it helps in Business expansion?
- f) What are the benefits of online reputation management?

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### **5.14 SUGGESTED READINGS**

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- Online Reputation Management: A Guide for Social Media Marketers: Social Media Examiner,” Social Media Examiner | Social Media Marketing. [Online]. Available: <https://www.socialmediaexaminer.com/online-reputation-management-guide-for-social-media-marketers/>.



## UNIT- 6

# EMPLOYABILITY PROSPECTS IN DIGITAL PUBLICITY WORLD

6.1	INTRODUCTION
6.2	OBJECTIVES
6.3	DIGITAL PUBLICITY: AN OVERVIEW
6.4	NEED OF DIGITALIZATION
6.5	PROMOTIONAL TOOLS
6.6	TYPES OF EMPLOYABILITY IN DIGITAL ERA
6.7	EMPLOYMENT AND EMPLOYABILITY CHALLENGES IN DIGITAL ERA
6.8	FUTURE PROSPECTS: EMPLOYMENT, SKILL AND TRENDS
6.9	POINTS TO REMEMBER
6.10	GLOSSARY
6.11	CHECK YOUR PROGRESS
6.12	BIBLIOGRAPHY/ REFERENCES
6.13	SUGGESTED READINGS

### **6.1 INTRODUCTION**

In the beginning of Internet reform and economic growth by country, end user expectation and need have formed a shape where comfort and delight services has become vital criteria for product choice. Several brands in the market keep working to evaluate the changing needs of consumers, developing appropriate product and finding a marketplace to reach the proper customer. This digital reform has covered a new marketplace on the Internet, where everything and anything is available to explore and review and have a virtual feel. India is a growing economy country and has been considered different trends of digital marketing and publicity. So, the objective of this unit is to learn about digital publicity in the digital world, found digital publicity features and scope in the digital world as an employment for new

generations. This unit will bring insights into the scope of different digital trends and future scope.

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## **6.2 OBJECTIVES**

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After the successful completion of this unit, you will be able to-

- Understand about the digital publicity.
- Needs of digitalization for e-governance
- Know about the different types of tools for digital publicity.
- Explore the various digital tools for digital publicity.
- Scope in digital world as an employment for new generations

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## **6.3 DIGITAL PUBLICITY: AN OVERVIEW**

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Publicity is the notice or attention given to someone or something by the media. Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media. Publicity is not paid for by the organization. Publicity comes from reporters, columnists, and journalists. It can be considered as a part of public relations. Publicity involves giving public speeches, giving interviews, conducting seminars, offering charitable donations, inaugurating mega events by film actors, cricketers, politicians, or popular personalities, arranging stage show, etc., that attract mass media to publish the news about them.

Publicity is undertaken for a wide range of purposes like promoting new products, increasing sales of existing product, etc. It also aimed at highlighting employees' achievements, company's civic activities, pollution control steps, research and development successes, financial performance, its progress, any other missionary activities, or social contribution. Publicity has been defined as:

William J. Stanton: "Publicity is any promotional communication regarding an organization and/or its products where the message is not paid for by the organization benefiting from it."

Philip Kotler: "Non-personal stimulation of demand for the product or service, or business unit by placing commercially significant news about it in public media or obtaining favourable presentation of it upon radio, television, or stage that is not paid for by the sponsor."

In today's media marketplace your brand needs digital media and social media exposure along with your public relations campaign. 70% of online readers prefer to buy products they read about in articles vs. a digital ad? If your brand isn't getting social on Instagram, you may be missing out on building key relationships within the health, wellness and lifestyle influences. A top public relations team of innovative social media strategists and event

planning publicists can help convey your brand's social voice to get, the more digital value delivered to awareness of your brand. So-

Digital publicity is the practice of delivering promotional content to users through various online and digital channels. It leverages mediums such as social media, email, search engines, mobile apps, affiliate programs and websites to show advertisements and messages to audiences.

### Characteristics of Digital Publicity

Key characteristics of digital publicity have been briefly described in following part:

- **Meaning:** Publicity is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media. It involves obtaining favourable presentation upon radio, newspapers, television, or stage that is not paid for by the sponsor.
- **Control of Producer:** The company has no control over publicity in terms of message, time, frequency, information, and medium. It comes through mass media like radio, newspapers, television, etc. It is given independently by the third party. It is presented as a news rather than propaganda.
- **Credibility/Social Significance:** Publicity has a high degree of credibility or reliability as it comes from mass media independently. It is given as news for social interest. It has more social significance compared to other means of market promotion.
- **Part of Public Relations:** Publicity is a part of broad public relations efforts and activities. Public relations include improving, establishing, and maintaining direct relations with all publics. Publicity can help improve public relations.
- **Costs:** Publicity can be done at much lower cost than advertising. The company needs to spend a little amount to get the event or function publicized.
- **Effect:** Publicity message is more likely to be read, viewed, heard, and reacted by audience. It has a high degree of believability as it is given by the third party.
- **Importance of Publicity:** Like advertising and sales promotion, sales can be increased by publicity, too. Publicity carries more credibility compared to advertisement. Publicity is cost free; it doesn't involve direct cost. Publicity offers a lot of benefits to the producers and distributors.

### Importance of digital publicity-

- Digital publicity is the practice of delivering promotional content to users through various online and digital channels.
- The credibility level of publicity is much higher than advertising and other means of market promotion. People express more trust on what the third party independently

says. It appears directly through newspapers, magazines, television, or radio by the third party. It is free from bias.

### **Difference between publicity and advertising**

Publicity is not advertising, since you do not pay for time or space, nor is it public relations. Public relations are a broader task, which includes publicity, but involves promotion, public affairs, advertising, and opinion making as well.

- Advertising is paid form of ideas, goods and services while publicity is not paid by the sponsor.
- Advertising comes from an identified sponsor while publicity comes from a neutral and impartial source.
- Advertising is controllable by the organization while publicity is not controllable because it comes from a neutral source.
- Advertising is less credible in comparison to the publicity while publicity is more credible because it comes from an impartial source.
- Advertising always carries a positive message about your organization because it is the content you pay for but publicity can be positive or negative because it comes from an impartial source.
- In advertising you have a full chance to show your creativity, but in publicity creativity is limited because it comes from a non-paid source.
- Advertising is targeted to the particular audiences by the sponsor while in publicity it is not focused

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## **6.4 NEED OF DIGITALIZATION**

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Today's consumer is tech savvy, socially empowered, information rich and lacking time. At the same time, technology is quickly evolving and embracing the needs resulted from new consumer motivations. Digitalization has played a crucial role in the fast advancement of the global economy. In developed markets, Digital market is one of the most prominent and established platforms. Digitalization is maintaining its impressive growth in all markets, whether big or small.

In 2019, there are 1.92 billion online buyers in the world, accounting for a quarter of world population with 4.39 billion users on the Internet and 3.48 billion users active on social media to increase of 9% YOY. India, with world's second highest population, is a developing country where 627 million users are active on Internet with active buying at 273 million and with a growth rate of 20% increase for online buyers.

There are growing concerns that the increased use of various digital technologies will lead to job losses as human work is replaced by automation and AI. Many studies have tried to assess the possible impact, based on different methodologies and covering various

geographical areas and time periods. Most of them focus on the risks of job losses without considering the fact that new jobs will emerge in connection with digital disruptions. Similarly, as digitalization is more likely to affect specific tasks than full occupation, the real impact may not be reflected so much in terms of job losses as through changes in the nature of work. Predicting what the employment impact of digitalization will be is extremely difficult, and opinions vary. Overall estimates also vary widely.

A major, still open question is whether this time will be different from previous technological revolutions due to the rapid pace of technological change, which may make the transition period more painful.<sup>106</sup> The net outcome is likely to be highly contextual, depending on different factors, such as the level of development, production and labour market structures, skills and technological capacities, as well as the social characteristics of each country.

The current technological revolution need not become a race between humans and machines, but rather an opportunity for work to truly become a channel through which people recognize their full potential. To ensure that we achieve this vision, we must become more specific and much faster in understanding the changes underway and cognizant of our collective responsibility to lead our businesses and communities through this transformative moment.

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## **6.5 PROMOTIONAL TOOLS**

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The 4Ps of marketing are product, price, place and promotion. All four of these elements combine to make a successful marketing strategy. Promotion looks to communicate the company's message across to the consumer. The four main tools of promotion are advertising, sales promotion, public relation and direct marketing.

### **Advertising-**

Advertising is defined as any form of paid communication or promotion for product, service and idea. The advertisement is not only used by companies but in many cases by museum, government and charitable organizations. However, the treatment meted out to advertisement defers from an organization to an organization. Advertising development involves a decision across five Ms Mission, Money, Message, Media and Measurement.

Mission looks at setting objectives for advertising. The objectives could be to inform, persuade, remind or reinforce. The objective has to follow the marketing strategy set by the company. Money or budget decision for advertising should look at stages of product life cycle, market share and consumer base, competition, advertising frequency and product substitutability. A message's development further is divided into four steps, message generation, message evaluation and selection, message execution, and social responsibility review.

Once the message is decided the next step is finalizing the media for delivering the message. The choice of depends on reach of media, frequency of transmission and the potential impact on the customer. Based on this choice of media types are made from newspaper, television, direct mail, radio, magazine and the internet. After which timing of broadcast of the message is essential as to grab attention of the target audience. Checking on the effectiveness of communication is essential to the company's strategy. There are two types of research, communication effect research and sales effect research.

### **Sales Promotion-**

Promotion is an incentive tool used to drive-up short-term sales. Promotion can be launched directed at consumer or trade. The focus of advertising to create a reason for purchase the focus of promotion is to create an incentive to buy. Consumer incentives could be samples, coupons, free trial and demonstration. Trade incentive could be price off, free goods and allowances. Sales force incentives could be convention, trade shows, competition among sales people.

Sales promotion activity can have many objectives, for example, to grab attention of new customer, reward the existing customer, increase consumption of occasional users. Sales promotion is usually targeted at the fence sitters and brand switchers. Sales promotional activity for the product is selected looking at the overall marketing objective of the company. The final selection of the consumer promotional tools needs to consider target audience, budget, competitive response and each tool's purpose. Sales promotion activity should undergo pretest before implementation. Once the activity is launched it should be controlled as to remain within the budget. Evaluation program is a must after implementation of the promotional scheme.

### **Public Relations-**

Companies cannot survive in isolation, they need to have a constant interaction with customers, employees and different stakeholders. This servicing of relation is done by the public relations office. The major function of the public relations office is to handle press releases, support product publicity, create and maintain the corporate image, handle matters with lawmakers, guide management with respect to public issues. Companies are looking at ways to converge with functions of marketing and public relation in marketing public relation. The direct responsibility of marketing public relation (MPR) is to support corporate and product branding activities. MPR is an efficient tool in building awareness by generating stories in the media. Once the story is in circulation MPR can establish credibility and create a sense of enigma among sales people as well as dealers to boost enthusiasm. MPR is much more cost-effective tool than other promotional activities.

## **Direct Marketing-**

The communication establishes through a direct channel without using any intermediaries is referred to as direct marketing. Direct marketing can be used to deliver message or service. Direct marketing has shown tremendous growth in recent years. The internet has played a major part in this growth story. Direct marketing saves time, makes an experience personal and pleasant. Direct marketing reduces cost for companies. Face to face selling, direct mail, catalogue marketing, telemarketing, TV and kiosks are media for direct marketing. Advertisement, Promotional activity, public relation and direct marketing play an essential role in helping companies reaches their marketing goals.

## **E-Promotional TOOLS:**

When preparing a promotional campaign, electronic tools are used to achieve your online promotional objectives. There is a plethora of tools available to facilitate promotional activities and eMarketing, the companies must use such facilities as per the marketing campaign. A promotional plan can be part of a traditional marketing campaign, or function as a standalone online marketing campaign. These tools, as follows:

Search Engine Optimization: Organic search

AdWords

Analytics

Social Media

## **Search Engine Optimization:**

Search engine optimization (SEO) is the process of optimizing your online content so that a search engine likes to show it as a top result for searches on a certain keyword. In simple terms, it means the process of improving your site to increase its visibility for relevant searches. Essentially, SEO is an umbrella term that describes any technique used to move your website higher in search results for keywords related to your business. Effective search engine optimization can help your brand, build trust and credibility in the eyes of Google, which can lead to more traffic. Here are some advantages of SEO, which can help your business promote:

- There are people searching for your products or services on search engines
- SEO is more cost-effective than paid advertising
- SEO will help you gain market share

- SEO will increase your social media followers, blog traffic and email newsletter



subscribers.

- SEO builds trust and credibility
- SEO can decrease your cost per acquisition

### Adwords:

Google AdWords is one of the services, advertisers use for online promotion of their content, brand, website, etc. through certain defined keywords to achieve traffic or leads. It is a form of brief advertising copy with keywords that are displayed on Google web pages and partner websites (called publishers) after matching their content with the keywords.

### Analytics

Taking data-driven decisions are the key to successful marketing. Choosing the right marketing analytics tools, measuring your data correctly and optimizing your marketing efforts by it, will make the difference between failing to reach your marketing goals and completely crushing them. Marketing analytics tools, like Mixpanel, track the behaviours of individuals within the product so teams can monitor channel activity, tie activities back to revenue, gather insights, and test new ideas.

### Social Media

In the era of Facebook, WhatsApp, Twitter, and Instagram, social marketing has evolved as an integral part of promotional strategy. It is all most impossible to think of a promotional strategy without taking into account the importance of social media. Adopting some form of online promotion through social media has become essential for all business houses. In an industry where trends are changing in faster than light, adoption of social network is very vital for companies to survive in that race. Every company, big or small, young or established, needs to have an active presence on such social media.



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## **6.6 TYPES OF EMPLOYABILITY IN DIGITAL ERA**

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As digitization continues across industries, companies across the world from start-ups to established corporates are seeking digital professionals with relevant experience. Digital titans such as Google and Airbnb are always on the lookout for new talent, particularly in the area of emerging technologies as artificial intelligence becomes more mainstream and offers scalability. In terms of customer value using AI can help drive personalization and response times to queries using technology such as chatbots. The digital economy is embedded in every corner of our lives, and it's not going anywhere. There's a solid budget going into digital marketing now as opposed to traditional marketing.

### **What types of digital jobs?**

There is a wide range of digital marketing jobs out there meaning there are a huge variety of career options.

- Video/audio production.
- Interactive technology (such as AI).
- Mobile marketing.
- Search engine optimization (SEO).
- Search engine marketing (SEM).
- Social media.
- E-commerce.
- Email marketing.
- Marketing automation.
- Content management and creation.
- Web development.
- Web design.
- Copywriting and editing.
- Analytics.
- Business/marketing strategy.

### **Career in Digital World**

As technology continues its rapid ascension into all aspects of public and private life, an increased demand for digital careers has emerged. New sectors, industries, and career paths have been created in the blink of an eye meaning that many of today's most in-demand careers barely existed a decade ago.

A lot of today's business exist almost exclusively online. Of those which still maintain a brick-and-mortar presence, a strong digital footprint is required to be successful and present new opportunities for graduates pursue.

However, not all of these career paths are created equally. In order for educators to better understand the effect technology has had on ushering in the age of digital careers, it is helpful to examine which of these paths' students are gravitating towards. There has been a rise in demand for digital skills amongst graduates and working professionals and the education sector needs to respond accordingly. Let's examine some of the roles which are most sought after and explore their ambitions and what they need to get there.

### **Major Roles in Digital Career-**

- **Digital Marketing Manager or Digital Director:** The Digital Marketing Manager/Director looks after the overall marketing development, devising strategies that will drive more traffic, undertaking digital marketing campaigns, making improvements in website and updating it regularly etc.
- **Web Developer & Web Designer:** As a web developer/designer, you'll be responsible for designing, coding and modifying websites making it appealing and user-friendly. Prior knowledge of JavaScript, JQuery, HTML, CSS and web programming is required to get into this role.
- **Social Media Executive and Social Media Manager:** As a social media executive/manager you are required to keep a check on the latest social media trends and plan strategies accordingly, co-ordinate with the content team and client servicing team on regular basis, creating quality content or video etc. Knowledge about all the social media platforms and a lot of creativity are a must for this job role.
- **SEO Executive/Expert:** SEO executives are responsible for getting traffic on the website and improving the Google rankings. They have to make sure that the content on the website is search friendly, conduct keyword research, research about SEO tools, build sitemaps and submit them etc.
- **PPC/SEM Expert:** As a PPC/SEM expert, you are supposed to manage PPC keywords, split ad groups, refine landing pages, generate reports, provide suggestions for ad copies and graphics, etc.
- **Content Marketer:** If you think that you can write better than what is already there on the web then you are perfect for this role. Responsibilities of a content marketer include creating content that has all the qualities of going viral, making sure that the content is promoted well through SEO, coordinating with other teams and incorporating their inputs in content, following content trends, etc.
- **Other Roles:** There are many other roles or designations in Digital marketing that depend upon the company and their requirements. Some of them are: Analytics Manager, CRM Manager (Customer Relationship Management), Email Marketing Manager, E-Commerce Manager, Digital Agency Account Director, Creative Director,

UX Specialist, Mobile App Developer, Interactive Marketing Manager, Head of Digital, Chief Experience Officer, etc.

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## 6.7 ***EMPLOYMENT AND EMPLOYABILITY CHALLENGES IN DIGITAL ERA***

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Employment and employability are two major challenges for in the world especially in India. Employability is a word that can be used in different contexts and with different meanings. In this course, we are discussing employability as it relates to higher education, so we will use the following definition. Employability is:

“a set of achievements – skills, understandings and personal attributes – that makes graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy.”

Employability skills are the essential skills, personal qualities and values that enable you to thrive in any workplace. Most of the young generation worries about the employment opportunities in his or her country. Even the white collared jobs have been disappearing at a rapid pace.

Studies show that only 40 per cent is employable based on attributes of employability, such as domain knowledge, communication skills, numerical and logical attributes and vertical thinking. Skill-building policies and strategies need to be made more demand-driven and responsive to the needs of the industry, whose participation in the entire skill-building process will have to be proactive than has been the case at present.

For the past two decades, the new jobs have been created in IT, telecom, retail and pharmaceutical industries. E-Commerce has been the other major employer in India as more and more Indians are getting comfortable going online. Currently the top five companies of the world (Apple, Alphabet, Microsoft, Amazon, Facebook) are tech companies. Their combined market value stands at \$3.5 trillion. The entire stock market in India stands at \$2.3 trillion. Elsewhere in the world, just two companies Tencent and Alibaba have a combined market cap of \$1 trillion.

Now days we do banking, pay our taxes, get training, and apply for basic services on the Internet. Put simply, digital skills are essential to live, work and participate in a rapidly growing digital economy. But according to an AICTE reported 60% of the 8 L engineers graduating from technical institutions across the country every year remain unemployed. So there will be a big opportunity to get a job in the information or digital fields. But that brings students to the next challenge – how to build employability. A number of government figures show that an enormous gap exists between skills and employability

Here are some points which can help in making employability in the digital environment. Awareness of digital trends: With technology, developing at an unbelievable rate,

professionals who are up-to-date on digital trends avoid being run over by rapid change. Learn Social media skills: Social media platforms are now an integral part of building a business. Navigating social media have become a required skill for everyone. A strong online presence and personal brand can help you grow your professional network and make you attractive to potential employers.

### **Understanding how data are ethically used and shared:**

Understanding how materials available online can be used properly without stealing or committing plagiarism is an essential skill. This includes being well-versed about Open Educational Resources, copyright laws, and licensing systems or movements (for example, Creative Commons and other licensing systems).

### **Content creation:**

This is the ability to create materials that are appropriate for the office or online use. This skill requires an understanding of how audiences receive and use information and the types of materials they consume. It includes being able to create PowerPoint presentations, flyers, reports, posters and others. It also means knowing how to package information in manageable chunks, making use of hyperlinks and multimedia, producing and editing infographics, video, and audio and being able to post them in the appropriate platforms, among others.

### **Curation and research skills:**

This is the ability to find, assess and verify reliable, accurate and usable data. It is also weeding out fake, misleading or false information. It involves knowing how to navigate search engines efficiently, understanding online content and having critical thinking skills to evaluate information.

### **Fluency in choosing and using the right devices and software:**

This is the ability to use the right software to create faster and better outcomes.

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## **6.8 FUTURE PROSPECTS: EMPLOYMENT, SKILL AND TRENDS**

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Today, we are at the beginning of a Fourth Industrial Revolution. Developments in genetics, artificial intelligence, robotics, nanotechnology, 3D printing and biotechnology, to name just a few, are all building on and amplifying one another. This will lay the foundation for a revolution more comprehensive and all-encompassing than anything we have ever seen. Smart systems—homes, factories, farms, grids or cities will help tackle problems ranging from supply chain management to climate change. The rise of the sharing economy will allow people to monetize everything from their empty house to their car.

During the Industrial Revolution many challenges like- recession will also come but such types of up and downs comes in every movement. Every Recession has presented numerous challenges for every country, making it difficult for industries to survive and strive, but they have also ushered an era of opportunities for new-age industries to sprout and shape consumer behaviour for decades. The digital revolution will fundamentally change the way humanity works, and socialises, for years to come. The various digital tools and programming like YouTube, amazon and AI will be a catalyst to unprecedented changes in every industry. Every industry will be forced to reform and restructure in order to transform into the new realities that will emerge.

In the current era of global value chains, many companies are locating different job functions and categories in different geographic locations to take advantage of the specific strengths of particular local labour markets. The following three factors will lead the transformation of every industry:

(i) Agility: (Planning and Execution)- Agility will be about making quick changes by the organization leadership, and communicating the same decisively to the organization, partner ecosystems, and customers.

(ii) Digital Transformation: (Products and Services)- Digital technology will be help to exploring the canvass of opportunities presented by cloud, big data, analytics, AI (Artificial Intelligence), IoT (Internet of Things), and other emerging realities that are shaping a new wave of customer behaviour. The end goals of business continuity and profitability, stakeholder's value and customer satisfaction will drive this transformation.

(iii) Trend to Work from Remote: (People and Process)- Due to increasing the technology on every field, the "Work from Remote" Culture will play an important role, for Government and Organization and industry to save trillions of dollars. In many cases, it's priceless.

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## **6.9 POINTS TO REMEMBER**

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- Publicity is undertaken for a wide range of purposes like promoting new products, increasing sales of existing product, etc.
- In today's media marketplace your brand needs digital media and social media exposure along with your public relations campaign.
- Digital publicity is the practice of delivering promotional content to users through various online and digital channels.
- The credibility level of publicity is much higher than advertising and other means of market promotion.
- The 4Ps of marketing are product, price, place and promotion.
- Search engine optimization (SEO) is the process of optimizing your online content so that a search engine likes to show it as a top result for searches on a certain keyword.

- As digitization continues across industries, companies across the world from start-ups to established corporates are seeking digital professionals with relevant experience.
- Employment and employability are two major challenges for in the world which can be addressed by upskilling and keen market orientation, planning and policy.

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## 6.10 GLOSSARY

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- **Analytics:** The discovery of how data is performing. In digital advertising, analyzing your information helps predict and improve your business.
- **AI:** Artificial Intelligence
- **CRM-** Customer Relationship Management
- **CSS-** Cascading Style Sheets.
- **HTML-** Hypertext Markup Language
- **Google AdWords-** is an online advertising service developed by Google to help marketers reach their customers instantly.
- **PPC:** Pay Per Click.
- **ITeS-** Information Technology enabled Services.
- **SEM Expert:** Search Engine Marketing
- **SEO:** Search engine optimization

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## 6.11 CHECK YOUR PROGRESS

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### Descriptive type questions-

- What is employability and why is it important??
- “The current technological revolution need not become a race between humans and machines but rather an opportunity.” Justify this statement.
- What are the differences between Marketing and Publicity?
- What are the 4 Ps of marketing? Explain about the various promotional tools.
- Define briefly the role and publicity in the digital world.
- Explain how the digital technologies play the major role in unemployment?

### Objective type questions-

[1] ‘Value-added services’ means .....

- |                               |                                |
|-------------------------------|--------------------------------|
| (a) Better value at a premium | (b) Costlier services          |
| (c) Additional services       | (d) Better value at a discount |

[2] Computers manipulate data in many ways, and this manipulation is called

- |               |                |
|---------------|----------------|
| (a) Upgrading | (b) Processing |
| (c) Batching  | (d) Utilizing  |

[3] Web marketing involves-

- |                         |                        |
|-------------------------|------------------------|
| (a) Selling web cameras | (b) Web advertisements |
| (c) E-mail chatting     | (d) Browsing the web   |

[4] Digital Marketing is similar to .....

- (a) Online marketing (b) Cold calling  
(c) Web designing (d) Market forecast

[5] Modern styles of marketing are .....

- (a) Telemarketing (b) Web marketing  
(c) E-mails (d) All of these

[6] Web marketing involves .....

- (a) Selling web cameras (b) Web advertisements  
(c) E-mail chatting (d) Browsing the web

[7] Internet marketing means .....

- (a) Marketing to oneself (b) Marketing to the core group  
(c) Marketing to the employees (d) None of these

### Answer (Objective Type Questions)-

[1] c            [2] a            [3] b            [4] a            [5] d    [6] b            [7] d

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## UNIT- 7

### E-REPOSITORIES AND USEFUL E-RESOURCES

7.1 INTRODUCTION

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7.2 OBJECTIVES

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7.3 E-REPOSITORIES: AN OVERVIEW

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7.4 PLANNING AND IMPLEMENTATION OF INSTITUTIONAL REPOSITORY

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7.5 GENERAL STRUCTURE OF AN E- REPOSITORY SYSTEM

---

7.6 TYPES OF INSTITUTIONAL REPOSITORIES

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7.7 E- REPOSITORY PROTOCOLS AND STANDARDS

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7.8 CHALLENGES FOR E-REPOSITORIES

---

7.9 POINTS TO REMEMBER

---

7.10 GLOSSARY

---

7.11 CHECK YOUR PROGRESS

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7.12 BIBLIOGRAPHY/ REFERENCES

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7.13 SUGGESTED READINGS

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### **7.1 INTRODUCTION**

The advent of Internet has considerably changed the scenario of people and every domain of the world. If we are talking about the libraries and its functions, it has led to incredible change in the way libraries function and offer services to their users. In today's scenario, the libraries actively obtain, organize, display and issue e-forms of books, journals, newspapers, theses and dissertations.

This is also due to revolutionize in information seeking behavior of users. The modern era of users prefers online resources as they want all information at the click of a mouse. The e resources have certain inherent characteristic features that offer convenience to the users. This lesson discusses the concept and importance of e-resources. It deals with different types of e-resources, their advantages and disadvantages. We will also discuss electronic resources such as E-Books, E-Journals, E-Databases, etc., their maintenance problem and solutions.



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## 7.2 OBJECTIVES

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After the successful completion of this unit, you will be able to-

- Know about e-repositories and e-resources.
- Define types of e-resources.
- Explore the various e-repositories/ platforms.
- Managing e-resources.

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## 7.3 E-REPOSITORIES: AN OVERVIEW

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The meaning of the term ‘digital repository’ or e-repository is widely debated. Contemporary understanding has broadened from an initial focus on software systems to a wider and overall commitment to the stewardship of digital materials; this requires not just software and hardware, but also policies, processes, services and people, as well as content and metadata.

Repositories must be sustainable, trusted, well supported and well managed in order to function properly (Abbott, 2006). The first joint initiative of the National Science Foundation (NSF), Department of Defense Advanced Research Projects Agency (ARPA) and the National Aeronautics and Space Administration (NASA) in 1994, funded six digital library and e-repositories development projects for a period of four years, among six academic institutions.

Definitions of Institutional Repositories- There are many definitions described by different experts, some of them are mentioned below-

[1] According to Crow 2002, “an Institutional repositories are a digital collection for capturing and preserving the intellectual output of a single or multi-university community” (Crow, 2002).

[2] An Institutional Repository is a digital collection of a university’s scholarly/ creative output. IRs are collected, preserve, and make accessible the knowledge generated by academic institutions. IRs also forms part of a larger global system of repositories, which are indexed in a standardized way and searchable using one interface, providing the foundation for a new model of scholarly publishing Drake, 2004).

[3] An institutional repository is a web-based database of scholarly material which is institutionally defined (as opposed to a subject based repository), cumulative and perpetual (a collection of record), open and interoperable (i.e., Using OAI compliant software) and thus collects, store and disseminates (is a part of the process of the scholarly communication) (Ware, 2004).

### **Types of Institutional Repositories-**

Institutional repositories generally can be classified into the following three categories.

**[1] Institutional Repository:** An institutional repository target to host and provide access to the resources related to or produced by a specific department or Organization. Institution specific repositories can handle all the outputs and resources owned by and related to the institution itself.

**[2] Discipline Institutional Repository:** An Institutional repository that hosts the resources deals with a subject or a specific type of resource. Such types of Institutional Repositories are confined to specific subject field of interest.

**[3] Aggregator:** A repository that collects the resources from other institutional repositories.

**Some examples of Institutional Repositories in Indian context are-**

**a) Shodhganga:** Shodhganga is a joint venture of UGC and INFLIBNET. INFLIBNET takes an active role in making it mandatory to submit the electronic copy of a thesis whenever the research scholars submit their thesis to the respective university or institutions for the PhD degree in India.

**b) INFLIBNET's Institutional Repository:** INFLIBNET Centre develops INFLIBNET's Institutional Repository by using DSpace software. It hosts Press and Media related documents, Annual Reports, Convention Proceedings, Special Seminar, newsletters, etc. related with INFLIBNET.

**c) EPrints@IISc:** EPrints@IISc repository collects, preserves and disseminates in digital format the research output created by the IISc research community.

**d) EPrints@CMFRI:** is the Open Access Institutional Repository of Central Marine Fisheries Research Institute.

### **Activities of e-repositories:**

- Any digital content may be deposited, whether by the content creator, owner or third party.
- The repository architecture can manages content as well as metadata.
- The repository offers a minimum set of basic services e.g., put, get, search, access control
- An academic repository allows students, teachers, researchers and academic staff to easily keep their digital documents. In this way, stored content becomes available to people who want to read it, either inside or outside the university.

### **What type of contents digital academic repositories store?**

Digital repositories may store the following types of content:

- Derived or raw research data.
- Full-text preprint scholarly research papers.

- Full-text peer-reviewed final drafts of journal and conference proceedings papers, such as- Electronic journals/ articles, e-Books and e-book chapters, Theses, dissertations, etc.
- Full-text original publications (institutional or departmental technical reports).
- Other learning objects, such as-Audio / video / multimedia materials, Photographs / images, Convocation addresses, Programs / software's, Annual reports / manuscripts / maps, Newspaper clippings / articles, etc.
- Corporate records (staff and student records, licenses, etc.).
- Bibliographies, Unpublished reports, Data sets resulting from research projects.

### **Benefits of using digital repositories-**

- Digital repositories need not have any physical margin, it is available throughout the world due to internet connection only.
- Enables both metadata and the intellectual object to be stored in the same place, in a persistent manner.
- Preservation and conservation are the most important aspect of the digital repositories.
- The Digital Library brings the library to the user.
- Digital library improved access such as searching and browsing.
- Information can be shared more easily in digital library.
- In digital library it is easier to update information quickly.
- Information is always available 24x7.
- Allow collaboration and exchange of ideas.

### **Limitations of Digital Repositories-**

The computer viruses, lack of standardization of digitized information, quick degrading properties of digitized material, different display standard of digital product and its associated problem, etc. makes digital repositories at times handicap.

- Digitization violates the copyright law easily.
- Speed of access decreases due to a number of connections are increasing.
- The infrastructure cost of digital repositories is very high.
- Digital repositories need high band for transfer of multimedia resources.
- Finding the authenticate material is very difficult.

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## **7.4 PLANNING AND IMPLEMENTATION OF INSTITUTIONAL REPOSITORY**

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Institutional Repositories (IR) are developed primarily for collecting, preserving and disseminating the intellectual output of an institution. For the successful set up of an Institutional Repository, strategic planning is required with a predetermined goal and scope as well. Institutional Repositories (IR) are developed primarily for collecting, preserving and disseminating the intellectual output of an institution. The basic objective of the segment of

this unit is to discuss the steps to provide a roadmap for setting up an institutional repository in an academic institution.

**[1] A strategic plan for setting up an Institutional Repository:** To achieve success in any project perfect planning is a must. A planned scheduling is required before developing the digital institutional repository for any institution. The major factors focused are the financial background of the institution and the library as well, manpower, infrastructural requirements of the project, policy decisions to be considered, management team of the project, preparing an activity chart for the project and monitoring the implementation etc.

**[2] Deciding the Objectives:** Before scheduling with the project, the broad objectives of forming an Institutional repository have to be decided. The objectives decided for MES's IMCC Digital Institutional Repository are:

- To acquire and preserve the teaching and learning material in digital format, generated by the faculty members and make it accessible to the users.
- To capture and save the research projects and related contents in digital form, and make it available on Intranet to the students and faculty members on the Institutional campus.
- To serve as mediator between the digital research content and the users through the Intranet Institutional Repository.
- To develop manpower of library for providing better digital library services.

**[3] Framing the Polices:** The most important factors are determined before actually starting the project work. The factors such as management of the repository, the system support, customization and services provided through the repository system must be correctly framed. Further the strategic decision regarding the workflow of submission process has to be decided.

**[4] Initial approach:** Preliminary study is likely to reveal a series of following questions:

- What is the target content of the repository?
- Are all content types to be managed in a single repository, or more than one?
- What other systems and services might the repository be required to share information with?
- Does the budget support the requirement?

A key factor in cost considerations is not which software, but how it is delivered and support. There may be various types of IR software like D-Space, EPrints, Fedora are OSS (Open-Source Software). However, some of the software may be Commercial/Proprietary Software like- CONTENTdm, SirsiDynix Portfolio™. In Preliminary phase, it is significant to choose the IR Platform. It may be that numerous vendors can choose the open-source software. Because, these are free to download, install and use, but there is an ongoing cost to implement and maintain the repository, depending on the complexity and facility to configure

it for use. Some technical consideration may also require like platform needs, server operating system, Content Organization & Control, Interoperability, Accessibility, programming requirements and administration to manage or control of software etc.

Further, the end user reaction is taken through the discussion. A relative study of the various software's should be conducted with the help of the technical expert. The decision of selecting software, taken after the long committee discussions based on the conducted study.

**[5] Installation of the software:** People often think that installing software on a computer is one of the easiest things you can do. They are partly right. It is easy, but not as easy as pressing next-next to install. Many people choose to ignore precautions before installing software. Some precautions that should consider at the installation of the software are:

- Do you have enough disk space or resources to run this software?
- Is there any conflicting software on your computer?
- Always create a System Restore Point.
- Always select Custom installation.
- Install to the default directory.
- Update System Configuration Files.

#### **[6] Collection Building of the IR**

The collection building and development of IR is a crucial element and it requires careful selection of the documents. This includes selecting the sources for digitization. It is necessary to see that the documents which are selected for the digitization are free from copyright issues as well as if the material is in-house it must be permitted for digitization. The collection policy scope of the collections, selection criteria and responsibilities, editorial rights, and are some issues in collection development of IR.

#### **[7] Repository Policies**

Approval as well as support of the organization is required for building up and maintaining the Institutional repository collection. It requires long-term dedication for the sustainability in a continuous manner.

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## **7.5 GENERAL STRUCTURE OF AN E- REPOSITORY SYSTEM**

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An electronic repository is a focused collection of digital objects includes text, visual, material, stored as electronic media formats. Here this segment of unit highlights technological architectural components, how the e-repositories software works, flow, and handle with various tools to carry out the e-repositories in a defined purpose and highlights the technological understanding and issues involving in creating e-repositories. Digital repositories are a very complex system. It is an integrated system that allows gathering,

storing, preserving, protecting and retrieving information at the right time to the right user. Digital repositories provide a user document with a systematic way to focus collection of digital objects that can include text, video, numbers stored as electronic media formats, along with means for organizing, storing, retrieving the file and the other media content in the e-repositories collection.

### **Digital Library Components:**

With the advancement of information retrieval, the systems to retrieve of any document require advanced level tools. E-repositories furnish information to the user, but it's not in a simple way. The workflows of E-repositories are conducted with mainly four steps. The components of workflows are- User Interface, Repository, Handling system, and Search System.

#### **[1] User Interface**

The user interface is the design of computers, appliances, devices and software application focus on the user communication. A well user interface is an interface that connects between the user and the machine, which provide valuable information. An E-repository must give a single point of access like a portal to a huge quantity of digitized information that is available to a diversity of kind patrons with a different psychological, academic, social backgrounds and information needs over the Internet. In educational e-repository system, three possible users may exist and these act as information sources or final recipients of data and information. They interact with the system with various roles, namely, administrator: a person assigned system administration roles to control and monitor users and content submitted into the repository; authors: include faculty, students, and researchers who interact with the system when they submit their scholarly materials into the repository; and viewers: all persons who visit the repository for reading the contents. The end-users and even a user from remote area will be able to access the same user interface of the E-repositories and its collection and another user interface for the administrators who manage and build the collection. In general, the user interface is written in Java and made available to the user through the use of an Apache/Tomcat server.

**User interface design principles:** The principles of user interface to designed to improve the quality of user interface. All the user of the E-repositories is not equal psychology to access the information from the interface. By considering the various patron requirement, the designers have to follow the designing principle that is discussed below-

- **Simple-** The digital library user interface should be simple and straightforward. A well-organized simple user interface can easily provide the information that a user wants.

- **Access-** The E-repositories, the user interface can access the material easily and minimal keystroke.
- **Prevent Errors-** The user interface should be design in such a way that patrons cannot make errors. The interface should provide a technique to detect the error and give simple instruction that user could understand.
- **Multimedia Support-**In the present day, E-repositories are not only offers the textual information but also multimedia information. Therefore, the user interface should support the multimedia information.

## [2] Repository

In general, repository refers to a storage location and often for preservation. In E-repositories, repository stores digital contents and its metadata. The interface to repository called the Repository Access Protocol (RAP). In the E-repository, the information's are stored in a database as a digital form. The database is at the heart of a digital repository, the repository also needs to include software to retrieve information from the database, format it and present it to the user in an easy-to-understand way. Most repositories are run on a relational database such as Oracle, Microsoft SQL, PostgreSQL, or MySQL. In the relationship database data is organized into tables, which have relationships linking them together.

## [3] Handling System

E-Repository is a service to gather, supervise, protect and make accessible the information of the intellectual output of the research faculty. The intellectual output includes articles, monographs, audio/visual presentations, working papers, Journal articles, conference papers, poster, theses etc. There are many techniques to locating anything in the earth, such as by name or any attributes of the things. The same technique follows by libraries to locate and retrieve any document. The library allocates a call number and an accession number to each document so that the document can be easily located and retrieved when needed. In this way, digital resources should have unique locator or an identifier to retrieve from the web environment. It is the same way as ISBN for books and ISSN for journals, to search the item in the library.

## [4] Search System

The 'Search' is a systematic examination of information in a database, aiming in view to identify the items or objects, which satisfy particular preset criteria. In other way, searching means the operation of locating a specific object in a given sequence of 'n' objects. Here the amount of time required to locate a specific object called 'search-time'. It is also needed to say that each item contains within itself a piece of information is termed as 'key' and a given key in a search is referred to as 'search-key'. In retrieval process, one can search to match for

a given key using a particular retrieval algorithm. There are dozens of algorithms, algorithmic techniques and approaches, which provides an ideal framework for the application to information retrieval, such as- Soundex Algorithm, Metaphone Algorithm, Phonex Algorithm, Stemming Algorithm, etc.

However, each algorithm has some issues of limitations. To cope with those issues, digital e-Repository should investigate the efficient search algorithms for providing an effortless way to perform most effective search results from digital repositories.

## **7.6 TYPES OF INSTITUTIONAL REPOSITORIES (IR)**

In recent decades various platforms used in IRs with more updated features. The repository administrator has to play key role in identifying and selecting the IR platforms. There are various software packages available for IR, e.g., commercial, open source. Here we will discuss the various types of IR and its features which enabling the repository manager to understand which features of which platform will best suit his requirement and facilitate the success of the IR.

### **Classification of IR Software:**

Open-Source Software (OSS): OSS is free, expandable and downloadable. But It usually requires some level of proficiency to implement and maintain. DSpace, EPrints, Fedora, Greenstone are some of the widely known OSS.

### **DSpace:**

DSpace is the free software chosen by the academic, non-profit and commercial institutions for developing open digital repositories. DSpace was developed collaboratively by the MIT library and HP. The installation of DSpace is very easy and complete customization can be done according to the needs of any organization. DSpace preserves and easily manage all types of digital content, including text, images, video, audio and data sets, etc. Table 1 is showing the specifications of the DSpace software.

Package Type	Digital Repository
Starting Year	November, 2002
Developed By	MIT and HP Labs
Web Site	<a href="http://dspace.org/">http://dspace.org/</a>
Operating System	Linux, Mac, Windows
Technologies Used	Tomcat
Programming Language	Java
Database	MySQL

### **EPrints:**



As maintained to the its official website, it is one of the first IR software packages. This digital repository software was initially developed by the university of Southampton. The unique characteristics of the software are that is given a link to the SHERPA/RoMEO database. SHERPA's most notable service is RoMEO, is a database aggregating publisher archiving policy which allow researchers quick access to copyright and self-archiving policies.

Package Type	Digital Library
Initial Year	2000
Developer	University of Southampton
License	GPLv3
Development Status	3.3.11 / 31 January 2013
Operating System	Linux, Mac
Technologies Used	Apache
Programming Language	Perl
Database	MySQL

#### **Fedora:**

Researchers at Cornell University mutually with University of Virginia Library, originally developed Flexible Extensible Digital Object and Repository Architecture (FEDORA). Fedora provides web-based repository services with well-defined APIs. Beside this, Fedora provides a number of supporting features and technologies, including search, OAI-PMH, messaging, administrative clients, and more to publish, share and preserve digital contents.

Package Type	Digital Repository
Initial Year	May 16, 2003
Developer	Dura space ( <a href="http://dspace.org/">http://dspace.org/</a> )
License	Apache 2.0
Platform	Linux, Mac, Windows
Technologies Used	OAI, Tomcat
Programming Language	Java
Database	MySQL, Oracle, PostgreSQL

#### **Commercial/Proprietary IR Software**

The proprietary software demands payment for the software, any additional subscription, consultation and for the software up-gradation. Clients can assure full support and annual

maintenance support from the software vendor. Some commercially developed software are mentioned below:

### **CONTENTdm**

CONTENTdm was acquired by OCLC in 2006 which was originally developed by the Center for Information Systems Optimization (CISCO), at the University of Washington in 1999. The software contains provision for acquiring or creating, storing and managing the collection and provision for display, publish and retrieval of the contents.

Package Type	Digital Collection Management Software
Year of Starting	1999
Developers	CISO, University of Washington
Hosted by	OCLC
Platform	Window
Technologies Used	Unicode, Z39.50, Qualified Dublin Core, VRA, XML

### **Digi Tool**

It is a developed by Ex Libris Group in the 1986 for the management of digital contents in academic environments.

Package Type	Digital Asset Management Software
Initial Year	1986
Developer	Ex Libris Group
Operating System	Window
Technologies Used	MARC, Dublin Core, Metadata Object Description Schema (MODS) Transmission Standard (METS)

### **VITAL:**

VTLS Company invented VITAL Digital Asset Management System in 2004. VTLS give various facilities such as metadata conversion, digitization of content, and customization of Web interfaces etc.

Package Type	Digital Asset Management Software
Initial Year	2004
Developer	VTLS
Technologies Used	OAI-PMH, Dublin Core, MARCXML

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## **7.7 E- REPOSITORY PROTOCOLS AND STANDARDS**

Protocols and Standards are the key features of a digital library. There are different protocols and standards like Communication protocols, bibliographic standards, record structure

standards, encoding standards, information retrieval standards and digital preservation standards. All these protocols play a key role in making an e-repository efficiently. These relevant standards make by following institutions and organizations-

- The Digital Library Federation (DLF), (<http://www.diglib.org>).
- Council on Library and Information Resources (<http://www.clir.org>).
- The Library of Congress (<http://www.loc.gov>).
- The International Federation of Library Associations and Institutions (IFLA) Communication Protocols.

Transmission Control protocol / Internet protocol (TCP / IP), Hypertext Transfer Protocol (http) and file Transfer protocol (FTP) are some major protocols used by the internet for linked a communication between clients and servers in an e-repository and digital library. Http is the most significant protocol used on the World Wide Web (www). The file Transfer protocol (FTP) is a protocol that is worked for transferring files from one computer to another over LAN, MAN, WAN or internet.

### **Bibliographic Standards**

Machine Readable Catalogue (MARC), Dublin core, BIB-1, TEXT Encoding Initiative (TEI), Electronic Archival Description (EAD), Metadata Encoding and transmission Standard (METS) Metadata Object Description Schema (MDDS) are some of the protocols used for bibliographic description. Bibliographic standards are related with the description of contents as well as the physical attributes of documents and non-documents in a repository.

### **Information Retrieval Standards**

Such protocols allow a client machine to search databases on a server machine and get back records that identified as output of search. Following are some examples of information retrieval standards- Z39.50 or ISO23950 Search / Retrieve Web Service (SRW) and Search / Retrieve via URL (SRU), Open Archives Initiatives, Metadata Harvesting Protocol (OAI-PMH) etc.

### **Record Structure**

Record Structure of a database means the physical and logical arrangement of the record, which contains the data. ISO2709 ISO 2709 is an ISO standard for bibliographic descriptions, titled Information and documentation.

### **Formats and Media**

Text based contents of an Organizational repository can be stored and display as ASCII (American Standard code for Information Interchange), SGML or HTML or XML, PDF format whereas image format can be as .TIFF, .PDF, .JPEG, etc. format.

### **Preservation Standards**

Preservation Metadata implementation Strategies and open Archival Systems are the preservation Standards.

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## **7.8 CHALLENGES FOR E-REPOSITORIES**

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Presently, all institutional libraries are equipped with electronic resources such as E-Books, E-Journals, E-Databases, etc. Preservation of electronic resources in libraries safely is becoming a challenging task for librarians. So, we stored it in a central location in which data is stored and managed, that is called repositories. Because it is an electronic medium so it is called e-repositories. So, an e-repository is a repository where digital content such as computer files, electronic journals/ articles and Book and Its chapters can be stored. It can also understand as it is an information system that ingest, store, manage, preserve, and provide access to digital content. Copyright and the other legal and regulatory aspects of maintaining a repository service will be a big issue of future in e-repository. Copyright and the other legal and regulatory aspects of maintaining a repository service may be a big issue of future in e-repository guaranteeing quality of service means that the service needs to be responsive to researcher needs is also a major challenge for the future e-repository. Poor cyber metrics of the online platform, low response rate of uploaded input, difficulty to get copyrights for older studies, lack of repository manager are some other challenges and obstacles for the digital repository, that should be resolve in future.

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## **7.9 POINTS TO REMEMBER**

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## **7.10 GLOSSARY**

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- Archiving- Preserves the scholarly record over time.
- Copyright Statement - Depositors are all required to agree to the copyright statement
- Deposit- A deposit represents a bundle of submitted information. Typically, a deposit consists of descriptive metadata, access conditions and copyright information, and any relevant uploaded files. This entire set of saved information is the deposit record.
- Depositor- A depositor is the creator of a deposit record, who submits digital items and associated data for review, approval and upload to the repository.
- Digital Preservation- The process of ensuring that a digital object is accessible over the long term.
- Digital Repository- An online, searchable, web-accessible database containing works of research deposited by scholars, professional staff, Ph.D's and students
- Institutional Repository- A type of digital repository that is designed to collect the work of a particular institution
- Open Access- The scholarly communication reform movement that aims to make scholarly literature freely available on the public web.

- Persistent ID- A unique identifier for an object
- URL- Universal resource locator.

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## 7.11 CHECK YOUR PROGRESS

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### Descriptive type questions-

- What is e-repository? What are the benefits of e-repository?
- What are the steps to be followed to build a new Institutional Repository?
- Define the digital library protocols and standards.
- Define the general structure of a e- repository system.
- Explain the various Institutional e-repository software systems.

### Objective type questions-

[1] What is Dspace?

- |                             |                           |
|-----------------------------|---------------------------|
| (a) An Open-source software | (b) A System Software     |
| (c) An Automation software  | (d) A Commercial software |

[2] Who built DSpace?

- |         |               |                             |        |
|---------|---------------|-----------------------------|--------|
| (a) IBM | (b) Microsoft | (c) MIT and Hewlett-Packard | (d) HP |
|---------|---------------|-----------------------------|--------|

[3] Identify the following Institutional Repositories available as free Project

- |             |               |                  |                        |
|-------------|---------------|------------------|------------------------|
| (a) e-print | (b) Open DOAR | (c) Both A and B | (d) None of the above. |
|-------------|---------------|------------------|------------------------|

[4] LOCKOSS (Software) is an international community initiative by:

- |                           |                               |
|---------------------------|-------------------------------|
| (a) MIT Libraries         | (b) Stanford University       |
| (c) University of Waikato | (d) University of Southampton |

[5] Resource sharing is a part of .....

- |                         |                            |
|-------------------------|----------------------------|
| (a) Library cooperation | (b) Library administration |
| (c) Library management  | (d) Library cataloguing    |

[6] Which one is a full text e-Resource?

- |          |          |                            |         |
|----------|----------|----------------------------|---------|
| (a) JCCC | (b) ISID | (c) Science finder scholar | (d) ACS |
|----------|----------|----------------------------|---------|

### Answer (Objective Type Question)-

[1] a      [2] c      [3] c      [4] b      [5] a      [6] d

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## UNIT- 8

# DIGITAL MARKETING AUTOMATION AND NEW AGE SKILLS

8.1	INTRODUCTION
8.2	OBJECTIVES
8.3	DIGITAL MARKETING AUTOMATION AND NEW AGE SKILLS: AN OVERVIEW
8.4	BENEFITS OF DIGITAL MARKETING AUTOMATION TOOLS
8.5	COMMON FUNCTIONALITIES OF A MARKETING AUTOMATION SYSTEM
8.6	CHALLENGES FACED BY MARKETING PROFESSIONALS IN THE DIGITAL AGE
8.7	DIFFERENCE BETWEEN EMAIL MARKETING AND MARKETING AUTOMATION
8.8	SKILLS REQUIRED FOR DIGITAL MARKETING
8.9	POINTS TO REMEMBER
8.10	GLOSSARY
8.11	CHECK YOUR PROGRESS
8.12	BIBLIOGRAPHY/ REFERENCES
8.13	SUGGESTED READINGS

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### **8.1 INTRODUCTION**

Digital Marketing is living a revolution. In the last decade, new practices appeared and transformed the way marketers do their job. This transformation is in working order and is supported by the improvement of information and communication technologies. Cloud computing, Social Networks etc. delivered the foundation of a new paradigm for marketing in the digital era. Digital marketing is often confused with online marketing. Digital marketing is the process of promoting a brand, service or product on the internet. Put simply, Digital marketing differs from traditional marketing in that it involves the use of online channels and

methods that enable businesses and organizations to monitor the success of their marketing campaigns, often in real time, to better understand what does and doesn't work.

Multiple systems were developed in order to answer the constantly changing requirements of digital marketing. Marketing Automation tools were created to automate daily marketing tasks such as connecting with people via email. Digital marketing automation has become big business in recent years; especially as the amount of marketing technologies on the market continue to rise. We will see that this industry is generating a lot of revenue. Billions are spent every year by companies to acquire new marketing platforms. Platforms that help them to reach potential customers, generate sales leads, and at the end generate more revenue for those companies. In this chapter we will study about the digital marketing automation and 21st century new age skills which are required in market to generate revenue.

By definition, Digital marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks.

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## **8.2 OBJECTIVES**

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After the successful completion of this unit, you will be able to-

- Define digital marketing automation.
- Know the common functionalities of a marketing automation system.
- Define new age skills for digital marketing.
- Find out the challenges faced by digital marketing industry.
- Differentiate between email marketing and marketing automation.
- Explain the skills required for digital marketing.

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## **8.3 DIGITAL MARKETING AUTOMATION AND NEW AGE SKILLS: AN OVERVIEW**

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As the Fourth Industrial Revolution or the New Machine Age takes off in 2020, only graduates who are highly accomplished in the new technologies, will find jobs, Cloud computing, algorithms, automation. Artificial Intelligence (AI), and analytical reasoning have emerged as the next generation technologies in which high quality jobs will replace existing ones. Jobs will be created to increase profits in a digital economy by working with a handful of employees as in Amazon, Google, Face book and Instagram using technology and data imaginatively. Employees will be expected to use critical thinking to develop automation for decision-making or develop applications for easily available data (on Cloud) and creatively exploit technology to provide entertainment. For instance, the arts (such as paintings and symphonies) can be creatively produced with machines by highly imaginative employees, and sold on portals in large numbers at little cost. It is required to learn the new age skills for digital marketing automation.



In simple words we can say that Digital marketing is any form of marketing products or services that involves electronic devices. There is a need for action in the area of basic compulsory education, which should improve its promotion of social skills. Although there no 'one size fits all' approach to teaching social intelligence, there is general agreement that a greater focus on group and project work, interviews and presentations is likely to help.

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## 8.4 ***BENEFITS OF DIGITAL MARKETING AUTOMATION TOOLS***

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There are several company-wide benefits to using a marketing tool. These types of tools allow marketers to automate and simplify client communication by managing complex omnichannel marketing strategies from a single tool. Marketing Automation tools assist digital marketers in areas such as Lead Generation, Segmentation, Lead nurturing and lead scoring, Relationship marketing, Cross-sell and upsell, Retention, Marketing ROI measurement.

- Reduced staffing costs. You won't need as many employees on staff helping out with marketing activities if everything can be managed from one platform.
- Better ROI. Marketing automation tools are capable of automating cross-sells, upsells and follow ups which can boost revenue and deal size.
- Clearly defines processes and points out bottlenecks. Having all of your processes clearly laid out makes it easier for marketing and sales teams to hold each other accountable for specific tasks.
- Boosts effectiveness. Marketing automation saves you a lot of time that would otherwise be spent doing mundane tasks.
- More room for creativity. Because you no longer have to repeatedly do the same manual tasks, your time is freed up to work on more varied creative work.
- HubSpot, Pardot, LeadSquared etc. are some digital marketing automation tools by using which one can spend his time and attention focusing on other efforts that will increase company's success.

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## 8.5 ***COMMON FUNCTIONALITIES OF A MARKETING AUTOMATION SYSTEM***

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- **Lead Scoring:** Scoring of the potential of a person to become a future customer. Each time a visitor does an action such as visiting a page, downloading a document or reading an email, he gets a certain score. This score is an indication of his potential of becoming a future customer. Any automation software should have a complete lead nurturing process where it will handle lead information to lead scoring to lead assigning. It should allow marketing and sales teams to work together to gain more leads, nurture leads effectively and increase the lead to customer ratio.

- **Tracking:** Capturing user information across multiple online channels (website, email, social channel etc.). Every single interaction with any touch point is tracked into the system. Conversion tracking measures and tracks how consumers are interacting with your digital marketing, and more importantly, whether you are “converting” a visitor into a customer, or at least, someone who takes an action after learning about your offer, product or service
- **Contact Management:** It is management of all the user information collected in a central database. Digital contact management is not only is valuable for email campaigns, but also for other forms of communication. If a salesperson needs to call an existing or potential client, he or she can quickly access your contact database to freshen up on key facts. Likewise, your database can help you adjust other forms of advertisement like print mailers or ads. With an overview of your clients’ background and interests, you can focus on messaging in the right area and avoid fruitless and costly advertising where it isn’t effective.
- **E-mail Design:** To create WYSIWYG emails with a simple editor tool. Structure your emails to help draw people into reading your content. it’s important that your email campaigns are aligned with the colors, fonts and branding you use across all your other customer touch points. This helps ensure your subscribers know the campaign is coming from you, and helps create a level of trust and credibility in your campaign that reassures people it’s safe to click through. Nobody wants to open or interact with an email that feels foreign.
- **Analytics and reporting:** Giving an overview of the marketing funnel and performance of marketing campaigns. Export data and generate reports. Compiling, organizing and comparing data means that you know exactly how well your campaigns are performing. In order to optimize the performance of your digital marketing campaigns, you’ll need to know what to do with all of that data. This data and reports help to make marketing strategies better.
- **Automation of marketing campaigns:** Creation of workflows that will send the appropriate information (personalized information) on the appropriate channel (email/web/social/SMS) based on the behavior of the user. These types of tools allow marketers to automate and simplify client communication by managing complex omni-channel marketing strategies from a single tool. Marketing Automation tools assist digital marketers in areas such as Lead Generation, Segmentation, Lead nurturing and lead scoring, Relationship marketing, Cross-sell and upsell, Retention, Marketing ROI measurement.

The features above are the core features. Any marketing automation system needs to provide at least these features in order to be considered from this category.

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## 8.6 **CHALLENGES FACED BY MARKETING PROFESSIONALS IN THE DIGITAL AGE**

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Marketers in today's world are constantly inundated with fresh ideas, new platforms for promoting their businesses, and new technologies to take advantage of. While these innovations are often exciting and beneficial, keeping up with the changes can quickly become overwhelming for marketers. Companies, as well as employees and training institutions, also face major challenges in tackling the changes brought about by automation and digitalization. Some are as follows-

- **Creating Consistent Branding-** Branding is one of the most important aspects of marketing. With so many messages tossed in consumers' faces day after day, it's crucial to create a recognizable, relevant brand. Without consistent branding, your business becomes just another faceless name in a sea of ads.
- **Not getting lost in the volume-** The digital world is booming and almost every business out there has taken its products/services online to reach out to the masses. While it is a fact that at least some of your products/services might be similar to what another business has to offer, there is definitely a small aspect that is unique to you. Discover the USP of your product/service and find ways to convey the same.
- **Generating Traffic and Leads-** Generating traffic and leads seems to get harder instead of easier as more platforms become available. To get people interested in what you have to say, you first need to create content your audience truly wants.
- **Driving relevant traffic to the website-** Continuing on the point above, marketers today are consistently facing a challenge when it comes to spreading brand awareness in the right target market. This also makes it harder for them to drive the ideal traffic to their business websites. Take into consideration the content you're producing, the channels you're presenting it on, the social media channels that you're actively present on and the paid/unpaid campaigns you are possibly running. Make use of robust analytics to understand which of them work the best for you and optimize your efforts simultaneously. But it is important to measure your analytics at modest intervals of time to give each of your efforts enough span to work over.
- **Managing Your Website-** It's no surprise managing websites is one of the biggest obstacle's modern marketers face. You need your website to attract, nurture, and convert leads. Otherwise, it's nothing more than a shiny golden toilet: a necessity you've thrown money into that's gone to waste and not serving its purpose.
- **Securing an Effective Budget-** To justify spending money on marketing, you need to prove that what you're doing works. Track your ROI and don't be afraid to try new things when the old ones no longer deliver results. If you work with a marketing agency, ask for reports near the end of the year to demonstrate how your money is going to good use.

- Understanding Tools and Technology- Deciding on the right tools, technology, and software for your business can be difficult, to say the least. Whatever you decide to go with, just be sure your team uses it consistently and takes advantage of all its uses.
- Creating the Right Content- One need to consider the type of content modern consumers wants. Blog posts versus videos, for example. Videos and social media posts are consumed more times than any other types of content. For even more success, consider working video into your other pieces of content.
- Finding the Best Marketing Talent- A major problem for a lot of business owners and marketing managers is finding the right people to join their team. Just like with web design, the best bet for your business may be to partner with a marketing agency. These organizations employ the best pros for every area of marketing. From writing great content to managing social media and beyond, they've got you covered. Social media sites mostly Facebook, Twitter, LinkedIn, Instagram and other similar platforms provide lucrative opportunities to promote your brand. The best thing about social ads is that you know your targets well and can propose your brand message.
- Determining Your Marketing ROI- Measuring the ROI (return on investment) of your marketing projects is the most efficient way to determine the effectiveness of each campaign you launch. It's also a sure-fire way to obtain a larger marketing budget. To best measure ROI, you need to close the loop between marketing activities and sales results.
- Training Your Team- Every employee you hire should be adequately trained, and your marketing team is no exception. If you choose to hire a full- or part-time marketing staff, it's crucial to provide thorough training even if they're experts in their field. To do this, begin by evaluating the levels of expertise, strengths, and weaknesses of each team member. Next, have your team members set personal growth goals for each quarter. These goals might include getting certifications in their area of expertise, reading a new marketing book, or watching a webinar.
- Facilitating Increased Customer Engagement- All too often, marketers are forced to spend so much time and energy on obtaining new leads that they accidentally neglect existing customers. This is a huge mistake since existing customers have the potential to provide additional sales and referrals. Implement a customer engagement plan that can be easily automated while simultaneously providing perks for loyal customers.
- Targeting the right audience effectively- One of the first and foremost thing that an effective marketer does, is to identify their target audience in the market. With the number of internet users increasing by the day and their needs changing almost every second, targeting the right audience has become one of the biggest challenges for marketers. Look at the general demographics of the market that you want to reach out

to. Identify their needs and create customer personas taking into consideration their online behavior and possible future needs.

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## **8.7 DIFFERENCE BETWEEN E-MAIL MARKETING AND MARKETING AUTOMATION**

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It is important to understand the difference between email marketing and marketing automation. Even though the differences can be sometimes thin. To make it simple, Email marketing is only about sending mass email and tracks open rates and clicks. When marketing automation goes beyond and adds on top of it the features described before. Just as there are stark differences between email as a form of communication and email marketing, there are also stark differences between email marketing and marketing automation. While both tools use email as the primary channel to engage with your audience, email marketing tracks only the actions taken by recipients of your email blasts.

Marketing automation software, on the other hand, monitors every digital interaction a lead has with your business. It also compiles all that data into an activity history that gives a 360-degree view of your leads and their digital breadcrumbs. Marketing Automation allows you to automate email workflow, track user behavior on different channels and score them. When the goal of Email Marketing is to facilitate the email communication between a company and a mass of users, Marketing Automation goal is to nurture the user with relevant information and drive qualified leads to sales. Later in the document, email marketing vendors will be as well study as they start providing automation features for small businesses.

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## **8.8 SKILLS REQUIRED FOR DIGITAL MARKETING**

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In this new era of digital automation, one needs to know basic and advanced skills of digital marketing to be competitive in the market. Here is a list of few digital marketing skills, across various functions of digital marketing:

- Learn how to compress and resize images.
- How to use inspect element and change the HTML content on the page.
- Learn how to create SEO friendly URLs, canonicals and no follows.
- Run a simple SQL query on your database.
- Know the difference between HTML, CSS & JavaScript and how they work together.
- Install, configure and implement Word Press themes and plugins.
- Design a small wireframe in Photoshop or sketch.
- Learn how to use regular expressions.
- How to create and edit a short video?
- Organization and project management skills.
- Implement conversion pixels in Google Tag Manager.
- Difference between Title, Description, H1 and Meta tags on a page.

- Learn to create a basic form in one programming language.
- Code a small macro in excels.
- Know the difference between UI and UX.
- Voice search SEO.
- Configure an experiment in an A/B testing tool.
- Bypass CSS, HTML with Short Codes!
- Ability to analyze data and draw insights.
- Knowledge and appreciation of automation.
- Create and edit screen captures & GIFs.
- Advanced social media knowledge.

Apart from the above skills a person needs to be spontaneous tomorrow's marketers need to go beyond just posting occasionally on social. Rather, they need to understand paid advertising on social, social chatbots, and how to build engaging communities on social. For example, social paid advertising continues to grow with hundreds of options for placements. As digital marketing continues to expand, the best marketers will be life-long learners who are hungry to develop new skills.

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## **8.9 POINTS TO REMEMBER**

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- Digital marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple.
- Common functionalities of a marketing automation system are lead scoring, tracking, contact management, analytics and reporting, email design and automation of marketing campaigns.
- Branding is one the most important aspect of digital marketing.
- Email marketing and marketing automation both are different thing.
- Digital marketing skills are required to gain revenue in the market.

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## **8.10 GLOSSARY**

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- One size fit all- One process applies to all.
- SEO- Search Engine Optimization.
- UI- User Interface.
- ROI- Return on investment.
- UX- User experience.
- CSS- Cascading Style Sheets.
- WYSIWYG- what you see is what you get.

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## **8.11 CHECK YOUR PROGRESS**

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### **Descriptive Type Questions-**

- a) What is digital marketing automation?
- b) What are challenges faced by marketing professionals in digital marketing automation?
- c) What is the difference between email marketing and marketing automation?
- d) What are the new age skills required for digital marketing?
- e) Explain data stealing and hacking in your own words.
- f) What is demographic segmentation? Explain the bases of segmentation according to you.

### Objective Type Questions-

- a) Multiple systems were developed in order to answer the constantly changing requirements of digital marketing (True/False).
- b) Lead scoring is an indication of customer's potential of becoming a future customer (True/False).
- c) Branding is not an important aspect of marketing (True/False).
- d) Email marketing and marketing automation are same (True/False).
- e) Marketing Automation goal is to nurture the user with relevant information and drive qualified leads to sales (True/False).

### Answers (Objective Type Question)-

[a] True      [b] True      [c] False      [d] False      [e] True

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## UNIT- 9

# FUTURE PROSPECTS OF DIGITAL MARKETING AND MANAGEMENT- I

9.1 INTRODUCTION

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9.2 OBJECTIVES

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9.3 DIGITAL MARKETING AND MANAGEMENT

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9.4 OVERVIEW OF TECHNIQUES USED IN DIGITAL MARKETING

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9.5 FUTURE OF DIGITAL MARKETING

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9.6 HOW TO BECOME EXCEPTIONAL IN DIGITAL MARKETING?

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9.7 POINTS TO REMEMBER

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9.8 GLOSSARY

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9.9 CHECK YOUR PROGRESS

---

9.10 BIBLIOGRAPHY/ REFERENCES

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9.11 SUGGESTED READINGS

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### **9.1 INTRODUCTION**

In simple terms, digital marketing can be called a process of marketing products or products through electronic media. It happens mostly on the Internet. Other platforms include mobile phones, digital signage, etc. In fact, digital marketing is an interactive term used where advertising and marketing combine with the new web and various types of online communication platforms.

Digital marketing is the most popular name of the day. Many brands are continuing digital marketing because that's where the new market is. Digital is an unlimited platform for marketing and promoting your business to reach the largest audience, in one place!

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### **9.2 OBJECTIVES**

After successful completion of this unit, you will be able to-

- Know about Google Digital Marketing & Management

- Know about various tools & techniques used in Digital Marketing
- Know about the prospects of Digital Marketing & Management.

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### **9.3 DIGITAL MARKETING AND MANAGEMENT**

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#### **What is digital marketing?**

In general terms, it is the term used to market your products and services on the internal digital, i.e. the Internet, using digital technology. This has become an important revenue generating strategy due to the growing number of Internet users. Also, since digital marketing is plentiful, it helps a lot when this method is used again in your marketing plans.

Usually, your competitors will be available online. They will be staying in the digital space to respond to customers, establish brand ownership, and keep them engaged with visual content. So, if you don't mind taking digital marketing as your way of doing marketing and traditional marketing, you might lose a piece of the pie!

Some of the most used techniques are SEO, social media marketing, PPC (per click), site search and mobile marketing. These tools are focused on generating revenue for your business and increasing your brand visibility on online channels.

#### **Management of Digital Marketing**

A digital marketing manager is responsible for developing, implementing and managing marketing campaigns that promote the company and its products and / or services. He/She plays a major role in increasing brand awareness within the digital realm as well as driving website traffic and finding leads / customers.

#### **Difference between Traditional and Digital Marketing**

##### **Traditional Marketing**

- Communication does not require traditional advertising, i.e. the organization communicates its services with its audience.
- The link between traditional advertising often calls emails and letters.
- A traditional marketing campaign takes a lot of time in designing, preparing, and launching.
- Better to reach a local audience.
- It is probably not possible to measure the effectiveness of a traditional marketing campaign.

##### **Digital Marketing**

- Communication requires digital advertising as businesses can communicate with customers and customers can ask questions or make suggestions to businesses.
- Medium communication is powerful and includes social media websites, chats, apps and email.
- Digital marketing campaigns can be created quickly and with digital tools, organizing digital marketing campaigns is easy.
- It works well to reach a global audience.
- Digital marketing allows you to measure the effectiveness of a digital marketing campaign using analytics.

### **Benefits of Digital Marketing**

- Understanding your customer's performance is one of the most important aspects of a successful market. Digital marketing helps you stay connected with your customers. This helps you get valuable information about your customers to improve your business to suit your audience's preferences.
- You can get an edge over your competitors! With more useful tools like Google Alerts, you can follow the latest tracked on the web. Also, you can look at the strategies presented by your competitors and try to improve them to suit your business. With this, you can take the best practices followed in the market to stay ahead of your competitors.
- It helps you gain credibility for your brand and establish brand identity. Promoting your brand on digital platforms allows consumers to talk about our products or services online. Your audience can trust more customer feedback than your ads do! Digital marketing gives you a great opportunity to build your business's reputation.

It works as a way to look at how well your marketing strategies are working, how people are engaging and responding to them. Analytics tools like Google Analytics help you get real-time results of the strategies you use to grow your business online.

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## **9.4 OVERVIEW OF TECHNIQUES USED IN DIGITAL MARKETING**

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Digital marketing encompasses all online marketing activities. However, it may include some offline activities, too. Here, are few digital marketing techniques one must consider for businesses- Website design, Search engine optimization, Social media advertising (marketing), Social media management, Pay-Per-Click advertising, Email marketing and Content marketing,

### **Website Design**

Your website is the face of your business. Its structure, colour, texture, and text (content) affect how your viewers perceive your product. That's why we always emphasize that your site should reflect your brand style and personality beyond the general context of your business. View your website as an important extension of your business. Here, are some important guidelines you can follow to make sure your website helps you build brand awareness:

- Make website responsive
- Design a good-looking website - According to research, 48% of online visitors decide the reliability of a company on the basis of its site design, and 94% people reject a site on the basis of its design.
- Optimize your website – Optimize your website for speed, security & mobile friendly.

### **Search Engine Optimization (SEO)**

Search Engine Optimization (SEO) is a way to optimize site content to improve its ranking on the Search Engine Optimization (SERPS) page. It is a proven technique to achieve this and it is not a true beginner's job as there are many pitfalls that can have Google disapproving your site. SEO consists of the following tasks- Site Structure, Keyword research and analysis and its use (both on-page and off-page), Analytics, Link building, and Content delivery.

#### How SEO works?

Google (or any program you're using) features a crawler that goes out and gathers information about all the content they will find on the web. The crawlers bring all those 1s and 0s back to the program to create an index. That index is then fed through an algorithm that tries to match all that data together with your query.

### **Social Media Advertising (Marketing)**

Social media marketing refers to the use of social media platforms to promote and market your products / services. If you want to get acquainted with the basics of digital marketing, getting started with social media marketing is a good idea. One of the biggest benefits of advertising on social channels such as Facebook, Twitter, Instagram, Pinterest, LinkedIn, etc is that you can choose your own audience. According to Hubbops, 92% of business owners and marketers say social media is important for their business.

The two sorts of social media online advertising are organic: a web word-of-mouth technique, and paid. Placing paid ads, promoted posts or sponsored stories are well-liked thanks to reach more of the demographic of the corporate, without paying a bundle. As you'll see from the chart below, Facebook and Twitter are the foremost popular social media platforms for companies to succeed in potential new customers with LinkedIn a well-liked avenue for B2B sales.

## **Social Media Management**

Social media management allows you to manage all your social profiles (Facebook, Instagram, Twitter, etc.) in one place. Social media management also helps you manage your internal and external interactions better. In simple terms, it guides how you participate in discussions taking place on different platforms - blogs, social networks (such as Facebook), and local and private communities.

## **Pay Per Click (PPC) Advertising**

Each click is an advertising model where advertisers pay a fee every time people click on their advertisement. Basically, it is the process of buying a visit to your site, as opposed to finding them to use SEO or other forms of digital marketing. PPC is one of the types of paid search. It's similar to SEM (search engine marketing) but it can also include display ads (used per click), as well as affiliate marketing. In addition to Google ads, Facebook Advertising is also a popular PPC platform. Here are two interesting facts to think about:

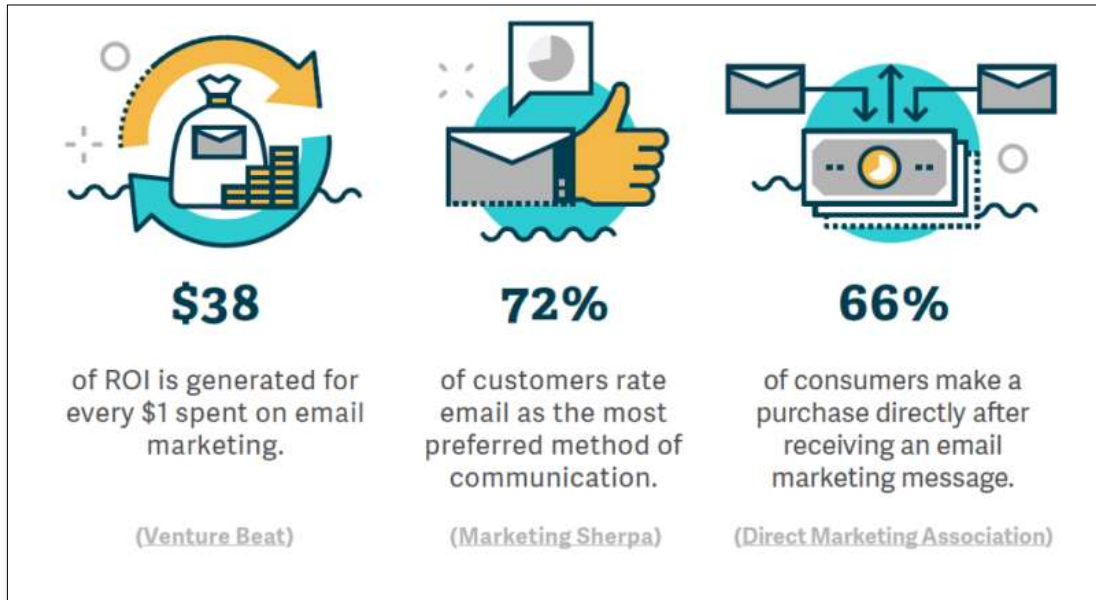
64.6% of people click on Google ads when they want to buy something online. Among companies that use PPC advertising, 84% use Facebook as a platform, 41% use Google and 18% use LinkedIn.

### Why is PPC so popular with advertisers?

Because it helps them attract quality traffic. By placing ads that are only visible when certain search terms or websites are used with a certain type of audience base, you can target the audience that best fits your business. This ensures that your website attracts visitors who may turn it into buyers.

## **Email Marketing**

The below figure explains why email marketing is an important digital marketing technique-



Source <https://www.lyfemarketing.com/blog/digital-marketing-basics/>

In fact, 82% of B2B and B2C businesses use email marketing today. Why? Because:

- For every \$1 spent, email marketing generates \$38 on average
- Over 50% of people worldwide use email.

That is why email marketing has become so competitive now. It is one of the most effective channels in our guide to digital marketing foundations. The key is to make your emails stand out, which is easier said than done. Before you can create an email campaign, you need to understand the psychology of your potential customers. Engaging with emails to promote your brand will damage your brand image. According to a survey, 78% of people signed up for email subscriptions because the product sends "multiple emails."

### **Content Marketing-**

Content marketing is a digital marketing strategy that focuses on creating and distributing content for the target audience. Content aims to be valuable, relevant, and (rightly) consistent. Its ultimate goal is to drive meaningful customer action. Creative content creation is a way to improve customer interaction to drive engagement and customer engagement. Content can mean anything from blogs to soft and white videos that work well and through content marketing strategies. The goal is to gain customer loyalty and maintain it. Apart from this, it is important to continually monitor and analyze the results of your efforts. Using this data-driven marketing approach your content marketing will ensure you get the best results.

Some examples of content marketing include: blog posts, videos, podcasts, infographics, white papers, case studies, and eBooks.

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## **9.5 FUTURE OF DIGITAL MARKETING**

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Here, are some of the most important and enjoyable styles that digital marketers should pay attention to and think about ways to incorporate them into their strategies. This will be the basis of what keeps the digital space moving forward in 2020 and beyond. Below we highlight innovations happening within traditional digital marketing channels, and explore why marketers need to evolve for a high-tech digital marketing evolution.

### **AI (Artificial Intelligence)**

Artificial intelligence (AI) is the science responsible for building intelligent machines that can think and respond as a human being. It has special future opportunities in the digital market. The impact of AI and machine learning extends far beyond mundane. Further, organizations rely on AI for cutting-edge applications with at least three additional benefits.

While technology is still in its infancy, we are already seeing some great examples of this in the everyday world. Self-driving cars are already for sale, for example. And both Amazon and Netflix already have built-in AI features that help with recommendations and transactions. We will continue to see it used in a variety of marketing applications to come, including content creation, voice recognition, face-to-face interviews, digital assistants, and highly targeted marketing strategies. AI will become majority in terms of marketing strategy due to its increased ability to analyses consumer behaviour and eat into better, more interactive and personalized purchases.

### **Personal Digital Assistance**

You are probably start using of Alexa and Google Assistant now, personal AI-driven assistants designed to stay connected, on a personal level, to people at all times in their daily lives. This market is expected to double this year and reach 1.6 billion users by the end of 2020. Devices made by different companies can communicate with each other for details - yes, they actually work together. Daily users of these devices will be able to watch AI evolve into play at a personal or business level. This technology will continue to improve on many levels, including voice recognition (Alexa sees 10 words), and personalized services, many of which are based on data analysis of consumer behavior. They are also integrated with various production and business systems and software in order to help us be more productive.

### **Social Media Will Shift in Function**

There is nothing new for social media designing you should know about the actual platform, but it's more that all the light on how we use social media is close to seeing the big change. Social media is no longer used for its original purpose, at least not the way it used to be, which peer-to-peer communication was. It might also be the answer that users want more control of what they see and they want more user-focused, more focused ways to enjoy themselves and interact with peers.

Many people spend more time on social media, but the way we use them is changing. For example, we watch more videos and other media than use it specifically for "social" reasons. Users desperately want to have fun with new technology as a virtual reality and are looking for ways to do this separately from their interactions with people. Top communications leaders and activists split the two areas, and Facebook is also introducing a new media option ("Check") that separates social feeds and ads.

In addition, your blogs and websites are becoming more popular as online communication channels, and fewer people are using instant messaging. This means that digital marketers need to look at (fluctuating) trends in communications platforms that prefer to incorporate more precise marketing strategies, as well as to understand new ways of collecting customer information perfectly to guide their strategy.

### **Blockchain Technology**

Blockchain is a hot topic these days. It is also uncontrolled, which makes it not a good idea to get into the business now, but to understand the business opportunities that can occur here as it grows. In a business context, this type of technology can serve as the most effective way of preventing fraud and ensuring the security of customer transactions in all sectors. In this case, it is likely to be used for product development and customer loyalty programs, for example, especially in B2B where multiple and large transactions can become the norm.

### **Chatbots**

As AI progresses, chatbots will be able to have "real" conversations, thus enhancing the UX look in a big way for digital marketers. They will continue to evolve into functional, versatile tools for businesses and consumers. Next year is the most promising in terms of integrating discussion forums across multiple industries and platforms and by 2020 they will become a regular part of the user experience.

Another way that active conversations are being drawn these days is through product-focused conversations on social media messaging platforms. Facebook is currently busy leading the charge as they create a bot designed for businesses to integrate with their messaging service. Marketing professionals should stay on top of this incoming situation and take advantage of it if they have relied heavily on Facebook and Facebook for marketing activities.

### **Voice Search**

Those thinking of going for a SEO-focused specialty should at least have a basic understanding of how voice search and speech recognition can shape brand building. One study suggests that more than 40% of teens and adults use voice search every day and this number is growing.

What does this mean for digital advertisers? The market's ability to grow their strategies to receive voice search for SEO success is about to become a major agreement. One thing that



can say this for content advertisers and performance scientists, in particular, is they focus too much on long keywords and detailed search phrases.

### **Influencer Marketing**

Influencer marketing is the idea of using “influential” people for clearly and completely market products and services, and sees the most direct success on social media channels. This will continue to grow and grow in 2018 in B2B and B2C. So far it has been widely used in campaigning for certain campaigns, but it is likely to grow into an ongoing strategy rather than something focused on, for example, one product.

Advertisers, especially those in the millennial and Gen Z, will want to think about building relationships with influencers, both at micro- and macro- levels. This is easily possible on all social media channels, for example, getting future YouTube stars.

The reason why this is so effective is that there is a built-in audience, which means you have the opportunity to create a paid quality easily.

### **Micro-moment Marketing**

This type of marketing is extremely consumer-focused and is predicated on the very fact that buyers have such a lot choice and power in their behaviour and buying lately. Essentially, it's not about ads reaching consumers because it is consumers doing searches on their own terms.

They're using mobile almost exclusively for tons of their research, and they're ready to do research at the touch of a button so basically, they don't need ads. Think with Google breaks this down into three key points: consumers are “well-advised,” “right here” and “right now”.

The challenge for marketers is to be ready to essentially be ready to “catch” their target buyer within the small window of this moment. Businesses got to find out the way to keep themselves visible and engaged supported this new sort of consumer behaviour via, as an example, single-touch (mobile-friendly) offerings and ensuring they will still hold their own in search rankings (versus Amazon). Highly customized content (via AI) is a method that companies could also be ready to compete.

All digital marketers got to stay top of the trends listed above to make sure that their marketing strategy is staying competitive. Marketers will get to have a transparent vision and goals and keep a somewhat flexible longer-term strategy to include a number of these trends. They always got to be thinking, learning, and testing so as to accommodate new technology because it becomes increasingly affordable and accessible.

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## **9.6 HOW TO BECOME EXCEPTIONAL IN DIGITAL MARKETING?**

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With the advancements and changing trends in digital technology, digital marketing is predicted to require giant strides within the future. We see E-commerce players like Amazon prioritizing marketplace and therefore the program giant, Google testing out new approaches like shopping tab to reinforce customer experience and leverage buying intent and giving importance to customer experience and engagement by rolling out algorithm updates. Voice searches and Vernacular Searches are growing at a rapid pace and therefore the trend will witness an exponential growth by 2020.

According to a survey, Digital advertising is predicted to grow at 32% to succeed in approximately 19,000 Crore by 2020. The info also suggests that digital media spend which is 15% at the present, will go up to 24% by 2020. With CAGR growth of Video by 38%, Display by 36%, and Search by 25%; all three verticals are found to extend their share in spends by 2020. Here are some of the techniques to become an exceptional in Digital Marketing –

## **Technology and Marketing Integration**

### **Prepare an end-to-end customer experience**

It is important for business organizations to integrate their sales and technology information. Organizations are now discovering the value of customer experience and its value in business. The emergence of Artificial Intelligence will play a major role in partnering with digital marketers to provide end-to-end customer capabilities.

**Automation in Marketing-** Everyone prefers personalized and personalized content; with data now being more widely imported than ever before and countless data being available for large amounts of data, marketers will have to look to provide customized and customized content. Therefore, marketing with automation will not only happen but is expected to undergo significant change as a result of technological and marketing meetings.

**Invest in AR / VR-** The use of augmented reality (AR) and Virtual Reality (VR) has already forced retailers to develop strategies to provide consumers with better services through technology. This will bring more flexibility to the data collection process of business and customer organizations. Advertisers will need to import digital media to improve the Internet consumer experience.

**Facebook AR Ads-** Facebook has been investing heavily in AR and expects it to be a wave of the future. Organizations can communicate with their target audience and offer product features on the basis of their purchase patterns. Facebook has provided a new platform for advertisers to showcase their products by rolling out real-time organic ads. With AR feed ads, online shopping will be a more interactive experience and help business organizations better transition.

**Turn to Measure Online Store Travel-** With a business with an online presence, the biggest challenge is to find out how many store visitors or footfalls have received through online promotions. Using digital marketing technology and offline behaviour, business organizations should invest in a digital tool that provides information with precision.

### **Miscellaneous Budget for Marketplace**

**Amazon Will Emerge as a Major Player in Digital Marketing-** Amazon had recorded three quarterly growths in ad revenue, last year. Higher consumer buying intentions make it a great platform for any consumer product client. It is developing at high speed and shows just how much Amazon is willing to change the state of digital marketing.

**Invest in Amazon Automation Tool-** With about two-thirds of Amazon advertisers using ad campaign tools or expected to use them in the next twelve months, the market is poised to grow significantly over the next few years as Amazon ads will increase their market share.

**Amazon SEO Optimization-** At the discretion of each industry, Amazon is the first choice for consumers over 56% if they want to shop online, and 51% cross with Amazon when shopping on any other platform. This behaviour is predicted to increase by 10-15% by the end of 2020. This demonstrates the importance of using 'Amazon optimization' in any e-commerce SEO strategy and using Amazon in direct word search.

### **Become the master of Google Shopping**

At Digital Marketing Space, major changes are expected in Google Shopping and it is advisable to keep an eye on everything related to Google Shopping. Since, Amazon is thought to be the next big thing in online shopping ads; Google Shopping will make a category entry for the category. Google has already started rolling out the tabs to organic search across the spectrum that offers structured shopping options to choose from. Therefore, it is important for digital business organizations to prepare their digital wing for cost-effective purchasing.

### **Transform and lead major changes**

**Voice Search-** As demand for voice-based AI devices increases, for example, Siri, Alexa, and Google Assistant; a steep rise is expected on the voice bases of retailers. By using these products, people will be able to order products by their name and size. The volume of voice search is increasing every minute that passes and this will make a big difference in 2020.

**Video Size-** With a limited time of 30hrs/week spent on watching TV or any type of video content, video viewing video is already at its highest ever. This huge change in status has been made in the form of videos watched on Mobile and TV. There has been an increase in content for video channels such as Amazon Prime, Netflix, Hotstar, Voot, Zee5 being consumed at a higher rate all the time. For digital marketers, the use of mobile or channel

video content marketing will be important. With the availability of the Internet by service providers, new opportunities are now available for digital marketers.

**Native Mobile Ads-** Of Mobile advertisement revenue, the average percentage of native mobile ads is 63 %. This clearly indicates that native ads control the status of the ads displayed. Native ads include interesting and relevant content and therefore, a higher engagement opportunity than any other display ads.

### **Get the most out of Customer**

**Focus on Personalized and Personalized Messages-** In a position to provide more customers, brands are shifting their focus to private messaging apps and this trend is set to continue in the coming years. App marketing for private messaging is a puzzle of digital marketing and will replace digital advertising in a whirlwind.

**WhatsApp Advertising-** WhatsApp is still not fully utilized being the largest social messaging app. Recently, the first WhatsApp TV was introduced; and is expected to grow as a multi-channel access channel through a change in ad budgets on WhatsApp.

**Strong Presence on social media-** One survey revealed that 63% of marketers think that social media will be huge compared to apps or the web. To build brand awareness and communicate about product type among customers, the boundaries of social programs should. Social channels are constantly evolving as more new features are added to Instagram, YouTube, etc. Telecommunications and media will get here is pointless. Therefore, it is very important for digital advertisers to mark their presence on social media.

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## **9.7 POINTS TO REMEMBER**

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- Digital marketing is an interactive term, used where advertising and marketing combine with the new web and various types of online communication platforms.
- Digital is an unlimited platform for marketing and promoting your business to reach the largest audience, in one place.
- A digital marketing manager is responsible for developing, implementing and managing marketing campaigns that promote the company and its products and / or services
- Digital marketing campaigns can be created quickly and with digital tools, organizing Digital Marketing campaigns is easy.
- Understanding your customer's performance is one of the most important aspects of a successful market. Digital marketing helps you stay connected with your customers.
- Micro Moment marketing is extremely consumer-focused and is predicated on the very fact that buyers have such a lot choice and power in their behaviour and buying lately.

- Artificial intelligence (AI) is the science responsible for building intelligent machines that can think and respond as a human being.

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## 9.8 GLOSSARY

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- Ad Manager Account- An advertising account on Facebook that allows you to run ads on the Facebook Ad Network.
- Ad Network– A grouping of websites or digital properties (like apps) where ads can appear. For example, Google has 2 ad networks: the search network (text ads that appear in search results) and the display network (image ads that appear on millions of websites that have partnered with Google)
- Adwords (Google Adwords)– A Google owned program that is used by advertisers to place ads on Google search results pages, on Youtube, and on Google ad network sites. Adwords is the primary platform for PPC advertising.
- Analytics (or Google Analytics) – A Google platform that allows webmasters to collect statistics and data about website visitors. Google Analytics (sometimes abbreviated as GA) allows webmasters to see where web traffic comes from and how visitors behave once on the site.
- Banner Ad– A popular type of digital image ad that can be placed across various websites.
- Blog– A blog or web log is a web page or a website that is regularly updated with new written content. Blogs are an important section of a website in digital marketing, as they offer fresh new content on a regular basis which can help attract new visitors, engage existing visitors, and give authority signals to Google.
- Bot– An automated program that visits websites, sometimes also referred to as a “crawler” or a “spider”. Search Engines like Google uses bots to crawl websites so that they can be ranked and added to search indexes.
- Campaign– A series of advertising messages that share a theme, and market a product or service.
- Call to Action (CTA) - A CTA is literally the action you want your searcher to take.
- Click Through Rate (CTR) - Your CTR measures how many people who have seen your ad click through to your link destination.
- CPC- Cost-Per-Click is the most common bid type on Google AdWords. It means you pay every time a person actually clicks on your ad.
- PPC- Pay-Per-Click is the same as CPC.

- CPM- Cost-Per-thousand impressions is a bidding method that bases your costs on how many times your ads are shown (impressions).
- AdSense- A tool by Google that gives publishers of all shapes and sizes the ability to host ads on their site to make money off ads.
- Approved- The status given to ads that are allowed to run on the AdWords network.
- AdWords Editor- A free tool from Google that allows advertisers to make bulk changes to their account (bids, keywords, ads, and other settings changes).
- Approved (Limited) - The status given to ads that adhere to Google's policies, but are limited in where they are able to be shown.
- Analytics- A free tool Google created to help you better understand the types of customers that visit your website, how much time they spend there, where they come from, and other important metrics that AdWords can't provide in as much detail.
- Daily budget- Your daily budget is what you're willing to spend per day per ad.
- Bid Strategy- Your bid strategy is basically how you set your bid type to pay for viewer interaction with your ads.
- Ad Rank- Your Ad Rank is the value that's used to determine where your ad shows up on a page. It's based on your Quality Score and your bid amount.

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## **9.9 CHECK YOUR PROGRESS**

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### **Descriptive type questions-**

- a) What is Digital Marketing?
- b) How can we become the master of Google shopping? Explain.
- c) What is PPC & CPC? Explain.
- d) What is the role of Digital Marketing Manager?
- e) What is WhatsApp Advertising?
- f) How Google is important to our business?
- g) What is meant by Ad Rank?
- h) How can we make a search engine optimized website?
- i) How to become good in Digital Marketing?
- j) What is Google AdWords quality score?
- k) What are the techniques used in Digital Marketing? Explain
- l) How social media involved in digital Marketing?
- m) Explain SEO in detail.

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## 9.11 **SUGGESTED READINGS**

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## UNIT- 9

### FUTURE PROSPECTS OF DIGITAL MARKETING AND MANAGEMENT- II

9.1 INTRODUCTION

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9.2 OBJECTIVES

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9.3 DIGITAL MARKETING AND MANAGEMENT: AN OVERVIEW

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9.4 5Ds OF DIGITAL MARKETING AND MANAGEMENT

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9.5 IMPORTANCE AND BENEFITS OF DIGITAL MARKETING AND  
MANAGEMENT

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9.6 SWOT ANALYSIS OF DIGITAL MARKETING AND MANAGEMENT

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**9.7 CHALLENGES OF DIGITAL MARKETING AND MANAGEMENT**

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**9.8 FUTURE OF DIGITAL MARKETING**

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**9.9 POINTS TO REMEMBER**

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**9.10 GLOSSARY**

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**9.11 CHECK YOUR PROGRESS**

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**9.12 BIBLIOGRAPHY/ REFERENCES**

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**9.13 SUGGESTED READINGS**

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**9.1 INTRODUCTION**

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In today's world of social media digital Marketing and Management has played a very important role in the fast advancement of world's economy. It becomes a very important tool in the marketing area for big and small brands. Digital Marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards marketplace. In the developed global markets, it is one of the most leading, well known and established platforms. In the current era of digitalization, it makes brand enable to remain where the customers of the brand stay i.e., Instagram, Quora, Facebook, YouTube, Twitter and other social media applications. The digital channels include mobile, display, search, social, and video. Referred to as "Inbound marketing" digital allows you to interact with advertise and connect back to the advertisers. It is maintaining its spectacular growth in global markets; no matter they are big or small. Big markets are those countries which are always going to be e-commerce because of their size, and the small markets are encouraging markets where prospective matters along with size. Digital market becomes the important platform to sale, promote, endorse and launch new products which gives high exposure in low cost. Digital Marketing can be understood as a well-targeted, conversion-oriented, quantifiable, and interactive marketing of products or services by utilizing digital innovation to achieve the customers, and transform them into clients in a sustainable fashion. The whole concept and functionalities of Digital Marketing are more competent, effective, result-oriented and measurable, which make it very different from traditional marketing.

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**9.2 OBJECTIVES**

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After the successful completion of this unit, you will be able to-

- Understand the concept of digital marketing.
- Understand the role of digital Marketing and Management for smart administration.
- Define the importance of digital Marketing and Management.



- Understand the difference between traditional and digital marketing.
- Explore 5Ds of digital Marketing.
- Do SWOT analysis of digital marketing.

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### 9.3 ***DIGITAL MARKETING AND MANAGEMENT: AN OVERVIEW***

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The term Digital Marketing was first used in the 1990s while internet search traffic increased in 2006. In 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance. Digital marketing is a subset of traditional marketing. It promotes your brand or products using digital channels such as the internet, emails and mobile phones, as opposed to more traditional media such as print, radio, TV or billboards. Finding new customers is the primary aim of digital marketing. It has the advantage over traditional marketing techniques because online programs such as Google Analytics exist which enable you to analyze your marketing campaigns in real time. This is much faster than any non-digital or traditional technique. It is the strategy and processes that connect advertisers with their audiences across digital channels. An advertisement itself is a piece of creative shared via digital inventory- the space a publisher makes available for advertisements on its platform. In this overview of digital marketing, we will summarize their key points and discuss how they are inextricably interlinked and how a great campaign cannot have done without the others.

**Search Engine Optimization (SEO):** It is a process which aims to improve the position of your website in organic search engine results. One of the ways it does this is by utilizing keywords. Google gives the following examples of keyword stuffing: As- (i) Lists of phone numbers without substantial added value, (ii) Blocks of text listing cities and states a webpage is trying to rank for repeating the same words or phrases so often that it sounds unnatural. Another effective way that SEO increases the organic rankings is through link-building. This is the process of getting links to your website from other websites.

**Social Media Optimization (SMO):** It is a type of SEO. It involves engaging in social media in order to increase your organic search ratings. The aim is to develop highly active social media accounts with a large audience, where you post content and links from your sites in order to draw users from there, and where you post content that is unique to social media in order to broaden your audience so that a large number of people can feel your presence there.

**Online Reputation Management (ORM):** It's maximized your positive presence on the internet while minimize any negative discussions. It is mandatory for all businesses to ensure that someone Googling their brand or company name will not be inundated with negativity. It is harmful for a business to let go their single buyer. The most important point to remember about managing your online reputation is that if you only start doing it when you have been bombed by something negative, you are starting too late. You should begin monitoring your

online presence as soon as you can, using a program such as Google Alerts or something more online options.

**Pay Per Click (PPC):** It is a type of paid advertising through which you can influence your website's standing in paid search results. You would sign up to a service such as Google's free AdWords program and set up your campaign there. Every time a user clicks on your advert, you pay your search engine a small fee. In order to ascertain the top spot on the advertising areas, AdWords gives every advert a quality score. The score depends on factors such as picking great keywords, the amount you pay Google, and the quality of your landing page. It is vital to have a well-presented page which gives the user all the information that they need. Users consider speed and ease of use to be vital in their choices, so won't take kindly to being directed to a homepage and having to do the navigation themselves. You are also likely to lose potential customers if your website is not optimized for the main browsers or mobile phones.

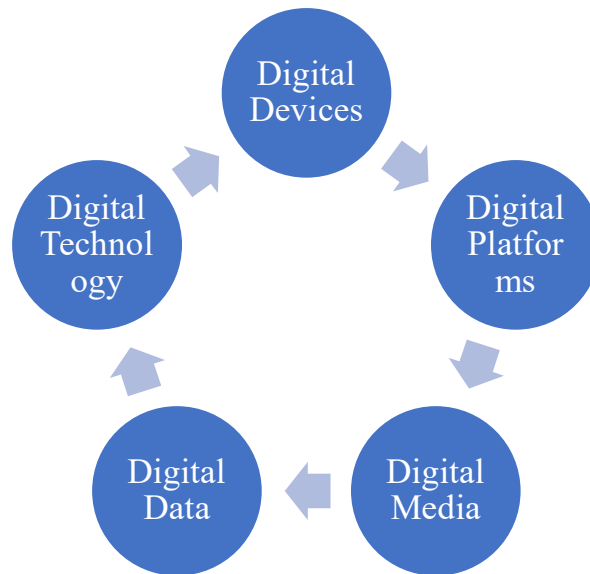
**Conversion Rate Optimization (CRO):** It uses an analytics program such as Google Analytics to find out how your site is affecting a variable you find important. The first step of CRO is discovering your current conversion rate using Google Analytics. Next you would look at other factors given to you by Google Analytics, such as bounce rate. These would help you to discover potential flaws in your site. Whether you want to make a big change like an entire page redesign or just change the size of the call-to-action button, all the essential changes required can be made and tested simultaneously with the original version, and the results seen on Google Analytics. It is very important to test these factors out for you and not to copy other businesses. Their conversion optimization may not have been carried out rigorously, and therefore their result may not be genuine. So, digital marketing is the interweaving of these and other strategies in order to find and retain new customers, and promote your brand. It is often carried out by specialized digital marketing agencies, but individuals and businesses can also handle their own.

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## ***9.4 5Ds OF DIGITAL MARKETING AND MANAGEMENT***

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Digital marketing revolves around these 5Ds, as- (i) digital devices, (ii) digital platforms, (iii) digital media, (iv) digital data, (v) digital technology.



- a) Digital devices: It mainly focuses on the target audience's interaction and engagement on websites and mobile applications using a combination of connected devices. These devices may include smart phones, tablets, desktop computers, TVs, and gaming devices.
- b) Digital platforms: It involves the analysis of the preferred platforms or services of the target audience. Most engagements using popular platforms such as Facebook, Instagram, Google, YouTube, Twitter, Snapchat and LinkedIn.
- c) Digital media: It refers to paid, owned, and earned communications channels utilized to build engagement with the target market through several ways such as advertising e-mails, messaging, search engines, and social networks.
- d) Digital data: It normally consists of audience profiles and engagement patterns with businesses, while digital technology focuses on building interactive experiences across a wide range of platforms, from your websites and mobile apps to your in-store kiosks.
- e) Digital technology: the marketing technology or companies use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns. It uses websites and mobile apps to achieve the goals of digital marketing.

All 5Ds are essential to gaining an unparalleled edge in digital marketing campaigns. Optimizing the benefits and becoming an expert in the 5Ds of digital marketing are considered a step in the right direction in today's highly competitive era.

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## 9.5 ***IMPORTANCE AND BENEFITS OF DIGITAL MARKETING AND MANAGEMENT***

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The main objective of digital marketing is attracting consumers and allowing them to interact with the brand through digital media. Digital marketing is taking over the traditional

marketing channels is because the internet has enabled businesses to interact with targeted audiences in real time. The importance of digital marketing is increasing day by day because:

- It reaches to people on that place where they spend their time & money.
- It levels the playing field for small business.
- It is more targeted compared to the traditional marketing.
- With email marketing, yet another important part of digital marketing, you can target almost down to the individual level.
- With digital marketing you could know whether users actually saw your advertisement, like it, lingered on it or shared it with a friend.
- It is easy to scale & adapt than traditional marketing.
- Integrates Marketing with Mobile Technology.

There are many benefits of digital marketing because of which business and companies are moving towards it. Digital marketing allows you to build awareness of your brand and drive sales. We can understand them with following list-

- a) It lets you effortlessly reach current and new audiences- With digital marketing, you can reach audiences on a global scale. You can market your products and services locally, nationally, or internationally for a little to no cost compared to traditional marketing means. Many digital marketing strategies enable you to reach more people interested in your products or services, as well as new markets and undiscovered interested audiences. You can target people locally to internationally, allowing you to expand your market.
- b) It reaches people at the start of the buying journey- Whenever someone visits the site, you can greet them with targeted offers initially at the point of starting of their buying journey. The more they buy from you, the more you can refine your customer profile and market effectively to them. Getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with. Which attracts your customer every time they start to buy a new plan or product?
- c) The power to make changes whenever you want- It is a very big opportunity in the field of digital marketing. This advantage was never available in traditional marketing. Once we published or print something in traditional marketing in the form of posters etc it will remain same as always it is but on digital platform, we have power to improve the quality of our content always on our fingertip. It affects the number of our target customer and allows us to show the better and improving side of our product.
- d) It is cost-effective- Digital marketing costs much less when compared to many traditional marketing strategies. We'll dive into more detail on this later, but overall, running digital marketing strategies is more cost-effective than traditional media. With

many digital marketing strategies, such as content marketing, social media marketing, and search engine optimization, you can implement them for free if you're willing to spend some time and put in the effort. Even online paid advertising methods (such as social media advertising or pay-per-click (PPC) advertising) are much cheaper compared to advertising traditionally. Advertising online with digital marketing lets you pay per person who clicks on your advertisement. Combine that with the far-reaching, advanced audience targeting that digital marketing allows, and you'll be getting the most out of your advertising budget.

- e) It is measurable- When you invest in digital marketing, you can easily track and measure the results of your campaign. Digital marketing allows you to track a wide variety of real-time data such as clicks, dwell time, devices, and more. You can access programs like Google Analytics, where you can track all these metrics in one place. Access to this data enables you to see the results of your digital marketing efforts. Using the data, you can measure how well your digital marketing is performing against your marketing goals. Additionally, you can adapt and optimize your strategy as needed. By tracking your results, you can quickly figure out what works well and what doesn't, which allows you to make changes as you need.
- f) It improves the conversion rate- Digital marketing provides a seamless conversion process for visitors. Users on the Internet often find making a purchase easier, quicker, and more convenient online than through traditional mediums, which means that, due to your digital marketing, you'll have a greater percentage of users who are highly likely to convert using your website.
- g) It allows to target ideal customers- Digital marketing enables you to create personalized content that you can tailor to your audience. With digital marketing, you don't have to create one piece of marketing to try and appeal to everyone. Instead, you can create multiple pieces that are tailored to people with different interests. You can also personalize the content you create to hit your audience's interests and helps solve their problems. Every time you interact with someone, you can continue to gather information to better match their preference.

Digital marketing also has a wide variety of content types you can personalize to match individuals in your audience. For example, you can craft as- (i) Personalized ads based on search history, (ii) In-depth content based on commonly asked questions, (iii) Engaging social media ads based on likes and interests, and (iv) Unique email marketing campaigns based on shopping behavior.

### **Difference Between Digital Marketing and Traditional Marketing-**

Traditional marketing and Digital marketing have a huge difference though digital marketing is a subset of traditional marketing. Traditional marketing comprises print, broadcast, direct mail, and telephone while Digital marketing includes online advertising; email marketing, social media affiliate marketing, text messaging, search engine optimization, pay per click. The other differences are as following-

S. No.	Traditional Marketing	Digital Marketing
1	No interaction with the audience.	Interaction with the audience
2	Expensive and time-consuming process.	Reasonably cheap and rapid way to promote the products or services.
3	Results are easy to measure.	Results are to a high extent, i.e., easy to measure.
4	Success of traditional marketing strategies can be celebrated if the firm can reach large local audience.	Success of the digital marketing strategies can be celebrated if the company can reach some certain number of local audiences.
5	Limited reach to the consumer due to limited number of consumer technology.	Wider reach to the consumer because of the use of various consumers technology.
6	One campaign prevails for a long time.	Campaigns can be easily changed with expertise and innovations can be introduced within any campaign.
7	24/7 year-round exposure is not possible and no ability to go viral.	24/7 year-round exposure is possible and ability to go viral.
8	One-way conversation.	Two-ways conversation.
9	Marketing advertising campaigns are planned over a long period.	Advertising campaigns are planned over short period of time.
10	Needed much staff and efforts.	Needed good platforms and efforts.

These are few differences which show us that any business can target audience anywhere in the world from one digital marketing campaign. Digital marketing brings the greatest advantage for the consumers by allowing them to make comparison among products or services while traditional marketing have limited options.

## **9.6 SWOT ANALYSIS OF DIGITAL MARKETING AND MANAGEMENT**

Strengths and Opportunities are positive factors while Weaknesses and Threats are negative factors. Strengths and Weaknesses can be controlled by the firm itself. On the other hand, Opportunities and Threats are part of external environment.

To gauge strengths, a complete 360-degree view is required. This includes how the customers, competitors, and stakeholders view the market. To improve the digital strength, we need to discover more about the market and customers, we require more experience and exploration. We need to promote, find and talk about the strategies. While to identify weakness we need to know that which internal processes need improvement? What the customers say needs improvement? What factors contribute to loss of sale? What do competitors view on firm's weaknesses? And what are the activities to avoid? Basically, the

weakness of digital marketing is no priority, no time and no knowledge which a firm needs to remove

To find Opportunities we must need to know that Are there any interesting trends that we can benefit? Are there any good opportunities lined up? Opportunities can appear in different ways for example, a government policy that might help our industry. Change in population, economic and social patterns and in lifestyle. The opportunities of digital marketing are visibility, credibility and preferability which we need to grab from digital neighborhood market places, and to find threats we need to find out the barriers, any technology change that can make the product obsolete or a government regulation that can hurt the business. We also need to know about the competitors who working on a better product or service and one of the most important facts to know about Cash-flow or bad debt issues. Ignorance of ability brings disability so we should use available resources and expert guidance to keep constantly upgrade and to stay away from threats.

Once after finishing the digital marketing SWOT analysis, we need to translate these into short- and long-term strategies. These findings are just the tip-of-iceberg. The real work starts after this.

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## **9.7 CHALLENGES OF DIGITAL MARKETING AND MANAGEMENT**

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Although a large number of firms are practicing digital marketing, it is not an easy job as there are number of problems which digital marketing may face. They are as following-

- Expertise and Knowledge with Digital Marketing.
- Target Market Engagement.
- Reaching Target Audience.
- Effective Social Media Management.
- Educating Stakeholder about Digital Marketing.
- Lack of Resources.
- Achieving brand awareness.
- Working with the right digital agency.
- Keeping updated on latest technology.
- Creating relevant and rich content.
- Showing Return on Investment.
- Building a good website to understand audience.
- Getting new leads and creating, promoting content.

Thus, digital marketing is a clear concept to understand the mindset of customer by their browsing history on social media platforms and application. Marketers make use of digital

portfolio as a platform to promote a professional brand. Presently it becomes a very important platform in the field of marketing.

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## **9.8 FUTURE OF DIGITAL MARKETING**

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The future of digital marketing is so vast and wide in area. Presently From banners to big data, digital marketing has continuously adapted to meet the needs of customers and brands alike. Today, with increased connectivity and established digital infrastructure, changes are happening much faster. Below we highlight the future prospectus of digital marketing-

**Paid media-** Paid search, or search engine marketing, is the marketing practice of generating web traffic by buying advertisements on search engines. A probable distribution to this traditional method of paid media is programmatic advertising, a type of paid media that employs to automatically buy advertising space, using data, to determine which audience the ads should target.

**SEO (voice optimization)-** As consumers adapt and begin to use voice assistants more and more, marketers working with SEO should consider optimizing their websites to recognize voice search. As the popularity of the technology rises, it is likely this number will increase, and the idea of a permanent, hands-free assistant will begin to feel like second nature.

**Content (Personalization and video come to the forefront)-** Following from SEO and voice search optimization, conversational content that feels personal and authentic remains key to engaging customers in future. As customers are drawn to experiences that reflect their preferences, determining what content will be most relevant to an individual is key to customer's satisfaction and loyalty in future. It will influence the society and create more opportunities in digital marketing.

**Influencer marketing system get updated-** Influencer marketing has become the equivalent of word-of-mouth marketing today. As people generally trust people more than brands, hearing positive information or feedback about a product or experience from an influencer often holds more weight and credibility than when it comes from the brand itself. Appealing to an individual with conversational, speech accessible, and visually engaging content are key trends informing the way brands are going to position themselves in the near future. In an industry often saturated with sensationalist talk around technology, this should provide marketers and brands with an idea of practical and actionable improvements that technology can provide to their existing digital strategies.

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## **9.9 POINTS TO REMEMBER**

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- Digital marketing is a subset of traditional marketing.
- SEO, SMO, ORM, PPC and CRO are the key points of digital marketing.
- 5Ds of digital marketing are digital devices, digital platforms, digital media, digital data, and digital technology.



- Digital marketing is easy to scale & adapt.
- Digital marketing is different in many fields from traditional marketing.
- SWOT analysis of digital marketing finds the strength, weakness, opportunity and threat of it.
- There are so many challenges in digital marketing which makes it a competitive platform.

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## ***9.10 GLOSSARY***

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- Search traffic-: refers to the number of all accesses that have been made via search engines.
- Inbound- Towards a particular place
- Substantial- Considerable
- The tip of iceberg- Small part of a problem
- Content marketing- A type of marketing that involves the creation and sharing of online material that does not explicitly promote a brand but is intended to stimulate interest in its products or services
- SEO- Search Engine Optimization
- ORM- Online Reputation Management
- SMO- Social media optimization
- CRO- Conversion Rate Optimization
- PPC- Pay Per Click
- Googling- search for information about (someone or something) on the internet using the search engine Google.
- Big data- Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions.

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## ***9.11 CHECK YOUR PROGRESS***

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### **Descriptive type questions-**

- What do you understand by the term digital marketing?
- What are the 5Ds of digital marketing?
- Mention few benefits of digital marketing.
- What is the difference between traditional marketing and digital marketing?
- What are the future prospects of digital marketing?

### **Objective type questions-**

- Digital marketing improves the conversion rate (True/False).

- b) Digital marketing has limited reach to the consumer due to limited number of consumer technology (True/False).
- c) Digital marketing is a two-way conversation (True/False).
- d) CRO means conversion rate optimization (True/False).
- e) Digital marketing revolves around the 5Ds (True/False).
- f) Influencer marketing system is a future prospectus of traditional marketing (True/False).

### Answers (Objective type question)-

- (a) True      (b) False      (c) True      (d) True      (e) True      (f) false

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### **9.13 SUGGESTED READINGS**

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- A Modern Marketers Guide to Digital Marketing. <http://bit.ly/freedmguide>.
- The Scope of Digital Marketing in India & How to Get Started: <http://bit.ly/2C0Lwu6>.
- I don't have a degree. Can I do digital Marketing? <http://bit.ly/2C22sQU>.

## UNIT- 10

### DIGITAL INDIA PROGRAMME- PROSPECTS

10.1 INTRODUCTION

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10.2 OBJECTIVES

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10.3 THE DIGITAL INDIA PROGRAMM- AN OVERVIEW

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10.4 DIGITAL INDIA INITIATIVES- AS INFRASTRUCTURE

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10.5 DIGITAL INDIA INITIATIVES- AS SERVICE

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10.6 DIGITAL INDIA INITIATIVES- AS EMPOWERMENT

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10.7 CHALLENGES OF DIGITAL INDIA PROGRAMME

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10.8 POINTS TO REMEMBER

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10.9 GLOSSARY

---

10.10 CHECK YOUR PROGRESS

---

10.11 BIBLIOGRAPHY/ REFERENCES

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10.12 SUGGESTED READINGS

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#### ***10.1 INTRODUCTION***

Digital India is a flagship programme of the Government of India (GoI) with a vision to transform India into a digitally empowered society and knowledge economy. E-governance initiatives in India took a broader dimension in the mid-1990s for wider sectoral applications with emphasis on citizen-centric services. The major ICT initiatives of the Government included, inter alia, some major projects, such as railway computerization, land record computerisation etc., which focused mainly on the development of information systems. Later on, many states started ambitious individual e-governance projects aimed at providing electronic services to citizens.

The national level e-governance programme called National e-Governance Plan (NeGP) was initiated in 2006. There were 31 Mission Mode Projects (MMPs) under National e-Governance Plan covering a wide range of domains viz. agriculture, land records, health, education, passports, police, courts, municipalities, commercial taxes and treasuries etc. 24

Mission Mode Projects have been implemented and started delivering either full or partial range of envisaged services. Considering the shortcomings in National e-Governance Plan that included lack of integration amongst Government applications and databases, low degree of government process re-engineering, scope for leveraging emerging technologies like mobile and cloud etc., the Government of India approved e-Kranti programme with the vision of “Transforming e-Governance for Transforming Governance”. All new and ongoing e-governance projects as well as the existing projects, which are being revamped, should now follow the key principles of e-Kranti. The portfolio of Mission Mode Projects has increased from 31 to 44 MMPs. Many new social sector projects namely Women and Child Development, Social Benefits, Financial Inclusion, Urban Governance eBhasha etc., have been added as new MMPs under e-Kranti.

[Source: <https://www.digitalindia.gov.in/content/introduction>]

Several initiatives have been taken for the introduction of Information Technology (IT) to empower people in areas relating to health, education, labour and employment, commerce etc. Digital India Week has been launched with an aim to impart knowledge to people and to empower themselves through the Digital India Programme of Government of India. Digital India comprises of various initiatives under the single programme each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and co-ordinated engagement of the entire Government. The Digital India programme has been envisaged and coordinated by the Department of Electronics and Information Technology (DeitY) in collaboration with various Central Ministries/ Departments and State Governments.

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## ***10.2 OBJECTIVES***

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After the successful completion of this unit, you will be able to-

- Understand the vision behind the Digital India programme.
- Aware with Digital India Initiatives- As Infrastructure, Service, and Empowerment.
- Know the several schemes launched under Digital India programme.

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## ***10.3 THE DIGITAL INDIA PROGRAMME- AN OVERVIEW***

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The vision of Digital India programme is centred on the three key areas- (i) Digital Infrastructure as a Core Utility to Every Citizen (ii) Governance & Services on Demand, (iii) Digital Empowerment of Citizens.

### **[1] Digital Infrastructure as a Core Utility to Every Citizen-**

A well-connected nation is a prerequisite to a well-served nation. Once the remotest of the Indian villagers are digitally connected through broadband and high-speed internet, then delivery of electronic government services to every citizen, targeted social benefits, and financial inclusion can be achieved in reality. The high-speed internet accessibility and to

facilitate online delivery of various services is one of the key objectives under Digital India Programme. To enable the infrastructure for digital identity, financial inclusion and ensure easy availability of common services centres.

### **[2] Governance and Services on Demand-**

Sustained efforts have been made at multiple levels to improve the delivery of public services and simplify the process of accessing them. E-governance in India has steadily evolved from computerization of Government departments to initiatives that encapsulate the finer points of Governance, such as citizen centricity, service orientation and transparency. The National e-Governance Plan (NeGP) was approved in 2006 to take a holistic view of e-governance initiatives across the country, integrating them into a collective vision. The ultimate objective was to make all government services accessible to the common man in his locality, through common service delivery outlets, and ensure efficiency, transparency, and reliability of such services at affordable costs to realise the basic needs of the common man. The following elements are crucial for ensuring that governance and services are made available on demand to all citizens and other stakeholders in the country, as- Seamlessly integrated services across departments, Services available in real time from online and mobile platforms, All citizen entitlements to be portable and available on the cloud, Digitally transformed services for improving ease of doing business, making financial transaction electronic and cashless, and leveraging Geospatial Information System (GIS) for decision support systems and development.

### **[3] Digital Empowerment of Citizens-**

Digital connectivity is a great leveller. Cutting across demographic and socio-economic segments, Indians are increasingly connecting and communicating with each other through mobile phones and computers riding on digital networks. The Digital India programme itself promises to transfer India into a digitally empowered society by focusing on digital literacy, digital resources, and collaborative digital platforms. This also places emphasis on universal digital literacy and availability of digital resources/services in Indian languages.

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## ***10.4 DIGITAL INDIA INITIATIVES- AS INFRASTRUCTURE***

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Digital India Initiatives are categorized into three key areas, as- **Infrastructure**, Services, and Empowerment. Here we are describing the infrastructure related initiatives.

1. **Aadhar** [[www.uidai.gov.in](http://www.uidai.gov.in)]- It is one of the key pillars of 'Digital India', wherein every resident of the country is provided with a unique identity or Aadhaar number. The largest biometrics-based identification system in the world, Aadhaar is a strategic policy tool for social and financial inclusion, public sector delivery reforms, managing fiscal budgets, increase convenience and promote hassle-free people-centric governance. It may be used as a basis for several Government welfare schemes and programmes for effective service delivery by promoting transparency and good governance.

2. **Bharat Broadband Network** [[www.bbnl.nic.in](http://www.bbnl.nic.in)]- It is a special purpose vehicle set-up under Companies Act by the Government of India. It has been mandated to create the National Optical Fiber Network (NOFN) in India.
3. **Centre for Excellence- Internet of Things (COE-IT)** [[www.coe-iot.in](http://www.coe-iot.in)]- The Centre of Excellence for IoT was announced as a part of the Digital India Initiative to jump start the IOT ecosystem taking advantage of India's IT strengths and help the country attain a leadership role in the convergent area of hardware and software. The objective of the center is to create innovative applications and domain capability and it will help to build industry capable talent, start-up community and an entrepreneurial ecosystem for IoT.
4. **Computer Emergency Response Team- India (CERT-IN)** [[www.cert-in.org.in](http://www.cert-in.org.in)]- It provides incident prevention and response services as well as security quality management services. The functional areas of CERT in respect to cyber security are- (i) Collection, analysis and dissemination of information on cyber incidents (ii) Forecast and alerts of cyber security incidents (iii) Emergency measures for handling cyber security incidents (iv) Coordination of cyber incident response activities (v) Issue guidelines, advisories, vulnerability notes and whitepapers relating to information security practices, procedures, prevention, response and reporting of cyber incidents.
5. **Common Service Centres (CSCs)** [[www.csc.gov.in](http://www.csc.gov.in)]- CSCs are the access points for delivery of essential public utility services, social welfare schemes, healthcare, financial, education and agriculture services, apart from host of B2C (Business to Customer) services to citizens in rural and remote areas of the country.
6. **Cyber Swachhta Kendra** [[www.cyberswachhtakendra.gov.in](http://www.cyberswachhtakendra.gov.in)]- It is a Botnet Cleaning and Malware Analysis Centre. This centre is set up in accordance with the objectives of the 'National Cyber Security Policy', which envisages creating a secure cyber ecosystem in the country.
7. **Deen Dayal Upadhyaya Gram Jyoti Yojana (DDUGJY)** [[www.ddugjy.in](http://www.ddugjy.in)]- DDUGJY is designed to provide continuous power supply to the entire rural India. The DDUGJY can benefit rural households significantly as electricity is extremely vital for growth and development of the country.
8. **DigiLocker** [[www.digisevak.gov.in](http://www.digisevak.gov.in)]- DigiLocker is a Digital Wallet to empower citizens digitally. It is a secure cloud-based platform for issuance, sharing and verification of critical lifelong documents or certificates. It has created a new paradigm for true paperless governance by promoting usage of digital documents. Such documents are issued by the several departments, as- Transport Department, Income Tax Department, Revenue Department, State & Central Education Boards, etc.

9. **DigiSevak- Volunteer Management System (VMS)** [[www.digisevak.gov.in](http://www.digisevak.gov.in)]- It is an online volunteering platform for interested citizens who want to contribute to the success of Digital India programme. The platform provides means for end-to-end execution of a volunteering task, right from registration of volunteers to creation of tasks, evaluation of tasks, rewards and recognition of contribution by volunteers.
10. **Digital Saksharta Abhiyaan (DISHA)** [[www.ndlm.in](http://www.ndlm.in)]- DISHA or National Digital Literacy Mission (NDLM) Scheme has been formulated to impart IT training to Anganwadi, ASHA Workers and authorised ration dealers in all the States/UTs across the country. The initiative aims at training non-IT literate citizens to become IT literate to enable their active and effective participation in the democratic, developmental process, and enhance their livelihood too.
11. **Digitize India Platform (DIP)** [[www.digitizeindia.gov.in](http://www.digitizeindia.gov.in)]- The aim of DIP is to provide digitization services for scanned document images or physical documents for any organization. This program expects to digitize and make usable all the existing content in different formats and media, languages, digitize and create data extracts for document management, IT applications and records management.
12. **Direct Benefit Transfer (DBT)** [[dbtbharat.gov.in](http://dbtbharat.gov.in)]- DBT was initiated with the aim to reform government delivery system by re-engineering the existing process in welfare schemes for simpler and faster flow of information/funds and to ensure accurate targeting of the beneficiaries, de-duplication and reduction of fraud. DBT will bring efficiency, effectiveness, transparency and accountability in the Government system and infuse confidence of citizen in the governance. Use of modern technology and IT tools will realize the dream of 'Maximum Governance Minimum Government'.
13. **E-Basta** [[www.ebasta.in](http://www.ebasta.in)]- This project has created a framework to make school books accessible in digital form as e-books to be read and used on tablets and laptops. The main idea is to bring various publishers and schools together on one platform.
14. **Electronic Development Fund (EDF)** [[www.edfindia-canbankventure.com](http://www.edfindia-canbankventure.com)]- Electronics System Design and Manufacturing is the Governments agenda as part of the 'Digital India Programme'. The Electronic Development Fund is set up as a "Fund of Funds" to participate in professionally managed other Funds which in turn will provide risk capital to companies developing new technologies and research and development in the area of electronics, nano-electronics and Information Technology.
15. **E-Signature** [[www.cca.gov.in](http://www.cca.gov.in)]- It is an online electronic signature service which can be integrated with service delivery applications via an open API to facilitate an Aadhaar holder to digitally sign a document. Using authentication of the Aadhaar holder through Aadhaar e-KYC service, online electronic signature service is facilitated.



16. **Earth System Science Organization (ESSO)- Indian National Center For Ocean Information Services (INCOIS)** [[www.incois.gov.in](http://www.incois.gov.in)]- This project was established as an autonomous body under the Ministry of Earth Sciences (MoES). It is mandated to provide the best possible ocean information and advisory services to society, industry, government agencies and the scientific community through sustained ocean observations and constant improvements through systematic and focussed research.
17. **E-Trade** [[etrade.gov.in](http://etrade.gov.in)]- The purpose of this is to facilitate foreign trade in India by way of promoting effective and efficient delivery of services by various regulatory/facilitating agencies involved in foreign trade
18. **Garv Grameen Vidyutikaran Mobile App** [[garv.ddugjy.in](http://garv.ddugjy.in)]- The mobile application provides real-time updated data of ongoing electrification process to all users/stakeholders and provides information about Government schemes and electrification data.
19. **Government E-Marketplace (GeM)** [[www.gem.gov.in](http://www.gem.gov.in)]- GeM is a single window solution for online procurement of common use Goods and Services required by various Government Departments / Organizations / PSUs. It aims to enhance transparency, efficiency and speed in public procurement. The portal offers online registration facilities for all stakeholders namely Government Users, Product Sellers and Service Providers.
20. **Heritage City Development and Augmentation Yojana (HRIDAY)** [[www.hridayindia.in](http://www.hridayindia.in)]- The Ministry of Urban Development, Government of India, launched the National Heritage City Development and Augmentation Yojana with a focus on holistic development of heritage cities. The scheme aims to preserve and revitalise soul of the heritage city to reflect the city's unique character.
21. **Integrated Health Information System (IHIP)** [[www.nhp.gov.in](http://www.nhp.gov.in)]- The objective of IHIP is to enable the creation of standards compliant Electronic Health Records (EHRs) of the citizens on a pan-India basis along with the integration and interoperability of the EHRs through a comprehensive Health Information Exchange (HIE) as part of this centralized accessible platform.
22. **Indian Railway Catering and Tourism Corporation (IRCTC)** [[www.irctc.co.in](http://www.irctc.co.in)]- To make the rail ticketing application more user-friendly and faster, IRCTC Connect was developed. The new app with several add-on features is based on the next generation e-ticketing system.
23. **Jeevan Pramaan** [[www.jeevanpramaan.gov.in](http://www.jeevanpramaan.gov.in)]- Jeevan Pramaan is a biometric enabled digital service for pensioners of Central Government, State Government or any

- other Government organization. This service aims to streamline the process of issuing life certificate and make it a hassle-free experience for the pensioners.
24. **Meghraj** [cloud.gov.in]- The Government of India has embarked upon an ambitious initiative- "GI Cloud" which has been named as 'MeghRaj'. The focus of this initiative is to accelerate delivery of e-services in the country while optimizing ICT spending of the Government. This will ensure optimum utilization of the infrastructure and speed up the development and deployment of e-Government applications.
  25. **Mobile Seva App Store** [www.apps.mgov.gov.in]- A mobile applications store (m-AppStore) has been created to facilitate the process of development and deployment of suitable mobile applications for delivery of public services through mobile devices. The m-AppStore store is integrated with the Mobiles Service Delivery Gateway (MSDG) and it shall use the MSDG infrastructure for deployment of such applications.
  26. **National Super Computing Mission (NSM)** [www.nsmindia.in]- NSM has been envisaged to empower the national academic and Research and Development institutions, spread across the country, by installing a vast supercomputing grid comprising of more than 70 high-performance computing facilities. These supercomputers will also be networked on the National Supercomputing grid over the National Knowledge Network (NKN).
  27. **Open Government Data (OGD)** [www.data.gov.in]- OGD is a platform for supporting Open Data initiative and intended to be used by Government of India Ministries/ Departments their organizations to publish datasets, documents, services, tools and applications collected by them for public use. It intends to increase transparency in the functioning of Government and also open avenues for many more innovative uses of Government Data to give different perspective.
  28. **Rapid Assessment System (RAS)** [www.ras.gov.in]- Ministry of Electronics and Information Technology (MEIT), has developed a Rapid Assessment System for continuous feedback for e-services delivered by Government of India and State Governments. This system has multiple channels for receiving feedback and is backed by analytics. These analytics will help integrated departments for continuous system improvement and better governance.
  29. **Single Window Interface for Trade (SWIFT)** [www.icegate.gov.in]- As part of the "Ease of Doing Business" initiatives, the Central Board of Excise and Customs, GoI has taken up implementation of the Single Window Project to facilitate the Trading Across Borders in India. The 'India Customs Single Window' would allow importers and exporters, the facility to lodge their clearance documents online at a single point only. Required permissions, if any, from other regulatory agencies would be obtained online

without the trader having to approach these agencies. The Single Window Interface for Trade would reduce interface with Governmental agencies.

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## **10.5 DIGITAL INDIA INITIATIVES- AS SERVICES**

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- 1. Accessible India Campaign and Mobile App** [[www.accessibleindia.gov.in](http://www.accessibleindia.gov.in)]- Sugamya Bharat Abhiyaan or Accessible India Campaign is a nation-wide flagship campaign for achieving universal accessibility that enables people with disabilities to gain access for equal opportunity, live independently and participate fully in all aspects of life in an inclusive society. The campaign targets at enhancing the accessibility of built environment, transport system and Information and communication ecosystem. The mobile application is a crowd sourcing platform to comprehensively obtain information on inaccessible places across the country. The mobile application is available on IOS, Android and Windows platform and can be downloaded from the respective App Stores.
- 2. Agrimarket App** [[www.mkisan.gov.in](http://www.mkisan.gov.in)]- The mobile application has been developed with an aim to keep farmers abreast with the crop prices and discourage them to carry-out distress sale. Farmers can get information related to prices of crops in markets within 50km of their own device location using the AgriMarket Mobile App. This app automatically captures the location of the farmers using mobile GPS and fetches the market prices of crops which fall within the range of 50km. The prices of agri commodities are sourced from the Agmarknet portal. Currently, the apps are available in English and Hindi languages.
- 3. Beti Bachao Beti Padhao** [[wcd.nic.in](http://wcd.nic.in)]- The campaign aims at ensuring girls are born, nurtured and educated without discrimination to become empowered citizens of this country. The campaign interlinks National, State and District level interventions with community level action in 100 districts, bringing together different stakeholders for accelerated impact. The initiatives YouTube channel show various videos related to the campaign.
- 4. Bharat Interface For Money (BHIM)** [[www.bhimupi.org.in](http://www.bhimupi.org.in)]- BHIM is an app that makes payment transactions simple, easy and quick using Unified Payments Interface (UPI). It enables direct bank to bank payments instantly and collect money using a Mobile number or Payment address. Bharat Interface for Money app is currently available on Android and it is downloadable from Google Play store, for smart phones.
- 5. Crime and Criminal Tracking Network and Systems (CCTNS)** [[www.ncrb.gov.in](http://www.ncrb.gov.in)]- CCTNS aims at creating a comprehensive and integrated system for enhancing the efficiency and effectiveness of policing through adopting of principle of e-Governance and creation of a nationwide networking infrastructure for evolution of IT-enabled-

- state-of-the-art tracking system around 'Investigation of crime and detection of criminals'.
6. **Crop Insurance Mobile App** [mkisan.gov.in]- This app can be used to calculate the insurance premium for notified crops based on area, coverage amount and loan amount in case of loanee farmer.
  7. **Digital All India Institute of Medical Sciences (AIIMS)** [ehospital.nic.in]- The aim behind Digital AIIMS project is to create an effective linkage between AIIMS, Unique Identification Authority of India (UIDAI) and the Ministry of Electronics and Information Technology (MeiTY). A unique health identification number for every patient visiting AIIMS was generated on an Aadhar platform. The Unique Health Identification Number gave every Patient visiting AIIMS a Digital Identity.
  8. **E-Granthalaya** [www.egranthalaya.nic.in]- E-Granthalaya is an Integrated Library Management Software. The application is useful for automation of in-house activities of libraries and to provide various online member services. The software provides built-in web based Online Public Access Catalogue interface to publish the library catalogue over Internet.
  9. **E-Panchayat** [www.epanchayat.in]- E-Panchayat is an e-Governance initiative for the rural sector providing comprehensive software solution attempting automation of Gram Panchayat functions. It is a platform for panchayat representatives to connect with rest of the world, which aims to bring out the local voices by empowering the local communities to showcase and share local social, cultural and economic practices, stories and challenges.
  10. **Electronic Business (e-Biz)** [services.dipp.gov.in]- The focus of eBiz is to improve the business environment in the country by enabling fast and efficient access to Government-to-Business (G2B) services through an online portal. It is implemented under the guidance and aegis of Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce & Industry, Government of India.
  11. **ECI EVM Tracking** [www.apps.mgov.gov.in]- It is a GPRS based mobile application for Election commission of India (ECI) Officials to scan barcode on Electronic Voting Machine (EVM), which is used in Polls.
  12. **E-District** [edistrict.gov.in]- It is a Mission Mode Project to strengthen the district administration of the States by providing ICT support to the participating departments and district administration in terms of providing centralized software application for selected category of citizen services and training.
  13. **E-Greetings** [egreetings.gov.in]- This project aims to promote a contemporary and eco-friendly method of sharing greetings by Government officials and agencies as well as

citizens to colleagues and friends for National Holidays and other national occasions. The portal allows users to select and send greetings from multiple occasion-specific templates. Government Departments can also customize the greetings by adding tag-lines and messages related to their programmes and schemes.

14. **E-Hospital** [ehospital.nic.i]- The e-Hospital application is a Hospital Management Information System (HMIS) for internal workflows and processes of hospitals. This one-stop solution helps in connecting patients, hospitals and doctors on a single digital platform. e-Hospital is made available to Central Government/ State Government/ Autonomous/ Cooperative hospitals on cloud through SaaS (Software as a Service) model.
15. **E-National Agriculture Market (e-NAM)** [www.enam.gov.in]- E-NAM is a pan-India electronic trading portal which networks the existing APMC (Agriculture Produce Marketing Committee) mandis to create a unified national market for agricultural commodities.
16. **E-Office** [www.eoffice.gov.in]- The e-office product aims to support governance by ushering in more effective and transparent inter and intra-government processes. The vision of e-Office is to achieve a simplified, responsive, effective and transparent working of all government offices.
17. **E-Pathshala** [www.epathshala.nic.in]- E-Pathshala showcases and disseminates all educational e-resources including textbooks, audio, video, periodicals and a variety of other print and non-print materials through website and mobile app. All the concerning people, such as- students, teachers, educators and parents can access e-books through multiple technology platforms i.e. mobile phones, tablets and on web through laptops and desktops.
18. **Employees Provident Funds Organisation (EPFO) Web Portal & Mobile App** [www.epfindia.gov.in]- The web portal for Employees' Provident Funds Organisation allows employees to check their EPF balance through an e-Passbook. EPF pensioners have been given the facility to access their pension disbursement details through this mobile app. The mobile app allows the members to activate their Universal Account Number (UAN) from the comfort of their mobile phones and can also access their accounts for viewing their monthly credits through the passbook.
19. **E-Prison** [www.eprisons.nic.in]- The scope of this project is to computerize and integrate all the activities related to prison and prisoner management in the jail.
20. **E-Procurement Portal (CPP)** [www.eprocure.gov.in]- The Central Public Procurement portal of the Government of India facilitates all the Central Government organizations to publish their Tender Enquiries, Corrigendum and Award of Contract details.

21. **E-Sampark** [[www.sampark.gov.in](http://www.sampark.gov.in)]- The e-Sampark is a mechanism to connect the government directly with citizens across India by running mailer, outbound dialing and SMS campaigns. The platform is used for sharing informational and public service messages. The multi-faceted platform facilitates not only seamless communication between the government and citizens, but also maintains a database of contacts of the nodal officers, representatives and citizens.
22. **Electronic Transaction Aggregation and Analysis Layer (E-TAAL)** [[www.etaal.gov.in](http://www.etaal.gov.in)]- The e-TAAL is a web portal for dissemination of e-transactions statistics of the National and the State level e-governance projects including Mission Mode Projects. It receives transaction statistics from web-based applications periodically on near real time basis.
23. **E-VISA** [[www.indianvisaonline.gov.in](http://www.indianvisaonline.gov.in)]- The e-tourist visa enables the prospective visitor to apply for an Indian Visa from his/her home country online without visiting the Indian Mission and also pay the visa fee online. The Ministry of Tourism supported the initiative regarding the implementation of Tourist Visa on Arrival enabled with Electronic Travel Authorisation (ETA) (renamed as e-Tourist Visa).
24. **Farmer Portal** [[www.farmer.gov.in](http://www.farmer.gov.in)]- This portal is envisaged to make available relevant information and services to the farming community. Farmers' Portal is an endeavour in this direction to create one-stop-shop for meeting all informational needs relating to Agriculture, Animal Husbandry and Fisheries sectors production, sale/storage of an Indian farmer.
25. **Fertiliser Monitoring System (FMS)** [[www.urvarak.co.in](http://www.urvarak.co.in)]- The FMS software monitors movement of various fertilisers at various stages in their value chain. The website provides information on fertiliser companies dealing with these fertilisers, the rate of concession on each fertiliser, its MRPs and product wise / state wise details of despatch and receipts of fertilisers at different destinations across the country.
26. **Geographic Information System (GIS)** [[www.ncog.gov.in](http://www.ncog.gov.in)]- The GIS Software is designed to store, retrieve, manage, display and analyze different types of geographic and spatial data, which allows users to produce maps and other graphic displays of geographic information for analysis and presentation and thus serves as a valuable tool to visualize spatial data and/or to build decision support systems for further use in any organization or research bodies.
27. **Geological Survey of India (GSI)** [[www.gsi.gov.in](http://www.gsi.gov.in)]- This portal provides a single window access to the information and services being provided by the GSI for the broad geoscientific community, citizens and other stakeholders. An attempt has been made through this portal to provide comprehensive, accurate, reliable and single point source

of information about GSI, its activities, achievements, geoscientific information and its various facets.

28. **Goods and Service Tax Network (GSTN)** [[www.gstn.org](http://www.gstn.org)]- It is unique as it seeks, for the first time to establish a uniform interface for the tax payer and a common and shared IT infrastructure between the Centre and States. The portal envisions becoming a trusted National Information Utility (NIU) which provides reliable, efficient and robust IT Backbone for the smooth functioning of the Goods & Services Tax.
29. **Khoya Paya** [[khoyapaya.gov.in](http://khoyapaya.gov.in)]- The Khoya Paya portal is a citizen-based website to exchange information on missing and found children. The website is an enabling platform, where citizens can report missing children, as well as sightings of their whereabouts without wasting much time. The 'Found' children can also be reported on this web portal. The reporting can be done through text, photographs, videos and other means of transmitting and uploading information to the site.
30. **Kisan Suvidha** [[www.kisaansuvidha.com](http://www.kisaansuvidha.com)]- Kisan Suvidha is an omnibus mobile app developed to help farmers get relevant information instantly. The app provides information on various details such as weather, market prices, seeds, fertilizers, pesticides, agriculture machinery, dealers, agro advisories, plant protection and IPM practices etc.
31. **Knowledge Management System (KMS)** [[www.kms.negd.in](http://www.kms.negd.in)]- Digital India Program envisions to 'Transform India into a Digitally Empowered Society and Knowledge Economy'. To spearhead this vision, Knowledge Management Portal has been created to establish a culture where knowledge is captured, shared, created and reused. It provides a platform to leverage the transformation of data to knowledge by systematically aligning with the organizational goals and strategy.
32. **Learning Management System (LMS)** [[www.lms.negd.in](http://www.lms.negd.in)]- The LMS is a software application for the administration, documentation, tracking, reporting and delivery of electronic courses (e-learning) and training programs. As a capacity building tool, LMS facilitates efficient administration of e-learning and training for various government officials both at centre and states/union territories.
33. **MADAD APP** [[www.madad.gov.in](http://www.madad.gov.in)]- It has been set-up for Indian citizens to log and track Grievances pertaining to the Consular Services offered by the Indian Embassies (Missions/Posts) abroad.
34. **M-Asset** [[www.assetdirectory.gov.in](http://www.assetdirectory.gov.in)]- mAsset is a mobile based tool that act as a supplement application to capture details, such as photo and Geo-coordinates of the Assets into National Asset Directory (NAD). Additionally, this application is also used to capture the details of Asset (Category, sub-category, name of the Asset, Photo &

Geo-coordinates) which are not available in the NAD application. NAD is one of the applications developed under Panchayat Enterprise Suite under e-Panchayat Mission Mode Project.

35. **Ministry of Corporate Affairs (MCA 21)** [[www.mca.gov.in](http://www.mca.gov.in)]- This project enables easy and secure access to MCA services in an assisted manner for corporate entities, professionals, and general public. It is designed to fully automate all processes related to enforcement and compliance of the legal requirements under the Companies Act, 1956.
36. **M-Cessation** [[www.nhp.gov.in](http://www.nhp.gov.in)]- Ministry of Health & Family Welfare, in partnership with World Health Organisation and the International Telecommunications Union, has started an initiative for utilising mobile technology for tobacco cessation.
37. **M-Kavach** [[www.cdac.in](http://www.cdac.in)]- m-Kavach is a comprehensive mobile device security solution with an emphasis and approach on protecting mobile device resources rather than scanning for malwares signatures. The major threats on mobile devices can be broadly categorized into data compromise, malicious applications, physical thefts and mis-utilization of hardware resources. M-Kavach is designed to provide protection against the above-mentioned threats, through its features such as Secure Storage, Application Manager, Anti-Theft, Call/SMS filter and authorized access to device resources like WiFi, Bluetooth and Camera.
38. **Mother and Child Tracking System (MCTS)** [[nrhm-mcts.nic.in](http://nrhm-mcts.nic.in)]- The MCTS is an initiative of Ministry of Health & Family Welfare to leverage information technology for ensuring delivery of full spectrum of healthcare and immunization services to pregnant women and children up to 5 years of age. It facilitates and monitors service delivery and also establishes a two-way communication between the service providers and beneficiaries.
39. **M-Raktkosh** [[www.eraktkosh.in](http://www.eraktkosh.in)]- It interconnects all the Blood Banks of the State into a single network. The Integrated Blood Bank MIS refers the acquisition, validation, storage and circulation of various live data and information electronically regarding blood donation and transfusion service.
40. **National Career Service (NCS) Portal** [[www.ncs.gov.in](http://www.ncs.gov.in)]- Primarily it connects opportunities with the aspirations of the youth. This portal facilitates registration of job seekers, job providers, skill providers, career counsellors, etc.
41. **National Knowledge Network (NKN)** [[www.nkn.gov.in](http://www.nkn.gov.in)]- NKN project is aimed at establishing a strong and robust Indian network which will be capable of providing secure and reliable connectivity. In India, NKN with its multi-gigabit capability aims to



- connect all universities, research institutions, libraries, laboratories, healthcare and agricultural institutions across the country to address the knowledge need.
42. **National Scholarship Portal (NSP)** [[www.scholarships.gov.in](http://www.scholarships.gov.in)]- It is a one-stop solution for end-to-end scholarship process right from the submission of student application, verification, sanction and disbursement to end beneficiary for all the scholarships provided by the Government of India.
  43. **National Ujala Dashboard** [[www.ujala.gov.in](http://www.ujala.gov.in)]- UJALA scheme aims to promote efficient use of energy at the residential level; enhance the awareness of consumers about the efficacy of using energy efficient appliances and aggregating demand to reduce the high initial costs thus facilitating higher uptake of LED lights by residential users.
  44. **National Voters Service Portal (NVSP)** [[www.nvsp.in](http://www.nvsp.in)]- Through NVSP, a user can avail and access various services such as access the electoral list, apply for voter ID card, apply online for corrections in voter's card, view details of Polling booth, Assembly Constituency and Parliamentary constituency, and get the contact details of Booth Level officer, Electoral Registration Officer, among other services.
  45. **NIKSHAY** [[nikshay.gov.in](http://nikshay.gov.in)]- To monitor Revised National Tuberculosis Programme (RNTCP) effectively, a web-enabled and case-based monitoring application called NIKSHAY has been developed. This is used by health functionaries at various levels across the country in association with Central TB Division (CTD), Ministry of Health & Family Welfare. NIKSHAY covers various aspects of controlling TB using technological innovations. Apart from web-based technology, SMS services have been used effectively for communication with patients and monitoring the programme on day-to-day basis.
  46. **Nirbhaya App**-  
[<https://play.google.com/store/apps/details?id=com.smartcloud.nirbhaya&hl=en>] Nirbhaya: Be Fearless© is an android emergency application, which can send a distress call or emergency message to a specified contact or group in an emergency situation faced by a woman or any other individual in general.
  47. **Online Labs (OLABs)** [[www.olabs.edu.in](http://www.olabs.edu.in)]- Online Labs for school lab experiments provides students with the ease and convenience of conducting experiments over the internet. It has been developed to supplement the traditional physical labs and bridge the constraints of time and geographical distances.
  48. **Parivahan Portal** [[www.parivahan.gov.in](http://www.parivahan.gov.in)]- It aims to improve the quality-of-service delivery to the citizen and the quality of work environment of the Regional Transport Office (RTOs). Its mission has been to automate all Vehicle Registration and Driving

- License related activities in transport authorities of country with introduction of smart card technology to handle issues like inter-state transport vehicle movement and to create state and national level registers of vehicles/DL information. The latest initiative has been to centralize both applications- VAHAN and SARATHI, for ensuring higher transparency, security and reliability of operations through a countrywide unified database and provision of a highly citizen and trade centric web enabled environment.
49. **Passport Seva Project (PSP)** [[www.passportindia.gov.in](http://www.passportindia.gov.in)]- The Passport Seva enables simple, efficient and transparent processes for delivery of passport and related services. The Passport Seva Project is transforming passport and related services in India to provide a best-in-class experience to Indian citizens.
  50. **Project Management and Information System (PMIS)** [[www.pmis.negd.gov.in](http://www.pmis.negd.gov.in)]- The PMIS is a web-based, centralized tool for monitoring and evaluation of the physical, financial and outcome parameters of the Mission Mode Projects under e-Kranti framework of Digital India program and other such e-Governance projects.
  51. **Project Monitoring Website For E-Courts** [[www.ecourts.nic.in](http://www.ecourts.nic.in)]- The objective of the project was to help judicial administrations of the courts in streamlining their day-to-day activities.
  52. **Public Financial Management System (PFMS)** [[www.pfms.nic.in](http://www.pfms.nic.in)]- PFMS started during 2009 with the objective of tracking funds released under all Plan schemes of Government of India, and real time reporting of expenditure at all levels of Programme implementation. Subsequently, the scope was enlarged to cover direct payment to beneficiaries under all Schemes.
  53. **Saransh** [[www.saransh.nic.in](http://www.saransh.nic.in)]- Saransh is a tool for comprehensive self-review and analysis for CBSE affiliated schools and parents. It enables them to analyze students' performance in order to take remedial measures.
  54. **Shaala Darpan** [[www.darpan.kvs.gov.in](http://www.darpan.kvs.gov.in)]- It is an e-Governance platform for all Kendriya Vidyalayas in the country. It aims to improve quality of learning, efficiency of school administration, governance of schools and service delivery to key stakeholders namely, students, parents, teachers, community and schools.
  55. **Shaala Siddhi** [[www.shaalasiddhi.nuepa.org](http://www.shaalasiddhi.nuepa.org)]- The National Programme on School Standards and Evaluation (NPSSE), known as Shaala Sidhdhi is a comprehensive instrument for school evaluation leading to school improvement. Developed by the National University of Educational Planning and Administration (NUEPA), it aims to enable schools to evaluate their performance in a more focused and strategic manner and facilitate them to make professional judgments for improvement.

56. **Sms-Based Mid-Day Meal Monitoring Scheme** [[www.mdm.nic.in](http://www.mdm.nic.in)]- Mid-Day Meal mobile app is meant for effective monitoring of daily and monthly mid-day meal data to be sent by the schools. The app provides additional data communicating mechanism for the MDM in-charge/teacher who has to send the daily/monthly data using SMS. The app, once installed on android device, does not need Internet to send MDM figures as user has option to send the figure through SMS from the app. This simplifies the job of MDM in-charge, who even does not have to remember the SMS formats. The higher authorities at Block, District and State level have a very simple and effective mechanism in shape of this app on their mobile devices for effective and efficient monitoring of daily as well as monthly data transmission by all the MDM in-charge falling under their jurisdiction.
57. **Soil Health Card** [[www.soilhealth.dac.gov.in](http://www.soilhealth.dac.gov.in)]- It aims at promoting Integrated Nutrient Management (INM) through judicious use of chemical fertilisers including secondary and micro nutrients in conjunction with organic manures and bio-fertilisers for improving soil health and its productivity.
58. **Startup India Portal and Mobile App** [[www.startupindia.gov.in](http://www.startupindia.gov.in)]- It is intended to build a strong eco-system for nurturing innovation and Start-ups in the country that will drive sustainable economic growth and generate large scale employment opportunities.
59. **Sugamaya Pustakalya** [[www.library.daisyindia.org](http://www.library.daisyindia.org)]- "Sugamaya Pustakalaya" is an online platform that makes accessible content available to print-disabled people. The library houses publications across diverse subjects and languages and multiple accessible formats.
60. **Swachh Bharat App** [[www.swachhbharat.mygov.in](http://www.swachhbharat.mygov.in)]- The Swachhta Abhiyan has turned into a National Movement with citizens now becoming active participants in cleanliness activities across the nation.
61. **SWAYAM** [[www.swayam.gov.in](http://www.swayam.gov.in)]- SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy. It is a Massive Open Online Courses (MOOC) platform designed and supported by the Government of India.
62. **UDAAN** [[www.nsdcudaan.com](http://www.nsdcudaan.com)]- Udaan is a special initiative to address the needs of the educated unemployed in Jammu and Kashmir (J&K). It is focused on youth of the state, who are graduate, post graduate and three-year diploma engineers. The programme is designed to encourage corporates to travel to J&K meet with the youth and hire aspiring youth in J&K who wish to explore the opportunity to work with corporates.

63. **Unified Mobile Application for New-Age Governance (UMANG)** [[www.umang.gov.in](http://www.umang.gov.in)]- UMANG is one of the key initiatives under the Digital India program to develop a common, unified platform and mobile app to facilitate a single point of access to all government services.
64. **Un-Reserved Ticket Through Mobile Application (UTS APP)** [[www.utsonmobile.indianrail.gov.in](http://www.utsonmobile.indianrail.gov.in)]- In order to promote paperless economy, Indian Railways has launched its new UTS on mobile application. This official android mobile ticketing app enables booking unreserved paperless journey ticket, issue/renew season ticket and platform ticket.

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## ***10.6 DIGITAL INDIA INITIATIVES- AS EMPOWERMENT***

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1. **Aadhaar Enabled Payment System (AEPS)** [[www.npci.org.in](http://www.npci.org.in)]- It is a payment service empowering a bank customer to use Aadhaar as his/her identity to access his/her respective Aadhaar enabled bank account and perform basic banking transactions like balance enquiry, cash deposit, cash withdrawal, remittances through a Business Correspondent.
2. **BPO Scheme** [[www.ibps.stpi.in](http://www.ibps.stpi.in)]- The India BPO (Business Process Outsourcing) Promotion Scheme (IBPS) seeks to incentivize establishment of 48,300 seats in respect of BPO/ITES operations across the country. This would help in capacity building in smaller cities in terms of infrastructure and manpower and would become basis for next wave of IT/ITES led growth. This scheme has potential to create employment opportunities of around 1.5 lakh direct jobs considering three shift operations.
3. **Digidhan Abhiyaan** [[www.digidhan.mygov.in](http://www.digidhan.mygov.in)]- It aims to handhold users in downloading, installing and using various digital payment systems for carrying out digital transactions.
4. **MyGov** [[www.mygov.in](http://www.mygov.in)]- It is a unique first-of-its-kind participatory governance initiative involving the common citizen at large. The idea of MyGov brings the government closer to the common man by the use of online platform creating an interface for healthy exchange of ideas and views involving the common citizen and experts with the ultimate goal to contribute to the social and economic transformation of India.
5. **National Mission on Education Using ICT** [[www.nmeict.ac.in](http://www.nmeict.ac.in)]- The National Mission on Education through Information and Communication Technology (NMEICT) has been envisaged as a Centrally Sponsored Scheme to leverage the potential of ICT, in teaching and learning process for the benefit of all the learners in Higher Education Institutions in any time anywhere mode.
6. **North East BPO Promotion Scheme (NEBPS)** [[www.meity.gov.in/nebps](http://www.meity.gov.in/nebps)]- NEBPS has been approved under Digital India Programme, to incentivize BPO/ITES Operations in North East Region (NER) for creation of employment opportunities for the youths

and growth of IT-ITES Industry. The objectives of NEBPS are as under: (i) Creation of employment opportunities for the local youth in NER, by promoting the IT/ITES Industry particularly by setting up the BPO/ITES operations. (ii) Promotion of investment in IT/ITES Sector in NER in order to expand the base of IT Industry and secure balanced regional growth.

7. **Nrega-Soft** [[www.nrega.net](http://www.nrega.net)]- It envisions implementing e-Governance across State, District and three tiers of Panchayati Raj Institutions.
8. **Openforge** [[www.openforge.gov.in](http://www.openforge.gov.in)]- It is the Government of India's platform for open collaborative development of e-governance applications. Through this platform, the government wants to promote the use of open-source software and promote sharing and reuse of e-governance related source code.
9. **Pahal (DBTL)** [[www.petroleum.nic.in](http://www.petroleum.nic.in)]- The PAHAL (DBTL) aims to reduce diversion and eliminate duplicate or bogus LPG connections. Under the PaHaL scheme, LPG cylinders are sold at market rates and entitled consumers get the subsidy directly into their bank accounts. This is done either through an Aadhaar linkage or a bank account linkage.
10. **Paygov India** [[www.paygovindia.gov.in](http://www.paygovindia.gov.in)]- A National Payment Service platform has been envisaged for a common e-Governance infrastructure that will offer end-to-end transactional experience for a citizen which includes accessing various services through internet with payment gateway interface for online payments. Ministry of Electronics and Information Technology along with NSDL Database Management Ltd (NDML) created a common infrastructure that can be used by Center/States/Departments to offer various services through their National / State portals with a facility to make online payment using net banking, credit cards and debit cards.
11. **Pradhan Mantri Gramin Digital Saksharta Abhiyaan (PMGDISHA)** [[www.pmgdisha.in](http://www.pmgdisha.in)]- PMGDISHA aims to bridge the digital divide, specifically targeting the rural population including the marginalised sections of society like Scheduled Castes (SC) / Scheduled Tribes (ST), Minorities, Below Poverty Line (BPL), women and differently-abled persons and minorities.
12. **Pradhan Mantri Jan-Dhan Yojana (PMJDY)** [[www.pmjdy.gov.in](http://www.pmjdy.gov.in)]- PMJDY is a National Mission on Financial Inclusion encompassing an integrated approach to bring about comprehensive financial inclusion of all the households in the country. The plan envisages universal access to banking facilities at least one basic banking account in every household, financial literacy, access to credit, insurance and pension facility.
13. **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)** [[www.pmkvyofficial.org](http://www.pmkvyofficial.org)]- PMKVY is the flagship scheme of Ministry of Skill Development and Entrepreneurship (MSDE). The objective of this Skill Certification Scheme is to enable a large number of Indian youths to take up industry-relevant skill training that will help them in securing a better livelihood.

14. **Smart Cities** [[www.smartcities.gov.in](http://www.smartcities.gov.in)]- Its objective is to promote sustainable and inclusive cities that provide core infrastructure and give a decent quality of life to its citizens, a clean and sustainable environment and application of ‘Smart’ Solutions. The focus is on sustainable and inclusive development and the idea is to look at compact areas, create a replicable model which will act like a lighthouse to other aspiring cities.
15. **Targeted Public Distribution System (TPDS)** [[www.dfpd.nic.in](http://www.dfpd.nic.in)]- Under the TPDS, the States were required to formulate and implement fool proof arrangements for identification of the poor for delivery of food grains and for its distribution in a transparent and accountable manner.
16. **Visvesvaraya PhD Scheme for Electronics and IT** [[www.phd.medialabasia.in](http://www.phd.medialabasia.in)]- One of the key goals of the Visvesvaraya PhD Scheme is to encourage working professionals and non-PhD faculty members to pursue PhD in the ESDM & IT/ITES sectors as part-time candidates.

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## ***10.7 CHALLENGES OF DIGITAL INDIA PROGRAMME***

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Following are the challenges in successful implementation of Digital India programme-

- High level of digital illiteracy is the biggest challenge in the success of digital India programme. Low digital literacy is key hindrance in adaptation of technologies across the country.
- Awareness of Digital India scheme among common masses about its benefits is also a great challenge.
- A key component under Digital India mission is high speed of internet as a core utility to facilitate online delivery of various services; in ground situation the internet speed is very low.
- The biggest challenge faced by Digital India programme is slow and delayed infrastructure development. India’s digital infrastructure is comprehensively inadequate to tackle growing increase in digital transactions.
- The private participation in government projects in India is poor because of long and complex regulatory processes.
- There is a wide digital divide between urban and rural India. This is one of the key challenges in the way of successful implementation of Digital India Programme.
- Fear of cybercrime and breach of privacy is another challenge in the way of Digital India Programme.

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## ***10.8 POINTS TO REMEMBER***

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- Digital India programme with a vision to transform India into a digitally empowered society and knowledge economy.
- The national level e-governance programme called National e-Governance Plan (NeGP) was initiated in the year 2006.

- Digital India Week has been launched with an aim to impart knowledge to people and to empower themselves through the Digital India Programme of Government of India.
- The vision of Digital India programme is centred on the three key areas- (i) Digital Infrastructure as a Core Utility to Every Citizen (ii) Governance & Services on Demand, (iii) Digital Empowerment of Citizens.
- Digital India Initiatives are categorized into three key areas, as- Infrastructure, Services, and Empowerment.

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## ***10.9 GLOSSARY***

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- NeGP- National e-Governance Plan.
- MMP- Mission Mode Projects.
- DeitY- Department of Electronics and Information Technology.
- NOFN- National Optical Fiber Network.
- CoE-IoT- Centre for Excellence- Internet of Things.
- CERT-IN- Computer Emergency Response Team- India.
- CSC- Common Service Centres.
- DDUGJY- Deen Dayal Upadhyaya Gram Jyoti Yojana.
- VMS- Volunteer Management System.
- DBT- Direct Benefit Transfer.
- EDF- Electronic Development Fund.
- ESSO- Earth System Science Organization.
- INCOIS- Indian National Center For Ocean Information Services
- MoES- Ministry of Earth Sciences.
- GeM- Government E-Marketplace.
- HRIDAY- Heritage City Development and Augmentation Yojana.
- IHIP- Integrated Health Information System.
- IRCTC- Indian Railway Catering and Tourism Corporation.
- NSM- National Super Computing Mission.
- NKN- National Knowledge Network.
- OGD- Open Government Data.
- RAS- Rapid Assessment System.
- MEIT- Ministry of Electronics and Information Technology.
- SWIFT- Single Window Interface for Trade
- BHIM- Bharat Interface For Money.
- CCTNS- Crime and Criminal Tracking Network and Systems.
- AIIMS- Digital All India Institute of Medical Sciences.
- e-NAM- E-National Agriculture Market.

- EPFO- Employees Provident Funds Organisation.
- E-TAAL- Electronic Transaction Aggregation and Analysis Layer.
- FMS- Fertiliser Monitoring System.
- GIS- Geographic Information System.
- GSI- Geological Survey of India.
- GSTN- Goods and Service Tax Network.
- KMS- Knowledge Management System
- LMS- Learning Management System.
- MCTS- Mother and Child Tracking System.
- NCS- National Career Service.
- NSP- National Scholarship Portal.
- NVSP- National Voters Service Portal.
- PMIS- Project Management and Information System.
- PFMS- Public Financial Management System.
- UMANG- Unified Mobile Application for New-Age Governance.
- NMEICT- National Mission on Education through Information and Communication Technology.
- PMJDY- Pradhan Mantri Jan-Dhan Yojana.
- PMKVY- Pradhan Mantri Kaushal Vikas Yojana.
- TPDS- Targeted Public Distribution System.

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## ***10.10 CHECK YOUR PROGRESS***

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### **Descriptive Type Questions-**

- a) What do you understand by Digital India programme? Explain its objectives.
- b) How e-governance can empower the citizens? Explain.
- c) Briefly define the digital India initiatives as infrastructure.
- d) List five digital India initiatives as services.
- e) Define the challenges of digital India programme.

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## ***10.11 BIBLIOGRAPHY/ REFERENCES***

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### ***10.12 SUGGESTED READINGS***

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