Digital Marketing: Support Mechanisms, Strategies and Innovative Practices

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Abstract

Today, we are living in the era of digitalization. Using the internet, social media, mobile apps, and other digital communication technologies has become part of billions of people's daily lives. In today's time, social media channels such as Facebook, Twitter, Google and other social media firms have successfully transformed the attitudes and perceptions of consumers and in the end helped revolutionized many businesses. This was done through measurable vast network of customers with trustworthy data with real-time feedback of customer experiences. The purpose of the research is to increase awareness and understanding about the digital marketing. It is a secondary data based research in which the researcher tries to explain the concept of digital marketing, support mechanism, digital marketing strategies, innovative practices in digital marketing and how it will help in branding of an educational institution.

Key Words: Digital Marketing, Branding, Social Media

Introduction:

Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013).

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about the products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses utilize technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Now a day's people are exposing themselves to more and more digital and social media. This is for many purposes, including in their roles as consumers as they search for information about products, They purchase and consume them, and communicate with others about their experiences. Marketers have responded to this fundamental shift by increasing their use of digital marketing channels. In fact, by 2017 approximately one-third of global advertising spending is forecast to be in digital channels. Thus, future consumer marketing will largely be carried out in digital settings, particularly social media and mobile

Marketers are learning how regular contacting affects the building and sustaining of consumers relationships. This concept is rapidly emerging as a new concept which is aggressively adopted internationally for marketing success. In today's time, social media channels such as Face book, Twitter, Google and other social media firms have successfully transformed the attitudes and perceptions of consumers and in the end helped revolutionized many businesses. This was done through measurable vast network of customers with trustworthy data with real-time feedback of customer experiences. It is much more convenient for businesses to conduct surveys online with a purpose to get relevant information from targeted groups and analyzing the results based on their responses. Potential customers can look for reviews and recommendations to make informed decisions about buying a product or using the service. On the other hand, businesses can use the exercise to take action on relevant feedback from customers in meeting their needs more accurately.

Digital Marketing Mechanism

Acquire more customers online through increasing visibility

RACE Planning framework defines how to build awareness and visibility for your brand and drive visits to your websites and social media pages. There are 6 key digital media channel approaches for opportunities to reach more prospects. It focuses on the acquisition channels that

are considered to be the most successful online channels like Search Engine Optimisation, Social Media Marketing and Online PR.

Digital Marketing Strategy

Review of literature:

Digital marketing concept originated from the Internet and search engines ranking of websites. The first search engine was started in 1991 with a network protocol called Gopher for query and search. After the launch of Yahoo in 1994 companies started to maximize their ranking on the website (Smyth 2007). When the Internet bubble burst in 2001, market was dominated by Google and Yahoo for search optimization. Internet search traffic grew in 2006; the rise of

search engine optimization grew for major companies like Google (Smyth 2007). In 2007, the usage of mobile devices increased the Internet usage on the move drastically and people all over the world started connecting with each other more conveniently through social media. In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996). Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998). Social media with an extra ordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience (Mangold, 2009). Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm & Hanna, 2011). The Internet is the most powerful tool for businesses (Yannopoulos, 2011). Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.

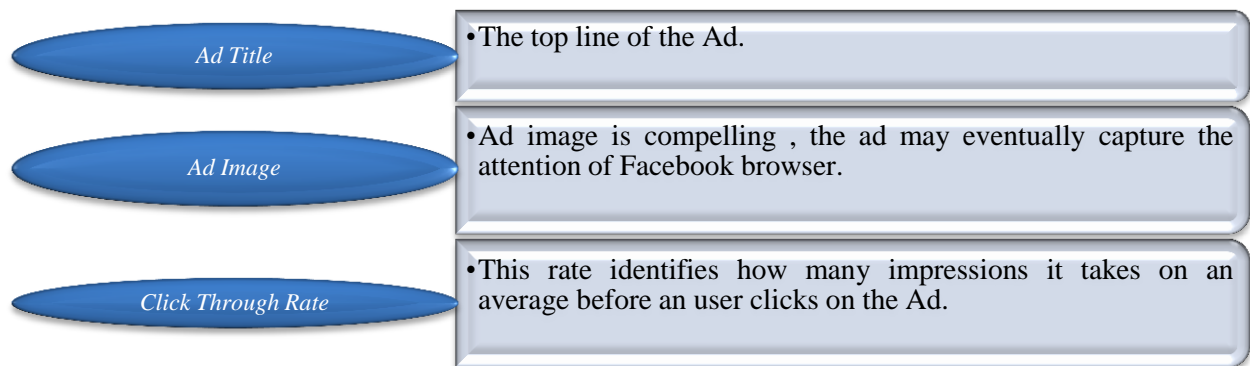**Support mechanism, strategies and innovative practices in digital marketing**:

In general there are various digital marketing options: SEO, Pay Per Click, Email Marketing, Social Marketing: Facebook, Google, Own Website , Online Display (Banners Ads), Video Marketing, Flash Ads / Pop Ups, Artificial Intelligence

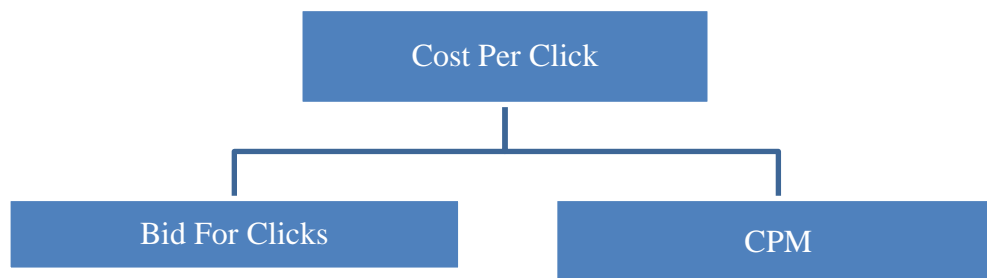**Facebook Marketing**

Ads, Impression & Estimated Reach

Ads	• An ad in Facebook is content displayed to Facebook user at an advertiser's specific request.
Impression	• A Facebook user potentially read the Facebook ad. called an impression
Estimated Reach	• The estimated reach is the number of Facebook users who meet the criteria the advertiser has selected for people the advertiser wants to see the ad.
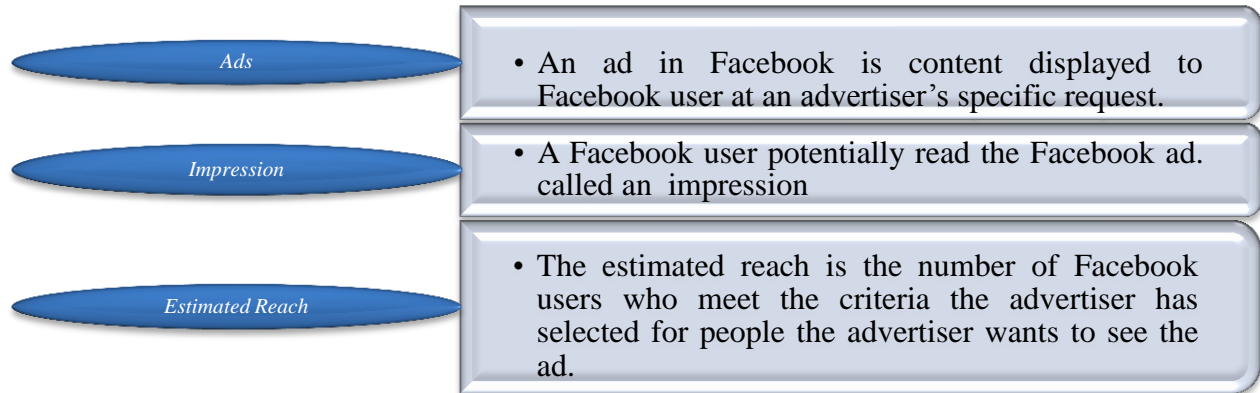
Ad Title, Ad Image & Click Through Rate

Ad Title	•The top line of the Ad.
Ad Image	•Ad image is compelling , the ad may eventually capture the attention of Facebook browser.
Click Through Rate	•This rate identifies how many impressions it takes on an average before an user clicks on the Ad.

CPC (Cost Per Click)

The Average amount you pay each time a user clicks on your ad.

Cost Per Click

Bid For Clicks   CPM

Bid for Clicks

- You will be charged only if a user clicks on the ad.

- You can specify the amount you are willing to pay for a click.

- If you say that you are willing to pay 17 cents for a click, then that is the most you will be charged for a click.

CPM (Cost Per Thousand Impressions)

- You may also select to bid on impressions, Instead of clicks.

- You actually bid what you are willing to pay for 1000 impressions of your ad. This is called cost per thousand Impressions.

- If the goal of advertiser is only to get the user to see the Brand Name then CPM is first choice.

Optimized CPM

- Optimized CPM is a bid type that shows your ad to people who are more likely take the action you want.

- If your advertising objective is to get more Facebook page likes , an optimized CPM bid will show your ad to people who are more likely to like your page.

Reach, Frequency, Ad Fatigue

- The number of individual people who have seen your ad during a specific period of time is reported by Facebook as reach.

- The average number of times each individual users has seen your ad is reported as frequency.

- Your prospect stop clicking on an ad as the frequency gets high simply because they have grown tired of seeing it called as ad fatigue.

Unique Clicks & UCTR

Unique Clicks	• The total number of unique people who have click on your ad.
Unique Clickthrough Rates	• The number of unique clicks divided by number of unique people you reached.

Ad Set, Ads Manager, Social Clicks

Ad Set

One or more ad.

A budget.

A schedule.

Ads Manager

Ads Manager is where you can manage Your Facebook ads.

Social Clicks

Number of clicks your ad Receives when it's shown with Social Information

People Taking Action, Social Reach, Social Impression

People Taking Action

The number of unique people who took an action Such as liking your Page

Social Reach

Number of people who saw an ad with social information.

Social Impressions

The number of time your ad was viewed with social information.
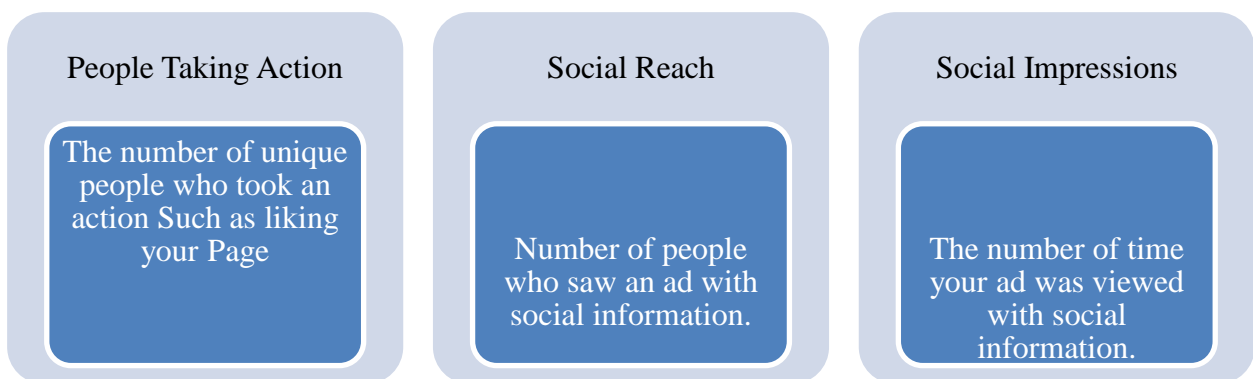
Page Post Ads

• This is news feed ad.

- You are taking a post from your existing Facebook page and amplifying that post with advertising.

- Photo posts and video posts typically get most engagement and organic boost.

- Link posts can give you the best ROI.

Page Like as Ad, Facebook Offers

Page Like Ad	Facebook offers
The sole objective is for someone to be able to like a page from the ad.	Facebook offers are used for special promotions, discounts or any type of offers.
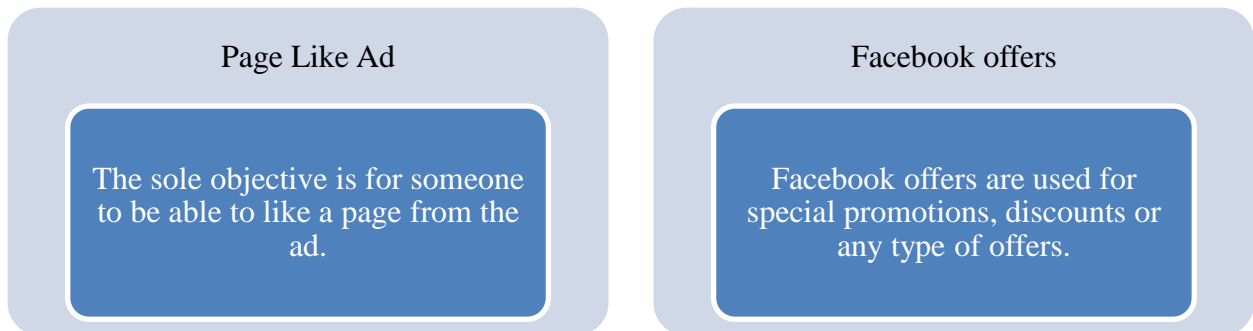
Three pillars of Facebook advertising

THE OFFER

AUDIENCE TARGETING

AD COPY OR CREATIVE

Creating adverts: choosing objectives / strategies

Creating adverts: choosing audience

Creating adverts: choosing placement

Creating adverts: choosing budget & schedule

Advert format

- Carousel
- Single Image
- Single Video
- Slideshow
- Canvas
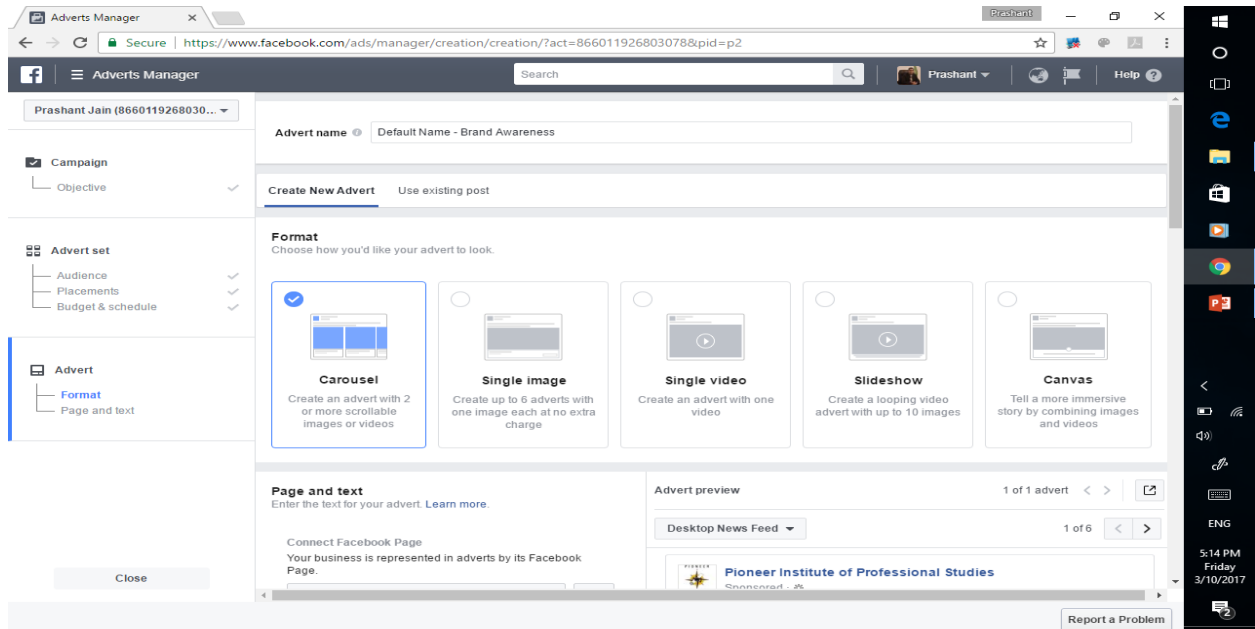
Creating adverts: page and text
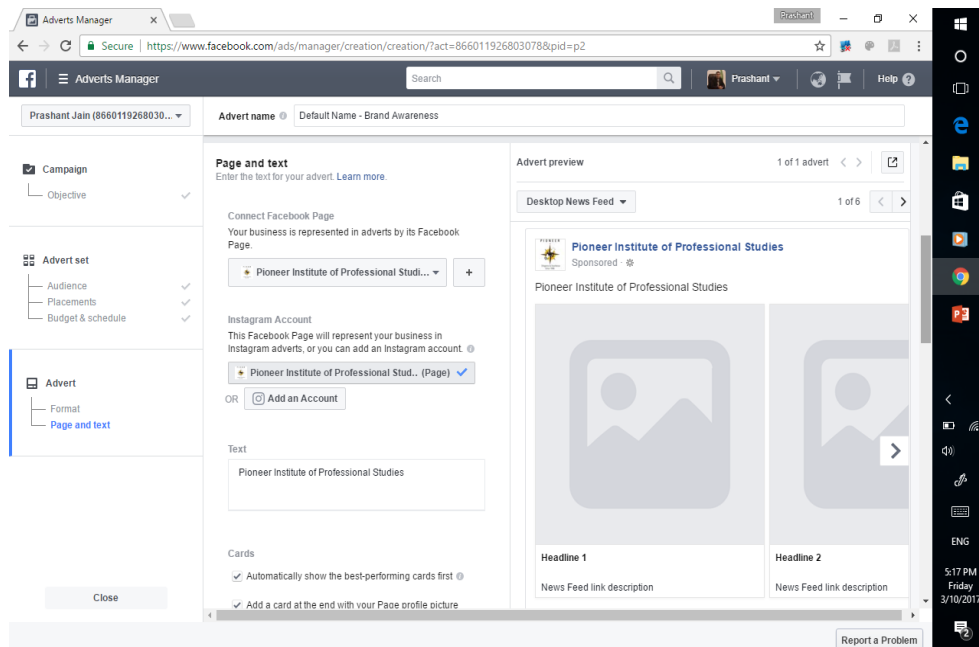
Key points in post/ text/image/video boost

- Text area should be less than 20% of total area
- Keep less text and more image area
- More text can cause rejection from Facebook
- Keep checking Facebook guidelines
- Make short and effective animated videos
- Make simple but appealing banners
- Use effective colors

Role of digital marketing in educational institutions

Today, institutions dedicate far more attention to branding and marketing than they did in previous years. Many institutions have hired external marketing professionals or companies, and have invested significant time and money in creating strong institutional brands.

In recent years, branding, marketing, and recruitment in educational institution have shifted towards online and digital strategies. Most of the institutions all over the world use some form of social media as part of their marketing.

Moreover, institutions are increasingly taking advantage of social media, mobile marketing, and other digital strategies not only to recruit students, but also to research prospective students and for the branding of their institution.

An effective and intuitive website, which is often the "ultimate brand statement" for an institution, is among the most important marketing tools in educational institution. Therefore, today's institutions should focus on website personalization and optimization in order to enhance student enrollment and for their branding.

Each campus website visit can further develop a student's user profile, therefore allowing content to become more and more targeted, encouraging prospective students to apply in that institution.

Recruitment strategies should incorporate a mix of channels in order to spark engagement with students. A recent article explains that it is not sufficient to use direct mail, email, website, mobile, and other strategies "if they do not work in harmony to attract and convert new students. The same potential student moves across all of these places quickly, so the strategy and analytics need to adapt similarly." Therefore, institutions should create an integrated branding and marketing approach that ties together the digital online and offline worlds.

Due to the abundance of methods of recruiting and engaging with students, institutions have begun to rely more on marketing automation tools. Through marketing automation, institutions are able to capture and leverage a wide range of student data in order to develop more personalized communications and marketing strategies, therefore establishing and maintaining meaningful relationships with students throughout the entire student life cycle.

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