

Social media marketing	<ul style="list-style-type: none"> • Using social media to solve challenges • Creating a social media strategy • Recovering from an online brand attack
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Digital Marketing

Digital marketing is the act of promoting and selling products and services by leveraging online marketing tactics such as social media marketing, search marketing, and email marketing. If you're new to digital marketing, it may feel overwhelming. We get that...But in many ways, digital marketing is no different than traditional marketing. In both, smart organizations seek to develop mutually beneficial relationships with prospects, leads, and customers. Now, think about the last important purchase you made. Perhaps you purchased a home, hired someone to fix your roof, or changed paper suppliers at your office. Regardless of what it was, you probably began by searching the Internet to learn more and find your best options. Your ultimate buying decision was then based on the reviews you read, the friends and family you consulted with, and the solutions, features, and pricing you researched. Today, most purchasing decisions begin online. That being the case, an online presence is absolutely necessary regardless of what you sell.

Digital marketing can be applied in various forms/strategies to improve awareness of a company, these may include but not limited to;

1. **Search Engine Optimization (SEO):** This is process of optimizing website to "rank" higher in search engine results pages, thereby increasing the amount of organic (or free) traffic your website receives. The channels that benefit from SEO include Websites, Blogs, and Info graphics.
2. **Social Media Marketing:** This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing include Facebook, Twitter, LinkedIn, TikTok, Instagram, WhatsApp, Snap chat, Pinterest, and Google+.
3. **Content Marketing:** It denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels that can play a part in your content marketing strategy include Blog posts, EBooks and whitepapers, Info graphics, online brochures and look books.
4. **Affiliate Marketing:** This is a type of performance based advertising where you receive commission for promoting someone else's products, services on your website. Affiliate marketing channels include Hosting video ads through the YouTube Partner Program and Posting affiliate links from your social media accounts.
5. **Pay-Per-Click (PPC):** PPC is a method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is
6. Google Ad Words, 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 mainly include Paid ads on Face book, Promoted Tweets on Twitter, Sponsored Messages on LinkedIn.
7. **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 downloaded something, Customer welcome emails, Holiday promotions to loyalty program members, Tips or similar series emails for customer nurturing.

8. **Inbound Marketing:** Inbound marketing refers to the "full-funnel" approach to attracting, engaging, and delighting customers using online content. You can use every digital marketing tactic listed above throughout an inbound marketing strategy.
9. **Online PR:** Online PR is 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 Engaging online reviews of your company, Engaging comments on your personal website or blog.
10. **Digital Marketing**
11. **B2B Digital Marketing**
12. **B2C Digital Marketing**
13. **Search Engine Marketing (SEM)**
14. **Blogs and Micro-blogging etc....**

Social Media Marketing (SMM)

Marketing which occurs via social media is known as social media marketing. Social media marketing has made possible for companies to reach targeted consumers easily, effectively and instantly. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. **Social media marketing, or SMM**, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement. If the many audience are engaged on social media networks, then it will become easier for the marketers to achieve every other marketing goal on their priority. Social Media Marketing has been an immense growth in Uganda today. It is existing across all the business sectors starting from shopping, online banking transactions, bank payments, e-commerce activities therefore today Social Media is a platform where products and services are marketed by taking the help of digital technology. Marketers are taking the help of social media as they know today consumers are available and they prefer to buy a products and services on social media.

Significance of Social Media Marketing

Social Media Marketing has changed customers buying behavior. The significance of Social Media Marketing in the globalized era is as under:

- i. Social Media Marketing helps the consumers by providing them updated information about the company. Many of the consumers are accessing internet from different places and getting the updated information of products and services provided by the companies.
- ii. Companies are engaging their consumers in various activities with the help of Social Media Marketing. Consumers are visiting the web portal of the companies, fetch the information and do purchase online and providing the feedback to the companies about their product and services.
- iii. Social Media Marketing is providing clear information about the products or services which further helps customers in purchasing and decision making.

- iv. Many companies are promoting their products with the help of Social Media Marketing & it is also becoming the greatest advantage for the customer through which they can compare among products or services by different suppliers in cost and time. Customers need not to waste a time for gaining knowledge about products and services by visit a number of different retail outlets.
- v. Customer can buy a product online 24/7 all days there is no time restriction for buying a product.
- vi. Social Media Marketing provides a chance to share the content of the product or services to other consumers. An individual can easily provide and gets the information about the characteristics of the product or services to others.
- vii. There is regular change of prices or special offers by the companies on their products or services and this information is provided to the customers instantly and they can access it also through the websites.
- viii. Earlier Customers were first watching the advertisements on Television and then were going to find out relevant physical store for purchasing the products or services. But social media marketing helped the customers for instantly purchasing the products or services.

Challenges in the area of Social Media Marketing are as follows:

- Lack of sufficient resources.
- Measuring ROI (Return on investment).
- Managing and growing social presence.
- Integrating Social Media with lead gen and sales.
- Integrating Social Media with rest of the marketing.
- Monitoring Social Media
- Content creation

Forms of SMM

There are numerous different social media sites, and they take many different forms and contain different features.

 **Facebook**

Undoubtedly, the most common social networking site that first comes to our mind is Facebook. Facebook was first launched in February 2004, owned and operated by Facebook, Inc. As of May 2012; Facebook has over 900 million active users. Users must register before using the site; they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile (Facebook, 2012).

 **Twitter**

Twitter is combination of micro blogging and social network. Twitter, allows users to receive small updates and advertisements from favored producers as well. Twitter gives opportunity to users to involve in real time sharing. A tweet is usually no more than 140 characters, which followers of the user can see. For businesses of all sizes and systems, Twitter marketing is a powerful tool to reach out to new customers, support their brand, and communicate with the rest of the companies. Users will find out whether they are being spoken about by clients, and the

company can respond accordingly. For the company that appears in the search engine results, tweets create another example. Twitter serves as a solid base for leading the company into other social sites

LinkedIn

It is a forum for social networking designed for professionals in industry. It helps you to share work-related information and keep an online list of professional contacts with other users. Marketing on LinkedIn is the process of using LinkedIn to communicate, generate leads, increase brand awareness, encourage business relationships and collaborations, share content and drive traffic to your website.

There are 2 ways of LinkedIn Marketing:

-Organic Marketing: In this, people connect you through your organic activities like through your content, through your posts, etc.

-Paid Marketing: In this, business leads or people connect you through paid advertisement.

Instagram

Instagram is an online service for sharing images. It enables you to add various types of photo filters with a single click to your images, and then share them with others. Although it's a very simple service, the simplicity of Instagram has helped it gain widespread popularity. It is a form of social media marketing in which marketers employ their business to promote their business using the Instagram platform. A variety of different techniques and methods can be used in Instagram marketing, used to achieve all sorts of objectives in a business. Selling your goods or services, having more followers and interaction, establishing partnerships with potential customers and other brands, and generally improving the credibility of a company may be traditional business objectives.

Pinterest

Similar to Instagram, Pinterest is a social media network that allows users to share visual content, but it varies in that each Pin can be connected back to your website or other content. Currently, Instagram only allows links in advertisements or in the biography section, so if you are searching for traffic to your website, product pages or blog, it is not useful. Pinterest marketing is using Pinterest to lift the company's awareness as a tool. Pinterest marketing is not only for bloggers, but also for any company that uses a visual medium to expand their audience. Pinterest brings organic traffic back to a website and helps raise a brand or company's overall visibility.

Snapchat

It is a one-to-one and group messaging app for sending photos, videos, and text messages that disappear in seconds. It has several features including Stories (photos or videos that can be replayed for 24 hours), Memories (saved photos for future viewing and sharing), and filters and stickers (to embellish messages).

YouTube

It is a key strategy for both internet marketers and online business owners to profit from the huge shift of the network towards video. Every day, the enormous traffic obtained by this site only justifies the fact that YouTube Marketing is a rising phenomenon and a very efficient means of achieving your target segment.

Google+

It is a forum for social networking through Google. The Google+ design team aimed to mimic more closely the way individuals communicate offline than other social networking sites, such as Facebook and Twitter, do. The slogan of the project is "Real-Life Sharing Rethought for the Internet." It is a social network operated by Google that helps brands to create relationships with prospects, consumers and other companies. You can exchange information and photos, promote yourself as a person and, if used correctly, Google+ can be a powerful tool for social media marketing, similar to other networks. Google+' significance should be judged on an individual basis, since it is based on your particular appeal. It should be used as part of your overarching social media plan if it is considered to be of value to your brand.

TikTok

TikTok is a popular social media app that allows users to create, watch, and share 15-second videos shot on mobile devices or webcams. With its personalized feeds of quirky short videos set to music and sound effects, the app is notable for its addictive quality and high levels of engagement. Amateur and professional creators alike can add effects like filters, background music, and stickers to their videos, and can collaborate on content and create split-screen duet videos even if they're in different locations.

SMM Strategy

A social media strategy lines up interactions on social networking sites with a government agency's overall information and communication strategy. The main driver of a social media strategy is strategic alignment with the organization's mission. First, a needs assessment outlines the gap between the organization's needs to communicate and the stakeholders' requirements for interactions. Based on the strategic goals, operational goals are derived and necessary changes in the internal communication processes, responsibilities, and roles are examined. This includes decisions about who should be responsible for social media activities in the organization, what tools to use, and how to post updates

Objectives for SMM Strategy

- Share content that fills gaps left from your own content. This content may relate topically or target people at different skill levels.
- Create good will with brands that are similar to yours. Over time, transform that good will into profitable partnerships.
- Generate leads to grow your email list.
- Acquire new customers and upsell/cross-sell existing customers.
- Increase buyer frequency, turning one-time customers into raving fans.

Steps for a creating a social media strategy

1. Understand Your Audience

In order to create a winning social media strategy, before you jump into the tactical and practical details of your social media plan, it's critical that you take the time to understand your audience. Who are they? What do they care about?

2. Build personas

To understand your audience from prospects to current customers you'll want to create personas that represent the people within your audience. Often, this information is already available from work you have done to segment and target audiences in other marketing channels. Sometimes, the personas you are trying to reach simply aren't on social media. If so, you should craft content that will be valuable to them but may also reach people outside of your built personas. It's important to understand and create content for your audience, but on social, the best practice is to avoid being overly exclusive with content. If you don't have customer personas yet or are adapting them from the personas developed for different objectives, here is a set of questions you will want to ask to get started.

3. Map your goals and messaging to the customer lifecycle

As with any marketing strategy, it's important to start by defining your goals. To do this, we recommend identifying your social media marketing goals for each stage of the customer lifecycle. This creates a foundation for a solid social media strategy that's flexible enough to react to an individual's buyer journey while also providing a road map for determining which platforms, messages, and offers make sense for your buyer. In this section, we will look at how to define your goals for each stage of the customer lifecycle and the types of messages that will engage your audience.



4. Creating content for social media

Now that you've identified your social media goals across the entire customer lifecycle, it's time to start achieving them. Because of the immediate, one-to-one nature of social media marketing, your buyers expect your brand to behave like any other person on the platform. So, in order to be successful, your content needs to not only offer value but also meet their expectations. In order to grow your social media presence and hit your objectives, you need to create content that maps to each stage of the customer lifecycle and aligns with your buyers' expectations on every channel. With the proliferation of marketing messages, the only way to break through to your audience is with content that offers relevant, useful, and valuable information.

5. Choose the right social media platforms

There are many different social media platforms you can use to reach and engage with your audience. In this section, we will cover some of the core platforms your business can leverage. Many social platforms have capabilities that overlap, and they will likely continue to develop as each platform evolves to improve the user experience. The best platforms to use are the ones where your buyers are found. Keep your audience and objectives in mind as you choose which platforms to focus on some are better suited for meeting your early customer lifecycle stage objectives, while others have more advanced targeting options that allow you to reach buyers at every stage.

6. Define your writing style for social media

Your content is driven by the target personas you are trying to reach on your social channels and your objectives for each stage of the customer lifecycle. Based on your assessment in the earlier chapter on personas, you should have a solid understanding of what tone, style, and delivery strategies to use. Are you targeting practitioners on specific social channels? Perhaps you will want to use a conversational voice on Twitter or Facebook. Are you trying to reach executives? You may want to use a formal voice on a professional network like LinkedIn. Whoever your target audience is, it's important that you understand which objectives each piece of content helps you achieve.

7. Scaling your content for social

The 4 Rs Because social media marketing requires content to fuel many of the conversations and interactions you want to have, you may need to get creative in how you resource your team and create that content. To maximize the value of your team, save money, and effectively create the content that you need, use the 4 Rs of content marketing for your social content.

- **Reorganize**
Maximize your efficiency and use sections of the same piece to create smaller breakout pieces. For example, you could break up an infographic into different visuals (such as important stats and charts) to share on your social channels and include a link to the full infographic in your caption.
- **Rewrite**

Extend your investment by using pieces that already exist. Take a look at your content library and determine where you can pull relevant information from. Even if an asset is outdated, there may still be relevant takeaways that your audience will find valuable.

- **Retire**
Sometimes it's best to remove content that's outdated. Social media sharing is instantaneous, and the last thing you want to do is make your brand appear out of the loop.
- **Redesign**
In some cases, all your content needs is a fresh design. Your asset can feel old because the creative visuals are no longer on trend. Sometimes you can update an existing asset to make it relevant for a segment of your audience or a certain persona

8. Measure the ROI of your social media strategy/campaigns

To demonstrate how social media marketing contributes to business growth, you need to understand how to connect the right data points. But that is not always straightforward. You need the right set of tools to accomplish this across all your channels. Without the right metrics, it's nearly impossible to know what to optimize in future campaigns to drive the best ROI for your business. More importantly, without the right metrics, you can't even determine the ROI of your social channels in the first place, which makes it hard to make the case for more budget or head count. As you plan your social media campaigns, it's important to determine how you will evaluate success. Just as you would with other marketing campaigns, you need to take specific steps to make your social media efforts measurable. The best marketing campaigns have deliberate measurement strategies planned in advance.

Metrics to Watch

Getting more clicks from social media requires irresistible headlines. Steal from this headline swipe file. To measure the strength of your social network, watch these metric:

- Offer conversion rate. Are your offers converting? Maybe your offer isn't relevant or isn't close enough to your prospects' bottom-line desire.
- Buyer frequency. You want customers to buy repeatedly and often.
- Number of inbound links. A strong network will result in more backlinks to your content.
- Number and description of earned media mentions. Consider the relevance and value of the mentions, who they come from, and the value of those mentions.
- Number of leads. Over time, your email list shows growth/?

Recovering from an online brand attack

Social media, in a way, converts consumers into marketers and advertisers, and consumers can create positive or negative pressure for the company, its products, and its services, depending both on how the company is presented online and on the quality of products and services presented to the customer. Unhappy customers or industry competitors are able to post disparaging or offensive pictures, posts or videos and there is not much a marketer can do to prevent these occurrences. Still, negative or other non-constructive feedback cannot be ignored. Social networks must be managed efficiently enough to immediately respond and neutralize harmful posts, which takes more time. This introduces the aspect of *public relations* which is an organization's attempt to manage the communication between itself and its publics.

Digital public relations or e-PR or dot.com public relation is the latest concept in corporate reputation management. It is the practice of public relations through the new information communication technologies (ICTs). It is an innovative concept that is computer mediated. It is public relations practice in the cyber-space. It is highly creative, strategic, fast, result-oriented and yet cheap. In this current online space, public relations practice has become more transparent because communication is handled in the spotlight (that is, on the internet where everyone has democratic access). This has been facilitated by the rise of social media, social media includes mobile and web-based technologies that construct highly engaging arenas by which individuals and communities share, create, dialogue, and adjust user-generated content. When social media meets PR, communication unites with technology. Social media causes content to be democratized, and demands a change of attitude to unite communications with collaborative technology. Social media or social networking, such as Facebook, has afforded organizations the opportunity of engaging their stakeholders in real-time communication and information exchange.

Video Marketing	<ul style="list-style-type: none"> • Video content strategy • Step-by-step video production • Video Promotion
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Video marketing

The consumption of online video has seen a rapidly rising trend over the past years. People are recording their everyday lives with mobile phones and uploading the content into the internet. Social media platforms are constantly filled with video material for example Facebook generated 8 billion video views per day by 2017. Naturally businesses have also hopped aboard the bandwagon, many of which have accounts on social media platforms, on which they share their marketing videos. **Video marketing** refers to the use of a video content to promote a brand, a product or a service.

Video Content Marketing Strategy

On the web, we define content as the topics, ideas, facts or statements on a website. Content is published in the form of text, images, audio and video.

The six steps for a video content marketing strategy

1. **Objectives.** Identify your overall business goals for video content marketing, including end goals such as an increase in leads and sales, media coverage or recruiting to key performance indicators such as increased search traffic, and social engagement.
2. **Audience.** Research customer segments and develop profiles that represent consistent characteristics.
3. **Content plan.** An understanding of customer needs and business goals can be translated into a specific content plan that identifies relevant content mix, topics, and desired outcomes.

4. **Promotion.** In concert with content planning, creation and optimization is the planned promotion of content to end users as well as to influencers for further sharing that will expose brand messages to new and relevant audiences.
5. **Engagement.** Growing social networks and community through listening, participation and content sharing provides insight for future video content enables advocacy and reinforces sharing behaviors.
6. **Measurement.** Is the video content marketing efforts helping customers and are those interactions leading to intended behaviors such as inquiries, sharing and sales should be quantified.

Major Video Sharing platforms

1. Social media

Should your small business be using video on social media? Regardless of how experienced you are with video production or video marketing, the answer is yes. Using video to promote your product or service on social media is a great way to get your brand in front of the right eyes. Read on to discover the best platforms to support your video marketing efforts.

YouTube is the largest and most well-known video sharing website. Companies can vote on other videos, share videos with audience and market business less expensively than by using television ads. Professional Social Networks –It’s a niche social network for busy professionals who aren’t interested in playing games or participating in other frivolous activities. It’s the perfect type of marketing solution for B2B businesses, freelancers, and other professionals. Podcasting Communities – Podcasting communities are similar to video and photo sharing sites except that they are based around audio uploads.

TikTok is yet a popular social media app that allows users to create, watch, and share 15-second videos shot on mobile devices or webcams. With its personalized feeds of quirky short videos set to music and sound effects, the app is notable for its addictive quality and high levels of engagement. Amateur and professional creators alike can add effects like filters, background music, and stickers to their videos, and can collaborate on content and create split-screen duet videos even if they’re in different locations.

Snapchat is a one-to-one and group messaging app for sending photos, videos, and text messages that disappear in seconds. It has several features including Stories (photos or videos that can be replayed for 24 hours), Memories (saved photos for future viewing and sharing), and filters and stickers (to embellish messages). *ETC...*

2. Email

Email is still one of the most effective ways for marketers to reach their audiences. Adding video into the mix can improve open and click-through rates and encourage deeper engagement with your content. Check out five actionable tips on how to make the most of your email marketing efforts with video.

3. Website

Your own website is the perfect spot to showcase all of your great video assets. In addition to driving traffic to other platforms (like Facebook), you can also build brand affinity and drive direct leads right on your website. From demo videos to testimonials and more, check out all the

different ways to embed videos on your website—including your very own branded video channel.

Types of videos for video content marketing

You want to create, you have a goal, your content plan is set, you know the platforms you want to target, and you have a content calendar too. The final part of your video marketing strategy is about the type of videos you want to create. This section is not for restricting your video ideas, but more for informing you about the most popular type of videos companies make.

- i. Explainer videos** are made for visually explaining an idea, concept or a product. These types of videos are extremely useful for brands to show their audience how their product or service works. They're short, more engaging and 72% of customers prefer learning about a product or service by watching these types of videos. Explainer videos can be done in different ways. Animated explainer videos are very popular with companies. Using abstract figures and demonstrations, viewers can have a better understanding of the product. Live videos, whiteboard explainer videos and screen recorders are other popular ways of making explainer videos and sharing them with the audience.
- ii. Short-form videos** are of less than 3 minutes duration. The attention span of the audience has dropped to a miniscule level. This has given a huge thrust to the growth of short-form videos. Companies include YouTube Shorts, Instagram Reels and TikTok videos in their video marketing strategy to build relationships with their audience. There is no particular type of video that works in this format, but many brands share challenges, user testimonials and product sneak-peek to keep the audience engaged.
- iii. Product videos** are for the TOFU audience who are aware of their challenges and are looking for solutions to overcome them. Product videos give an overview of what the product is capable of doing. It neatly demonstrates how the product can solve the user's problems and how it's better than the other solutions. To have a better impression on your target audience, have a professional approach towards making product videos. Hire experts or consult them on what technical areas you should focus on to make your product videos stand out. Other than uploading your product videos on different platforms, you can also use them on your landing pages and blogs to improve their readability.
- iv. User-generated content (UGC)** is created by your customers. They are fantastic for growing your brand because they act like social proof which many customers look for before buying a product. As a company, you can collaborate with your existing customers to create more UGC content. You can ask your customers about the best scenarios where they use your product, and then record it in the form of a video. Because real customers are involved here, this will be seen as more believable, and not seen as another marketing gimmick. After you have recorded the video, you can repurpose it by making multiple short videos of it and posting them on different platforms.
- v. Educational videos** are in the line of explainer videos, but have a broader spectrum. Explainer videos are short and talk about the product features. Educational videos can be longer, detailed, and educate the users about how to perform a task. For example, if you're selling organic floor cleaners, you can make educational videos on how to identify if a floor cleaner is organic or not. You can subtly mention your product in the video, but not for the purpose of direct selling. The biggest advantage of making these types of

videos is that you're contributing towards growing the knowledge of your audience. There is no hard-selling involved.

Tips for an effective video content strategy

- ***Work on the video title***

The title of your video should be simple and straightforward. If your video is about how to groom your dog in 3 simple steps, then make sure you keep the title that way. Using confusing titles will keep the audience away from clicking on your video. The other drawback of having bad titles is that people do not stay on your video for long. As the title doesn't suggest clearly, they come with different expectations. Poor watching time on your videos will indicate to the search engine that your content is not relevant. This will make your video lose ranking.
- ***Use relevant keywords***

To improve your chances of video ranking better, use relevant keywords. Keywords are search terms that people use to search for content. If your video ranks on the first page for a high volume keyword, you can generate more traffic to your website and YouTube channel. To find the relevant keywords, use a keyword research tool like Ahrefs. Enter the main keyword for which you want your video to rank, and ahrefs will filter the most relevant keywords based on volume and relevance.
- ***Write video descriptions***

Using the right keywords and writing a video title is not enough to make your videos rank. Video descriptions can help to empower your SEO strategy. Video descriptions appear right underneath your video where you can be more expressive about the video. YouTube allows you to write 5,000 characters here which is great for using more keywords. You can also plug in the link of your other videos or resources. If a viewer finds one video useful, they will most likely check out your other resources too.
- ***Use a thumbnail image concisely***

A thumbnail image is a small rectangular frame containing an image which appears when a user searches for a video. A thumbnail gives an idea to the viewer of what they should expect. Ergo, choose a video thumbnail consciously. If you don't decide on a thumbnail on your own, YouTube will do that for you. This sounds alluring, but don't fall for it. It will randomly pick a moment from your video and add it as a thumbnail. In this case, your video might end up with an awkward thumbnail which will repel the users instead of making them feel interested. While adding your own thumbnail, make sure that it has a resolution of 1280 X 720, less than 2 MB size and 16:9 aspect ratio.
- ***Use video transcripts***

The search engine algorithm prefers to rank content that is of good quality and helps users to understand the topic in the best way possible. A clear title, relevant thumbnail, thoughtful description helps with this, but adding a video transcript makes it even better. A video transcript is your video content in text form. Uploading your video transcript will help you rank better as they are crawled for SEO purposes. Moreover, if your audience has difficulty hearing or are not very familiar with your accent, they can read the transcript and follow the video.

Conclusion

Video marketing is the need of the hour and making a video marketing strategy is the way of excelling in it. There are many things involved in making a video strategy - how to produce videos, where to publish them, how to optimize them, what type of videos to publish and how to organize all the video ideas. This piece of content along with the free content calendar template will help you get started immediately.

Affiliate Marketing	<ul style="list-style-type: none"> • The building blocks • Setting up a campaign
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What is Affiliate Marketing?

Affiliate Marketing is the practice whereby a digital publisher or website promotes an online retailer and earns a commission based on the sales or leads that the advertising generates for that online retailer.

We term this payment metric **CPA – Cost Per Action**.

Typically an **‘Action’** is a sale of an online good or service, but it can also be a lead or registration, a call, a download or any other trackable action that is desired of the end customer. In recent years this has grown to even include offline sales provided they can be tracked back by a coupon or barcode. There are two ways the CPA are set:

Flat rate: For every action a fixed fee is paid. This is typically used for registration type actions with no cost, such as a credit card sign-up or for a fixed price product like a mobile phone contract.

Revenue Share: The price of the item purchased is tracked and a percentage of that price is then paid to the affiliate. This is generally favored by advertisers selling a range of tangible goods at varying prices, such as fashion retailers.



TYPES OF AFFILIATES / STRATEGIES

1. Reward sites

With online shoppers becoming increasingly savvy, reward sites have seen a surge in popularity. This type of affiliate drives sales by rewarding its members through a share of the commission it earns from an advertiser. If provided with a competitive offer, reward sites can generate significant volume. They provide brands with an effective way to increase its exposure, especially if products are not strongly positioned on aggregator sites. If used strategically, reward websites can drive incremental growth (e.g. reward to increase average order value, higher commission for purchase of new customers). It is important to have a sophisticated validation

process in place in order to avoid paying commissions on cancelled bookings or return purchases.

2. Content sites and blogs

These types of websites are often focused on a niche interest and feature unique content. A few examples are product review sites, blogs and online forums. Often, Content Affiliates form part of an Affiliate Program's long-tail strategy and are rarely large volume drivers. Regardless of their contribution to overall sales, they are valued partners. The reason for this is that unique content suggests editorial credibility and often has a positive impact on an advertiser's search engine optimization (SEO) efforts. Content sites can also help reach a new audience. This audience might not necessarily be looking for your brand in particular but could come across it through a feature in a newsletter as the affiliate reaches an audience that is actively looking for the topic around your brand. A great way to engage and optimize activity with content sites is by providing fresh content or an exclusive offer. Recently we have also seen an increase in integrated content pieces as well as affiliates who are using video to monetize a product.

3. Email

An Email Affiliate sends targeted emails to its own (or third-party) data base to drive conversions on behalf of a brand. In order to drive volume, a strong and time-sensitive offer is required and creative should be refreshed regularly. It is important to always consider the size and source of the data to when we talk about Affiliate Marketing, it is important to note that there are different types of affiliates. The method chosen by the affiliate to promote the advertisers' products is the key differentiation. Each affiliate type fulfills a different role in terms of value, volume and reach..

4. Comparison websites

These sites offer consumers the opportunity to compare products of different advertisers (like credit cards or phone plans). Through a compelling offer, comparison websites can generate large sales volumes. They vary a lot on how they structure their rankings, which is not always based on best product but often earnings per click (EPC).

5. Retargeting Affiliates

Affiliates retarget most commonly through tags that they place on the advertiser's site and try to re-engage with consumers who have not completed their purchase. This could either be via an overlay when a consumer is about to leave a website, trying to persuade them to stay, or via email if they have abandoned their shopping cart, making it easy for them to return and to complete their purchase. The advertiser has full control over traffic source and targeting options. It is recommended to trial different creative and messages and not to rely too heavily on handing out incentives.

6. PPC Affiliate

A PPC (pay-per-click) Affiliate is a search specialist who drives traffic to an advertiser's site by bidding on relevant keywords via a custom-built landing page. They generally work on a CPA basis but sometimes require hybrid commercial agreements. PPC Affiliates are not for every client but can be great strategic partners if competitors are cannibalizing advertisers' ads • Limited budgets don't allow for an 'always on' approach, leading to lost exposure • Aggregator

ads are appearing on advertisers' search terms and directing brand traffic to competitor products. The key to a successful trial with a PPC Affiliate is to set up strict guidelines which help ensure affiliates are compliant.

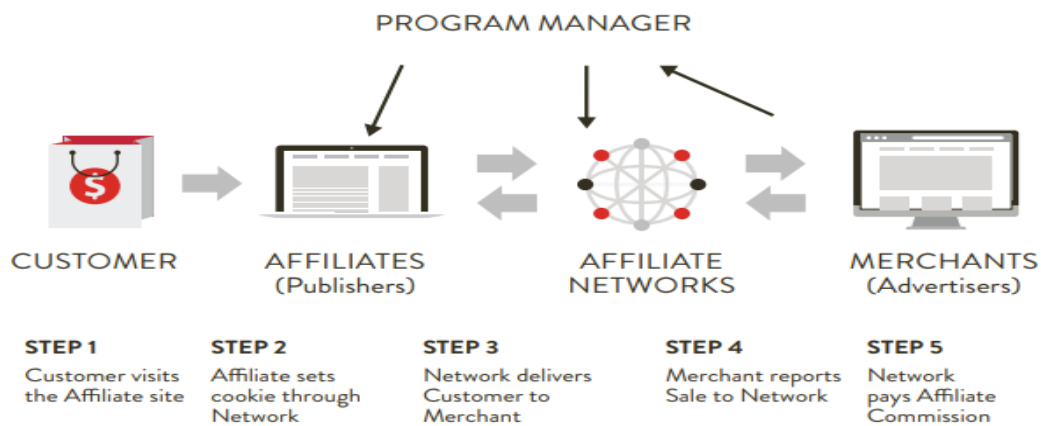
7. Voucher and deal sites

These type of sites generate sales by offering their users a discount code that can be redeemed online against their purchase. They also often promote generic deals in a designated section. An exclusive code will usually increase exposure on the site, where a quick expiry date will create a sense of urgency for consumers and can be used as a strategic tool to drive quick sales.

8. Social Affiliates

This type of affiliate works via highly targeted posts on social networks or sponsored tweets, which can help to drive awareness and assist in generating need. It is important to keep the creative relevant, with a strong call to action.

How Affiliate marketing works



<p>1. Pay Per Click advertising</p>	<ul style="list-style-type: none"> • Set your goals • Set up your account • Manage your campaign • Analyze your results
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Pay Per Click marketing

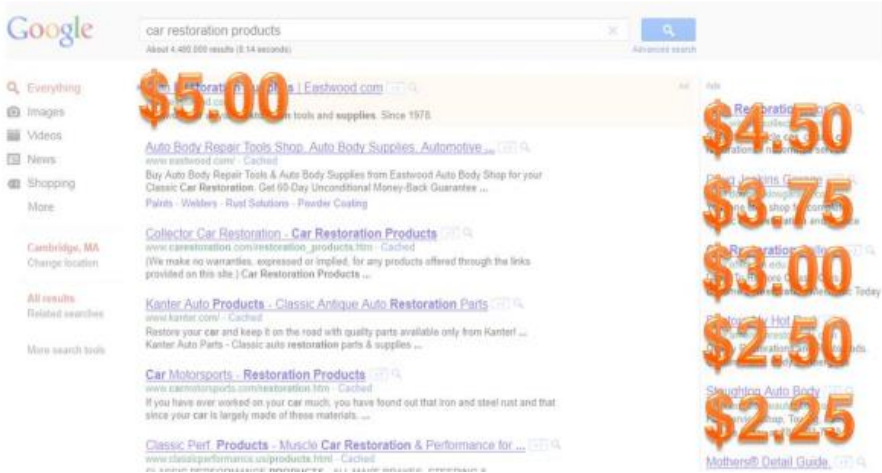
In the traditional sense, PPC marketing, ‘sponsored listing’ usually found at the top and down the right hand side of search engines, Is an auction-based system that allows businesses to display adverts based on search terms entered by prospective customers.

When search engines first started attracting users, business saw the sales opportunities in the being in the first page results. Search Engine Optimization (SEO), is a way of convincing Google and the like to display your website higher than others, which quickly became an important element in the marketing mix and SEO industry exploded. Business and webmasters were engaged in a non-stop battle and game of one-upmanship to keep their website as high as possible.

How Pay Per Click Works

Advertisers bid on keywords (single words and phrases) that they feel are relevant to the products or services they offer. Then, when a person enters these search terms into the search engine, the advert will show. When the user clicks on the advert they are sent straight through to the advertiser’s website. Hopefully, the user will buy a product or enquire about a service, which will lead to the advertiser getting a return on their investment.

Only when an advert is clicked on does the advertiser incur a charge, hence the name Pay Per Click. If the users do not click on the advert then there is no charge to the advertiser, meaning they have in effect been displaying to their target markets for free.



The most common PPC goals include:

- Brand awareness
- Product promotion and brand recognition
- Leads
- Sales
- Staff recruitment and students for educational institutions
- Repeat sales
- Market research
- Pushing PR messages and countering negative press

Each of these goals aligns with the basic sales funnel: awareness, consideration, and purchase.

Getting started with Google Adwords

Campaign

The first thing to understand is that there is a hierarchy to each Ad word account. At the highest level are campaigns. A campaign holds a number of ad groups and within the ad groups and within ad groups are adverts and keywords.

This may be an alien concept but picture an account a bit like a department store. Within the store they have the furniture section, the clothing section and the perfume section – these will be the campaigns. Each of these will have different brands on sale (the ad groups) and within these brands are individual products (the keywords) every single product can be categorized and stored within its brand and its department

Campaigns	Ad Groups	Keywords
Trainers	Nike trainers	Buy Nike trainers
		Cheap Nike trainers
		Discount Nike trainers
	Adidas trainers	Buy Adidas trainers
		Cheap Adidas trainers
		Discount Adidas trainers
Boots	Caterpillar boots	Buy Caterpillar boots
		Cheap Caterpillar boots
		Discount Caterpillar boots
	Dr Martens boots	Buy Dr Martens boots
		Cheap Dr Martens boots
		Discount Dr Martens boots

Figure 2: A table showing how products and brands may fit together for a shoe shop

Google Analytics

Google analytics is a free web analytics tool that is hosted by Google. This is Powerful, flexible software that will allow you to segment and analyze many different metrics such as landing page and exit pages, the average time user spend on your site, bounce rates (the number of people who didn't like what they saw, so quickly clicked back) and average number of page views.

Key reasons why people spend time in analysis each day week or month include;

- Analyzing how visitors are interacting with a site. Analytics data allows you to alter site structure and content according to your findings.
- Tracking the performance of keywords, banner ads, other marketing campaigns
- Tracking metrics such as newsletters sign-ups, document downloads conversions and interaction points. These can be fantastic if you have more than one route to get customers to the desired goal.
- Setting up goals and funnels to see how visitors proceed throughout a site towards the desired goal (often an action page, like a sign-up or a sale)

