



# DIGITAL MARKETING

ASSIGNMENT

Ans 1) Facebook Audience Insights provides aggregated information about two categories of people – individuals linked to your Page and people on Facebook – so that the organisation can generate content that connects with their present audience and simply identify additional people like them.

Thus, using Audience Insights, you can get aggregate and anonymous information such as:

- Demographics — Age and gender, lifestyle, education, relationship status, job role and household size
- Page likes — The top Pages people like in different categories, like women's apparel or sports
- Location and language — Where do people live, and what languages do they speak
- Facebook usage — How frequently are people in your target audience logging onto Facebook and what device(s) they are using when they log on
- Purchases activity — Past purchase behavior (i.e. heavy buyers of women's apparel) and purchase methods (i.e., in-store, online).

In the case of b2b ecommerce businesses, Facebook audience insights is a blessing since it provides tools to investigate, gather, explore deeper, and pull critical insights from the vast pool of raw data available on a platform like Facebook. Thus, the data

collected from the Facebook Audience Insights is useful for creating more targeting ad campaigns for your business.

However, the firm must first build audiences on Facebook before it can use Audience Insights. Custom Audiences may be established from a variety of sources, including customer lists from a file and lists based on online behaviours like website traffic, app activity, and Facebook Page participation.

what Facebook does is it links firms list to actual Facebook profiles, allowing them to track demographic information.

Webinars are a considered as great sales tool for marketers. **Webinars give host's the opportunity to teach his leads and help them understand why his product is valuable in the first place. The audience will be able to associate a name with a face and a voice with a name thanks to webinars. They enable the host to form personal connections and engage in real-time conversations. Also Marketers are being given additional capabilities as the popularity of streaming video with Facebook Live continues to grow. The option to stream webinars to pages and groups using Facebook Live is one of the most interesting new features.**

## **However there are some advantages and disadvantages to conduct webinars on Fb live. Some of the advantages are**

- 1) No additional software for user – As people find it difficult to install different webinar apps in order to conduct those thus it saves them from this issue. Apart from installing time other concerns arise when webinars are held somewhere else. They rely on the user getting an email with a unique link to register for the webinar. This is a common problem, whether the emails end up in spam, are hidden, or the alerts are delayed.
- 2) Potential for Virality - For a marketer, this is significant. Assume that getting a registrant for a typical webinar held elsewhere costs \$1 or more. And just a fraction of those folks are expected to show up. For most marketers, this entails a lot of effort and money in exchange for a poor response rate.

However, there is far greater possibility for contacting a significant number of individuals on Facebook. Of course, it helps if the host has a pre-existing audience. However, if he/she does, the webinar will begin and appear on users' news feeds. They'll probably even be informed when it starts, given Facebook's emphasis on live video.

- 3) Commenting – Interaction between the host and audience through videos and voices are seen in

both Fb live as well as other webinar hosting platforms however one extra feature with Fb live is that the person can even leave his questions in the comment box after the live has ended. In this way he gets the answer to his question if due to some reason he/she couldn't ask it during the live

- 4) No attendance maximums- The number of individuals who may join a webinar at one time is limited in some webinar hosting software (such as GoToWebinar). A greater threshold, up to 1,000, comes at a higher cost. However, there are no such limitations with Facebook Live. Your webinar might be watched by 100 or 100,000 people.

### Some disadvantages

- 1) No email address provided – As having the email address of the prospect is an advantage to the host this cannot be attained through Fb lives. With the people's mail the host could send them several mails reminding them of his offer/product and creating a relationship with them, however not having one could affect this.
- 2) Trolls – If the host is streaming to his Facebook page, this might be a significant irritation. The average webinar is password-protected. Those who are watching it wish they were there. To get there, they have to jump through a lot of hoops. With Facebook Live, they may be seeing it because

a friend is engaging with it. Or maybe they like a page that they follow very casual

3) Less attention – As the fb live will be shown on new people's feed as well there is a probability that the viewers who are watching may not have meant to watch. They may have jumped in at the beginning, middle, or end. They may watch for a few seconds, get distracted, and move elsewhere in their feed. While the host may have more volume, he is much less likely to have high percentage attention.

Thus, Fb lives can be used as a substitute but they must keep in mind the side effects it may have then and how to solve those.

Ans 2) Mobile websites and apps may appear to be quite similar at first glance, yet they are two completely different mobile mediums. The ideal media for your purposes is determined by a number of criteria, including target consumers, budget, and intent. Though creating a mobile-friendly website that looks fantastic on any phone or tablet is now easier than ever. A website, on the other hand, cannot replace an app, and an app cannot replace a website. They both have distinct advantages for businesses, and they can collaborate.

Businesses that are contemplating developing a mobile app frequently begin with a website. A quick overview of how a website compares to an app.

In many cases, a website is less expensive than an app.

A website may be seen on any device.

An app is more difficult to connect to and distribute than a website.

People may find it simpler to locate a mobile website when searching online. A website is also easier to develop and update from a commercial viewpoint. You also don't require separate iOS and Android versions of your website. Thus, if the service provider is just starting out in the market having an online presence in the form of a website that indicates the services it offers, its mission and their journey can help the firm connect with its target prospect. Because people don't generally install apps of firms they haven't heard of before or there is no relationship, Also as the app stores aren't as accessible as the web. Websites still give smaller companies a better chance to be seen than a mobile app.

Also having create a market presence and , if the service provider then wants to engage better, interact with, and communicate with his

customers to drive customer loyalty, a mobile app presents itself as a better option.

How apps compare to a website - A Developing a company mobile app may increase marketing reach and give a unique channel for drawing new clients and interacting with existing ones.

Through app stores, an app may attract new clients.

An app may take use of the hardware of phones and tablets.

Customers may have a one-of-a-kind experience with an app.

A mobile website is an excellent method to begin a relationship with a consumer, and an app may help to strengthen existing ones. Mobile applications provide businesses with new opportunities to communicate with current consumers while also giving a personalised experience.

Also, Hardware characteristics intrinsic to phones and tablets provide the foundation for customised user experiences.

Now having create a market position the service provider decides to built an app to engage more with its users and to provide them the best possible experiance certain practices that it needs to adopt to create highly engaging app are



- 1) Compatibility and synchronisation - The first feature that any wellness app should have is interoperability with the majority of devices on the market. They should be able to run on the two most widely used platforms, Android and iOS. In addition, as a result of the development of wellness applications, several manufacturers have begun developing wearable gadgets such as the Apple Watch, which may make the process of tracking health and fitness much easier. Most of these gadgets should be compatible with health and wellness applications. Because most people want to sync their wearable devices with their phones, a smart health and wellness software should be able to synchronise with many devices.
- 2) Food tracker/calorie counter - This tool allows users to record what they eat and calculate the calories and nutrients in each item. This is a typical feature of the most widely used wellness application. This is useful for those who are attempting to gain or lose weight since it allows them to keep track of their calorie intake and adjust their diet accordingly. Furthermore, this function assists users in developing good nutritional habits by providing information on the nutritional worth of various foods. Apps can

also give healthy recipes as a bonus feature for users' convenience.

- 3) Water Intake - We all know how important water is for our bodies to function properly. However, in our bustling daily lives, we frequently fail to keep track of how much water we consume during the day. This is where a wellness app with a water tracker function may come in and take advantage of the situation. It's impossible to go wrong with a health app that has a water intake tracking tool. It will remind users to drink enough water throughout the day, allowing them to keep adequately hydrated.
- 4) Sleep Tracking - Sleep allows us to re-energize our thoughts and bodies so that we can perform at our best. However, given our stressful and hectic life, getting a decent night's sleep on a regular basis is difficult. It would be really beneficial if there was a way to keep track of how much time we spent sleeping and how much time we spent awake while sleeping. Thankfully, a health app with a sleep tracking feature can assist us in this regard. It can alert us when we don't get enough sleep, so we can make up for it later. Wearable gadgets with updated technology can even tell us if we're in the deepest or lightest stages of sleep. As a result, the sleeping monitoring

function might be a success for wellness applications. To take use of this function, users must first put on a wearable gadget and then go to bed with it turned on. Otherwise, the information might be inaccurate or unreliable.

5) Personalization - The option to tailor and customise their routines and objectives according to their tastes is a critical feature that any health app should incorporate straight away. The software should collect data from the user right away, such as height, weight, age, gender, and fitness level. Following the data collection, the app should question users about their goals and training preferences, and then suggest what they should do to attain their objectives. Users may have varied goals and preferences, and they will want to train according to their needs, therefore the ability to personalise and modify is critical. Furthermore, because the app adapts to the user's specific demands, this feature will make the app indispensable to them.

6) Online consultation - Because users may be novices with no prior understanding of fitness or diet, they may wish to seek clarification from an expert. As a result, a well-designed health and wellness app should provide users with the flexibility to contact specialists online as

needed. Personal trainers and dietitians may be able to offer their services to consumers using this function. Users will also feel more confident and motivated to complete their training if they are supervised by specialists.

Ans 3 A) With mobile devices accounting for 60% of Google searches and Google's recent full transition to mobile-first indexing, having a mobile-friendly website has never been more important. Google will fully transition to mobile-first indexing in September 2020. This implies that rather than what appears on a desktop browser, a website's ranking positions are now determined by its mobile content.

Older websites that weren't built with mobile in mind, or that had a distinct mobile version, should be changed to responsive design, since this is Google's recommended style and the one that will give you the best chance of ranking at the top.

For many firms, large and small, digital marketing has become a crucial factor. Few areas of digital marketing are as critical as driving traffic to your website and landing pages, and few aspects of catching new clicks are as critical as ranking high on Google and other major search engines. Businesses may increase their search engine result page (SERP) rating by optimising

their websites and content. This is referred to be an organic search approach, and it may be quite effective.

Google has changed its attention to mobile-friendly website optimization as internet traffic from mobile devices continues to grow. If you don't create a mobile-friendly website, all of your other organic search efforts might be for naught. Thus,

Without mobile optimization, a well-optimized desktop site and reams of content are useless.

Ans 3 b) "[Only] what is measured, gets managed," remarked management guru Peter Drucker. As we've seen, this is especially true when it comes to analysing a company's customers' experience and its influence on its overall success. However this statement also hold true in the case of web analytics.

Web Analytics refers to the process of collecting, processing, and analysing website data such as website visitor activity. It helps the organisation in ways such as

- 1) Gauging effectiveness of marketing campaigns.
- 2) Finding problems in online services and improving them henceforth
- 3) Measuring website traffic
- 4) Optimising and tracking market campaigns

There are 4 steps of web analytics

- 1) Collection of data – At this stage basic data is collected
- 2) Processing data into information – Data in form of counts is taken and converted into ratio and metrics
- 3) Developing KPIs – The counts, ratios and KPIs are taken and are mixed with business strategies to develop key performance indicators (KPI)
- 4) Formulating Strategy – Thus at this stage the organisation manages the measured data i.e examines all of the analytics data, as well as the company's goals and strategy for expanding earnings and market share.