Online Advertising

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CONTENT MARKETING

SOCIAL MEDIA MARKETING

WEBSITE

PPC & SEM MARKETING

DIGITAL MARKETING

AFFLIALIATE MARKETING

EMAIL MARKETING

INBOUND MARKETING

MARKETING AUTOMATION

10 Benefits of
Online Digital Marketing!

- Get Online Exposure
- Display Your Brand
- Broad & Global Reach
- Higher Ranking
- Saves Time & Money

- Can Reach Target Customers
- More Visible Online
- Deal With Multiple Users at Once
- No Limited Customer Visits
- Track Performance

Organic vs Paid Marketing

ORGANIC

- Strengthens your brand voice and facilitates authentic interactions.
- Helps you build a connection with the readers and eventually convert them into your customers.
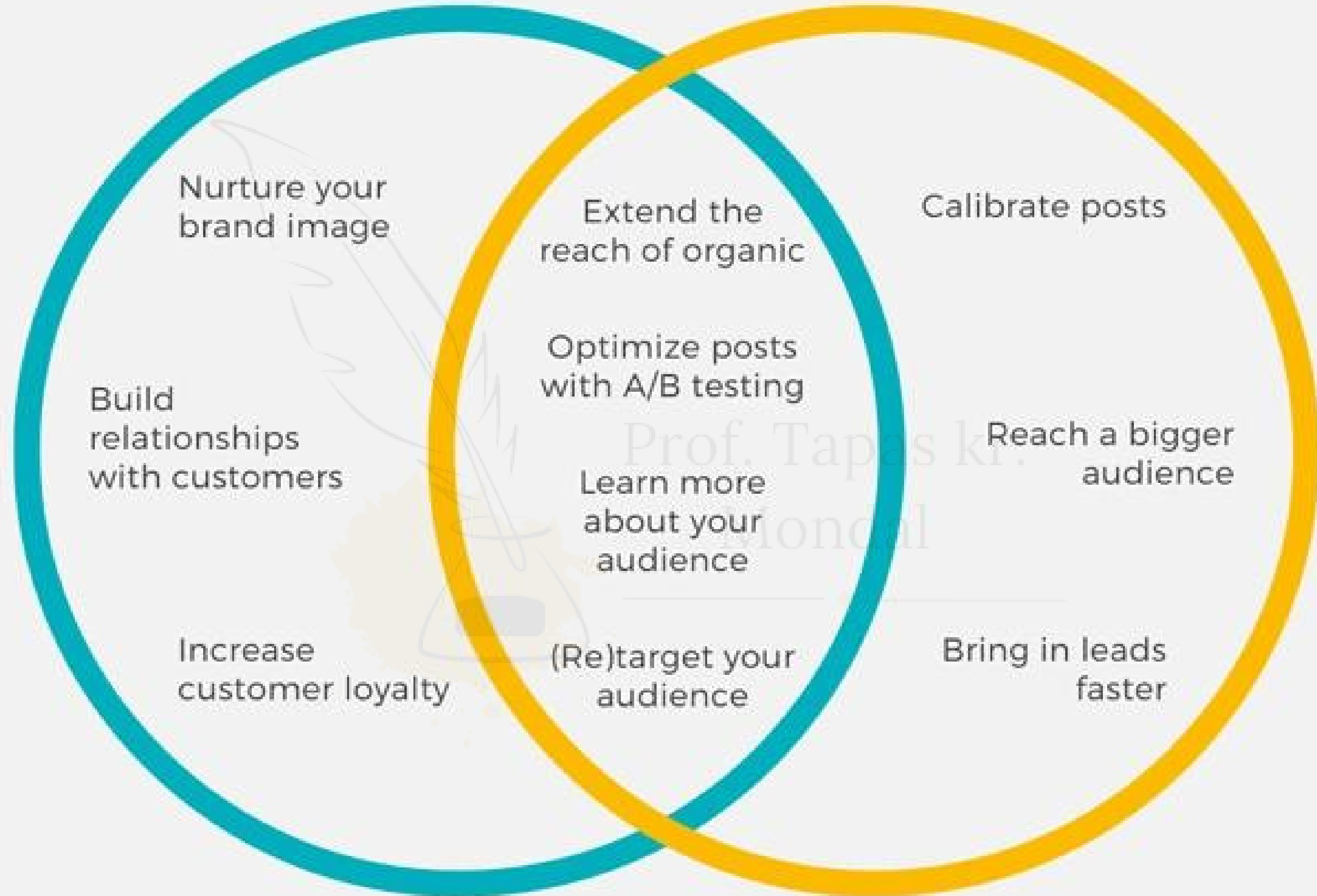- Provides stable long-term results.

PAID

- Enables brands to reach their potential customers quickly and accurately thanks to targeting.
- Helps you put your products and services right in front of your target group.
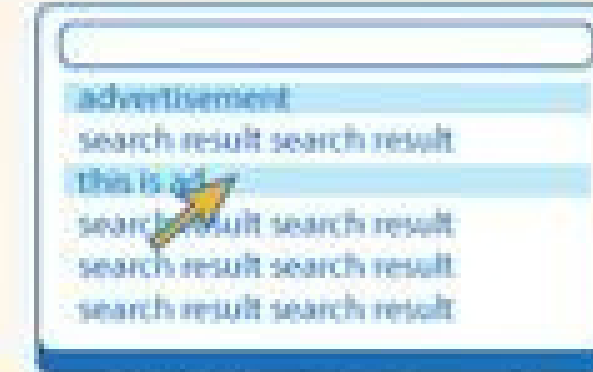- Provides quick results, in 24 hrs.

Organic

Paid

Nurture your brand image

Build relationships with customers

Increase customer loyalty

Extend the reach of organic

Optimize posts with A/B testing

Learn more about your audience

(Re)target your audience

Calibrate posts

Reach a bigger audience

Bring in leads faster

Social Extensions

Scheduling

Location

Seller Ratings
(Google Shopping)

Language

Call Extensions
(Click-to-Call)

PAY PER CLICK

Devices

Product Extensions
(Google Merchant Center)

Keyword Matching

Location Extensions

Sitelinks

BENEFITS OF PPC CAMPAIGNS

Instant Traffic

64.6%

2/3(64.6%) of clicks for high commercial intent keywords go to paid ads

Easy to Target specific audience

advertisement
search result search result
this is ad
search result search result
search result search result
search result search result

45.5% of People couldn't identify Paid Ads on the search results Page

85.2%

Paid Ads for high commercial intent keywords takes up 85.2% above-the-fold pixels.

Pay only for Performance

Easy to measure results

Total Control over Campaign

Major Advantages of

PPC Promotion
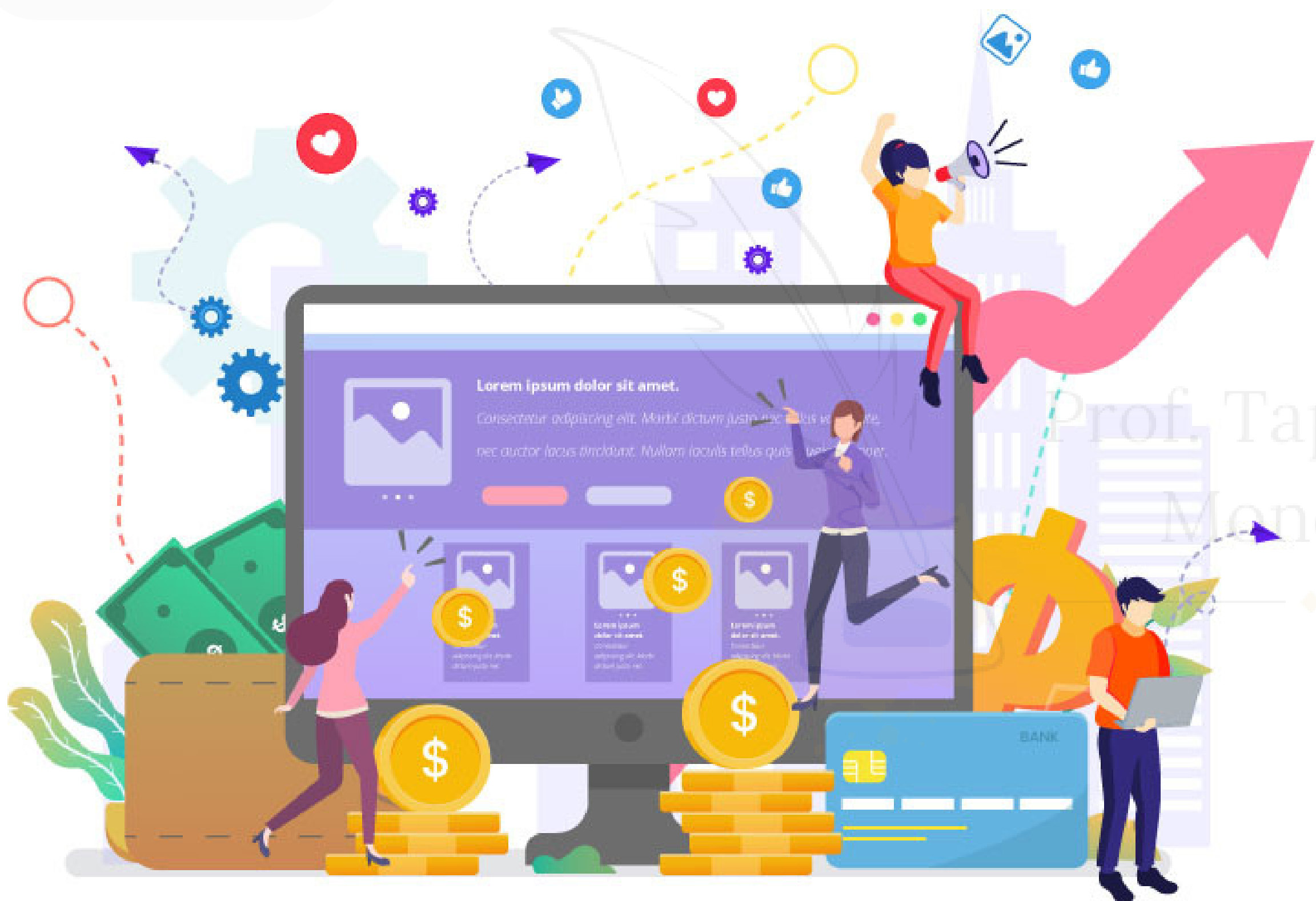
PPC Contributes To Business Goals

PPC Advertising Is Measurable
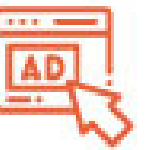
PPC Drives Quick Results

PPC Lets You Be In Control

PPC Functions Well With Other
Marketing Channels

Ad Cost

Cost Per Click $=$

Number of Clicks

Cost Per Click (CPC) Formula

Calculate how much each click costs.

$$CPC\ (Cost\ Per\ Click) = \left(\frac{Total\ Amount\ Spent}{Total\ Measured\ Clicks} \right)$$

What does it mean?

Total Amount Spent: The total amount of money used on a marketing activity (eg running an ad campaign).

Total Measured Clicks: The total number of times a click occurred (and was counted by a server).

$$1000 * Cost / Impressions = CPM$$

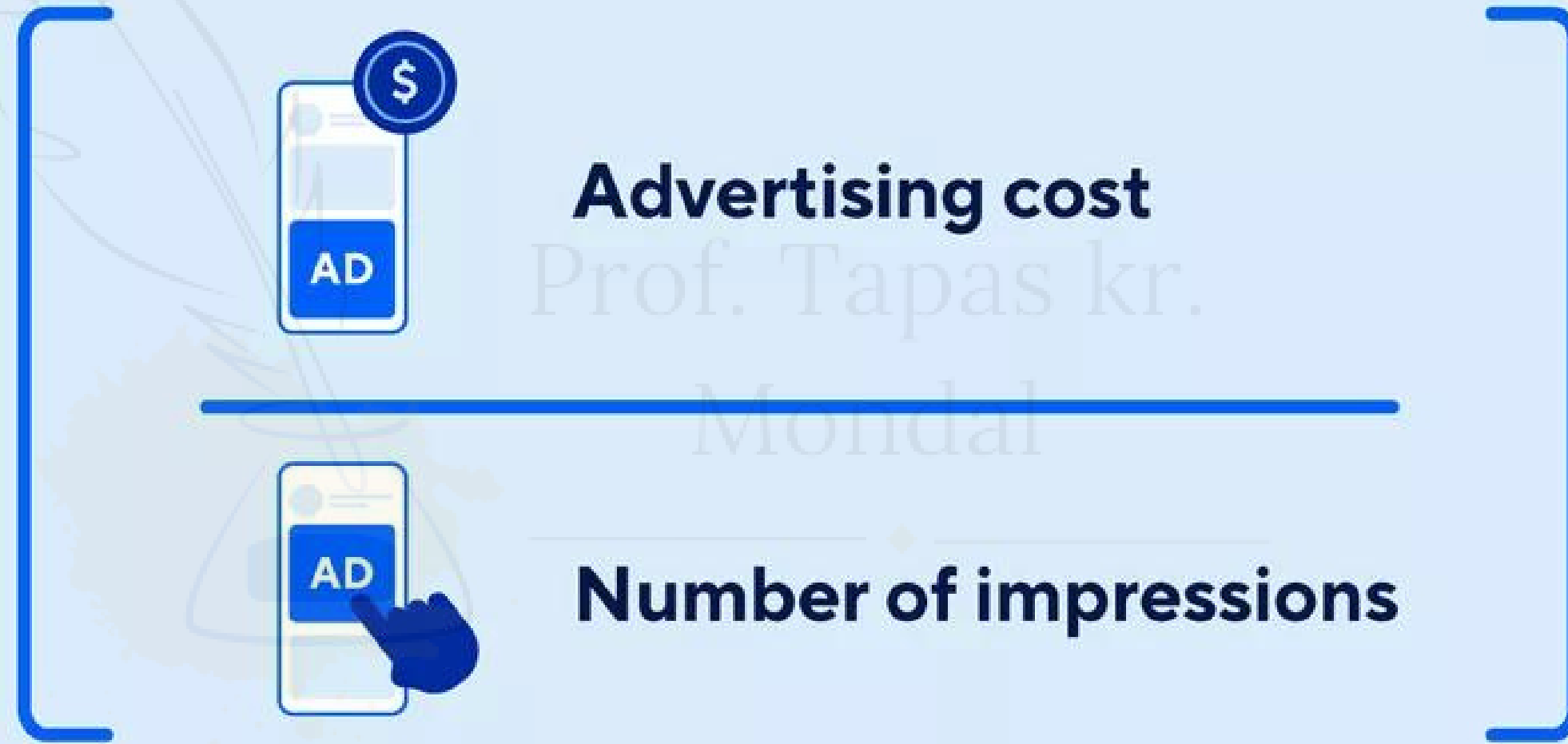|	CPM 🪙	eCPM 🪙
Stands for	Cost-per-thousand impressions	Effective cost-per-thousand impressions
Useful for	Advertisers	Publishers
Shows	How much the advertiser pays for 1000 ad impressions	How much the publisher earns on avg. from 1000 ad impressions

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How to calculate cost per mille

$$\text{CPM} = \left[\frac{\text{Advertising cost}}{\text{Number of impressions}} \right] \times 1000$$

What is click-through rate?

number of people
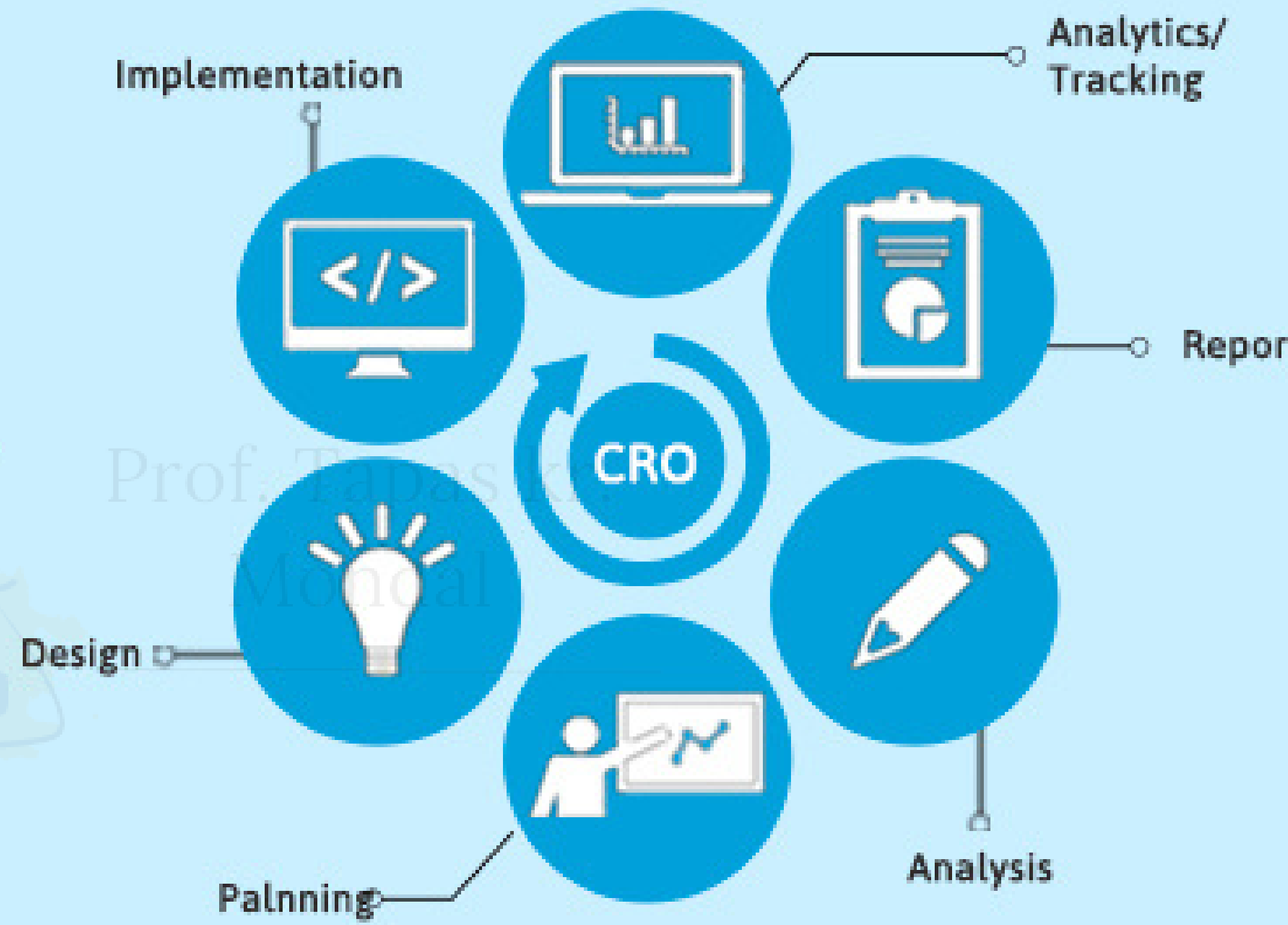who clicked on the ad

$$CTR = \frac{Clicks}{Impressions} \times 100$$

number of people
who saw the ad

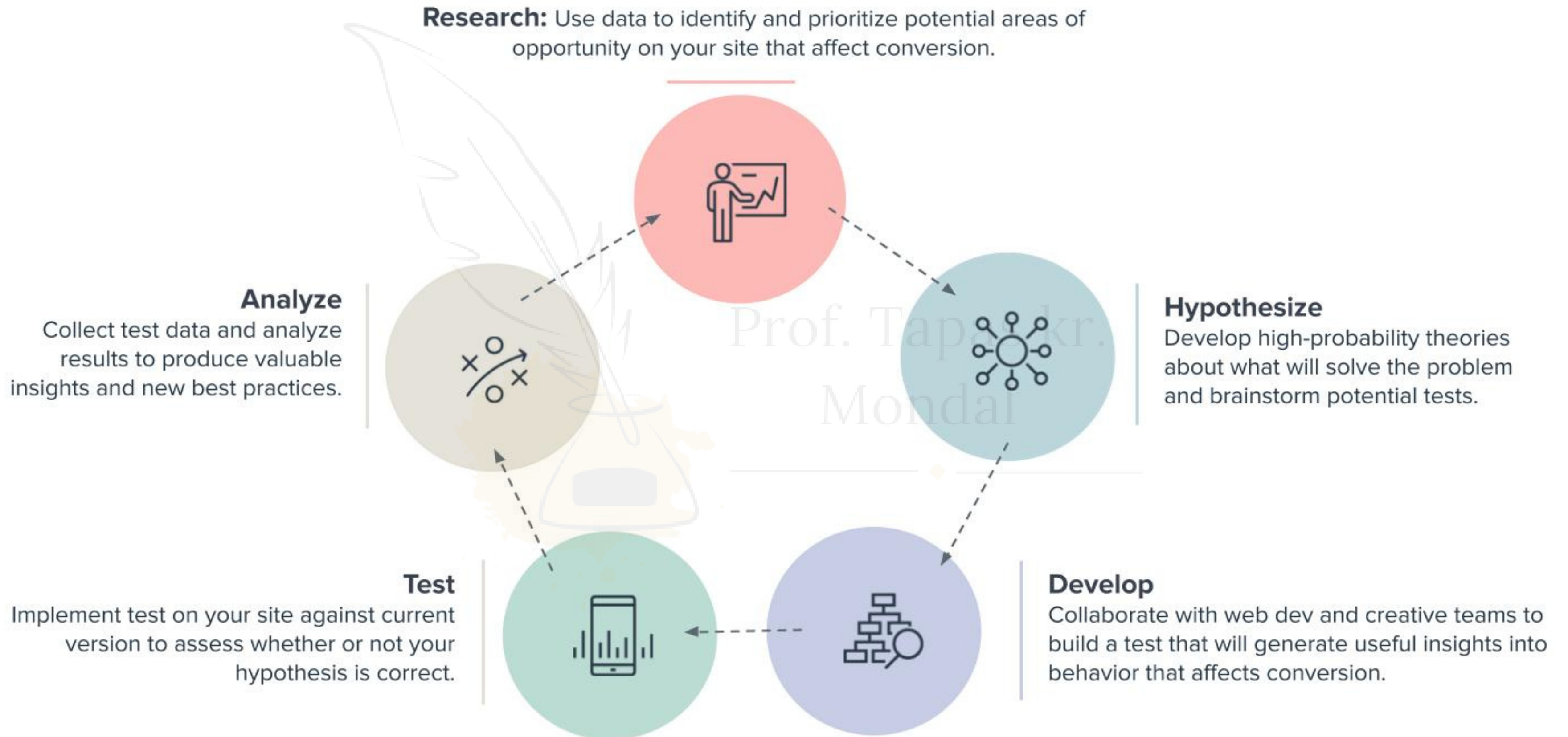What Is CRO, Why Is It So Important for Digital Marketing

Role of **CRO** in
Digital Marketing

Implementation

Analytics/
Tracking

Repor

CRO

Design

Analysis

Palnning

Conversion Rate Optimization

Research: Use data to identify and prioritize potential areas of opportunity on your site that affect conversion.

Analyze
Collect test data and analyze results to produce valuable insights and new best practices.

Hypothesize
Develop high-probability theories about what will solve the problem and brainstorm potential tests.

Test
Implement test on your site against current version to assess whether or not your hypothesis is correct.

Develop
Collaborate with web dev and creative teams to build a test that will generate useful insights into behavior that affects conversion.

Social
Extensions

Scheduling

Seller
Ratings

Location

Call
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Language

PAY PER CLICK

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Thank You

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