Online Marketing Types and Web Analytics

Presented by: Prof. Tapas Kr. Mondal
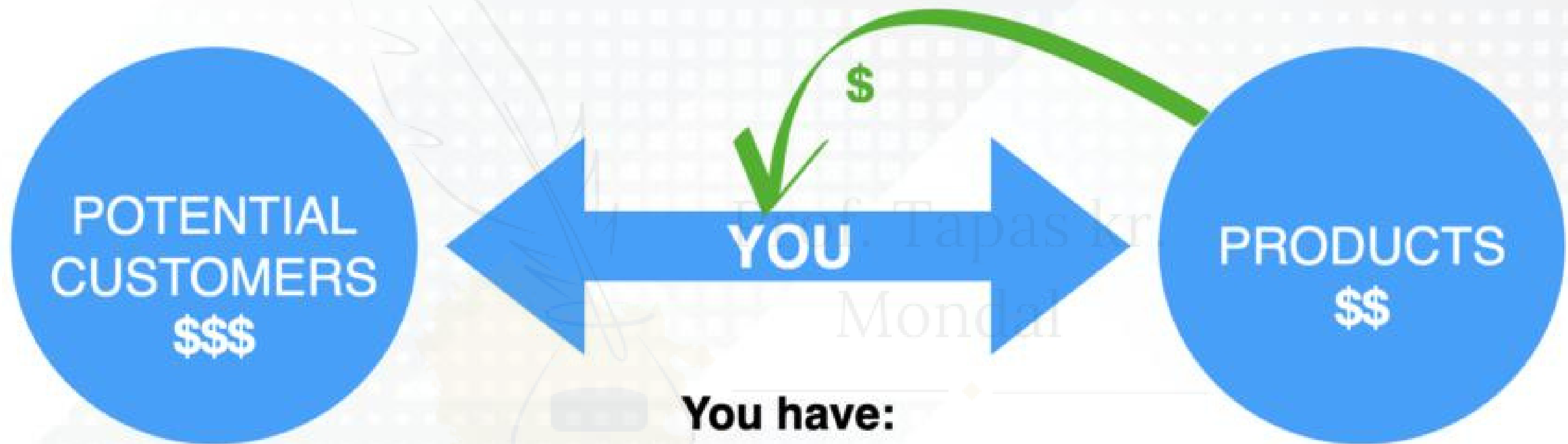
Prof. Tapas kr. Mondal
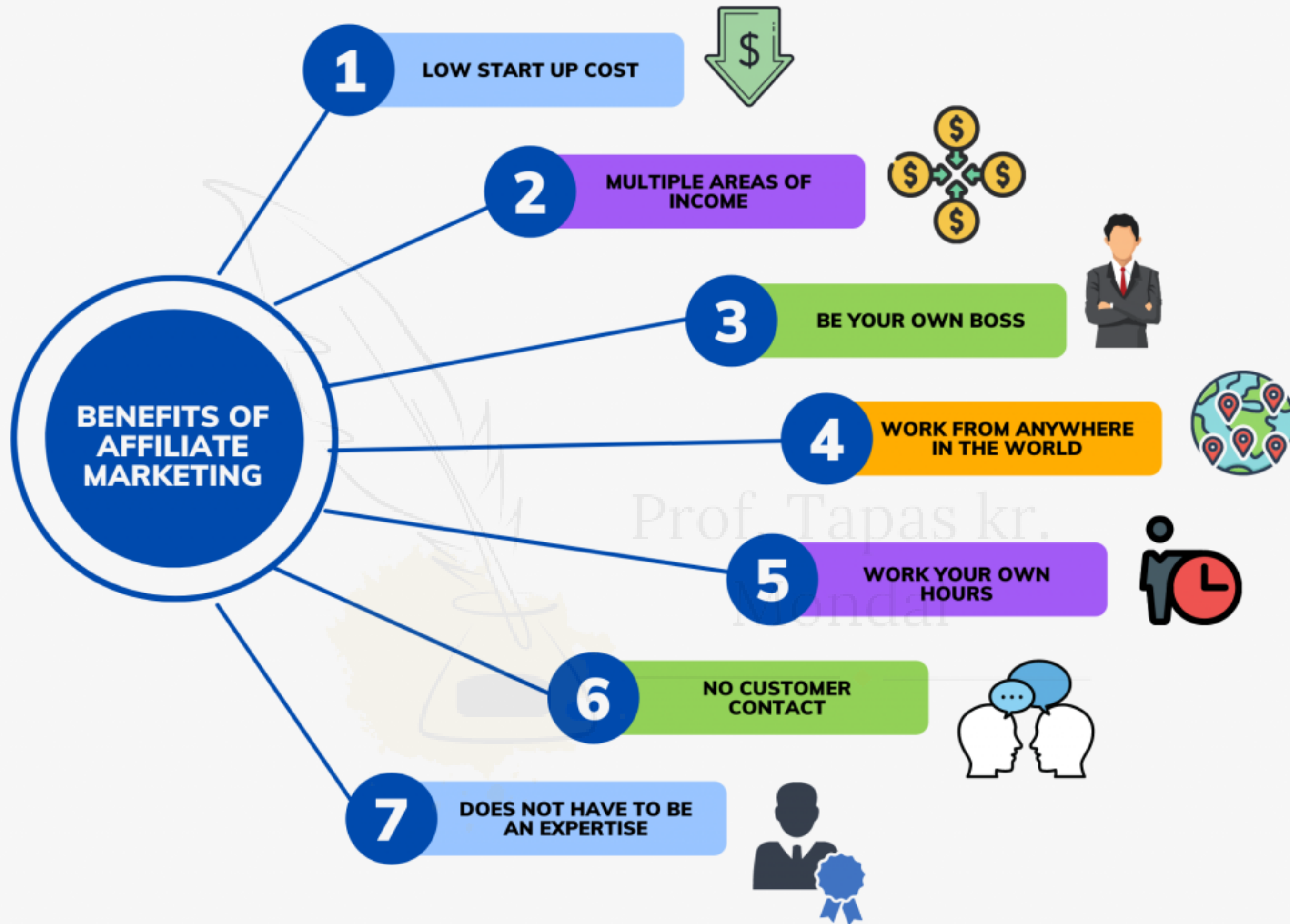
What is Affiliate Marketing?

Generating an income by recommending other people's (or company's) products.

POTENTIAL CUSTOMERS
$$$

YOU

PRODUCTS
$$

You have:
1. Audience
2. Authority
3. Trust

BENEFITS OF AFFILIATE MARKETING

1. LOW START UP COST
2. MULTIPLE AREAS OF INCOME
3. BE YOUR OWN BOSS
4. WORK FROM ANYWHERE IN THE WORLD
5. WORK YOUR OWN HOURS
6. NO CUSTOMER CONTACT
7. DOES NOT HAVE TO BE AN EXPERTISE

Advantages of Affiliate Marketing

VIRAL MARKETING

VIRAL MARKETING: THE GUIDE FOR ADVERTISERS

VIRAL MARKETING

1. Examining Target Audience
2. Brainstorming on Goals
3. Strategy Building
4. Design and Development
5. Conversion Optimization
6. Setting up Analytics
7. ROI Tracking
8. Content Promotions
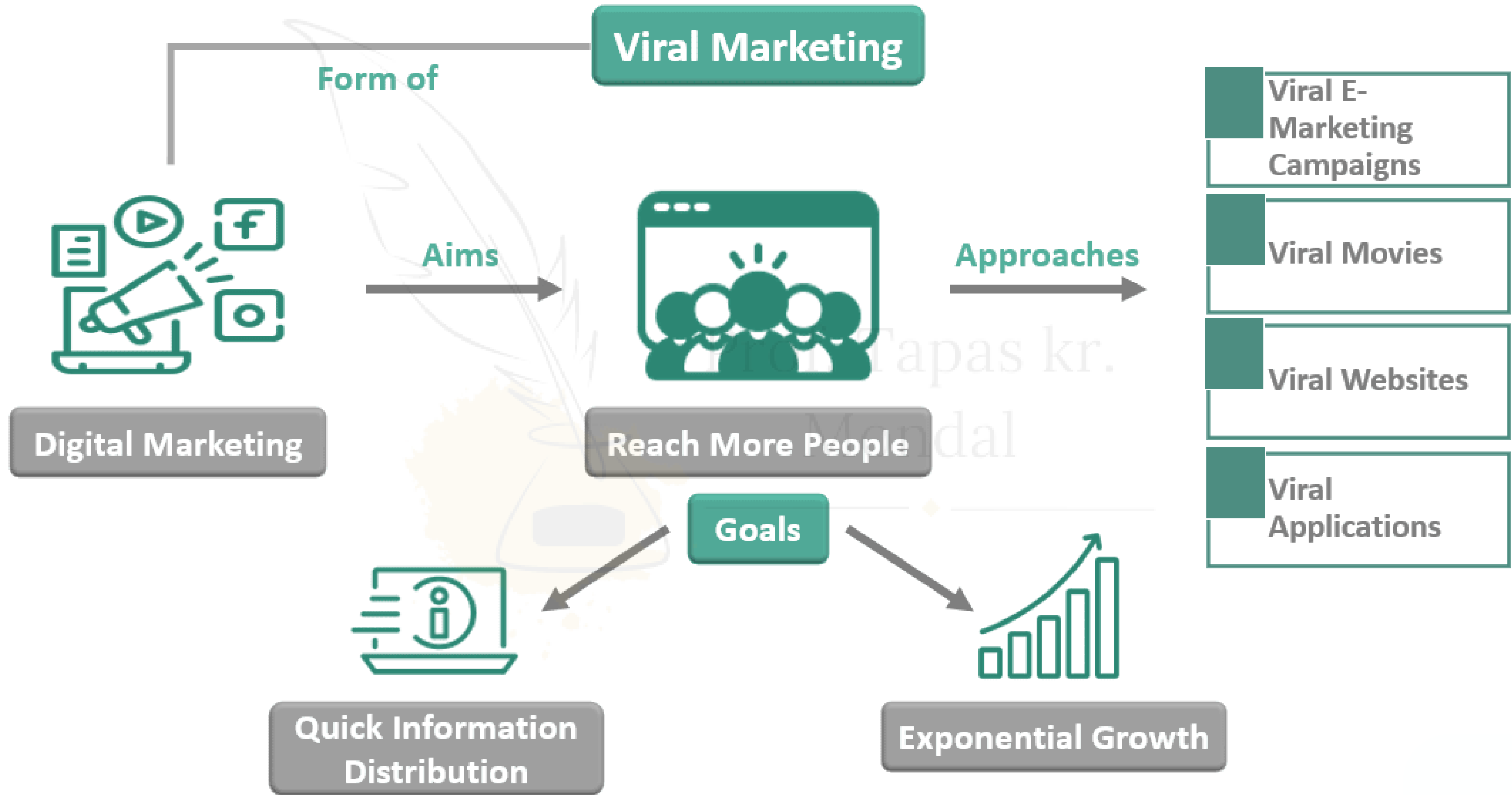9. Result Analysis and Feedback

Viral Marketing

Viral Marketing

Form of

Digital Marketing

Aims

Reach More People

Approaches

Goals

Quick Information Distribution

Exponential Growth

- Viral E-Marketing Campaigns
- Viral Movies
- Viral Websites
- Viral Applications

INFLUENCER MARKETING

A Framework for Influencer Marketing
5-Step Action Plan & 9 Expert Tips

1. DEFINE → **2. DISCOVER** → **3. MONITOR** → **4. TAKE ACTION** → **5. MEASURE**
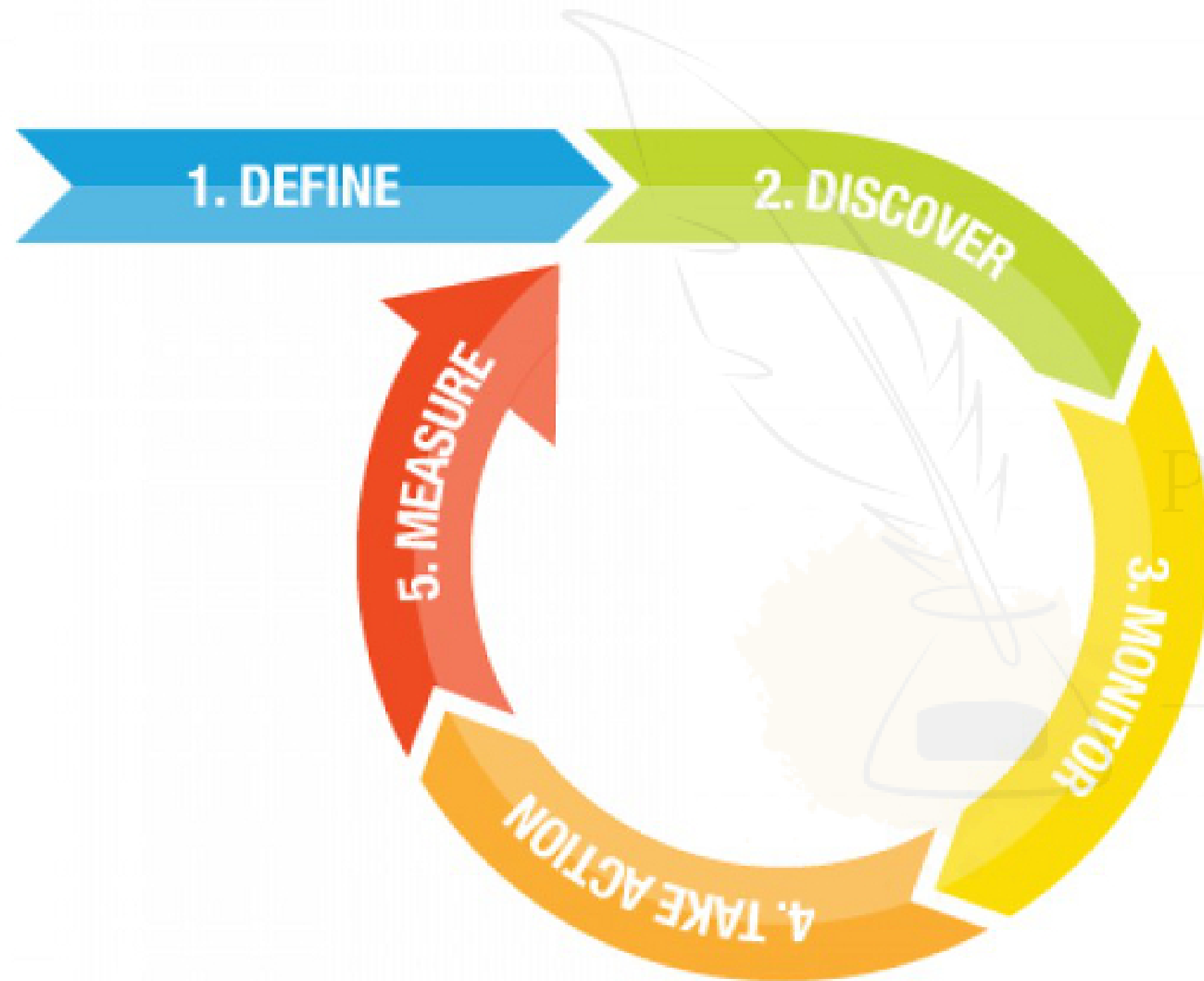
1 Define Your Online Audience

Influencer marketing starts by first identifying your target customer and understanding who impacts how they discover, evaluate, decide and buy.

2 Discover The Right Influencers

Influence is contextual so you will need to find people who produce and share content that can impact your business or your buyer's decision-making process.

3 Monitor Influencers for Opportunities

Listen to your influencers and monitor their content. Ask yourself: What topics do they write about? What do they share? What questions does their audience ask?

4 Take Action & Engage

Start building a relationship with simple actions (follow, share, link). Get to know them, build trust, then plan initiatives that will let you work together.

5 Measure Your Results

Keep track of the relationships you are building and how they translate into tangible events (visits, introductions, mentions, leads). Learn and iterate.

INFLUENCER MARKETING BENEFITS

1. Increasing brand awareness
2. Building trust
3. Generating sales
4. Being an excellent alternative to paid ads
5. Being a shortcut to content marketing
6. Creating an affiliate program
7. Increasing website traffic
8. Increasing your social media presence
9. Having an affordable and cost-effective marketing
10. Having a targeted marketing
11. Predicting the result
12. Building relationships
13. Boosting SEO rankings
14. Using experts' experience

THIS IS **REFERRAL MARKETING**

Referral Marketing is deliberately encouraging your customers to tell their friends about you.

OVERVIEW OF REFERRAL MARKETING PROGRAM
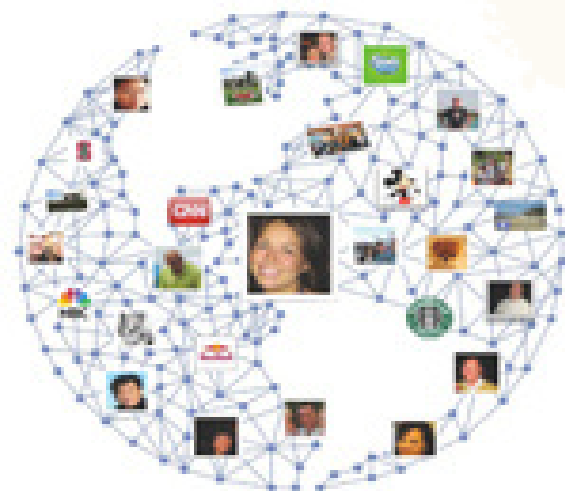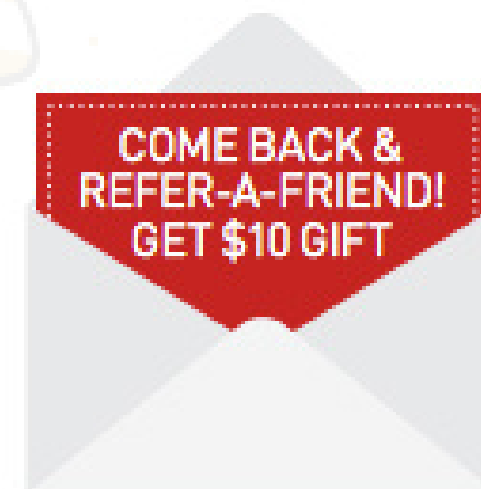
1: Create a Compelling Offer

GIVE $10 GET $10
Refer Friends & Receive Store Credit

2: Promote the Program

GIVE $10 GET $10

3: Make it Easy for Advocates to Refer

Earn $5 for every Referral

4: Leverage Social Graph

5: Keep it Top of Mind

COME BACK & REFER-A-FRIEND! GET $10 GIFT

6: Monitor and Optimize

GIVE $10 GET $10

Creating a Referral Marketing Program

Practice Goals

What is my excess capacity?

Target Market

Which doctors can refer more?

Target Market

Equip with information

Differentiate

Why should they send to me?

Take Action

Create a calendar and follow through

Reward & Track

Legal incentives & results of actions

The 5-step framework of web analytics

1 Tracking Hygiene Metrics

2 Understanding User Behaviour

3 Enabling Digital Marketing

4 Embracing One to One Marketing

5 Drive Business Strategy

Web Analytics

- Web Analytics is the process of analyzing the behavior of visitors to a Website.

- Enable a business to attract more visitors

- There are at least two categories of web analytics:

  - **Off-site web analytics**
  - **ON-site web analytics**

Local Reputation
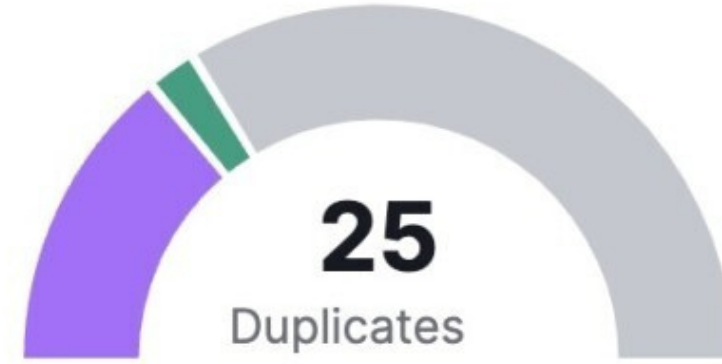
Semrush

3800 Horizon Blvd, Trevose, PA, 1905...

⭐ **4.3**   💬 95   View and reply

Show all reviews 95

Duplicates

25
Duplicates

☑ Possible duplicates	7
☑ Processing	0
☑ Suppressed	1
☑ Unable to suppress	0
☑ Removed	17

Locations with most duplicates

Semrush   1

3800 Horizon Blvd, Trevose, PA, 19...

Show possible duplicates 25

User Suggestions

10
Suggestions

☑ New suggestions	0
☑ Processing	0
☑ Approved	0
☑ Rejected	7
☑ Expired	3

Looks good!

Looks like you don't have any new suggestions.

WEB ANALYTICS

Customer Analytics

Human Resource Analytics

Accounting Analytics

7 online Data Types That Must be Tracked

Funnel Analytics

Lifecycle Analytics

On-site engagement Analytics

Marketing Analytics

Understanding the Importance of Web Analytics

01 Tracking User Behavior

02 Measuring Website Performance

03 Understandi Segmentatio

04 Optimizing Online Advertising Campaigns
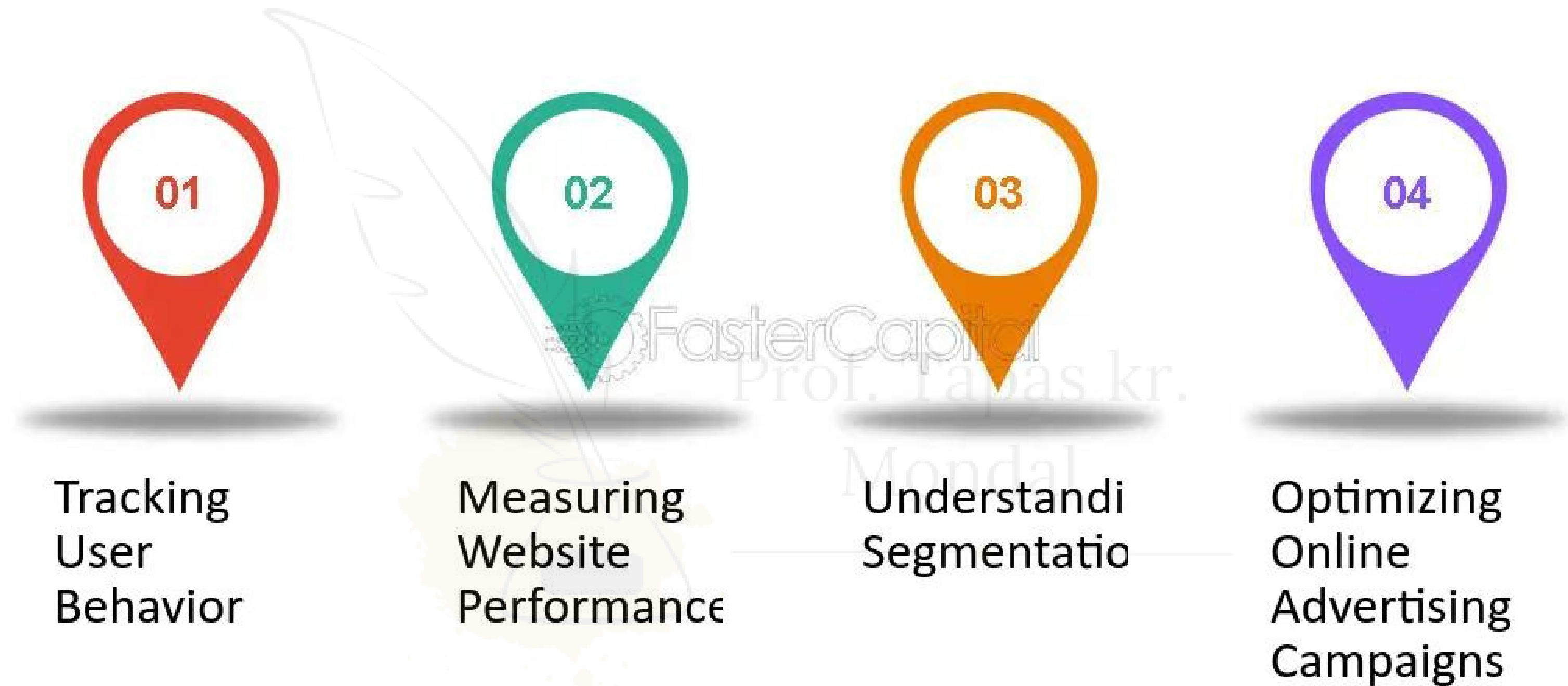
2023 Data and Analytics Trends

01 — **Data Gravity** — VOLUME

02 — VELOCITY — **Democratizing Real-Time Data**

03 — **Augmented Data Management** — VARIETY

04 — VERACITY — **Identity Authenticity**

05 — **Data Monetization** — VALUE

06 — VIRTUE — **Adaptive Data Governance**

07 — **AI-Driven Storytelling & Augmented Analytics** — VISUALIZATION

08 — VIRALITY — **Data Marketplace**

09 — **DevOps – DataOps – XOps** — VISCOSITY
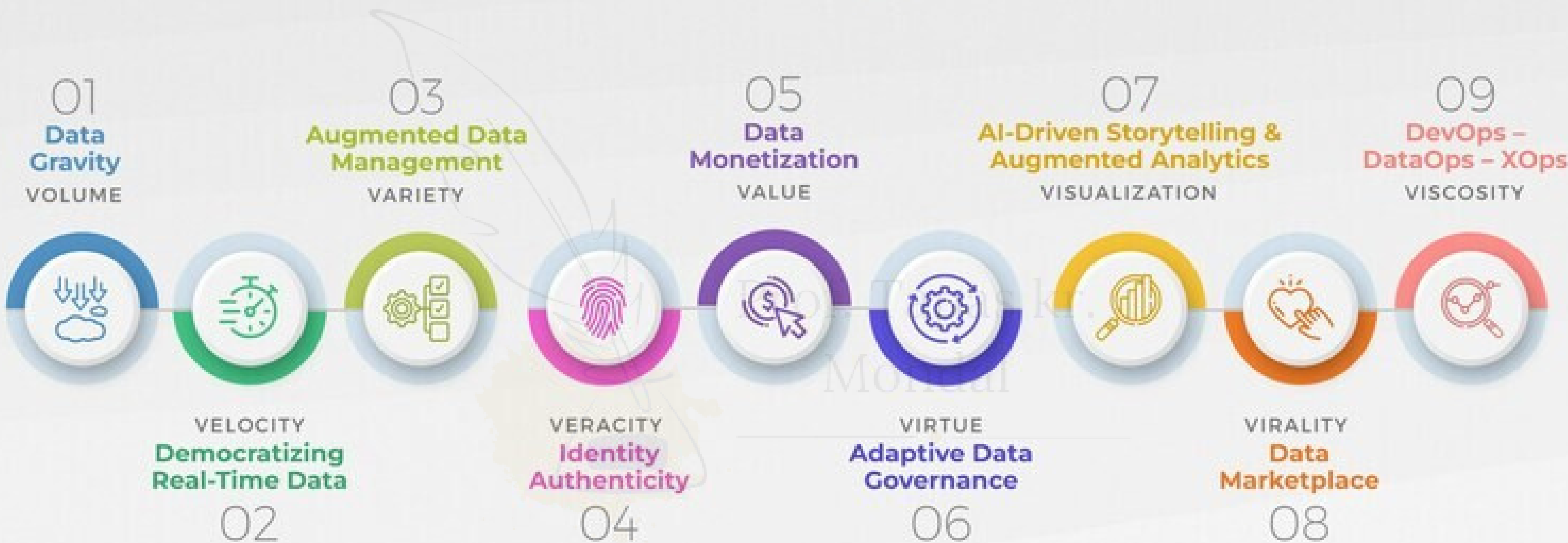
Thank You

Prof. Tapas kr. Mondal